



FOR IMMEDIATE RELEASE
October 21, 2015

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MICHIGAN RESTAURANT ASSOCIATION ANNOUNCES FIRST EVER PIZZA CHALLENGE WINNER

LANSING, MI –The Michigan Restaurant Association (MRA) is pleased to announce [Flo's Pizzeria Ristorante](#) from Grand Rapids as the winner of the inaugural MRA Pizza Challenge. The Challenge was held as part of the Michigan Restaurant Show, which takes place each October in Novi and is the premier trade show in Michigan for the foodservice industry.

As the first place winner, Flo's Pizzeria Ristorante won entry in the International Pizza Challenge™, sponsored by Pizza Today, to be held in March 2016 in Las Vegas. Roundtrip airfare is included as part of their prize package.

Participating restaurants competed head-to-head in tournament-style format and could choose to bake their pizza in a conveyor or deck oven. A judging panel represented the food industry and included a chef-instructor, food critic, wine expert, and hospitality consultant.

"Michigan definitely knows its pizza," said Justin Winslow, interim president and CEO of the MRA. "Several large pizza franchise are based here – including Domino's, Little Caesars, Buddy's, Hungry Howie's, and Jet's. Add in the countless local pizzerias that are landmarks in their own communities, and you have a recipe for pizza greatness. A pizza competition was a natural fit for the Michigan Restaurant Show and we've received positive feedback from competitors and Show attendees."

For the competition, restaurants had to prepare a pizza currently on their menu. Flo's Pizzeria Ristorante prepared their Signature Pizza, which is loaded with pepperoni, spicy capicola, ham, sausage, meatballs, and bacon, served on Flo's thick crust, and brushed with garlic and parmesan.

"It has been our goal to be the best since day one, this is why our slogan has always been 'You've tried the rest . . . now eat the best!' This award confirms our team's hard work," said Dan and Davide Uccello, owners of Flo's Pizzeria Ristorante.

Taking second place in the MRA Pizza Challenge was [The Cosmos](#), located in Lansing's Old Town. Pizza Solutions, a restaurant equipment company that specializes in pizzerias, supplied the equipment for the MRA Pizza Challenge.

ATTACHED PHOTO: Flo's Pizzeria Ristorante

Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents nearly 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 415,000 people and creating nearly \$14 billion in annual sales.

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