

# MOZZERIA

MEDIA KIT

# MEDIA CONTACT

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@EatMozzeria



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# WELCOME TO MOZZERIA!

In early 2020, I was asked if I would accept the role of CEO and the task of leading the expansion of Mozzarella, Inc. and transform it from a San Francisco-based restaurant to a coast-to-coast brand. It was my honor to accept, because Mozzarella is more than a place to eat. At Mozzarella, we change the perspectives of our customers from the minute they walk in. Our guests quickly realize what Mozzarella has known all along: the Deaf community is incredibly talented, competent, and creative. And that's true for anywhere a Deaf person might work, not just here. All we need are opportunities.

The Deaf community is made up of individuals from a variety of backgrounds, cultures, and stories connected by American Sign Language (ASL). Given that more than 90% of deaf people are born to hearing parents, many discover their "Deaf identity" for the first time when learning ASL. Pizza is one of our love languages – ASL is what makes us a community, and we look forward to sharing our community with you.

Whether you're the adventurous foodie type or you prefer the more traditional Neapolitan dishes such as our famous 'Margherita' pizza with fresh mozzarella, Grana Padano cheese, pomodoro sauce and basil, one thing is certain: by the end of your meal, you'll be sure to know the sign for, "More pizza, please!"

Buon appetito!



Ryan Maliszewski  
Chief Executive Officer  
Mozzeria, Inc.





# COMPANY OVERVIEW

**Founded in 2011, Mozzeria** quickly gained distinction as San Francisco's first Deaf-owned and -operated restaurant. People from across the globe continue to flock to Mozzeria to get a taste of its famous, authentic wood-fired Neapolitan pizzas.

In 2017, Mozzeria partnered with the CSD Social Venture Fund (CSD SVF), the first deaf-led social venture fund in the country, and opened its second restaurant in Washington, DC in September 2020.

Mozzeria was created with the goal in providing customers a welcoming, memorable, and visual environment to experience Deaf culture while working to increase career placement opportunities for Deaf people. Mozzeria is proud to be a place where our employees can demonstrate their talent and feel a shared sense of belonging, while serving delicious pizza and cuisine inspired from the Campania region in Italy to our customers! We aim to be an engine for positive change and for our customers to leave Mozzeria with a newfound perspective on Deaf employees.





# MISSION

We aim to give customers a welcoming and visual environment to experience Deaf culture while we work to increase career opportunities for Deaf people. With a blazing hot wood-fired oven from Naples and our hands in the air, we’re starting delicious revolution – grab a pizza and join us!



# VALUES



## UNCOMPROMISING QUALITY

Mozzeria maintains high standards and expects consistency in every way possible, through our service, our food, and customer experience.



## PASSIONATE SERVICE

Mozzeria promotes an all-inclusive environment by love, appreciation, and attention to detail in order to deliver the best customer experience possible, while also exposing the shared culture of language and food to our guests.



## INNOVATION

Mozzeria rewards innovation and efficiency in employees who bring bold ideas from “oven-to-table”.



## GROWTH

Mozzeria strives to provide an environment that promotes diversity, inclusion and equity by employing Deaf people who want to reach their highest potential while creating positive social impact & encouraging economic growth.



## AUTHENTICITY

The Mozzeria menu is inspired by the authentic, wood-fired pizzas born in Naples and the cuisine found throughout Italy. We use the finest imported and locally sourced ingredients, along with artisan traditions, to bring the definitive Neapolitan pizza experience to our guests.



# COVID-19 SAFETY MEASURES AT MOZZERIA

Your experience at Mozzarella is always our highest priority. This includes strictly adhering to local health guidelines pertaining to the coronavirus pandemic, our operational standards, and the values that we take to heart.

We currently offer takeaway and delivery as our primary dining options. While we are not accepting dine-in requests at this time, we welcome you to stop by for carry-out and a taste of DeafSpace!

