



FOR IMMEDIATE RELEASE

Media Contact:

Josh Levitt
Canvas Blue for Wetzel's Pretzels
949.215.1438
JLevitt@canvasblue.com

Wetzel's Pretzels Introduces Pizza Bitz

Fans Decide Which Wetzel's Pretzels Get Pizza Bitz First...and Free!

PASADENA, Calif., (August 19, 2015) – In a deliciously bold move that will surely be hailed by lovers of pretzels and pizza alike, Wetzel's Pretzels, the innovator in the fresh-baked pretzel category, today announced the introduction of Pizza Bitz. Available September 8 through November 8, Pizza Bitz begin with dough made from scratch throughout the day in each Wetzel's location. After the pretzel dough is rolled out by hand, Bitz are cut and topped with cheese and a pepperoni, before being baked to a golden brown. Customers can also pair the freshly-baked Pizza Bitz with any of Wetzel's dips, including Pizza Sauce.

For pizza and pretzel fans that can't wait until September 8 (we don't blame you), Wetzel's Pretzels is offering the opportunity to bring Pizza Bitz to their favorite Wetzel's store before the product becomes available nationally. Voting will be held across Wetzel's [Facebook](#), [Twitter](#), and [Instagram](#) pages, with Wetzel's locations that receive the most votes offering the product beginning August 31, with a Free Pizza Bitz Day at those stores on September 3.

"While Pizza Bitz are bite-sized, creating products that are best-in-class is no small feat," said Bill Phelps, CEO and co-founder of Wetzel's Pretzels. "In our four test stores, Pizza Bitz is by far the most successful new product we have created in more than ten years...customers absolutely loved them."

Pizza Bitz also capitalize on one Technomic's top food trends for 2015, "[Smaller Bites](#)". The Chicago-based research firm, widely considered the authority on foodservice industry data and intelligence, noted that "small is in", with diners demanding more flexible portions, a space where Pizza Bitz hits the (delicious) mark.

About Wetzel's Pretzels

Armed with a vision and a tasty recipe for soft pretzel perfection, Bill Phelps and Rick Wetzel opened the first Wetzel's Pretzels bakery in Redondo Beach, Calif., in 1994. Long lines of hungry customers soon formed, attracted by mouth-watering soft pretzels that were hand-rolled, baked fresh and served hot from the oven. As word spread about these golden-on-the-outside pretzels, the company added additional offerings to its menu. Today, Wetzel's Pretzels has grown to more than 300 fresh bakeries across the United States and around the world, including premier locations at Disneyland and Walt Disney World. Every Wetzel's Pretzels bakery adheres to the original vision of its founders; that each super-premium pretzel will be crafted from fresh dough and baked in-store consistently throughout the day, to ensure a delicious offering for each consumer, regardless of when the craving for a pretzel strikes. For additional information on Wetzel's Pretzels or franchise opportunities, please visit the [website](#), call (626) 432-6900, "Like" them on [Facebook](#) and follow them on [Twitter](#).

#