

SKINNYPIZZA® opens in Greenwich CT

Healthier Take on NY Style Pizza Adds 5th Fast Casual Restaurant

GREENWICH, CONNECTICUT, USA, April 9, 2018 /EINPresswire.com/ -- Skinny Pizza Franchisees and Greenwich residents, Dr. Denis and Eleni Bouboulis said “We are really excited to be opening a SkinnyPizza in the Greenwich community. We fell in love with the SkinnyPizza® concept and believe it's a great addition to Greenwich Avenue.”

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www.skinnypizza.com

SkinnyPizza®, the New York City-based chain that offers a healthier take on traditional New York-style pizza, will open its first Connecticut location on April 11, 2018 at 30 Greenwich Avenue in [Greenwich, Connecticut](#). SkinnyPizza®'s new location, the only pizza eatery on Greenwich Avenue, is making its home in a building first constructed in 1875 and is part of the Greenwich Avenue Historic District listed on the National Historic Register.



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Joe Vetrano

Bouboulis adds, “SkinnyPizza® flavor-packed, thin crust pies are lower in calories and made using all natural, potassium bromate free flour.”

SkinnyPizza® also offers a menu of pastas, salads and soups, all with a healthier take on traditional Italian favorites.

SkinnyPizza® was founded in 2009 by Long Island veteran restaurateur and CEO, Joseph Vetrano. He describes SkinnyPizza® as “real pizza, real thin.” From his experience working in his family's pizza and pasta restaurant, Vetrano saw the trend to cut carbohydrates and calories in classic food stuffs -

and offer a level of interactivity to the process. Now, diners pay one price and build their own custom SkinnyPizza® from a large selection of fresh toppings. Vetrano calls his custom SkinnyPizza® pies, “Built With No Guilt®.” Vetrano continued by announcing that SkinnyPizza® plans to roll out a new Cauliflower Pizza Crust”

SkinnyPizza® will cater to Connecticut consumers who, like ninety-three percent (93%) of Americans, enjoy pizza monthly, and the two-thirds who opt for a thin crust pizza variety, according to Statistic Brain in 2018. The SkinnyPizza® menu was designed for those that are health- and environmentally conscious, with pizza sauce made from organic tomatoes and pasta dishes made from organic, GMO-free, egg-free, cholesterol-free, low-sodium, high-fiber pasta. The location also offers a line of soups that include vegan, vegetarian, dairy-free and gluten-free options.



The Greenwich Avenue SkinnyPizza® location will open in Connecticut on April 11, 2018 with a ribbon cutting at 10amET. Local politicians and members of the Chamber of Commerce will be on hand to conduct the ceremony. To celebrate the Grand Opening, SkinnyPizza® will offer one dollar (\$1.00) priced pizzas from 11:30am to 2:30pm to 500 customers who present a redeemable ticket on-site. Street teams locally will distribute the tickets to Greenwich Avenue shoppers and merchants in the days leading up to the Grand Opening. SkinnyPizza® will also provide the Greenwich Chamber with pizza samples at their Business Showcase on April 26, 2018.

SkinnyPizza®'s Greenwich location joins other franchises & company owned restaurants in New York City, Long Island, Dallas, Pennsylvania and Saudi Arabia. Vetrano has teamed with [franchise](#) industry expert, Gary Occhiogrosso, founder of Franchise Growth Solutions, LLC, to expand the turnkey SkinnyPizza® fast casual QSR (quick service restaurant) business model from five (5) locations in 2018 to fifteen (15) locations by 2020. SkinnyPizza® franchises are currently available in NY, CT, PA, NJ and along the eastern seaboard.

Mr. Occhiogrosso has over 30 years' experience in franchise development and was integral to the success of nationally recognized brands including Ranch *1, Desert Moon Fresh Mexican Grille, and brands found under the multi-brand franchisor, TRUFOODS, LLC.

ABOUT SKINNY PIZZA®

SKINNYPIZZA® is the first fast casual pizza concept emerging from the New York market; the home of some of the greatest tasting pizza in the country. SKINNYPIZZA® has transformed pizza, one of America's most popular food options, into a healthy food choice that raises the consciousness of nutrition and health. SKINNYPIZZA® is categorized as fast casual dining that offers custom made pizza, organic salads, soups and pastas. SKINNYPIZZA®'s diverse menu prides itself on using fine ingredients with no preservatives or additives. The ingredients used are delivered fresh daily from local markets. The tomatoes are 100% organic and the meats are hormone and nitrate free. The pizza crust is made using all natural flour, potassium bromate free. The guests choose from original white crust, wheat or gluten-free and can build their own custom pizza according to their dietary preference. All-natural Stubborn sodas are among the beverage selections available.

ABOUT FRANCHISE GROWTH SOLUTIONS, LLC

Franchise Growth Solutions, LLC is a strategic planning, franchise development and sales organization offering franchise sales, brand development, strategic planning, real estate and architectural development, vendor management, lead generation, and advertising, marketing and PR including social media. Franchise Growth Solutions' proven "Coach, Mentor & Grow®" system puts both franchisors and potential franchisees on the fast track to growth. Membership in Franchise Growth Solutions' client portfolio is by recommendation only.

For more information on SKINNYPIZZA® fast casual restaurant concept, please visit skinnypizza.com. For information on owning your own SKINNYPIZZA® franchise, please contact Gary Occhiogrosso at 917.991.2465 or via email at [gary\(at\)skinnypizza\(dot\)com](mailto:gary(at)skinnypizza(dot)com)

CONTACT: Gary Occhiogrosso
Franchise Growth Solutions
917.991.2465
gary.skinnypizza.com
www.frangrow.com

Gary Occhiogrosso
Franchise Growth Solutions
9179912465
[email us here](#)

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