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Copywriting Sample

Procuitto's Pizza/Story of Pizza :60

Pizza, as it is known today, was brought to America by Italian immigrants. Here's a little history: "Pizza" is a word that appeared between Naples and Rome around the year One-Thousand. "Pizza" means "pie." Mozzarella, today's pizza cheese, originated in Naples in the fifteenth century. The first recipe for Italian tomato sauce appears around sixteen ninety-two. And "Pizza Margherita", named after the first queen of a united Italy, is just over a century old. "Pizza Margherita" uses tomato, mozzarella, and fresh basil; the red, white and green colors of the Italian flag. So here's the problem: with pizza being so rich in Italian tradition, why is there only one Procuittos Italian Pizzeria? Break the chain, for lunch today delight in pizza steeped in the traditions of Old Italy. Procuittos Italian Pizzeria, Main Street, downtown Springfield. Real Italian pizza and subs for dine in, carry-out, or delivery. There is only one authentic Italian taste, there is only one true Italian pizza, there is only one Procuittos Italian Pizzeria, even the name speaks Italian, Main Street, Springfield.