

# Uno Pizzeria and Grill Introduces New \$1000 pizza



The innovative and pricey “UNO Grand” pizza promises to be “large and in-charge.”

**NEWS RELEASE BY UNO PIZZERIA & GRILL**

**Norwood, MA | March 31, 2023 01:06 PM Eastern Daylight Time**

Uno Pizzeria and Grill, the inventor of the Chicago Deep Dish Pizza, has announced that it has developed a new pizza variety – the \$1000 pizza known as the “UNO Grand”. This deep dish pizza features some trendy and expensive toppings that elevate the price tag of this unique offering. The new pizza is topped with delicately sliced Japanese Wagyu beef, thinly shaved white truffle mushrooms medallions and is capped off with real gold flakes. The toppings sit upon a standard large classic Uno’s deep dish cheese pizza with its flaky and tasty crust, tomato sauce and mozzarella cheese.

This delicacy was the brain-child of new executive chef, Llewes Eki, who joined the Unos Restaurants executive team in January of 2023. “We were striving for a pizza the likes of which have never been seen. The Unos legacy is for innovation and trail-blazing and we are advancing that tradition with the introduction of this one-of-a-kind blend of ultra-premium toppings,” boasted Chef Eki. “Who else can compete with this pizza? We like to say it is large and in-charge”. Uno Restaurants CEO Erik Frederick added, “Chef Eki is certainly making a statement with this premium pie as it is his first dish introduced since he came on board”.

Prime A5 Miyazakigyu Japanese Wagyu beef currently sells for around \$450 per pound. The \$1000 “UNO Grand” pizza contains about 4oz. of the prime in-demand beef. Even more incredibly, Italian white truffle mushrooms sell for around \$4,300 a pound. This premium pie features about 2oz. of the exquisite white truffles. The gold flakes add a touch of flair to this bold offering.

“We think we are far ahead of the trend on this pizza,” continued Chef Eki. “We anticipate the demand to be ridiculously high once people get to try the pizza. The taste symphony is one that dances on your taste buds and completely elevates your palette. While we know our current guests love their pepperoni and sausage pizza toppings, we think we can attract a whole new level of guest with these ultra-premium toppings. We’re exploring new avenues of distribution such as on private jets, exclusive boutiques and maybe even the White House.”

The \$1000 “UNO Grand” pizza is available at most Uno Pizzeria and Grill locations and is expected to have a limited time run with the chance to make the regular menu if sales boom as the company expects.



Based in Boston, Massachusetts, Uno Restaurant Holdings Corporation includes approximately 80 company-owned and franchised UNO Pizzeria & Grill restaurants located in 18 states, and the District of Columbia, India, and Saudi Arabia. UNO is all about connecting people over awesome pizza – from its famous Chicago Deep Dish, which UNO invented in 1943, to its Chicago Thin Crust, to its gluten-free and vegan pizzas to its new Detroit Style Pizza. For more information, visit [www.unos.com](http://www.unos.com).

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## Company Website

<https://www.unos.com/>

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