



Press Release

PizzaExpress serves up record store at new Birmingham ICC pizzeria

- The newest addition to Birmingham's vibrant dining scene combines great food with live music *and* a record store
- The opening marks the brand's fourth record store, and first outside of London, serving live recorded vinyl and CDs from its eclectic music catalogue
- To celebrate the opening of PizzaExpress' newest restaurant, famed singer Jack Garratt wowed guests at opening party

Friday 13th September: The UK's most iconic pizzeria brand is delighted to announce that today, it is opening its newest pizzeria at The ICC, Birmingham. Alongside serving up its world-famous pizza and iconic Dough Balls, there is an added sprinkling of spice in store: the brand is bringing live music back to the city of Birmingham. That's right, PizzaExpress is returning to the city with its world-renowned live music shows and if that's not enough, it's launching its *first* record store outside London inside the pizzeria.

Following the success of the brand's three record stores opening in the capital earlier this year, this new store is located inside The ICC pizzeria. Featuring vinyl and CDs from the brand's PX Records artists, customers will be able to purchase records from UK soul outfit Mamas Gun, keyboardist Matt Johnson (Jamiroquai) and renowned British singer-songwriter, Jack Garratt – all of which were recorded at PizzaExpress Live iconic venues.

The brand continues to prove itself as more than just a pizza restaurant, continually innovating and showcasing its authentic music prowess – with live music venues which have played host to a number of the big names of today, from Ed Sheeran and Sam Smith to the late Amy Winehouse, many of whom credit the brand for the role it's played in their success and propulsion into the limelight.

This innovative approach to bring music into the heart of the new Brum pizzeria is exciting news for the talent of Birmingham, as the restaurant will feature weekly live music, known as *Live Sessions*, providing a platform for local artists to share their musical talents – not to mention the perfect setting for music lovers to enjoy an American Hot and ice cold Peroni. PizzaExpress Birmingham ICC's Live Sessions will be held on Thursday evenings from 6pm, showcasing incredible, upcoming Birmingham talent.

Located in the heart of Birmingham's bustling cultural precinct of arenas, restaurants, bars and attractions, PizzaExpress Birmingham ICC overlooks the city's famed canals with an incredible outdoor dining terrace. The bespoke interior is the work of its award-winning design team – including unique gold artwork by Italian interior designer Enzo Apicella, who worked with PizzaExpress' founder, Peter Boizot, to create some of the brand's iconic aesthetics.

Destined to be a firm favourite for the city, the pizzeria celebrated its opening through an exclusive event last night (Thursday 12th September) featuring a surprise performance from its latest PX Records recording artist, Jack Garratt, to high acclaim. Jack was supported by a set from local Birmingham musician Hali Ray, which guests enjoyed whilst sipping refreshing cocktails by craft distiller, Sipsmith.

PizzaExpress Birmingham ICC General Manager Ilham Tahmazov said, "Our pizzeria is a stylish new setting for locals to enjoy their PizzaExpress favourites. In a city renowned for its heavy metal in the late 60s, as we approach our 60th anniversary next year, it only seems right to celebrate our connection to live music, with our very own record store, live music and our delicious menu – all the ingredients for a lunch stop with family, mates or dates or guaranteed good night out."

The opening of PizzaExpress Birmingham ICC builds on the brand's mission to make its iconic pizzas available to customers no matter where they are – from Bengaluru, India to Birmingham, UK with this new restaurant marking the brand's third location in the UK's second largest city. It will also support the local economy by bringing 20 new jobs and career opportunities for the community.

ENDS

Address: PizzaExpress Birmingham ICC, 8 Centenary Square, Birmingham, B1 2EA

Opening times:

Sunday – Wednesday: 11:30am – 10:00pm

Thursday – Saturday: 11:30am – 11:00pm

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To learn more about PizzaExpress, visit <https://www.pizzaexpress.com/>. For further information please contact the PizzaExpress press office on press@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>.