

madeinitaly

Pay what you want pizza days are coming to Chelsea!

A brand new spring inspired pizza menu is landing at the Made in Italy restaurant in **King's Road from Monday the 16th to Thursday the 19th of April**, a good reason to celebrate with a **flash "pay what you want" pizza session** in the heart of Chelsea!

On this very special occasion you will decide how much your dining experience is worth by **choosing among three different payment options based on your pizza satisfaction**.

Each pizza on the menu comes in three different prices: **COSI' COSI' (so so, to be improved)**, **BUONO (good) and MAMMAMIA! (fantastic)** and, in order to redeem the offer, you just need to **leave your email address and fill in a very quick feedback card**. Stay assured that Made in Italy Group will be working hard on those honest opinions!

The new menu will feature a premium selection of some sun-kissed Italian ingredients carefully sourced from all over the Bel Paese and will showcase why Made in Italy Group is literally obsessed with selecting the best type of flours for a highly digestible pizza.

You'll be able to build up your own pizza and choose among different flours - **gluten free, multigrain and double 00** - and various cheese toppings such as the **homemade mozzarella, burrata and vegan mozzarella**.

Then you can indulge in your pizza and discover some new entry in our menu including:

- LA BO.CA, tasty Mortadella from Bologna, homemade Burrata and topped with a dust of heavenly perfect Bronte Pistachio;
- LA BOMBAZZA, a whole creamy Burrata, Italian bacon, sweet caramelized onions and chips;
- LA PARMIGIANINA, freshly made mozzarella, aubergines Parmigiana covered by Parmesan shavings.

We've got some great news for all our vegan friends as well, following the huge success of our **vegan pizzas** at Made in Italy 3.0 in Clapham (one of the best in London we heard), we introduced some must try **new choices** such as the VEGAN GLORY and some interesting plant-based addition!

Just some quick reminders:

- access to the "pay what you want" promotion is first come, first served, sorry, **we do not accept bookings**.
- **Promotion valid only for tables of maximum 6 people (first come, first served)**. We only accept bookings at madeinitaly@madeinitalygroup.eu for tables of 6 or more.

Our team is very excited about this new menu launch at our King's Road branch and we look forward to hearing your opinion during the "pay what you want" days!

Buon appetito!
The Made in Italy Group

About Made in Italy Group

The first Made in Italy restaurant was launched 25 years ago, founded by Mr Corsaro who was one of the very first pioneers to introduce the real Neapolitan pizza in London. His sons and daughters are now running the family business which proudly counts 7 restaurants located in Notting Hill, Fulham, Chelsea, Marylebone, Clapham and Wimbledon.

The rich and creamy Burrata, the low fat Ricotta and delicious mozzarella are freshly handmade by a third generation Italian cheesemaker at the Made in Italy's cheese factory in Battersea!

“Pay what you want” terms and conditions:

- Offer valid only at our “Made in Italy 3.0” restaurant in 249 King’s Road SW3 5EL for tables of maximum 6 people.
- **First come, first served, we do not accept bookings for the “pay what you want” pizza offer.**
- Promotion valid **only for tables of maximum 6 people** (first come, first served). We only accept bookings at madeinitaly@madeinitalygroup.eu for tables of 6 or more.
- Valid **from April 16th to April 19th 2018**, lunch and dinner.
- Drinks and other dishes are not included.
- Under 18’s must be accompanied by an adult in order to redeem the promotion.
- **Feedback card specifying the email address must be filled in after the meal** in order to claim the offer.
- A discretionary 12.5% service charge will be added to your bill.
- We reserve the right to cancel the experience earlier than the 19th of April.

Details:

RESTAURANT: Made in Italy 3.0 King's Road (part of the Made in Italy Group)

ADDRESS: 249 King's Road, Chelsea, London SW3 5EL

OFFER: Pay what you want pizza days

VALID: on pizza only, April 16th - 19th 2018, lunch and dinner, drinks and other dishes are excluded from this offer. First come, first served, **maximum table size of 6 people only.**

RESTAURANT OPENINGS: 7 days a week 12 - 23.30 (Sunday 12-22.30)

WEBSITE: <https://www.madeinitalygroup.co.uk>

FACEBOOK: @madeinitalygrp / @madeinitalykingsrd

INSTAGRAM: @madeinitalylondon

Made in Italy 3.0

249 King's Road, Chelsea, London SW3 5EL / madeinitaly@madeinitalygroup.eu