



Press Release

PizzaExpress Launches Bold New Restaurant in Brixton

Friday 1st May 2026: London is welcoming a new PizzaExpress but not as you know it. The nation's most iconic pizzeria brand is putting even more express into pizza, with a new smaller QSR-style location opening in Brixton. Opening tomorrow, Saturday 2nd May, PizzaExpress Brixton is set to serve up its famous delicious pizzas and iconic Dough Balls.

Located in the heart of Brixton, the stylish new pizzeria will offer a self-ordering system, allowing pizza fans to enjoy their favourites whenever and however they like – whether that's eating in the atmospheric basement, grabbing a takeaway or ordering a delivery. What's more, PizzaExpress Brixton is the first of three smaller PizzaExpress locations to open in the next few months, with Finsbury Park and Earl's Court on the way.

PizzaExpress Brixton might be physically small, but it is mighty, with pizza lovers able to casually enjoy their favourites without compromising on taste or quality. From lunch to late nights, the menu has been curated to include fan-favourite Dough Balls, the iconic American Hot and Sloppy Giuseppe, and stays true to the famous taste and recipes of PizzaExpress. Brixton will also be offering delicious value whether you're eating in or out – those looking to grab their favourites will be able to enjoy a Classic pizza and a drink for just £9.95, alongside any Pizzetta and drink for only £6.95.

Known for its design-led restaurants, the Brixton location fuses PizzaExpress' iconic Soho spirit with Brixton's vibrant arts and cultural scene. The restaurant's interior has touches of the PizzaExpress the nation knows and loves, with playful twists on the brand's iconic black and white stripes, alongside touches of Carrara marble – bringing PizzaExpress' famed marble tables to the Brixton space.

The pizzeria also pays homage to PizzaExpress Live's music heritage, with artwork of some of its most iconic performances and artists, as well as that of Brixton musicians, Ruben Fox and Mark Kavuma, both regulars on the PizzaExpress Live stage. Lighting plays a particular feature in the restaurant, channelling a graduated ombre 'music-inspired' feel that changes as the day goes on, with warm lighting for morning and day, and cooler tones to reflect dusk and evening light. The same colours change to light up the ordering screens in restaurant, adding inimitable personality, vibrancy and ambience to the pizzeria.



Paula MacKenzie, CEO at PizzaExpress, said, "The opening of PizzaExpress Brixton is a big occasion for us, as we continue to be bold and innovate in unexpected ways. I love that we've been able to choose Brixton for this opening – whether it's your new destination for lunch time favourites or late night bites, this is PizzaExpress pizza however you want to enjoy it. Come and check us out!"

The opening of the pizzeria brings up to 15 new jobs to the local community, one which PizzaExpress Brixton is excited to fully immerse itself in via a partnership with Brixton Soup Kitchen and its co-creator, Dr Hashi. Through this partnership, PizzaExpress will be donating nearly 800 pizzas a year to the Brixton Soup Kitchen, giving back to the community in which it will operate.

That's not all: to celebrate the opening, PizzaExpress Brixton will be giving away 100 Margheritas on Wednesday 13th May between 2–4pm.* Stay tuned to PizzaExpress' socials to find out more.

ENDS

*T&Cs apply: <https://www.pizzaexpress.com/terms-and-conditions/brixton-giveaway>

Address:

462 Brixton Road, London, SW9 8EA

Opening times:

Sunday – Thursday, 11am – 11pm

Friday – Saturday, 11am – 12am

Please follow us on social to stay tuned to the latest news:

Insta: [instagram.com/PizzaExpress/](https://www.instagram.com/PizzaExpress/)

Facebook: [facebook.com/pizzaexpress/](https://www.facebook.com/pizzaexpress/)

X: <https://x.com/PizzaExpress>

To learn more about PizzaExpress, visit <https://www.pizzaexpress.com/>. For further information please contact the PizzaExpress press office on press@pizzaexpress.com.

Notes to Editors:



- At PizzaExpress, a pizza doesn't mean just dinnertime, it means showtime. We make every moment matter for all our pizza fans – no matter how big, or small through our Piccolo menu.
- We are known for three things. The original maker of 'proper pizza' in the UK, our distinctive black and white uniform stripes and our delicious Dough Balls.
- Today, PizzaExpress has nearly 360 pizzerias in the UK, remodelling restaurants at pace, alongside opening new & relocated pizzerias offering the icons our pizza fans know and love including Dough Balls, American Hot and the Sloppy Giuseppe, as well as vegan or gluten-free options, and lighter pasta and salad dishes.
- We are proudly an omnichannel brand, offering dine-in, dine out (including via our owned delivery platform) and have an extensive retail business, where we are present within 4,000 supermarkets and hold the title as the number one chilled pizza brand (featuring both original and iconic classics), number one salad dressing and the number one pizza dough proposition too.
- We expanded into new concepts and formats and in 2024, opening at London Gatwick Airport and launching a pizza pod in the carpark of a Tesco Extra in Southampton. It's through these various channels that we can uniquely reach customers with great pizza, wherever and however they want to enjoy it.
- Globally, we have owned operations in Hong Kong and the UAE, as well as franchise operations across Asia, Middle East and Europe. We have 110 international and franchise sites, with a target of reaching 1000 restaurants globally (including the UK) by 2030.
- PizzaExpress' digital transformation continues at pace – with over 4 million customers now in the PizzaExpress Club – retaining its position as an industry leading loyalty scheme. Customers earn treats on the house every time they dine, from free children's meals for loyal members to Dough Balls just for signing up.
- Learn more about PizzaExpress including the story of how Peter Boizot founded the brand in Soho in 1965 at <https://www.pizzaexpress.com/about-us>. Learn more about PizzaExpress including the story of how Peter Boizot founded the brand in Soho in 1965 at <https://www.pizzaexpress.com/about-us>.