

Taking Downtown to the Extreme

Downtown Modesto gets a touch of the extreme as the San Francisco establishment, Extreme Pizza, opened its doors this winter. Located at 1022 11th Street, Extreme Pizza promises originality and quality in every choice on its diverse menu.

"Our goal," claims company representative George Yudell, "is that people are tired of the big-chain pizzas where you have low quality ingredients and not much choice." With over 40 toppings, the company promises visitors a mound of choices of over 23 combination pizzas, ranging from the traditional to the gourmet. Since its inception ten years ago, Extreme Pizza has been known for its eclectic menu, which includes salads, sandwiches, and calzones.

According to Yudell, "I think Americans have gotten a lot more sophisticated in what they eat and the menu matches that. We hear from our customers all the time that our pizzas are more like meals than just pizzas." With a



Extreme Pizza
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theme centering on extreme sports, the restaurant promotes the idea of the healthy lifestyle fused with excitement. Having four televisions, the eatery will continually show sport channels and movies. "Our idea is working hard, but having fun at the same time," Yudell explains. Being a part of the downtown scene was a necessity for the organization. Within their first 24 hours in Modesto, investors found the prime location for Extreme Pizza. Downtown Modesto was the perfect match for the first Central Valley location.

"This is a good area," explains Inder Wallia, who will be overseeing the companies' growth in the Central Valley. "A lot of businesses are around us and people have been coming around. Downtown is definitely growing."

With plans on expanding in the entire Central Valley, Extreme Pizza is looking forward to becoming the next competitor for big-chain pizza companies. For the restaurant, downtown Modesto is just a stepping stone for success. "We want to take over," concludes Yudell. "We're really excited for everyone to come and try us out. We have a great product for downtown Modesto that people will hopefully come back for." ■

