



## News Release

### **WisePies Pizza Announces the Return of WishPies to Benefit Make-A-Wish**

*Popular Dessert Pizza Returns to Store Shelves Nationwide in Time for Holiday Season; Sales to Help Grant Wishes for Children Experiencing Critical Illnesses*

**Albuquerque, N.M. – October 17, 2023** – WiseChoice Foods LLC, the manufacturer of the frozen pizza brand WisePies Pizza and a certified minority-owned and female-led company based in Albuquerque, N.M., and Make-A-Wish®, the world’s leading children’s wish-granting organization, announces the return of WishPies by WisePies Pizza by popular demand. It’s a limited-edition dessert pizza, specially created to fundraise and help grant more wishes during the holiday season. In 2022, the sales of WishPies helped grant hundreds of wishes for children experiencing critical illnesses. WishPies will be available beginning Tuesday, October 17, 2023 at Kroger’s Family of Stores throughout the country and online at [www.wisepiespizza.com](http://www.wisepiespizza.com). The ribbon cutting to celebrate the national WishPie launch will occur the same day at Kroger located at 7505 N. MacArthur Blvd in Irving, Texas at 9:30am.

“In year two, WisePies Pizza is excited to work with Make-A-Wish and Kroger to provide a seasonal offering that inspires hope and creates real impact across the country. With each WishPie purchase, customers are giving back to Make-A-Wish allowing more wishes to be granted directly to children with critical illnesses leading to more positive outcomes,” said Season Chavez, president of WiseChoice Foods and Wish Sister. “My brother was granted a wish when he was 12-years old while fighting a rare form of cancer. The positive emotional and physical impact a wish can have on a child and the entire support system including family, friends and the medical team is undeniable. The limited-time WishPies are the result of a collaboration rooted in the spirit of generosity, and it’s an honor to play a small role with incredible retailers like Kroger that support visibility and availability of WishPies in participating locations.”

The WishPie by WisePies Pizza is a cinnamon apple drizzle dessert pizza. It is made from a stone-fired, cinnamon-infused traditional crust, topped with cinnamon-sugar sauce and diced gala apples. A vanilla icing packet is also included. WishPie packaging is creatively branded combining WisePies Pizza brand elements with Make-A-Wish brand colors resulting in a beautiful blue package that carries the story of a beautiful wish granted. One dollar from each dessert pizza sold through November 30, 2023 will go to Make-A-Wish to grant wishes that can help children build the physical and emotional strength needed to fight a critical illness.

“When families choose to add a WishPie to their holiday plans, they’ll be helping us deliver more hope to wish kids, their families, and their communities nationwide during the holiday season,” said Leslie Motter, president and CEO of Make-A-Wish America. “We are grateful to WisePies for stepping up for a second consecutive year to make a meaningful difference in the lives of children with critical illnesses because every child deserves a childhood.”

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For more information about WishPies by WisePies Pizza, please visit [www.wisepiespizza.com](http://www.wisepiespizza.com).

For more information about how to support Make-A-Wish, visit [www.wish.org](http://www.wish.org).

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**About WiseChoice Foods LLC:**

Started in 2017, WiseChoice Foods LLC launched the revolutionary frozen pizza line, WisePies Pizza – A Smarter Way to Pizza, as a crossover between the natural foods and traditional premium pizza categories that carries a clean label, all-natural promise and is known for their Hatch green chile products. The team at WiseChoice Foods feels like delicious food can and should also support overall consumer health through better food choices by meeting the highest quality food standards and removing more than 200 unnatural and potentially harmful ingredients that can be found in other food products while maintaining the robust and hearty flavors we all crave from our pizza products.

WisePies Pizza now includes an expanded line of frozen products that includes 10” pizzas, 16” pizzas for food service, calzones, mega pizza bites, and a new line of sauces for pizza and pasta. WiseChoice Foods is locally owned by Steven B. Chavez and operated in Albuquerque, New Mexico, is the first and only frozen pizza company from New Mexico and is certified minority-owned since 2018 by the National Minority Supplier Development Council (NMSDC) Southwest Division. WisePies Pizza is now available for online purchase, in thousands of grocery stores and through food service distributors across the country. Visit [www.wisepiespizza.com](http://www.wisepiespizza.com) to locate the grocery store closest to you that carries WisePies Pizza and to find out more about WiseChoice Foods, WisePies Pizza products and how we're applying our values to positively impact our community. Instagram - @wisepiespizzausa Facebook - @wisepiespizzausa and @wisechoicefoodsnm

**About Make-A-Wish®**

Make-A-Wish creates life-changing wishes for children with critical illnesses. Founded in Phoenix, Arizona, Make-A-Wish is the #1 most trusted nonprofit operating locally in all 50 states throughout the U.S. Together with generous donors, supporters, staff and more than 24,000 volunteers across the country, Make-A-Wish delivers hope and joy to children and their families when they need it most. Make-A-Wish aims to bring the power of wishing to every child with a critical illness because wish experiences can help improve emotional and physical health. Since 1980, Make-A-Wish has granted more than 550,000 wishes in 50 countries worldwide; more than 360,000 wishes in the U.S. and its territories alone. For more information about Make-A-Wish America, visit [wish.org](http://wish.org).