

# Sbarro Celebrates 70 Years as the Global Leader in XL New York Pizza-by-the-Slice

*'70 Years – One Iconic Slice' Honors the Brand's Legacy While Celebrating Continued Innovation and Global Growth*

COLUMBUS, OH, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- For 70 years, [Sbarro](#), LLC has been serving the authentic taste of New York pizza to millions of guests around the world. In celebration of its milestone anniversary, the brand is proudly launching its "70 Years – One Iconic Slice" campaign, recognizing seven decades of delivering the Original XL New York Pizza-by-the-Slice while continuing to evolve to meet the needs of today's on-the-go consumer.

From its headquarters in Columbus, Ohio, Sbarro has grown into the global leader in authentic New York pizza-by-the-slice, operating more than 850 restaurants across 35 countries. Known for pioneering the XL New York Pizza-by-the-Slice experience, the brand serves guests wherever life takes them through restaurants located in airports, convenience stores, travel centers, shopping centers, universities, military bases, casinos and other high-traffic destinations around the globe.

Founded in 1956 by Gennaro and Carmela Sbarro, the brand began as a neighborhood Italian salumeria in Brooklyn, New York. Built on family recipes, quality ingredients and warm hospitality, the small grocery quickly became a destination for authentic Italian food, expanding throughout the New York metropolitan area and establishing the Sbarro name as a trusted favorite. That same commitment to quality remains at the heart of the brand today and is evident throughout the current menu of pizza, pasta, stromboli, salad and more.

For generations, one thing has remained unchanged: the recipe behind Sbarro's iconic slice. Every pizza begins with made-from-scratch, hand-stretched dough, topped with San Marzano-

The graphic is a vertical promotional poster for Sbarro's 70th anniversary. At the top is the Sbarro logo with 'NYC 1956' above it. Below the logo, the text '70 YEARS' is written in large, bold, black letters, and 'ONE ICONIC SLICE' is written in white letters on a black background. The background of the poster is a collage of black and white photos showing Sbarro's history and current operations, including a woman in a Sbarro uniform, a Sbarro storefront, and people eating pizza. At the bottom, there is a red banner with the text '\$2 FOR ADD ANY SLICE TO ANY COMBO' in white. Below the banner, the text '70 Years - One Iconic Slice' is written in black. Small text at the bottom of the red banner reads: 'FOR A LIMITED TIME ONLY AT PARTICIPATING LOCATIONS. TERMS AND RESTRICTIONS APPLY. OFFER MAY BE MODIFIED OR DISCONTINUED AT ANY TIME.'

style tomato sauce, freshly shredded 100% whole milk mozzarella cheese prepared throughout the day, and baked fresh in every restaurant. That unwavering commitment to quality has made Sbarro a favorite for pizza lovers seeking authentic New York-style flavor without compromise.

"As we celebrate 70 years, we're honoring the vision of Gennaro and Carmela Sbarro and the values they built this company upon: quality, authenticity and taking pride in every slice we serve," said David Karam, Chief Executive Officer of Sbarro. "The recipe that started in Brooklyn seven decades ago remains the foundation of our brand today, and it's why generations of guests continue to choose Sbarro. Our commitment has always been simple: preserve what made our pizza iconic while continually finding new ways to better serve our guests. That balance between tradition and innovation has fueled our success for 70 years, and it's what will carry Sbarro into the future."

That momentum is reflected in Sbarro's global expansion, with more than 100 new restaurants

“

The recipe that started in Brooklyn seven decades ago remains the foundation of our brand today, and it's why generations of guests continue to choose Sbarro."

*David Karam, Chief Executive Officer of Sbarro*

opened annually for the past four years and a fifth consecutive year on pace, including recent entries into Chile, Panama, Colombia and Poland. Alongside its legendary pizza-by-the-slice business, the brand has expanded online ordering and carryout options, making it easier than ever for guests to enjoy whole XL pizzas for family meals, celebrations and group occasions. Investments in modern kitchen equipment, operational efficiencies and restaurant technology continue to improve consistency and speed while supporting franchisees around the world.

As part of its "70 Years – One Iconic Slice" anniversary celebration, Sbarro is also thanking guests with a limited-time offer. From August 17 through October 17, guests at participating Sbarro



Sbarro, LLC Logo



Sbarro's XL NY Pizza on Display

restaurants, can add any XL NY slice to any combo purchase for only \$2. The promotion celebrates the iconic slice that has defined the brand for seven decades while giving both loyal fans and first-time guests another reason to enjoy Sbarro's authentic New York-style pizza.

"Seventy years is an incredible milestone, but we're even more excited about what's ahead," added Karam. "Our brand has never been stronger. With an expanding global footprint, flexible restaurant formats, world-class franchise partners and an unwavering commitment to quality, we're well positioned to continue serving guests for generations to come. One iconic slice started it all, and after 70 years, it's still bringing people together every day."

###

#### About Sbarro, LLC

Founded in 1956, Sbarro is the global leader for authentic New York pizza-by-the-slice in the quick-service restaurant (QSR) industry. Celebrated for their commitment to quality, Sbarro offers made-from-scratch, hand-stretched dough, 100% whole milk mozzarella cheese, and San Marzano-style tomato sauce in a variety of venues including malls, casinos, airports, universities, convenience stores, military bases and travel plazas. With a presence in 35 countries worldwide, the brand continues to expand its reach through a combination of company-owned and franchised restaurants. Sbarro prides itself on being an employer of choice and a favorite destination for customers around the world. For more information about Sbarro, its latest openings, and [franchise opportunities](#), visit [www.sbarro.com](http://www.sbarro.com). Get social with us on @sbarro on Facebook and TikTok, and @sbarroofficial on Instagram.

Media Team

Sbarro, LLC

media@sbarro.com

---

This press release can be viewed online at: <https://www.einpresswire.com/article/934195442>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.