

Media Contact:

[Marketing@PitaPitUSA.com](mailto:Marketing@PitaPitUSA.com)

[www.pitapitusa.com](http://www.pitapitusa.com)

*For Immediate Release*

## **Pita Pit Focused on the Future of Fresh, Flavorful and Health-Forward Dining**

*Brand Expands Innovation Efforts While Staying True to Its Mediterranean Roots*

**COEUR D'ALENE, Idaho** — As consumer definitions of health and wellness continue to evolve, Pita Pit is doubling down on the principles that have defined the brand since its founding in 1995: fresh ingredients, bold flavors, customization, and better-for-you menu options.

Following recent recognition at the National Restaurant Association Show, Pita Pit is accelerating its commitment to menu innovation under the leadership of newly appointed CEO John Csukor. Drawing on more than three decades of experience in culinary development, menu strategy, and food innovation, Csukor is leading the brand's efforts to further strengthen its Mediterranean-inspired foundation while introducing new products designed to meet the changing preferences of today's consumers.

"I was honored to accept this award on behalf of our franchisees and the incredible team members who have built Pita Pit into a trusted brand for fresh, flavorful food," said Csukor. "Health means something different to every guest, but our mission remains the same: provide delicious, craveable meals made with quality ingredients. We're excited to continue evolving our menu with more nutrient-dense options, innovative flavors, and products that help our guests feel good about their choices."

As part of this evolution, Pita Pit is exploring new menu development strategies that prioritize ingredient quality, nutritional density, and balanced meal options. The brand is also evaluating emerging nutritional tools, including the Aggregate Nutrient Density Index (ANDI), to help guide future menu innovation and create more informed choices for health-conscious consumers.

To support these initiatives, Pita Pit is launching a dedicated test kitchen in Richmond, Virginia, where the culinary team will collaborate with supplier partners to research emerging food trends, explore globally inspired Mediterranean flavors, and develop new menu offerings that align with growing consumer demand for fresh, wholesome foods.

"We're investing in the future of the brand by creating an environment where innovation can thrive," Csukor said. "The Mediterranean category continues to gain momentum, and we're excited to build on our heritage while introducing new flavors, ingredients, and menu experiences that keep guests coming back."

The company's long-term vision is centered on providing franchisees with products they are proud to serve and giving customers a destination for flavorful meals that fit a variety of lifestyles and nutritional goals. Whether guests are seeking high-protein options, balanced macros, nutrient-dense ingredients, or simply great-tasting food made fresh, Pita Pit aims to remain a trusted choice in the fast-casual space.

As the brand looks ahead, its focus remains clear: delivering fresh, flavorful food that supports modern lifestyles while continuing to innovate for the next generation of guests.

### **About Pita Pit**

Founded in 1995, the broader Pita Pit brand operates locations across multiple countries and is recognized for its fresh, fast-casual approach to pita sandwiches, bowls, and Mediterranean-inspired menu offerings. Pita Pit USA 4.0, Inc. (referred to above as "Pita Pit USA") is the parent company of all franchising in the US and its territories.

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