



EG America launches Ria's Pizzeria as new restaurant concept

The company opened the new initiative's second location to offer customers made-to-order as well as specialty pizzas at each location.

EG America unveiled a new pizza concept by the name of Ria's Pizzeria. The company has opened its second location inside a Cumberland Farms store in Massachusetts after opening its first site earlier this month. The new initiative offers customers different types of pizzas as well as other unique offerings.

The brand will offer pizza by the slice and made-to-order with its proprietary dough and quality ingredients. Specialty options will also be available such as Nashville hot chicken, chicken bacon ranch and loaded baked potato. Its menu is completed by Ria's own Ninos and Bolis, both bit-sized snacks.

"We're thrilled to introduce Ria's Pizzeria to our family of restaurant brands and are really excited for our guests to experience Ria's quality pizza by the slice, our extra-large Whole pies and our unique and convenient grab-and-go Ninos and Bolis," said Cindy Rantanen, Senior Vice President of Food and Franchise Business at EG America, according to a press release published by the news site CStore Decisions.

The company offered customers several deals during the grand opening such as free pizza coupons for the first 50 people to visit the store, introductory offers valid for the first 30 days, two Ninos free with every purchase and discounts in all signature and specialty pies.

EG America is a subsidiary of the United Kingdom-based EG Group. The fuel and convenience retailer currently employs about 50,000 colleagues working in more than 6,200 sites across the globe.