



## **Joe's Brooklyn Pizza opens second Rochester location in Perinton Square Mall**

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Locally owned and family-operated Joe's Brooklyn Pizza has opened its second Rochester location in Perinton Square. Mall. The founders, who are from Brooklyn, have been making pizza for three generations. Known for its extensive selection of freshly prepared pizza, wings and calzones, Joe's location in Perinton will face Route 250 (Moseley Rd.).

Joe's specializes in authentic "Brooklyn" crust, which is large, wide and thin and often folded for easy consumption. With more than 25 pizzas to choose from, Joe's incorporates American-made spices with fresh ingredients and offers hand-cut individual slices. Joe's also offers Brooklyn Brewery beer and a selection of locally brewed Naked Dove craft beers. Customers can choose from dine-in, take-out or delivery service.

Joe's Brooklyn Pizza joins the diverse array of food offerings available at Perinton Square Mall, including Tandoor of India, Sakura Garden, Bocaccinis Italian Bistro and Bill Gray's. Perinton also has recently added a Tops Gas Station and an AT&T Wireless store. The property, which was acquired by DiMarco Group in 2013, offers shoppers a mix of dining, grocery, service and retail options.

"We are excited to welcome Joe's Brooklyn Pizza, a Rochester family business since 1989, to Perinton Square Mall," said Michael Smith, vice president of leasing for DiMarco Group. "They bring a taste of the 'Old Neighborhood' to the already outstanding lineup of food offerings in our property."

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