



FOR IMMEDIATE RELEASE

PizzaMan Dan's Launches Pizza Burger in Strategic Move Against Rising Fast Food Prices

Ventura, CA – In a bold response to the recent minimum wage legislation affecting the fast food industry, PizzaMan Dan's introduces the innovative \$5 Pizza Burger. This move positions the beloved chain as a leader in offering value and taste in the face of rising costs that are prompting price increases across major chains.

Navigating Industry Changes with Ingenuity

The implementation of Assembly Bill 1228, raising the minimum wage for California-based fast food workers to \$20 per hour, marks a significant shift in operational costs for the industry. Major restaurant chains have signaled potential price hikes to offset increased labor expenses. Amidst these changes, PizzaMan Dan's unveils the Pizza Burger as an emblem of creativity and customer commitment, proving that quality dining experiences can remain accessible.

About the Pizza Burger

Designed by PizzaMan Dan's own Dan Collier, the Pizza Burger combines the heartiness of a quarter-pound all-beef patty with the soulful flavors of pizza, all at an unrivaled price point of \$5. Pizza Burger - 1/4th-lb all-beef patty between two mini pizza crusts with melted cheese, lettuce,

tomato, onion, pickle, ketchup, and mustard. This culinary innovation is available for dine-in, delivery, or carry-out, underscoring the chain's dedication to value and customer satisfaction.

A Message from Dan Collier

"Understanding the impact of rising industry costs on both businesses and consumers, we at PizzaMan Dan's are proud to introduce the Pizza Burger," said Dan Collier. "Our commitment to affordability without compromising on quality is our promise to our customers. We invite everyone to enjoy this innovative offering that stands as a testament to our adaptability and forward-thinking approach in these evolving times."

About PizzaMan Dan's

With a footprint across Southern California including Ventura, Oxnard, Moorpark, Port Hueneme, Santa Paula, Camarillo, and Carpinteria, PizzaMan Dan's continues to be at the forefront of culinary innovation and customer service. The introduction of the \$5 Pizza Burger is just the latest example of how the chain is navigating industry challenges, reinforcing its commitment to offering exceptional value and taste. You can visit their website at www.pizamandans.com

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