



## PRESS RELEASE

# Earn Your Stripes Returns: PizzaExpress sparks free pizza frenzy, giving away 50,000 pizzas for National Pizza Day



**Embargoed until Monday 2<sup>nd</sup> February 2026:** Don your stripes and cancel your lunch plans, because the nation's most iconic pizzeria brand, PizzaExpress, is bringing back its famous *Earn Your Stripes* giveaway for National Pizza Day. On Monday 9<sup>th</sup> February, PizzaExpress will have **50,000 FREE pizzas** up for grabs to anyone wearing a black and white striped top.

With thousands of pizza fans descending on high streets across the UK last year, PizzaExpress is going even bigger in 2026, giving away 50,000 pizzas in anticipation of its music brand, PizzaExpress Live, celebrating 50 years of music later this year.

Keen to get your hands on a fan-favourite Margherita? All you have to do is show up to your local PizzaExpress in a black and white striped top (in a nod to the brand's iconic monochrome aesthetic, worn by their skilled Pizzaiolos) and enjoy your FREE Margherita. Whether you prefer the original, or are craving a vegan or gluten free Margherita, everyone is invited to earn their stripes at PizzaExpress this National Pizza Day.

So whether you're looking for an excuse to get out of the office for your favourite pizza, skip out on that university lecture, or just want to grab your mates and make the most of 50,000 free pizzas being available, grab your striped top and head to your nearest PizzaExpress.



**Lou Jones, PizzaExpress Marketing Director, said,** “Our Earn Your Stripes giveaway has become such a moment for both us and pizza lovers! This year, we’re giving away more pizzas than ever before in celebration of PizzaExpress Live turning the big 5-0, so get those stripes on and join us – there’s never been a better reason for a pizza party on a Monday!”

The *Earn Your Stripes* giveaway will run for one day only, on Monday 9<sup>th</sup> February, at PizzaExpress locations nationwide, while stocks last. For more information, including T&Cs, please visit <https://www.pizzaexpress.com/terms-and-conditions/national-pizza-day>.

**ENDS**

#### **Notes to editors**

For further information, please contact [press@pizzaexpress.com](mailto:press@pizzaexpress.com)

Terms and Conditions apply: <https://www.pizzaexpress.com/terms-and-conditions/national-pizza-day>.

#### **About PizzaExpress:**

- 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 3 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>