

FOR IMMEDIATE RELEASE



PIZZERIA
EST. 2011

Media Contacts:

Kerri McClimen, Niman Ranch
773-746-7077
Kerri.mcclimen@nimanranch.com

Jackie Sayet, The Genuine Hospitality Group
786.282.8797
Jackie@thegenuinehospitalitygroup.com



**Niman Ranch and Harry's Pizzeria®
Double Down on Ingredients Raised with Care**

*Chef-Driven Pizza Chain Incorporates Responsibly-Sourced and Sustainable Meats
into all Restaurant Menus Exclusively as it Scales for Interstate Growth*

August 28, 2017 – Miami-based Harry's Pizzeria, recognized nationally for its genuine brand of thoughtfully-made, better pizza by James Beard Award-winning Chef Michael Schwartz, is committing to meat raised sustainably and humanely in partnership with industry-leader Niman Ranch. Beginning this summer, the pizza chain's three current locations in South Florida will exclusively feature responsibly-sourced beef and pork products from Niman Ranch on its menu in pizza toppings including hot soppressata, shredded pulled pork shoulder, braised short rib, meatballs and bacon, as well as beef sirloin as an entrée.

"Harry's is about much more than pizza," Chef Schwartz said. "We are committed to building community and a genuine experience for our guests, and this is a perfect way for us to check all those boxes. It feels good to support independent American family farmers who raise their livestock without antibiotics or added hormones. Not only can we stand behind a product that is top quality and tastes amazing, but we're able to work with a supplier that shares our passion for doing the right thing."

To celebrate the introduction, Niman Ranch's family farmer advocate, Sarah Willis, will co-host a family-style dinner with Chef Schwartz at the original Harry's Pizzeria in the Miami Design District on Wednesday, September 27 at 7 pm, the restaurant's 6th anniversary. Tickets are available through harryspizzeria.com for \$89 all-inclusive for a welcome cocktail, 3-course menu, and beverage including unlimited tap beer and two wines poured by the bottle all night. A special snack, Short Rib Bomba with fontina and arugula, will be available at all locations for \$7 from Monday, September 5 until Saturday, September 30.

Named one of the top 25 pizzerias in America by *Food & Wine Magazine*, Chef Schwartz's Neighborhood American Pizzeria will add restaurants in Miami Beach, Aventura and Sunrise, FL as well as its first out of state locations in Cleveland and Atlanta as part of its expansion to 20

restaurants by 2020. Chef Schwartz built his reputation around the idea of “knowing where your food comes from” at flagship restaurant Michael’s Genuine® Food & Drink where he first became introduced to Niman Ranch beef and pork.

“We are proud to have Niman Ranch showcased on Harry’s delicious pizza,” Niman Ranch general manager Jeff Tripician said. “The folks at Harry’s, under the vision of Chef Schwartz, serve up terrific dishes that are a perfect pairing for our meat, not to mention our company values. We’re proud to be associated and a part of such a progressive chef-centered enterprise that cares deeply about where their food comes from.”

For more information on the partnership, locations and menus, please visit harryspizzeria.com and follow on social media @nimanranch and @harryspizzeria.

About Harry’s Pizzeria®

Harry’s Pizzeria is James Beard Award-winning chef Michael Schwartz’s American pizzeria, made for people who love pizza, but who also crave and gather around innovative, genuine cooking. Fresh, innovative topping combinations, curated by an acclaimed chef, challenge pizza traditions. The restaurant’s menu is anchored by 11 hand-formed pizzas featuring a tender, quick-fired crust with integrity, as well as a gluten-free option. At the table, the Harry’s experience is relaxed and welcoming, complete with warm service and wholesome dishes to make a meal, including snacks, colorful salads, daily specials and dessert. From the sidewalk to the dining room, the restaurant buzzes with friends and family hanging out over craft beer, a creative wine list and great music. For more information, please visit harryspizzeria.com/locations and follow on social media @harryspizzeria.

About Niman Ranch

With more than 40 years as an industry leader, Niman Ranch is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.

###