Pizza in a cone NOW available in Toronto

The Mad Italian serves up its original ZAZZU Hot Cones

Some like it hot! Exceptional new product makes pizza as portable as an ice cream cone

TORONTO: October 14, 2011 . . . A new take on an old Italian favourite that has been a hit around the world is now being prepared fresh in Toronto by The Mad Italian restaurants. This month, ZAZZU Hot Cones, modeled on pizza in a cone products from these great cities is being introduced to customers.

ZAZZU Hot Cones are the FIRST pizza in a cone product in Toronto. When previewed at the recent Baking and Sweets Show, there were line-ups of hungry people wanting to be the first to try them.

Available in Pepperoni, Meatball, Vegetarian and Margherita flavours for now, with new gourmet varieties to come in the near future. Recently, small indulgences and variations on traditional snack foods have captured the public's appetite. Ranging from $3.99 to $5.49 a cone, ZAZZU Hot Cones are competitively priced against other lunch, snack and short order meals. Not only are the prices easy to digest, they offer great gourmet flavour in a funky and practical cone style package.

Hot Food Convenience in a Cone

The brainchild of Eli Turkienicz, President of Pinemount Food Services, ZAZZU Hot Cones have been more than a year in development. While the company's Mad Italian restaurants are recognized for their sensational gelato and sweet cones --- for their hot cones, special dough and sauce recipes had to be approved, and new specialized baking equipment to bake the cones upright was acquired. "Then it was test, test, test," explains Mr. Turkienicz. "Now at last we're introducing this exceptional new product to Torontonians."

"ZAZZU Hot Cones have evolved and improved upon the single serving pizza -- no more toppings sliding down the pie, plus it's a handy snack for growing kids and young adults," explains Mr. Turkienicz. "With all the nutritional components provided by its traditional Italian ingredients, they are a good choice for families and those craving a filling snack any time of the day."

ZAZZU Hot Cones are available, along with their already popular gelato and sweet cones at The Mad Italian Gelato Bars in Toronto's Leaside and Little Italy districts. Judging from the

enthusiastic reviews, the hot cones are expected to satisfy even more appetites this winter, as more franchises are established throughout the GTA and beyond. For franchise information contact Joel Friedman, Vice President Development at 416-819-2644 or jfriedman@pinemount.ca

Will ZAZZU Hot Cones become a new Toronto snack food staple? Drop by The Mad Italian restaurants at 1581 Bayview Avenue and 589 College Street decide for yourself. For more info visit www.maditalian.ca

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