## PLEASE NOTE THE FOLLOWING POLICIES IN PLACE AT OUR RESTAURANTS:

- Due to staffing restrictions and in the interest of public health, Mozzarella has implemented a temporary no cash policy to reduce exposure and transmission of the virus. All transactions must be completed with a credit or debit card or through online payment options.
- All of employees are required to wear a face mask, gloves, and undergo daily health checks.
- We regularly sanitize all surfaces and deep clean our restaurants every two hours.
- All customers are asked to follow social distancing standards. Please maintain six feet of space from any individuals who are not in your party.
- Hand sanitizers are provided for our employees and customers throughout the restaurant.

Thank you for your patience and understanding as we keep making your experience even better! Should you have questions, concerns, or feedback, please email/contact [info@mozzarella.com](mailto:info@mozzarella.com).









A photograph of the interior of Mozzarella San Francisco. On the left, there is a large, dark, dome-shaped pizza oven. In the foreground, there are several metal bar stools. In the background, there are tables with red chairs and a window looking out onto a street. The letters 'SF' are overlaid in large white font.

# SF

# MOZZERIA SAN FRANCISCO

**3228 16TH ST,  
SAN FRANCISCO, CA 94103**

**(415) 489-0963**

**Current Hours:**

Monday - Wednesday: CLOSED

Thursday: 4:00 – 8:00 PM

Friday & Saturday: 4:00 – 9:00 PM

Sunday: 4:00 – 8:00 PM

Takeout and delivery only; no dine-in

Maximum Dine-In Capacity: 48

**MOZZERIA**



SF

## FAST FACTS

Mozzeria is the only Deaf-owned restaurant that boasts a Verace Pizza Napoletana certification (VPN #483). VPN, based in Naples, ensures that pizzerias serving “Neapolitan” pizzas maintain the 300-year-old traditions of their city's famous dish. Only 818 pizzerias in the world share this distinction!

Mozzeria SF also has a food truck, which can hold up to 900 pizza doughs and has been instrumental in keeping the business afloat during COVID-19. To request a visit from the food truck, contact [info@mozzeria.com](mailto:info@mozzeria.com).

The original restaurant in San Francisco opened on December 9, 2011.







# MOZZERIA WASHINGTON DC

1300 H ST NE STE A,  
WASHINGTON, DC 20002

(202) 886-4424

**Current Hours:**

Monday: CLOSED

Tuesday - Thursday: 4:00 – 9:00 PM

Friday & Saturday: 11:00 – 9:00 PM

Sunday: 11:00 – 8:00 PM

Takeout and delivery only; no dine-in

Maximum Dine-In Capacity: 117

**MOZZERIA**





# FAST FACTS

Mozzeria is DC's first Deaf-owned restaurant, and opened Friday, September 4, over Labor Day weekend. This date was chosen to highlight the importance of employment creation opportunities, especially for Deaf and hard of hearing people.

CORE architecture + design incorporated innovative, open spaces in the kitchen and dining areas to maintain visual communication lines between staff members at all times.

Mozzeria DC is twice as big as the original restaurant! The second location was made possible through a partnership with the CSD Social Venture Fund, which supports Deaf entrepreneurs in growing their businesses to scale.

Mozzeria DC's Neapolitan pizzas are all baked in our world-famous, 12,000-pound Acunto Mario Doppio wood-burning ovens. These ovens, which were imported from Naples, Italy, burn up to 1,000 degrees!







# FACTS: MOZZERIA

Mozzeria's ASL sign name is based on the Lingua dei Segni Italiana (Italian Sign Language) sign for "pizza." Yes, sign language is not universal!

There are only under 500 known and registered Deaf businesses around the country. Only a handful of them are brick and mortar restaurants like Mozzeria!

In fact, there are more than 330 sign languages used around the world.

Our logo is a linocut designed by David Call, a Deaf artist and Gallaudet University alum. It is a visual depiction of Mozzeria's sign name.







# FACTS: OUR DEAF-LED OPERATIONS

We design our restaurants around our ovens and DeafSpace principles, allowing customers the visual experience of watching their pizza doughs turn into fully cooked pies in 90 seconds!

