

‘DOUGH HO HO!’ PIZZAEXPRESS LAUNCHES DOUGH BALLS IN BLANKETS AS PART OF NEW CHRISTMAS MENU

The seasonal offering features a host of new menu items including Dough Balls in Blankets, a pair of festive Romana pizzas, and a line-up of Christmas cocktails and desserts available, all from Tuesday 21st November



Friday 6th October 2023: Introducing Dough Balls in Blankets. This Christmas, the famous PizzaExpress Dough Balls have been given a festive twist: for the first time ever, the iconic menu item will be wrapped in crisp pancetta, with sage, a sprinkle of Gran Milano cheese and a honey and mustard dip.

Dough Balls in Blankets have been announced as part of PizzaExpress' new Christmas menu, which will be served in restaurants across the UK and Ireland from 21st November. The festive line-up also includes a host of returning seasonal favourites, as well as several new offerings such as speciality pizzas and Christmas cocktails including the **Jingle Bell-ini**.

A pair of delicious limited-edition Romana pizzas continues the magic of Christmas on this year's menu. Starting with the **Romana Porchetta**, diners are treated to a fusion of festive flavours with slow-cooked pulled pork with fennel and herbs, along with pancetta, potato, mozzarella, garlic oil, sage and Gran Milano cheese on a béchamel sauce base. The **Romana Mushroom & Truffle** features mixed mushrooms, buffalo mozzarella, garlic oil, Gran Milano cheese, rosemary and truffle oil.

For a sweet take on the classic starter, customers can choose to indulge in a dessert of **Loaded Snowball Dough Balls**, which are returning better than ever, now being topped with white chocolate sauce, dusted with cinnamon and icing sugar, with a vegan version also available. For those wanting to share the festive spirit, the **Snowball Dough Balls Christmas Tree** is the perfect choice, served with extra white chocolate sauce and a salted caramel dip.

To accompany these holiday inspired menu items, PizzaExpress has also *merried*-up its drinks by offering a new cocktail, the **Jingle Bell-ini**. The tippie embodies 'Christmas in a glass', featuring warming spiced cranberry & clementine juice topped with Prosecco. Other festive drinks include the non-alcoholic **Yule Sparkle**, as well as two options featuring salted caramel: the **Salted Caramel Espresso Martini**, along with an indulgent **Salted Caramel Latte**.

Customers are encouraged to keep an eye out for PizzaExpress' **Mini Pizzaiolo** (pizza chef), a festive character popping up across the menu. Topped on items including **Salted Caramel Espresso Martini** and the **Salted Caramel Latte**, this festive character is made of Belgian white chocolate and dressed in the brand's iconic black and white striped t-shirt, is cute enough to pop on the top of the tree!

Jane Treasure, Food & Beverage Director at PizzaExpress said: *"While many already think our Dough Balls are perfect as they are, you can't argue with wrapping them in crispy pancetta! We're beyond delighted to unveil our Dough Balls in Blankets as part of this year's Christmas Menu at PizzaExpress, fusing the festive flavours we all know and love with the iconic PizzaExpress favourites that our customers come back for time and time again. Using only the freshest of ingredients to create a symphony of flavour, we can't wait to welcome customers to enjoy a taste of Christmas and experience showtime at PizzaExpress during this joyful season".*

The PizzaExpress Christmas menu can be enjoyed in restaurants across the UK from 21st November – 2nd January, with a selection of the festive menu items also available via delivery.

To learn more about PizzaExpress, visit <https://www.pizzaexpress.com/>.

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Notes to Editors:

PizzaExpress Christmas Menu:

- Jingle Bell-ini
- Yule Sparkle
- Salted Caramel Espresso Martini
- Salted Caramel Latte
- Dough Balls in Blankets (dine-in or delivery)
- Romana Porchetta (dine-in or delivery)
- Romana Mushroom & Truffle (dine-in or delivery)
- Leggera Festive Wreath
- Loaded Snowball Dough Balls (dine-in or delivery)
- Snowball Dough Balls Christmas Tree
- Snowflake Brownie (dine-in or delivery)

For further information please contact press@pizzaexpress.com.

PizzaExpress:

- PizzaExpress believes that dining should be one of life's highlights. It's why every PizzaExpress pizzeria is packed with pizzazz and only the freshest and perfectly sourced ingredients will do. It's why every dish is made with care—and flair. Because at PizzaExpress, a pizza doesn't just mean dinnertime, it means showtime. Whether they're dining in or out, on the menu customers will find icons they know and love like Dough Balls, American Hot and the Sloppy Giuseppe, as well as vegan or gluten-free options, and lighter dishes.
- Today, PizzaExpress has over 360 pizzerias in the UK which it continues to remodel at pace, alongside opening new & relocated pizzerias. It's also proud to sell an extensive range of supermarket products including the UK's best-selling salad dressing.
- Globally, customers are served through owned operations in Hong Kong and the UAE, as well as franchise operations across Asia, Middle East and Europe.
- PizzaExpress' digital transformation continues at pace – with over 1.6million customers now in the PizzaExpress Club – 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>.