

New pizzeria opens on city's east side

ELIZABETH BATE TELEGRAPH-JOURNAL



Pizza Studio Franchise owner Ijaz Chohan (far right) battled the crowds on opening day of the East Point Shipping centre location where he gave hungry customers free pizza.
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SAINT JOHN • Saint John's east end is sporting a new business, hot out of the oven.

To celebrate the grand opening of their Pizza Studio location at East Point Shopping centre franchise owners Ijaz Chohan and Amreet Sidhu gave away free pizzas to all patrons who visited on Wednesday.

Customers lined up out the door before the restaurant opened just in time for lunch. Lines stayed

steady for hours as hungry patrons looked to take advantage of the deal.

The new pizzeria is the first location for the chain in Atlantic Canada. The company already has 10 franchise locations in Ontario and one in B.C.

The chain offers a fresh pizza with unlimited toppings made in three minutes for just under \$12. Customers can order a quick-fire pie of their own creation or one of six favourite styles.

President and owner of Pizza Studio's Canadian arm, Grant Huxtable, said fast casual pizza is the fastest growing segment in the restaurant industry.

Huxtable hopes to expand quickly, putting 150 locations across the country in the next five years.

When he was looking to add spots on the East Coast he said Saint John provided a great place for entry into this area of the country.

"It's all about real estate and finding good locations," he said.

Chohan said he was excited to open the new shop. He and his business partner picked the pizza style because he thought it would do well in the area, he said.

“In the Maritimes we thought it would be good to compete.”

Saint John resident Troy Miller said the pizza was worth the wait and he was looking forward to coming back and paying for another one.

“I saw it advertised online and it was really good,” he said.

The free pizza offer was advertised as good until 6 p.m. or as long as quantities lasted.