ZAZZU Hot Cones by The Mad Italian
make their debut at The Baking and Sweets Show, Sept. 30 - Oct. 2
Savoury new treat makes pizza as portable as an ice cream cone

TORONTO: Sept. 26, 2011 . . . What looks like an ice cream cone, tastes like pizza and delivers a nutritional wallop in a fun, edible package? Move over ice cream cones, **ZAZZU Hot Cones** *by The Mad Italian* will be heating up The Baking and Sweets Show, September 30th to October 2nd at the International Centre.

Why didn't I think of that?!
ZAZZU Hot Cones are the FIRST of its kind for Toronto. Visualize the product as pizza inside a cone. Initially available in Pepperoni, Meatball and Margherita flavours, the customer can customize their Hot Cone with a variety of toppings. Along with traditional pizza favourites, a wider range of gourmet ingredients including goat cheese and herbs are planned for coming months.

In a year that has seen a trend toward decadent food product introductions, this product has staying power. At $4.00 to $6.00 a cone, ZAZZU Hot Cones are competitively priced against other lunch, snack and short order meals. Not only are the prices easy to digest, there is an added bonus of great gourmet flavour in a funky new 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 have become recognized for their sensational gelato and cones; for the ZAZZU product, special dough and sauce recipes had to be approved, and new baking equipment to bake the cones upright were acquired. "Then it was test, test, test," explains Mr. Turkienicz. "Now at last we're ready to introduce 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 will be available, along with their already popular gelato cones at The Mad Italian restaurants located in Leaside and Little Italy by mid-October. The product will roll out through GTA franchises over the coming year.

Will ZAZZU Hot Cones become a new Toronto snack food staple? Be the first to try it or enquire about a Mad Italian franchise at the Baking and Sweets Show, Hall 5, International Centre Sept. 30 - Oct. 2. **Booth #331.** Or drop by The Mad Italian restaurants at 1581 Bayview Avenue and 589 College Street after Thanksgiving.

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