While other restaurants dim down the lights for “ambiance,” Mozzarella uses soft and soothing light for the evenings to set the tone while keeping the restaurant bright enough to communicate in.

Mozzeria uses CONVO Video Relay Service to streamline its day-to-day business operations. The system uses LED lights to notify the restaurant of incoming calls. Strips of lights are hidden throughout the restaurant to maximize visual communication. For instance, a green light means there’s a call coming in.







# MEET THE PEOPLE BEHIND MOZZERIA

MOZZERIA

# KEY INDIVIDUALS



**RYAN MALISZEWSKI**  
*Chief Executive Officer*



**CHAD THAYER**  
*Operations Support Coordinator*



# KEY INDIVIDUALS



**JEFF PERRI**

*Pizzaiolo  
BOH, Washington, DC*



**TANYA SEARLY**

*Assistant Manager  
FOH, Washington, DC*



**DAVID UZZELL**

*Line Cook  
Washington DC*



**AMANDA MOSHER**

*Supervisor  
San Francisco, CA*



# PRESS COVERAGE

MOZZERIA





**Fast Company**

*March 6, 2015*

Inside San Francisco's Deaf Owned And Operated Pizzeria



**Eater San Francisco**

*December 7, 2017*

Deaf-Owned SF Pizzeria Will Expand Nationwide to Address Deaf Employment Gap



**ABC 7 News**

*December 11, 2017*

Pizza restaurant owned, operated by the deaf to expand nationwide



**CBS NEWS**

*November 18, 2018*

A heartwarming slice of life: Pizza made and served by the deaf



**Eater Washington DC**

*June 27, 2019*

A San Francisco Pizzeria Coming to H Street Will Generate Jobs for Deaf Workers



**Squareup**

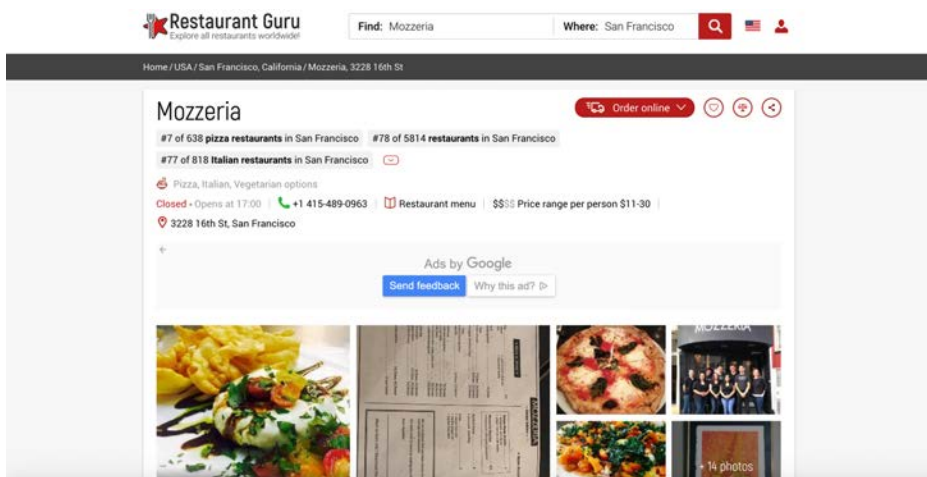
*2019*

How Mozzeria Provides Opportunity and Growth for the Deaf Community

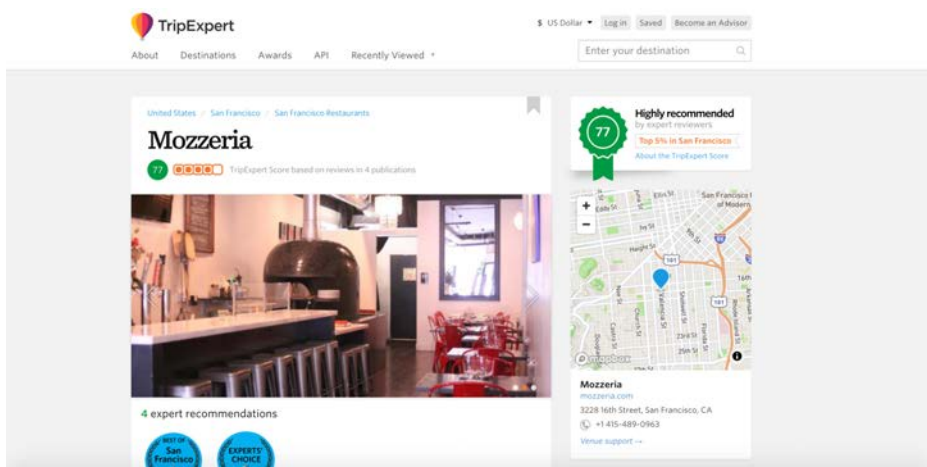


# AWARDS, ACCOLADES, AND RECOGNITION





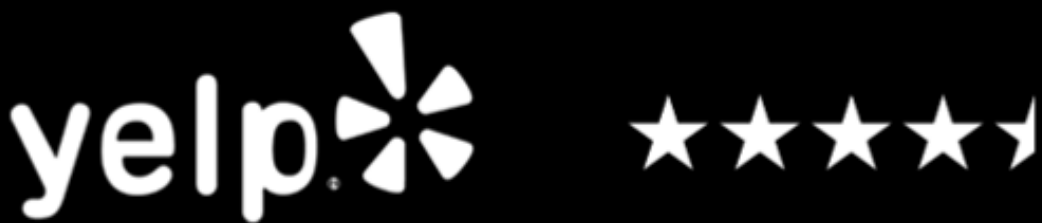
RECOMMENDED on Restaurant Guru 2019



TripExpert Highly recommended by expert reviewers Top 5% in San Francisco Mozzeria



The 10 Best Things We Ate in 2013 - Zagat



Recommended on  
TripExpert





