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By Ed Schwartz

Extreme Pizza moves up

Extreme Pizza at 1730 Fillmore looks like only a little operation but there's much more to it than meets the eye. One might say it's extremely successful.

When Extreme Pizza opened up several years ago it was a "take and bake" operation. You could buy a whole pie and take it home. But customers wanted the opportunity to buy a slice and eat it on the spot and so they installed some tables.

By mid-1997 the business changed again, according to Todd Parent, Extreme Pizza's founder, when the pizza emporium began to serve pizzas in a more traditional way, making whole cooked pies and delivering them to customers around the neighborhood. Parent soon created a wholesale side of the business too — distributing pizzas to local supermarkets like Whole Foods, Molly Stone and Draegers. By the end of the year, Extreme Pizza extended its reach and opened up a small place at 1980 Union Street to serve Cow Hollow and the Marina.

Then, according to Parent, the business got too successful for two locations "so we opened a commissary operation at Folsom Street to take care of our continuing growth. We could make anywhere from 3,000 to 5,000 pizzas a day and were able to capitalize on all the business expansion south of Market Street."

What's next for this pizza place-on-the-grow? According to Parent, "We'll be opening our first 'overseas' operation in Berkeley and, with our systems in place, we are looking at franchising our operation. We already have franchises signed up in Fresno, Los Angeles, Lake Tahoe and other sites — possibly Hawaii."

Along with this steady growth, Parent has brought some good people

up the corporate pizza ladder with him. Suzanne Dunbar started out as a pizza maker and now she is VP of human resources and the senior executive of the company. Jim Ryan is VP of sales and marketing and guides the steady expansion of the company. George Yudell is director of operations, and Stephanie Parent is the public relations officer and community liaison director.

And the pizzas are still good. They have wacky names like "Holy Cow" with lots of different cheeses, and one that I loved called "Yard Sale" with more stuff on it than you can imagine. There are about 15 varieties and that's not all. You can also enjoy calzone, salads, many different sandwiches and other assorted goodies at Extreme Pizza.

The other thing I love about this place is the pizza oven. It's on a conveyor belt. They put the pizza in on one end and soon it comes out the other, ready to munch.

If you can't imagine the extreme menu, go to <HYPERLINK <http://www.extremepizza.com>> or <www.extremepizza.com> and get some hints. So, check it out: Extreme Pizza is definitely on a growth curve.

**Why dine "OUT"
when you can dine
"IN" the
neighborhood?**

