



Press Release

## La dolce *pizza*: PizzaExpress introduces new dessert pizza

**19<sup>th</sup> September 2023:** From a delicious white chocolate pizza to a spicy take on the iconic Dough Balls, PizzaExpress is welcoming autumn with an exciting range of eight new menu items. Launching on 19<sup>th</sup> September for a limited time only, whether you're looking for a post-show cocktail, a three-course meal, or something to satisfy your sweet craving, PizzaExpress' Autumn Menu has it all.

Customers will be living la dolce vita with a first for the brand, a dessert pizza: Pizza Dolce. Golden baked dough is topped with decadent white chocolate sauce, a scoop of irresistible salted caramel gelato, then drizzled with a salted caramel sauce and a sprinkle of crushed Lotus Biscoff biscuit. Finished with a whole biscuit and dusting of icing sugar, this is the ultimate autumn indulgence.

The brand will also welcome a number of additional taste sensations this autumn:

- **'Nduja Dough Balls:** Receiving a hot new makeover for autumn, this delicious take on PizzaExpress' iconic Dough Balls features spicy Calabrian 'nduja sausage, a rich Italian tomato sauce, and three oozing melted cheeses – mozzarella, cheddar and Gran Milano.
- **Romana Pollo Fiesta:** A burst of flavours thanks to the pizza's combination of fajita spiced chicken, oven roasted peppers, garlic, red onion, tomato and mozzarella, topped off with fresh coriander, sour cream and lime, all on a base of freshly baked dough.
- **Margarita:** Pairing perfectly with the brand's popular Margherita pizza is the introduction of a Margarita cocktail, which features refreshing notes of lime and blood orange. With a Margherita on your plate, and a Margarita in hand, you'll be saying *saluti* in no time!
- **Calzone Verdure:** With roasted sweet peppers, silky grilled aubergine, flavoursome spinach, hot chilli and tomato with garlic, this new calzone is set to be a favourite among the brand's popular vegetarian dishes, which account for more than 50% of PizzaExpress' menu.
- **Melanzane:** A famous Italian classic of grilled aubergine, Italian tomato sauce, garlic, mozzarella and Gran Milano makes for the perfect warming autumn dish.
- **Grand Pollo Milanese:** A delicious salad of crispy breaded chicken breast with rocket, Gran Milano and slow roasted tomatoes, finished with basil & pine kernel pesto and lemon.
- **Triple Chilli Cheese:** PizzaExpress Delivers, the brand's recently launched delivery platform, has a new pizza exclusive for those who like it hot: the Triple Chilli Cheese.



Consisting of creamy Buffalo mozzarella, Gran Milano and tomato, topped with three different sweet and hot chilli peppers, customers are set to get a 'kick' out of this new pizza.

PizzaExpress Food & Beverage Director Jane Treasure said, "Since PizzaExpress began in 1965, seeking out the best flavour combinations and top quality ingredients has been at the heart of our brand. With our Autumn Menu now taking centre stage, we know our customers will taste the passion we have for great food in these new dishes, which we can't wait for them to try."

Those who dine at PizzaExpress this autumn can also join the PizzaExpress Club, which provides incredible rewards every time customers dine, from Dough Balls at Bronze to a free child's meal and more at Gold. Find out more at [pizzaexpress.com/club](https://pizzaexpress.com/club).

To learn more about PizzaExpress, visit <https://www.pizzaexpress.com/>.

**ENDS**

For further information please contact the PizzaExpress press office on [press@pizzaexpress.com](mailto:press@pizzaexpress.com)

**PizzaExpress Autumn Menu:**

- 'Nduja Dough Balls (dine-in only)
- Pollo Fiesta (dine-in, collection, delivery)
- Triple Chilli Cheese (collection, delivery)
- Calzone Verdure (dine-in, collection, delivery)
- Melanzane (dine-in, collection, delivery)
- Grand Pollo Milanese (dine-in only)
- Pizza Dolce (dine-in, collection, delivery)
- Margarita (dine-in only)
- Spiced Orange G&G (dine-in only)
- Lime & Ginger Sparkle (dine-in only)
- Peach Sparkle (dine-in, collection, delivery)

**Notes to Editors:**

- PizzaExpress believes that dining should be one of life's highlights. It's why every PizzaExpress pizzeria is packed with pizzazz and only the freshest and perfectly sourced ingredients will do. It's why every dish is made with care—and flair. Because at PizzaExpress, a pizza doesn't just mean dinnertime, it means showtime. Whether they're dining in or out, on the menu customers will find icons they know and love like



Dough Balls, American Hot and the Sloppy Giuseppe, as well as vegan or gluten-free options, and lighter dishes.

- Today, PizzaExpress has over 360 pizzerias in the UK which it continues to remodel at pace, alongside opening new & relocated pizzerias. It's also proud to sell an extensive range of supermarket products including the UK's best-selling salad dressing.
- Globally, customers are served through owned operations in Hong Kong and the UAE, as well as franchise operations across Asia, Middle East and Europe.
- PizzaExpress' digital transformation continues at pace – with over 1.6million customers now in the PizzaExpress Club – an industry leading loyalty scheme. Customers earn treats on the house every time they dine, from free children's meals for loyal members to Dough Balls just for signing up.
- Learn more about PizzaExpress including the story of how Peter Boizot founded the brand in Soho in 1965 at <https://www.pizzaexpress.com/about-us>.