# TIPS: INTERVIEWING WITH OR WRITING ABOUT DEAF & HARD OF HEARING INDIVIDUALS



# TERMS LIKE “HEARING IMPAIRED” AND “DEAF MUTE” ARE **OUTDATED.**

Deaf people are not “impaired” because their ears don’t work. Barriers occur when the environment and people in it do not adhere to their specific needs. To bring the point home, Deaf people in an all-signing environment will often tease a new learner about being “signing impaired” when they’re unable to keep up with the conversation!

Similarly, referring to Deaf and hard of hearing people “mute” is misleading. Many D/HH individuals can – and do – use their voice, both at home and in the workplace. The generally accepted term is “Deaf and hard of hearing,” but when in doubt, ask the person you’re speaking with how they identify themselves.

# **CAPITALIZATION** **MATTERS.**

**Lowercase deaf:** The term “deaf,” with a lowercase “d” is used in the medical field, and to describe someone who has hearing loss and who does not actively associate with the Deaf community. Typically, this means a hearing person who became deaf later in life. Lowercase deaf uses the perspective of not being able to hear as an audiological condition or “problem.”

**Capital Deaf:** When we use the term “Deaf,” with a capital “D,” we’re referring to people identify as culturally Deaf. This means people who use ASL as their primary language and are a part of the Deaf community. Identity-first language such as “Deaf people” is used instead of the person-first language that is used for most people with disabilities, i.e.: “person with autism.”

## CUT OUT THE MIDDLEMAN.

Chatting with a Deaf person through an ASL interpreter? Look at the person you are having a conversation with and ask them your questions. The interpreter will handle the rest. Talk as though you are speaking to the Deaf person themselves: “Tell me about your role at Mozzarella,” and not “Ask her about her role at Mozzarella.” Be sure to wait until the interpreter is done before taking your turn to speak again. Raise your hand if that helps the flow of conversation.

When you finish your interview or before going to print, give the Deaf person the opportunity to ensure all the information is correct and nothing was lost in translation.

