



## California Pizza Kitchen Fact Sheet

<b>Established:</b>	March 27, 1985
<b>Web Address:</b>	<a href="http://www.cpk.com">www.cpk.com</a>
<b>Headquarters:</b>	<b>Restaurant Support Center</b> 6053 West Century Boulevard Eleventh Floor Los Angeles, CA 90045 Tel: (310) 342-5000 Fax: (310) 342-4743
<b>Executive Team:</b>	<b>G.J. Hart</b> , <i>Chief Executive Officer</i> <b>Carey Carrington</b> , <i>Chief Financial Officer</i> <b>Sarah Grover</b> , <i>Chief Concept Officer, Executive Vice President</i> <b>Clint Coleman</b> , <i>Chief Development Officer</i> <b>Brad Gramlich</b> , <i>Chief People Officer</i>
<b>Average Restaurant Size:</b>	Approximately 6,000 square feet
<b>History:</b>	<p>California Pizza Kitchen began in 1985 when attorneys Rick Rosenfield and Larry Flax traded in the courtroom for the dining room. Having always wanted to get into the restaurant business, they pitched their legal pads and turned toward California-style pizzas.</p> <p>After several months of exploring and countless hours of research, they set out to re-invent pizza in the United States opening the first California Pizza Kitchen in Beverly Hills, California on March 27, 1985.</p>
<b>Description:</b>	<p>California Pizza Kitchen (CPK) is a leader in authentic California-style cuisine and is widely known for its innovative menu items. California Pizza Kitchen provides a range of creative dishes, from signature California-style hearth-baked pizzas, creative salads, pastas, soups and sandwiches to extensive beer and wine lists with a full bar in most locations.</p> <p>Online Ordering, Curbside Service, take-out and delivery services are available at most locations for added convenience.</p> <p>- more -</p>

**International:**

There are currently California Pizza Kitchen restaurants located internationally in China, Japan, Philippines, Malaysia, Singapore, Mexico, South Korea, Guam, United Arab Emirates and India.

**Hearth-baking:**

The hearth is central to the California Pizza Kitchen experience and gives the California-style pizzas their signature taste.

CPK's hearth-baked pizzas are cooked rather quickly, 3-7 minutes, in approximately 500 degree heat. The hearth bakes the pizza dough to absolute perfection, producing a crust characteristic of fine bread. It also gives meats and vegetables a slightly smoky flavor, and helps give California Pizza Kitchen favorites like our Original BBQ Chicken and Thai Chicken pizzas their distinct taste.

**Community Involvement:**

From the very beginning, being involved in the communities in which we do business has been an important part of our culture. We host FUNdraising events in our full-service restaurants to help schools and non-profits raise money by donating 20% of their purchases on a designated date. Through our fundraising program, CPK donated \$900,000 back to numerous community non-profits across the country in 2010.

We also host free CPKids Restaurant Tours for schools and non-profit groups where children have the opportunity to get an up-close-and-personal tour of the restaurant and go behind the scenes to make their own pizzas (Scout troops can even earn a fun patch as a result!). We provide schools with complimentary VIP Passes (free CPKids Meals for one month!) to award to exceptional students throughout the year. In addition, we sponsor classrooms in our local neighborhoods by donating school supplies and partner with local youth sports teams by helping to pay for uniforms or other team-related costs.

**CPK Foundation:**

The California Pizza Kitchen Foundation and Starlight Children's Foundation have partnered up to host a series of CPKids Camps in 20 cities across the country for seriously ill children and their families. Starlight family members will have the chance to "pause and play" with activities that include nature exploration, scavenger hunts, games, crafts, music and campfire fun.

In addition to the charitable activities of the CPK Foundation, thousands of dollars worth of food are contributed annually to help children and the organizations that serve them.

**Frozen Products:**

In 1997, California Pizza Kitchen partnered with Kraft Pizza Company, the nation's leading frozen pizza company, to launch the new line of California Pizza Kitchen Frozen Pizza in Southern California.

In 2004, the line of California Pizza Kitchen Frozen Pizzas began distribution in all major national markets.

In 2005, the new Crispy Thin Crust line launched offering the popular Original BBQ Chicken along with Four Cheese, Garlic Chicken, Margherita, Sicilian and White Pizzas.

In 2008, the CPK frozen line expanded with the introduction of the California Pizza For One Pizza in Original BBQ Chicken, Four Cheese, Margherita and White Pizza flavors.

In 2009, CPK Flatbread Melts were introduced in four flavors: Chicken Bacon Club, Five Cheese and Spinach, Chicken Santa Fe, Carne Asada.

In 2010, Nestle purchased Kraft's North American frozen pizza business which included the California Pizza Kitchen line.

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