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## NEWS RELEASE

FOR IMMEDIATE RELEASE – 07/09/2018

### **MIDICI CHAPEL HILL OPENS, HOSTS EXCLUSIVE FREE TASTING AND GRAND OPENING EVENT**

CHAPEL HILL, N.C. – MidiCi Italian Kitchen will open its first North Carolina location on July 14 at 100 Franklin St. in Chapel Hill. The restaurant celebration will begin with a ribbon-cutting ceremony at 3:30 p.m., followed by an exclusive free media tasting event from 4 to 5:30 p.m on July 13. MidiCi will also offer a buy-one-get-one-free promotion on Margherita pizzas on July 14 and 15, from 11 a.m. to 11 p.m. at the same location.

The restaurant, whose mission is to bring people together over high-end but low-cost Italian food, will feature a wide array of Neapolitan-style culinary delights. MidiCi uses only the finest Italian and American ingredients to craft its gourmet dishes daily in-house. These dishes include authentic appetizers, wood-fired Neapolitan pizza, pasta, salad, burrata, gelato, and a signature Nutella calzone. The restaurant also offers an extensive assortment of fine local craft beers, wines, cocktails and soft drinks.

“MidiCi wants to makes high-quality food accessible to all,” said owner Craig Messinger. “The ingredients we source are farm-fresh, natural and mostly non-GMO. Staples like tomatoes used in the sauce and the flour are imported from Italy.”

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MidiCi offers delicious Italian cuisine in an upscale dining experience that maintains the ease of a casual restaurant at a uniquely affordable price point. Its open-concept interior lets guests in on the action — pizzas are prepared fresh to order for the 90-second journey from dough to plate, as guests sip Italian wine under a live olive tree featured in the space. Guests can come together in the Italian courtyard, under the olive tree or in the open outdoor patio.

Messinger said: “The décor makes you feel special. It is open, warm and elegant, offering seating under an indoor tree, by a fireplace on the patio, at a sit-down bar or at a communal table. The whole vibe is upbeat and friendly, reminiscent of an Italian Piazza. MidiCi is a place fit for a date, a hangout, a late-night drink, a family reunion or even an office party.

“We look forward to introducing authentic Neapolitan pizza and classic Italian pasta dishes to our friends in Chapel Hill,” Messinger said.

#### **About MidiCi Italian Kitchen**

The first MidiCi was opened in 2015 and has spread to 16 U.S. states. MidiCi provides pizza lovers with authentic Neapolitan cuisine to honor the tradition, passion and art of Neapolitan cuisine. The new Chapel Hill location is located on 100 East Franklin Street, Chapel Hill, N.C., and its summer hours will be Sunday through Thursday 11 a.m. to 10 p.m. and Friday through Saturday 11 a.m. to 12 a.m. For more information, visit [www.mymidici.com](http://www.mymidici.com) or follow @MidiCiChapelHill on Facebook and Instagram.

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## MEDIA ADVISORY

Release Date – 07/09/18

### **MIDICI CHAPEL HILL OPENS, HOSTS EXCLUSIVE FREE MEDIA TASTING AND GRAND OPENING EVENT**

CHAPEL HILL, N.C. — MidiCi Italian Kitchen, the restaurant whose mission is to bring people together over a great meal like Italians do, will begin to offer Neapolitan pizza, pasta and other culinary delights on July 14 with a Buy One Pizza Get One Free pizza promotion. It will also host a special ribbon-cutting ceremony and exclusive free media tasting event on July 13.

**WHAT:** MidiCi will host a ribbon-cutting ceremony and an exclusive, free tasting event for media representatives. There will also be a BOGO pizza promotion open to the public.

**WHO:** Media are invited to the ribbon-cutting ceremony and tasting event. The general public is welcome to the BOGO event.

**WHEN:** Ribbon-cutting ceremony at 3:30 p.m. on July 13; free media tasting event 4 to 5:30 p.m. on July 13; BOGO event 11 a.m. to 11 p.m. July 14 and 15.

**WHERE:** MidiCi Chapel Hill: 100 Franklin St., Chapel Hill, N.C.

**DETAILS:** Media will not go home hungry from the tasting, where they'll get the inside scoop on this exciting new location. The BOGO promotion will guarantee guests one free pizza each of equal or lesser value.

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Offer is dine-in only and cannot be combined with other offers.  
Guests will receive another free Margherita pizza when they register  
at [midicirewards.com](http://midicirewards.com).

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