

# Extreme Pita opens in Pleasanton

## Crossroads Shopping Center location is restaurant's 9th in California

Extreme Pita opened its newest restaurant at Crossroads Shopping Center at 4555 Hopyard Road on Wednesday.

The new Pleasanton restaurant is the chain's ninth in California.

"After years of tremendous success in North America, we are extremely excited to bring our fresh and healthy pitas to Pleasanton," said Ray Zandi, brand vice president of Extreme Pita U.S.A.

"Pleasanton represents our 33rd location in the United States and the interest in the concept over the past year has been tremendous," he added.

Positioned in a niche between monster fast food outlets and fast casual dining environments, Extreme Pita offers consumers convenience and value with its large selection of fresh and nutritious pita sandwiches, he said.

He added that the restaurant features a "no rules" menu that customizes every rolled pita to suit the individual tastes of its customers. It serves all pitas fresh or sautéed in water, not oil, right in front of the patron.

Sandwich options range from grilled chicken, souvlaki and Thai beef, to fresh market vegetables and falafel. The restaurant also offers a kids' menu, which features four kid-friendly styles such as BBQ4U, Sweet Chicken Little and Fee Fi FO Hummus.

"Extreme Pita has always stood for inspired healthy eating," said Zandi. "We pride ourselves in the ability to offer quality, healthy food choices."

"Maintaining good health should be a top priority for everyone," he added. "In fact, we proudly display all key product

nutritionals in our restaurants and on our take-out menus, not to mention calories right on our main menu board."

To celebrate the grand opening, the Pleasanton restaurant will be offering half price pitas on Friday and Saturday, Aug. 3 and 4.

Extreme Pita is part of the Extreme Brandz family of quick service restaurants. Co-founded by brothers Alex and Mark Rechichi, the first location was opened in Waterloo, Canada, in 1997. Today there are over 265 locations across North America.

In addition to ranking in Entrepreneur magazine's list of top restaurant franchises in 2011, Extreme Brandz won the 2011 Company of the Year Pinnacle Award. For more information, visit [www.extremepita.com](http://www.extremepita.com). ■