

FOOD TRENDS

Traditional Pizzeria Has New Recipe For Success

(NAPSA)—In today's competitive casual dining environment, it's common to see restaurants revamping their menu, but rarely do classic eateries venture far from their most beloved offerings. Don't tell that to Uno Chicago Grill, the creator of Chicago's Original Deep Dish Pizza, and its 13,000 employees.

The famous Windy City mainstay recently put its entire menu on the chopping block—including its venerated pizza—and only top dishes made the cut. Luckily for deep dish lovers, pizza remains a prominent slice of the new menu.

However, Uno's traditional eats are now complemented by an eclectic bill of fare featuring healthy entrees, indulgent favorites and an appealing collection of choice wines.

Seasoned CEO Brings a Taste for Something New

Since taking over as chief executive officer in early 2005, former Au Bon Pain CEO Frank Guidara has been the driving force behind Uno's substantial changes. The proven restaurateur explains, "After months of industry benchmarking and internal review, we found that a new menu could be just the start of something bigger."

Uno Chicago Grill recently introduced a fresh approach to guest hospitality, laid plans to revamp its décor and developed a million-dollar marketing campaign to communicate these initiatives.

"We want to provide a level of hospitality that has, until now, only been achieved at the nation's finer dining establishments," explains Guidara.



Famous for its deep dish pizza, Uno Chicago Grill now serves up an eclectic menu which includes steaks and seafood.

"I feel Uno has tapped the Midwestern charm of Chicago, where we first opened our doors over 60 years ago."

Choosing to Offer Healthy Choices

As part of its relaunch, Uno Chicago Grill called upon Chef Adam Sacks, its chief nutritionist and food scientist, to evaluate the evolving restaurant's new menu concepts. Sacks responded by introducing nutritious, flavor-focused solutions.

"Uno now has 10 signature salads and plenty of healthy choices," Sacks reports. "We also eliminated oils with trans fats, introduced multigrain pastas and replaced our thin crust pizza with an organic flatbread."

In September, Uno Chicago Grill also introduced in-store kiosks that provide diners with detailed nutrition information on all menu items.

Guidara plans to open 20 new stores in 2006 featuring the company's updated model. Uno Chicago Grill currently boasts 220 locations across 32 states and five countries.

For more information, visit www.unos.com.