## THINK VISUAL.

Deaf people rely heavily on facial cues, body language, and environmental feedback to communicate. Talking loudly is unlikely to help - save your voice! Communicate visually with ease by writing things down or by using the voice-to-text function on your phone. Not all Deaf people lip-read, so don't assume they can follow along with what you're saying. Face the person you are talking to and keep eye contact. If you need a Deaf person's attention, simply wave.

When in doubt, write it out! If you're having trouble getting your question or message across at first, don't give up. Deaf people want to know what you are saying and sometimes it just takes a bit of teamwork to get on the same page.



# DEAFNESS IS NOT ONE-SIZE-FITS-ALL.

While many of us use ASL, some may have grown up using, or still use, one of many other means of communication. Many community members identify as DeafBlind, DeafDisabled, Deaf and Queer, Black Deaf, and more. Even if you're not a part of the Deaf and hard of hearing community, we always strive to make everyone feel included and welcome. Ask questions if you're not sure. We are more than happy to share our experience, knowledge, and language!

When in doubt, ask how the D/deaf person you are interacting with prefers to identify themselves and/or communicate with you.

# WANT AN INTERVIEW? MAKE SURE IT'S ACCESSIBLE!

If you're a journalist that's fluent in ASL, stop by anytime! But if you need some extra support to follow what is being said in ASL, we encourage you to bring a certified ASL interpreter with you.

Questions?

Contact Mozzeria at [info@mozzeria.com](mailto:info@mozzeria.com) and we'll walk you through it!





