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Mazzio's Unveils New Brand: Bigger, Better Wings Just in Time for Football Season

Elevating the Game Day Experience with Enhanced Wings and New Combos

Tulsa, Okla. | August 26, 2024 - Mazzio's, a longtime favorite for pizza lovers, recently unveiled a refreshed brand identity and new wings, highlighting its commitment to both exceptional pizza and outstanding wings.

"Mazzio's Pizza & Wings and our new Kickin' Wings reflects our commitment to delivering not only the best pizza, but also outstanding wings," said Stuart Myers, Vice President of Marketing & Sales at Mazzio's. "With 10 distinct flavors ranging from spicy to savory to sweet, it's all about variety and bold taste. We're not just serving wings—we're *Kickin' Wings* and taking names!"

To celebrate the kick-off of football season, Mazzio's debuted an enhanced traditional, bone-in wing, now bigger and more flavorful. Whether you're gearing up for a tailgate or hosting a watch party at home, Mazzio's Pizza & Wings is the ultimate destination for all game-day cravings.

The new "Wings and Fry Combo" includes eight wings, perfectly paired with crispy fries, for just \$9.99. While the price, quality and flavor remain the same, the award-winning, traditional wings are now more than 25 percent larger, offering customers even more value and an enhanced flavor experience in every bite. For pizza lovers who want to try the new wings alongside their favorite pizza, Mazzio's is introducing a "Five-Piece Wing Add-On."

"As college football season kicks off, there's no better way to enjoy the game than with a platter of Mazzio's Kickin' wings. They are the ultimate game-day companion, ensuring that every bite is packed with more chicken, flavor and satisfaction," added Myers.

Originally introduced in the 1990s, Mazzio's wings have grown in popularity and variety, and now include 10 unique flavor profiles: Sweet Memphis Dry Rub (a proprietary blend developed by Mazzio's chefs), Lemon Pepper, Garlic Parmesan, Sweet BBQ, Spicy BBQ, Thai Sweet Chili, Apple Habanero, Mike's Hot Honey, Mild Buffalo and Hot Buffalo.

Photos of the new Kickin' Wings are available to download here

About Mazzio's LLC

With 146 locations in 9 states, Tulsa-based Mazzio's LLC was established in 1961 and is the parent company of Mazzio's Pizza & Wings, Oliveto Italian Bistro and Mazzio's GO! brands. The corporation was founded in Tulsa, Oklahoma by the late Ken Selby and ownership remains in his family today.

Mazzio's Pizza & Wings 105 locations offer expedited service, convenience and great value in a fast casual setting. The family-friendly menu features Mazzio's signature fresh salad bar and world-famous Ranch dressing, signature pizza, pastas, hot sandwiches, Kickin' Wings and Calzone Rings® available for lunch and dinner, making it a perfect choice for dine-in, carryout, delivery, or large groups and catering.

To view our full menu, order online or get more information about Mazzio's Pizza & Wings, visit www.mazzios.com. Or, download the Mazzio's mobile app and enjoy ordering "on the go."