

NEWS RELEASE

Arrivederci Inc. Develops First Weight Loss Pizza

TORONTO, Oct. 10, 2015/CNW/ - CEO of Arrivederci Inc. Tony Pompeii, along with his 900 employees have developed the world's first weight loss pizza. The company uses genetically modified grains, cheeses, tomatoes and sausage, which, instead of adding calories, actually reduces them.

"Customers are loving it. The more you eat the less you weigh!" said Tony Pompeii, CEO of Arrivederci Inc. "You can now enjoy your favourite comfort food without having to worry about all the calories that you would intake had you indulged in a regular style pizza."

The cost of the weight loss pizza is equivalent to the price of the competitor's pizza, made with regular ingredients. Arrivederci Inc. is committed to altering the perspectives of those who view pizza as a non-healthy food choice. They continue to do so by encouraging customers to consume the pizza and then measure the results of their total weight loss.

"Video testimonials tell us that customers are losing a significant amount of weight from eating our pizza," said Catherine Borgia, spokesperson at Arrivederci Inc. "It is satisfying to know that all of our research in crafting the perfect weight loss pizza has paid off!"

The weight loss pizza is currently available at Arrivederci outlets across the Greater Toronto Area (GTA).

About Arrivederci Inc.

Arrivederci Inc. Canada's leading pizza chain has more than 150 pizza outlets across the country and has served Canadians for more than 40 years. With social responsibility at the forefront of the initiatives they support, Arrivederci Inc. is the proud sponsor of community projects such as Feed Your Curves. The company also educates people on the concept of being able to eat what you want while at the same time maintaining a healthy and balanced lifestyle.

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