DID DOWNTOWN IMPROVEMENT DISTRICT

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Taking Downtown to the Extreme

Downtown Modesto gets a touch of the extreme as the San Francisco establishment, Extreme Pizza, opened its doors this winter. Located at 1022 11th Street, Extreme Pizza promises originality and quality in every choice on its diverse menu.

"Our goal," claims company representative George Yudell, "is that people are tired of the big-chain pizzas where you have low quality ingredients and not much choice." With over 40 toppings, the company promises visitors a mound of choices of over 23 combination pizzas, ranging from the traditional to the gourmet. Since its inception ten years ago, Extreme Pizza has been known for its eclectic menu, which includes salads, sandwiches, and calzones.

According to Yudell, "I think Americans have gotten a lot more sophisticated in what they eat and the menu matches that. We hear from our customers all the time that our pizzas are more like meals than