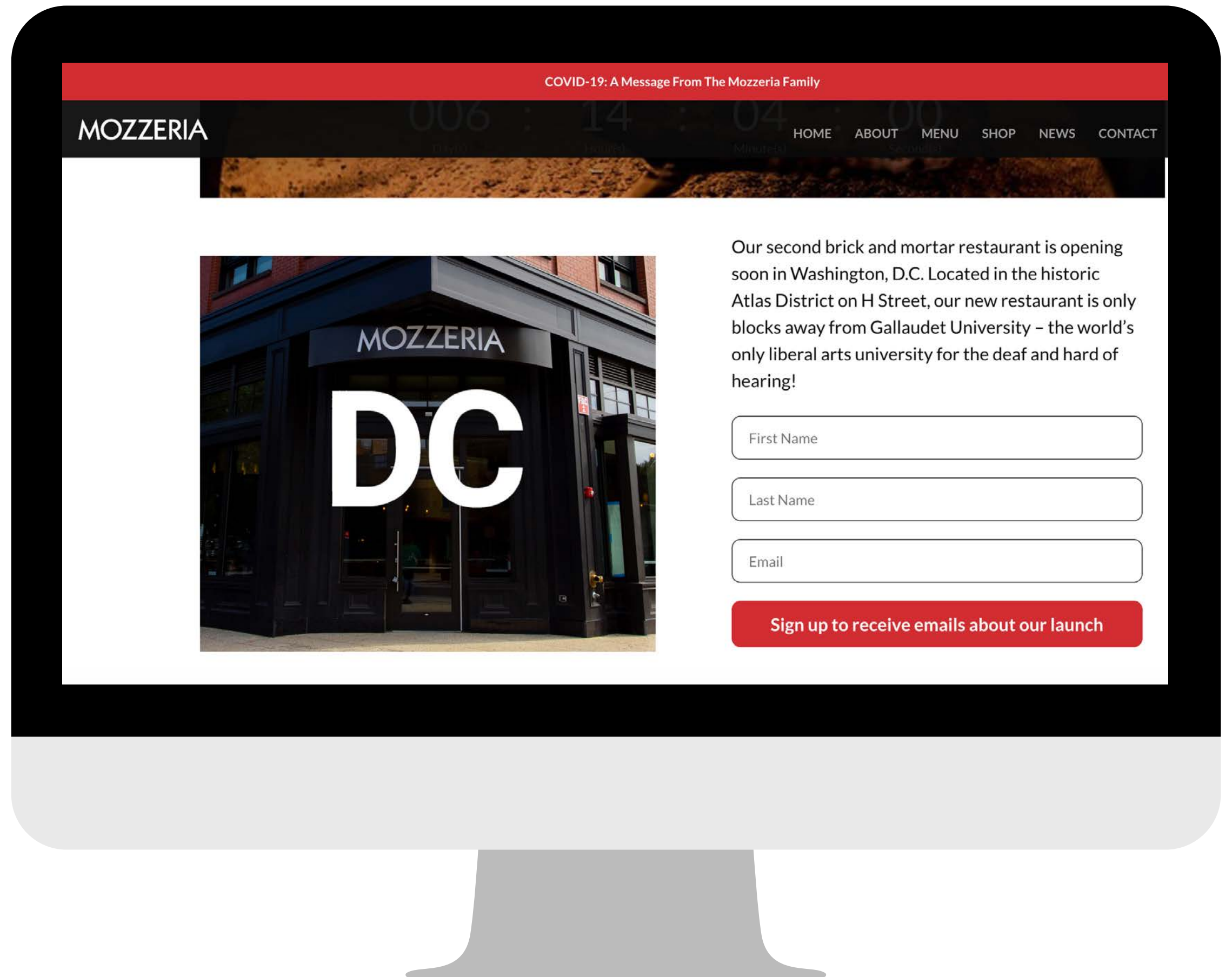
# CURRENT PROMOTIONS



# SUBSCRIBE

[www.mozzeria.com/washington-dc](http://www.mozzeria.com/washington-dc)

Sign up for our newsletter to stay up-to-date on our weekly promotions!







# FREQUENTLY ASKED QUESTIONS



# FREQUENTLY ASKED QUESTIONS

**Q: What's on the menu at Mozzarella?**

A: Check out our food, drinks, and kids menu at [www.mozzeria.com](http://www.mozzeria.com)

**Q: Where do you source your food from?**

A: Mozzarella does business with local farmers in close proximity to our restaurants. Our “farm-to-table” philosophy combines locally sourced produce with select imported items that ensure your experience is authentic.

**Q: Does Mozzarella offer delivery?**

A: Our San Francisco location offers delivery through multiple platforms (DoorDash, GrubHub, UberEats, etc.). Our DC location offers delivery through GrubHub, with more platforms coming soon.

**Q: Can you accommodate groups of specific sizes?**

A: Due to COVID-19 restrictions, we are not offering dine-in at this time.

**Q: Are you handicap accessible? Wheelchairs too?**

A: Yes. We strive to be as inclusive as possible! If we can improve your experience, please contact us.

**Q: How can people communicate with Deaf server / bartender?**

A: Menus were made for pointing! We encourage you to use your smartphone to type your questions and place your orders – contactless!

**Q: Is Mozzarella hiring at its SF, DC, or other locations?**

A : Positions will be announced through our mailing list. Sign up here: [www.mozzeria.com](http://www.mozzeria.com)

**Q: Are you closed on specific holidays?**

A: We're closed on New Year's Day, Thanksgiving Day, Christmas Eve, and Christmas Day.

**Q: Is there parking nearby?**

A: Yes. At our San Francisco location, you can park on 16th St. between Guerrero and Dolores. At our Washington, DC location, there are a number of street parking options throughout the H Street corridor area.

**Q: I heard Mozzarella is coming to Austin, Texas next! When will Mozzarella Austin open?**

A: Yes, but we're still looking for the right location to house the one-and-only Mozzarella experience. Follow us on social media and stay tuned for our upcoming announcements on Austin and beyond!

**Q: Will you set up Mozzarella here in (any city) sometime soon?**

A: We welcome your ideas – reach out to us and let us know what you have in mind!

**Q: Can I interview a Mozzarella representative?**

A: Any interview requests should be directed to [media@mozzeria.com](mailto:media@mozzeria.com).



# CONTACT US

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