



News Release

For Immediate Release

WISEPIES PIZZA, SNACKS & SAUCES SELECTED TO PITCH FOR SXSXW COMPETITION

Local Company to Showcase Innovation in the Sustainability, AgTech, and Food Category for SXSXW Pitch 2026

Albuquerque, N.M. — March 5, 2026 — WisePies Pizza, Snacks and Sauces, a New Mexico-based better-for-you food manufacturer, was selected as a finalist in the *Sustainability, AgTech and Food* category for the 18th annual SXSXW Pitch.

SXSXW Pitch is the marquee event of South by Southwest® (SXSXW®) Conference & Festivals (March 12 - 18, 2026), where leading startups from around the world showcase some of the most impressive technology innovations to a panel of hand-picked judges and a live audience. Out of the 589 companies that applied to present at SXSXW Pitch 2026, *WisePies Pizza* was selected among the 45 finalists, spanning nine separate categories.

“SXSXW Pitch has been supporting and elevating the global startup community since its inception in 2009. Over the last 18 years, SXSXW Pitch has sought to provide the necessary resources and exposure to help start-ups succeed and thrive as they navigate the early-stage venture ecosystem,” said SXSXW Pitch Event Producer Chris Valentine. “The 45 companies selected as 2026 finalists constitute the next wave of innovation across the globe. We look forward to seeing these startups take the stage in March to present their new technologies to our panel of expert judges.”

“I am deeply honored and incredibly grateful for the opportunity to represent WisePies on the SXSXW stage. What began as a personal mission at my own kitchen table to make mealtime easier and healthier for my children has grown into something far greater than I imagined. This recognition is a reflection of our hardworking team, our loyal partners, and the families who trust us at their tables every day. We carry this moment with humility, gratitude, and a renewed commitment to building joyful, nourishing food for communities everywhere,” stated Season Chavez, Founder & President, WisePies Pizza, Snacks & Sauces.

The two-day event will be held the first weekend of SXSXW Conference & Festivals, Friday, March 13 and Saturday, March 14, at JW Marriott in Austin. The event will then culminate with the 2026 SXSXW Pitch Awards Ceremony on Saturday evening, March 14, where winning startups from each category and a Best in Show winner will be announced and honored in rooms F-H on the third floor of the Marriott.

SXSXW Pitch will feature finalists across the following nine categories: Enterprise and Future of Work; Entertainment, Media, Sports & Creator Content; Healthcare, AssistiveTech & BioTech; Innovative World Tech; Intelligent Systems, Robotics & Multisensory Technology; Smart Cities, Transportation, Manufacturing & Logistics; Smart Data, Security & FinTech; Student Startups; Sustainability, AgTech & Food.

WisePies Pizza will present along with other companies in the *Sustainability, AgTech and Food* category on March 12, 2026. For more information about SXSW Pitch and to view the complete list of finalists, visit:

<https://www.sxsw.com/pitch>.

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About WisePies Pizza, Snacks, and Sauces

Founded in 2017, WiseChoice Foods introduced WisePies Pizza – A Smarter Way to Pizza to redefine frozen comfort food through artisan craftsmanship, clean-label ingredients, and bold, authentic flavor.

Inspired by President Season Chavez’s personal journey as a working mother seeking convenient yet wholesome meals, WisePies produces artisan-style frozen pizzas, snacks, and pasta sauces designed to bring quality and ease back to the family table. The brand is distinguished by its use of certified, authentic Hatch green chile — a premium New Mexico ingredient that anchors many of its signature offerings and reflects its regional heritage.

All products are made with high-quality, natural ingredients, free from artificial preservatives, colors, additives, and antibiotics in the cheese, and exclude more than 200 unnecessary ingredients commonly found in conventional brands.

The expanding portfolio includes 10” retail pizzas, 10” and 16” foodservice pizzas, calzones, Mega Pizza Bites, and a growing line of pizza and pasta sauces. Headquartered in Albuquerque, New Mexico, WisePies is the first and only frozen pizza company from the state and has been certified minority-owned since 2018 by the National Minority Supplier Development Council (NMSDC) Southwest Division. WisePies products are available in thousands of grocery stores nationwide, through food service distribution, and via direct-to-consumer platforms.

To learn more, visit www.wisepiespizza.com.

Instagram: @wisepiespizzausa

Facebook: @wisepiespizzausa

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is known worldwide for conferences and festivals that celebrate the convergence of technology, film and television, music, education, comedy and culture. The annual event serves global professionals through sessions, showcases, screenings, exhibitions, and networking that consistently generates unexpected discoveries when diverse communities come together. SXSW 2026 runs March 12-18 in downtown Austin, preceded by SXSW EDU March 9-12. Learn more at sxsw.com.

SXSW’s expansion into the Asia Pacific region, with SXSW Sydney starting in 2023 and Europe with SXSW London in 2025, provides new possibilities at this iconic experience. These events, each with their own distinct flavor, make South By an indispensable three-stop tour for the global creative community.

SXSW 2026 Driven by Rivian.

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