



Press release

Monday, 6th November 2023

PizzaExpress announces retail expansion with new frozen range

Following the recent transformation of PizzaExpress' retail range, including an expanded chilled offering and refreshed packaging, the brand has today announced the introduction of a frozen range of pizzas, pastas and a garlic bread. An omnichannel brand offering dine-in, dine out and a retail business, PizzaExpress' frozen range aims to unlock new meal occasions at scale, giving customers even greater access to restaurant quality pizzas at home.

PizzaExpress was the original casual dining brand in supermarkets after first launching a retail range more than 20 years ago, and the introduction of the new range comes at a time when the [British Frozen Food Federation](#) has revealed two in five consumers are buying more frozen food than 12 months ago. With the brand's retail range being a substantial part of the business (c. £110 million retail sales value), the introduction of PizzaExpress to the frozen category shows further innovation and growth for the brand at a time when frozen food consumption is on the rise.

From 'pizza night' for families to movie nights with mates, the new range, which features both original recipes and recipes inspired by iconic classics, will add pizzazz to meal occasions, enliven at-home dining and allow customers to conveniently stock their freezers with PizzaExpress' delicious dishes to enjoy at their leisure.

The new range consists of the **Margherita Speciale**, the **American Speciale**, inspired by the brand's popular delivery pizza, the iconic **Padana**, **Pollo BBQ**, **Lasagna**, **Spinach & Ricotta Cannelloni**, **Pollo Forza Pasta**, **Spaghetti Meatballs** and **Garlic Bread with Mozzarella**.

Launching in Tesco, the brand's biggest retail partner, customers will be able to benefit from both an extensive frozen and chilled PizzaExpress range, and also earn Tesco Clubcard points on all purchases.

PizzaExpress' Retail Director Rich Mills said, *"Our frozen range is backed by more than 20 years of experience in offering customers restaurant quality chilled pizzas, and this new range allows us to enter the frozen category where we know our customers are purchasing for convenience and different meal occasions to that of chilled. Showcasing our commitment to innovation, our frozen range allows our customers more choice and to have something in their freezer they know they can rely on, with great taste and premium ingredients. We're very proud to be an omnichannel brand and with our retail range, customers are able to have an enlivening dining experience at home – whether it's dinner for*



tonight with our chilled range, or an upcoming dining occasion customers can now plan ahead for with our frozen range.”

ENDS

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

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 2 million 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>.

