



# EXTREME PIZZA

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Founded in 1994 by Todd Parent, Extreme Pizza has grown throughout the state of California (with 28 locations throughout) to today having locations in 11 states. Extreme Pizza has also gone international with a franchise in Dublin, Ireland.

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**AWARDED THE “BEST Pizza in San Francisco”** in 1998, as well as the Bay Area and East Bay on multiple occasions, Extreme Pizza has surged into the culinary market with a combination of innovative toppings and ingredients used in its pizza, making a niche for itself by using nontraditional toppings to create its gourmet pizzas. The list of its 19 unique food choices includes:

- **Holy Cow** - Fontina, swiss, gorgonzola, mozzarella, roasted walnuts and fresh sage
- **Green with envy** - Homemade pesto sauce, tomatoes, feta, fresh basil, oregano and mozzarella
- **The Screaming Tomato** - Tomatoes, fresh garlic, fresh basil, mozzarella and cheddar
- **White Out** - Fresh mushrooms, red onions, broccoli, diced tomatoes, roasted red peppers, fresh basil, oregano and tomato sauce
- **Mr. Pestato Head** - Homemade pesto sauce, new potatoes, red onions, feta, fresh basil, oregano and mozzarella
- **Railroad Grade** - Italian sausage, pepperoni, fresh mushrooms, red onions, fresh tomato sauce, mozzarella and cheddar

- **Everest** - Meat and more meat... Italian Sausage, pepperoni, salami, beef meatball, mozzarella, and tomato sauce
- **Peace in the Middle East** - Homemade hummus, tomatoes, olives, onions, feta, fresh basil, pepperoncinis and mozzarella
- **Pandora's Box** - Baby Spinach, marinated artichoke hearts, sundried tomatoes, feta, fresh garlic, fresh basil, oregano and mozzarella
- **Drag it Thru the Garden** - Fresh mushrooms, green peppers, red onions, marinated artichoke hearts, broccoli, tomatoes, fresh basil, fresh tomato sauce and mozzarella or soy cheese
- **California Cactus** - Frijoles negras salsa, grilled chicken or green chilies, black olives, red onions, tomatoes, jalapenos, cilantro and cheddar
- **Kickin' Chicken** - Chicken marinated in a spicy ginger peanut sauce, scallions, fontina cheese, fresh cilantro and mozzarella
- **Ragin' Rooster** - Chicken marinated in a killer barbecue sauce, red onions, fresh cilantro, cheddar and mozzarella
- **Wingin' It** - Chicken marinated in an explosive buffalo wing sauce, celery, gorgonzola and mozzarella
- **Poultry Geist** - Chicken marinated in a tangy ranch sauce, broccoli, onion, swiss, fontina, gorgonzola, mozzarella and fresh sage
- **The Boar'der** - Shredded pork marinated in a killer BBQ sauce, red onions, fresh cilantro, cheddar and mozzarella
- **Yard Sale** - Everything in the house! Sausage, pepperoni, salami, fresh mushrooms, black olives, green peppers, red onions, tomatoes, fresh tomato sauce and mozzarella
- **Paia Pie** - Canadian bacon, Hawaiian pineapple, Mandarin oranges, fresh tomato sauce, mozzarella and cheddar
- **Adrenaline Rush** - Tomato sauce, bacon, tomato, and cheddar, topped with a tangy slaw

Today, the franchise still operates primarily in the state of California as well as locations in Colorado, Delaware, Florida, Nebraska, Nevada, New York, Oregon, Texas, Virginia and Washington, with plans to add 20 additional franchises in the coming year.

According to the company's website, "Life is too short for mediocrity, so don't settle for anything but the best. This is the reason why every day we slice fresh veggies, mix our proprietary dough recipe, use only the finest cheeses and serve award-winning pizzas. Enjoy. You deserve it."

## Turn-key offerings for franchising

But aside from its certainly unique menu—undoubtedly Extreme Pizza’s competitive edge in the food marketplace—its relaxed relations with its business owners makes becoming a franchisee an enjoyable and worthwhile experience.

The restaurant’s California-style décor and cuisine is a winning combination. Foods use a combination of cute food names while maintaining standard Italian pizza variations, with various mixtures of spicy meats, fresh tomato sauces, Italian herbs and vegetables. The extreme sport wall art paraphernalia, like snowboards and surfboards, adds to the company’s intriguing ambience.

Pizzas come in five different sizes, from indeed to huge, ranging from \$6.50 to \$25, while orders can also be for takeout, delivery, ‘take and bake’, or dining. Catering is also available at select locations.

## Competitive edge and business growth

“Extreme Pizza understands that the life line of our business is our customers. Our reputation for outstanding service and products is unmatched. The same quality and commitment that goes into our award-winning pizza and customer service also goes into our relationship with each franchisee,” says the company’s website. “We have developed extensive support material to ease [a franchisee’s] startup experience,



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conducted thorough training seminars to learn the Extreme Pizza business model.

“We’re dedicated to providing our customers with nourishing and healthy food choices. We’re known for our innovative pizza combinations using only the finest ingredients and our philosophy: Extreme. Not mainstream. Extreme Pizza stands behind its motto that ‘Life Is Too Short For Mediocrity’, ensuring extreme delivery, extreme customer service and extreme dining.”

An extremely smart investment is without a doubt Extreme Pizza. **ABJ**



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