



SALLY'S APIZZA TO DOUBLE ITS GROWTH IN THE GREATER BOSTON AREA

***Opening in 2025, Dorchester and Concord will Join Existing Sally's in Woburn;
Boston Seaport Development Currently Underway***

(New Haven, CT) May 29, 2024 [Sally's Apizza](#) is doubling its planned number of Greater Boston restaurants in the next two years, from two locations to four. The iconic New Haven pizza chain has added leases in Dorchester and Concord to its rapidly growing pipeline. Sally's Apizza opened its first Massachusetts-based outpost, in Woburn, MA during December of 2023, and it is already one of the chain's busiest locations.

In Concord, Sally's Apizza will be paired with Chipotle and Starbucks in a brand new development at the site of the former Papa Razzi Trattoria. Sally's will also join current tenants Chipotle and Starbucks in Dorchester's South Bay lifestyle center.

As the New Haven pizza phenomenon becomes increasingly popular, Sally's has brought on media executive Christian Bonaventura as its brand development advisor. "Sally's mission is to bring excitement and culinary craftsmanship into communities and lives," said Bonaventura. "Having worked with hit shows like The Office and Chopped, I've seen things start off as local fan favorites and become a national phenomenon, and that same thing is happening at Sally's." Bonaventura will lead Sally's initiatives to create new media content, partnerships, and collaborations for its rapidly growing fan base. "We want to create an ecosystem that's about people getting together, having fun and sharing memorable experiences over a great meal."

On the culinary side, Bonaventura said Sally's fans can expect more chef collaborations, specialty pizzas and other craveable delights, now that Sally's has brought on former Union Square Hospitality Group Chef Bret Lunsford as Executive Chef and Director of Culinary. Bret continues to innovate a focused list of highly anticipated new menu items as well as perfecting existing favorites.

Sally's Apizza caters to pizza lovers, using the same recipes that were invented nearly a century ago by Salvatore "Sally" Consiglio. All Sally's pizzas are handmade and coal-fired, characterized by the thin charred crust, tangy tomato sauce and light touch of mozz that authentic New Haven pizza is known for. Beyond pizza, Sally's provides crafted hot appetizers including house recipe *Italian Wings* with Calabrian Chili and *Meatballs* in a marinara sauce, as well as a focused selection of house made Italian specialties like *Chicken Parmesan* and *Rigatoni Vodka Sauce*.

For further information, please visit www.sallysapizza.com and on Instagram @sallysapizza.

Media Contact: Jessica Rosen Klein, jessicasarahklein@gmail.com.

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About Sally's Apizza

Founded by Salvatore "Sally" Consiglio in 1938, Sally's Apizza hand-crafts authentic coal-fired New Haven apizza using Sally's original recipes and techniques. Known for its signature tomato sauce and chewy, crispy crust with an iconic char, Sally's Apizza is loved by pizza fans from around the world. Sally's Apizza has since expanded from its original location on Wooster Street in New Haven, CT, to bring its crafted apizza and unique brand of hospitality to fans throughout the Northeast and beyond. For more information, visit www.sallysapizza.com or follow Sally's Apizza on Instagram or Facebook.