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## FOR IMMEDIATE RELEASE

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### **Pizzicato Gourmet Pizza rebranding to the name PieCraft**

*Scratchmade Success: A Local Journey Comes Full Circle*

SAN DIEGO, CA – October, 2017 –Hopuluvgarlic, Inc. (Current DBA: Pizzicato Gourmet Pizza announced today that its name and brand will change to Pie Craft effective December 1, 2017. At that time, the company will unveil a new identity and Website, [www.piecraft-sd.com](http://www.piecraft-sd.com). Prior to that, a soft launch will take place via social media and through other promotional marketing campaigns. All presence of the current Pizzicato Gourmet Pizza logo will be omitted and, thereby replaced by, the new Pie Craft logo on all aforementioned marketing platforms as the December 1<sup>st</sup> changeover occurs. The purpose of the name change is to mark the permanent division from their current Corporate Franchise entitlement to the originating Pizzicato Pizza in Portland, Oregon.

All parties are amicable regarding the name change, having worked together upwards of 15 years, with Encinitas and Bankers Hill being their only 2 Pizzicato locations in California; both of which President, Travis Sheffer, helped start. The founding Encinitas location has been open 17 years as of October 4<sup>th</sup> this year, 2017, and their second location in Bankers Hill has been thriving for the last 8 years. Though the DBA is changing, the business model will remain intact. From our scratch-made dough, bread, pasta, sauces, & dips, to our locally sourced meat, veggies, wine & beer ~ our amazing guests will enjoy only the finest we can find. That's the Pie Craft guarantee. Community-wide celebrations are planned at both locations to culminate the event on December 1<sup>st</sup>, 2017, in what's being called "Scratchmade Success". Mark those calendars folks, there will be a ton of ways to win!

*A look back:*As a Finance Graduate of the University of Oregon, Travis found his new office job to be lackluster. He took the jump, landing at Pizzicato in Oregon as a line cook, within 2 years he would have done all of the following: be promoted to Kitchen Manager, help open & launch their Flagship Encinitas Restaurant, become General Manager, find his Co-Owner in Kirk Reding, a friend since childhood, and falls back in love with California (he was born in San Diego). Together Travis Sheffer and KirkReding: survived the most recent economic crisis, collaborated to take more stock in their Franchise, maintained 2 successful restaurants, and all while never sacrificing the quality of product & service extended to their guests.

*"Above all, and what we are most thankful for are our family, friends, and every guest that's come through our doors. We would not be where we are today if it were not for each one of you. To all those who have shown us love and support throughout the years, or just recently joined us, we thank you. You give us a reason to smile every single day, and put love & soul into the food that we cook. We know we would not be where we are today if it were not for you. We are very thankful for what we have been blessed with, and we hope you are too!"*