



FOR IMMEDIATE RELEASE

## **OLIO PIZZERIA GCM BRINGS ARTISANAL WOOD-FIRED PIZZA PERFECTION TO HISTORIC GRAND CENTRAL MARKET**

LOS ANGELES (March 31, 2014) – One of the nation’s most celebrated pizza makers, Brad Kent, fires up his wood-burning oven in Downtown LA with the opening today of Olio Pizzeria GCM in the historic [Grand Central Market](#).

Olio Pizzeria GCM is the second [Olio restaurant](#) for chef/owner Kent. Since 2010, his olive wood-fired, thin-crust pies have attracted pizza aficionados to the original location on West Third Street and won numerous accolades including being named one of the nation’s “Top 10 Destination Pizzas” by Zagat.

The new space features an open-kitchen design, allowing guests to see the quality of the ingredients being used in the handcrafting of their wood-fired pizza. With a cooking time just under two minutes, and classic pizzas at \$7.90, Olio will make artisanal pizza accessible to everyone who visits the Market, the oldest food hall in the city.

A graduate of the Culinary Institute, Kent spent years formulating his special dough, which uses a slow fermentation process, a distinctive blend of four flours and very little yeast to produce Olio’s signature thin crust. Sourcing ingredients such as extra virgin olive oil from boutique producers, local seasonal produce, Sicilian sea salt and Mediterranean oregano, Kent’s attention to detail and commitment to quality is unmistakable.

“The inspiration for Olio Pizzeria GCM is the 1917 Market itself. The pizza is hand-made, Old World-style in keeping with what Italians coming to LA at the time would have made,” said Kent. “The centerpiece is my dream pizza oven, a hand-made brick oven built by the famed Ferrara Family in Naples, Italy. In fact, the pizza and all toppings will be cooked in the wood-fire oven; we won’t be using any gas or electricity.”

In addition to classic Olio pizza varieties, Kent will create seasonal pies especially for the Market, salads with fired roasted vegetables and breakfast pastries.

Grand Central Market is in the midst of adding a wide array of new vendors with new flavors, cuisines and tastes throughout the marketplace. The new eateries include Sticky Rice, serving authentic Thai “Comfort Food;” Valerie at Grand Central Market, a

- more -

Olio Pizzeria GCM  
2-2-2-2

bakery and coffee shop from acclaimed Valerie Confections; specialty coffee innovators G&B Coffee; Horse Thief, serving Central Texas BBQ; DTLA Cheese, serving domestic and imported cheese dishes; Eggslut, serving variations of the incredible egg; and Belcampo Meat Co., a butcher shop and lunch counter serving humanely and sustainably raised organic meats. Additional upcoming openings include Wexler's Deli, The Oyster Gourmet and Berlin Currywurst.

*Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food hall (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. For more information visit [www.grandcentralmarket.com](http://www.grandcentralmarket.com) and connect with us on Twitter @GrandCentralMkt on Facebook at [facebook.com/GrandCentralMarket](https://facebook.com/GrandCentralMarket), and Instagram [@GrandCentralMarketLA](https://Instagram).*

# # #

**CONTACT:**

Carla Schalman, Roberta Silverman

**breakwhitelight** (for Grand Central Market)

(818) 907-8950, (818) 849-6347

[carla@breakwhitelight.com](mailto:carla@breakwhitelight.com), [roberta@breakwhitelight.com](mailto:roberta@breakwhitelight.com)