



PRESS RELEASE

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Detroit-Style Pizza Fans in Cedar Park to Welcome their Very Own Via 313

Local, award-winning pizzeria to hire up to 80 team members ahead of late-March grand opening in the 1890 Ranch shopping center

AUSTIN (March 9, 2022) – [Via 313](#) developed a cult-like following when it first opened in a small and nondescript food truck in Austin over a decade ago and loyal fans in Cedar Park have since traveled downtown to enjoy a slice of the genuine Detroit-style pizza. But soon, they'll no longer have to because the award-winning concept will make its Cedar Park debut later this month!

Located at 1335 E. Whitestone Blvd. Ste. 5 in the 1890 Ranch shopping center, Via 313 is sure to become the next big cheese in Cedar Park. The new locally owned and operated 3,300-square-foot restaurant will feature an expansive patio and a dedicated to-go area for guests to conveniently take home their favorite Detroit-style pizza.

When Via 313 opens in late March, it'll serve the brand's renowned, "square" pizzas that are reminiscent of brothers and Co-Founders Brandon and Zane Hunt's childhood in the Motor City. Well-known as the first restaurant brand to recreate the signature pizza style outside of Detroit, Via 313's pizzas feature pillowy crust with dough that's prepared daily using the finest flours and classic baking techniques. They're then topped with mouthwatering ingredients like cheese from Wisconsin and fresh sauce laid on after the bake. Whether you're looking for a pizza with premium toppings like The Cadillac – made with gorgonzola, fig preserves, prosciutto, Parmesan and balsamic glaze – or you want to go big with The Detroiter – double the pepperonis – Via 313 has all of your Detroit-style pizza needs covered.

Committed to offering something for everyone, Via 313 also adheres to a variety of lifestyles and dietary restrictions. Guests can enjoy vegan or vegetarian options like The Herbivore, The Four Cheese Pizza and The Marinara, or they can substitute gluten-free crust or dairy-free cheese on their pizza of choice. Via 313 is even planning to add HAPPY LITTLE PLANTS® Plant-based Pepperoni to its lineup soon!

"We're beyond excited to grow throughout the Austin area and bring our genuine Detroit-style pizza to Cedar Park," Brandon Hunt said. "Those living in the suburbs of Austin have been driving into the city to get their Via 313 pizza. While we appreciate their dedication, we want them to be able to stay close to home and have the same incredible pizza experience that my brother and I had growing up. We can't wait to begin serving our unique and delicious menu to the Cedar Park community later this month!"

In preparation for its grand opening, Via 313 is hiring up to 80 more team members in the weeks ahead. Interested candidates can apply by visiting Harri.com. The popular pizzeria offers a variety of benefits, like a \$200 sign-on bonus, competitive pay and high earning potential, paid time off, health insurance, discounted meals, a fun, relaxed atmosphere, career advancement opportunities and more.

When Cedar Park's first Via 313 opens, it will mark the sixth in Texas and seventh location systemwide.

Via 313 exists so more people around the country can enjoy the pizza that's beloved in Detroit. The pizzas are called square, but they're actually rectangle and baked in metal trays, just like the ones used on the automotive assembly lines at the Big Three. But instead of being filled with metal parts, Via 313's trays are filled with the finest pizza ingredients it can source. To learn more about Via 313 or to view the full menu, visit via313.com.

Via 313: Built right, to the last bite.

About Via 313

Before Detroit-style pizza became a hit outside of the Motor City, trailblazers Brandon and Zane Hunt decided to bring their hometown pizza to Austin, Texas. Since 2011, they've built an Austin icon that locals and tourists flock to for genuine Detroit-style pizza. Via 313 currently operates four full-service restaurants and two permanently placed trailers throughout Austin and Orem, Utah, with several more locations in the pipeline. Via 313 was dubbed "one of the very best pizzas" by *Food and Wine Magazine*, named "Independent Pizzeria of the Year" by *Pizza Today*TM and recognized as one of the "Top 10 Pizzas in America" by *Food Network*. For more information, visit via313.com or follow Via 313 on [Instagram](#), [Facebook](#) or [Twitter](#).

About Savory Fund

Savory, a Mercato Partners Fund, is focused on delivering outsized returns through strategic investments in the food and beverage industry. Savory partners with high-potential, profitable, emerging restaurant brands, to deliver financial capital, industry expertise, revenue opportunities, profitability enhancements and new location development. The Savory team contributes directly to all aspects of growth and replication by using a proven playbook and methodology. Founder involvement in the expansion of a brand is a central theme of the Savory approach as founders carry the tribal knowledge around the uniqueness that has energized early success and is essential to future growth. For more information, visit SavoryFund.com.

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