



## Joe's Pizza of Greenwich Village Opens Its Doors in New Union Square Location

*Marks the first expansion of the landmark pizza establishment founded in 1975 by Neapolitan born Joe Pozzuoli*

**New York, NY, April 15, 2013** --- Joe's Pizza, a Greenwich Village Institution of 38 years, opened its doors this week at 150 East 14th Street in the heart of New York City's Union Square area. The new Joe's Pizza marks the first expansion of the landmark pizza establishment founded in 1975 by Neapolitan born Joe Pozzuoli.

"The new Joe's Pizza will build on our established reputation and customer base by being true to our original location in vibe and concept," says Joe Pozzuoli, Jr. "We made painstaking efforts to make sure the taste and feel are the same."

The new Joe's Pizza will continue to run as a family business with 3 generations of the Pozzuoli family heavily involved with the project including founder Joe Pozzuoli Sr., son Joe Jr., and grandson Sal. "I didn't want to do anything different," added Pozzuoli Sr. "We just want to reach some more of our customers who can't always reach us at our original location."

The East Village location will offer the same simple but tried and true menu as well as keeping the same late night hours. "There are always pizza fads, bargain pizza, health pizza, artisan pizza etc. but we feel the classic New York slice, which we offer, never goes out of style," added Pozzuoli, Jr. "I believe that's why we became such a part of the fabric of Greenwich Village and our goal here is to eventually become part of the fabric of the East Village/Union Square area as well."

### **About Joe's Pizza**

Joe's Pizza was founded by veteran pizza maker and restaurateur Joe Pozzuoli at a small Greenwich Village storefront in 1975 with only his sons for a staff. It gradually built a reputation as a favorite NYC slice by local residents and has received accolades from numerous major publications. Joe's frequently makes "Best of" and "Top pizza" lists in publications such as New York Magazine and GQ. It is widely considered the "quintessential New York slice." For more information, please visit Joe's Pizza at [www.joespizzanyc.com](http://www.joespizzanyc.com) and [www.twitter.com/Joespizzanyc](http://www.twitter.com/Joespizzanyc).

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