



PRESS RELEASE

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Pita Pit coming to Machesney Town Center

Local franchisee to open new location in Machesney Park

MACHESNEY PARK, IL (March 23, 2017) – A new dining option is taking on an old building in Machesney Park. The Rockford-area Pita Pit franchisee recently secured a lease in the former Taco Bell at 8638 North Second Street in the Machesney Town Center.

Pita Pit is a rapidly-growing brand in the fast-casual dining business. With a tagline of “fresh thinking, healthy eating” the restaurant offers made-to-order pita bread sandwiches as well as soups, salads, smoothies, and a variety of sides. Owner and General Manager Tess Dodaro characterizes Pita Pit as “a cross between Chipotle and Subway.”

Over \$140,000 will be invested in the building, which previously housed Taco Bell. “The investments are made possible through collaboration between the Pita Pit Franchisee, the property owner, and the Village,” said Community Development Director James Richter II.

Pita Pit plans to hire 15 new employees to staff the restaurant, and will join Eggspress, a breakfast-based quick-serve concept that recently located immediately north of the forthcoming restaurant. “Pita Pit is a great addition to the Town Center and an important contributor to the revival that is going on in that area,” said Village President Jerry Bolin.

Construction will commence on the renovations this spring with plans to open mid-to-late summer.

Dodaro and her husband own and operate the Pita Pit at Perryville Road and East State Street. Dodaro noted that her restaurant offers something for everyone. Lunch and dinner pitas come with many meat options grilled fresh to order including chicken breast, ham, turkey, bacon, lamb and even Prime Rib. Customers will find great-tasting, healthy options not offered by Pita Pit’s competitors. Veggie pitas include hummus, falafel or spicy black beans. All can be dressed with a flavorful variety of cheeses, vegetable toppings and sauces. The Pita Pit also offers breakfast sandwiches all day long with fare such as eggs and hash browns or ham and eggs.

Currently, the brand has about 600 locations worldwide, with 250 in the United States and another 220 in Canada. Pita Pit restaurants can be found in 13 countries.