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## US pizza giant enters local market

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By Staff Reporter

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EIGHTEEN jobs will be created, with more expected to follow, when an American pizza chain opens its first store outside America in Kilkenny on Friday.

Extreme Pizza, located at 8 The Arches, Barrack Street, will be run by Californian-native Carla

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Feely, who has bought the European rights to the franchise.

Ms Feely said the Kilkenny store will be the chain's European headquarters and she plans to sell franchises and run training courses from Kilkenny, creating new jobs and bringing visitors to the city.

Extreme Pizza was created in San Francisco more than 14 years ago and prides itself on serving gourmet pizzas made with high quality, fresh ingredients.

Mrs Feely, who moved to Ireland five years ago, said this was the key to the franchise's success and she could see Kilkenny people taking to the concept.

"In California, we had such a variety of fresh, great value, delicious food if we weren't in the mood to cook," she said.

"When we moved to Ireland, it seemed that all of our friends were torn between two types of guilt if they took a night off from cooking.

"Either financial guilt, for expensive fresh food, or nutritional guilt, from inexpensive, deep-fried food.

"Extreme Pizza is the ultimate fresh food solution for people - a true affordable luxury."

Mrs Feely said the pizza dough would be baked fresh and cheese grated in store every day - ensuring there were no preservatives, hydrogenated oils or extra salt added to the pizzas.

Pork and steak would be sourced from local butchers and bread rolls from a local bakery.

The eclectic menu, which focuses on daring combinations, includes "Holy Cow", "Kickin' Chicken", "Pandora's Box" and a vegetarian feast, aptly named "Drag it Thru' The Garden".

As well as the traditional dine-in or take-away options, customers can buy freshly cooked pizza by the slice in store or select the "take it and bake it" option - where they can pick up a raw pizza and take it home to cook

whenever they are ready.

The store will open to the public on Saturday and will be open from noon to 10pm, seven days a week.

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