



FOR IMMEDIATE RELEASE...

February XX, 2023

## HIGHLY ACCLAIMED PIZZERIA VARUNI NAPOLI LAUNCHES VARUNI CASA, A NEW ONLINE ITALIAN MARKET

*Pizzeria Set to Offer Three Best-Selling Pies, As Well As Italian Market Staples Via ChowNow, Platform Launches Today*

**ATLANTA:** Maestro pizzaiolo Chef Luca Varuni of [Varuni Napoli](#) (recently featured on ABC's "Good Morning America" and named a Best Restaurant in Atlanta by Atlanta Magazine) announced the Neapolitan pizzeria is partnering with online food ordering platform ChowNow to expand local delivery offerings. The new extension of the Varuni Napoli brand, [Varuni Casa](#), will begin services today within a 6-mile radius from the Varuni Napoli flagship location in Midtown (1540 Monroe Dr NE, Atlanta, Ga. 30324).

"I'm thrilled to begin offering our frozen pizzas, as well as other Italian market items that we use in our kitchen, to stock pantries around Atlanta," said Chef Luca Varuni. "Since launching our frozen pizzas nationally on [Goldbelly](#) last fall, we've heard customer after customer inquire about easy access to our frozen pies locally. You asked, and we listened!"

Varuni Napoli will offer frozen versions of three of its best-selling pies via Varuni Casa, including the Margherita, the Oro Bianco, and the Bastardo. The **Classic Margherita** is made with DOP-certified San Marzano tomato sauce, DOP buffalo mozzarella, Pecorino Romano, and extra virgin olive oil (1-Pack, \$20; 2-pack, \$38; 3-pack, \$56). The **Oro Bianco** is made with fresh mozzarella, buffalo ricotta, Taleggio cheese, pancetta, Pecorino Romano, black truffle oil, and black pepper (1-Pack, \$23; 2-pack, \$44; 3-pack, \$63).

The **Bastardo** is made with DOP-certified San Marzano tomato sauce, fresh mozzarella, pepperoni cups, 'nduja (spicy spreadable pork salumi in ragu sauce), and Pecorino Romano (1-Pack, \$22; 2-pack, \$42; 3-pack, \$61).

Patrons on the hunt for those imported, specialty ingredients Varuni Napoli uses in its kitchen should look no further. Varuni Casa features market items Chef Luca sources himself from Naples. These items are then delivered via cargo ship straight from Italy twice a year. Selection may vary daily, but includes many imported favorites like:

La Molisana Pasta Spaghetti (10 lb, \$23.99)

La Molisana Pasta Penne Ziti Rigate (10 lb, \$23.99)

Caputo Chef's Flour – Italian Double Zero 00 (1 kg, \$6.99)

Fresh Mozzarella (1 tub, 3 lb, \$24.99)

Fresh Ricotta (1 tub, 3 lb, \$14.99)

Varuni-branded Pomodori Pelati San Marzano DOP Tomatoes (\$16.99)

Varuni-branded San Marzano DOP Tomatoes (\$24.99)

Nutella (1 tub, 6.6 lb, \$49.99)

Italian Calabrian Peppers (\$54.99)

San Pellegrino Sparkling Aranciata Organic (6-pack, 330 ml, \$12.99)

San Pellegrino Sparkling Limonata Organic (6-pack, 330 ml, \$12.99)

Peppadew Sweet Piquanté Peppers (105 oz can, \$49.99)

Quartered Artichoke Hearts (3 kg can, \$19.99)

Carnaroli Rice (2.2 lb, \$9.99)

Varuni Casa is [open on ChowNow](#) Tuesday-Friday: 12-4:45 p.m. and closed Saturday-Monday. Photos and interviews with Chef Luca Varuni are available upon request. Stay in the know by following Varuni Napoli on [Instagram](#), [Facebook](#), and [Twitter](#) and by subscribing to the pizzeria's [newsletter](#).

**About Chef Luca Varuni:** As the mind behind Varuni Napoli, veteran maestro pizzaiolo Luca Varuni brings his passion for Italian heritage, vast culinary experience and extensive Neapolitan training to Atlanta's favorite pizzeria.

An Italian native from Naples, Italy, Varuni was born with Neapolitan food and culture in his blood, and developed a passion for cooking through the years. Varuni began his life in the kitchen at age 14, and early in his professional career trained under the renowned maestro pizzaiolo Enzo Coccia of La Notizia – the first Michelin-rated pizzeria in the world. After studying traditional Mediterranean and Neapolitan cooking in Sorrento, Varuni brought his talents to the United States, later opening the first Varuni Napoli location in 2014 in Midtown Atlanta, followed by a second location in Krog Street Market in 2017.

Throughout the years, Chef Luca and Varuni Napoli have garnered nationwide attention from partnering with Breville, the world leader in kitchen appliances, as one of its top pizzaiolos to being featured on and included in outlets such as CNN, Food Network, "Good Morning America," Pizza Today, PMQ Pizza Magazine, Thrillist, and more.

**About Varuni Napoli:** Varuni Napoli is an authentic, award-winning Neapolitan pizzeria from veteran maestro pizzaiolo Luca Varuni with locations in Midtown and at Krog Street Market in Atlanta, Georgia. The eatery serves traditional southern Italian pizzas, desserts, and antipasti, as well as a selection of premium Italian wine, local and Italian beers, and Italian-inspired cocktails. The open kitchen allows guests to become a part of the pizza-making experience and enjoy the world-renown Italian hospitality of Chef Luca and his team. For patrons near and far, Varuni Napoli's three most popular pies (the Margherita, the Oro Bianco, and the Bastardo) are now available via nationwide shipping on Goldbelly. For more information, please visit the [website](#) or connect on [Instagram](#), [Facebook](#), and [Twitter](#).

**Media Contacts:** Abby Watkins + De'Andra Gaston | 360 Media, Inc. | 404-577-8686 or [abby@360media.net](mailto:abby@360media.net)

###