

PIZZA NOLA TO CELEBRATE RETURN OF DONG PHUONG KING CAKES WITH CARNIVAL KICKOFF EVENT

Featuring Benny Grunch and the Bunch, Breakfast and Surprises

FOR IMMEDIATE RELEASE

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NEW ORLEANS, LA- December 13, 2016– Will Samuels, co-owner of **Lakeview's Pizza Nola, announced today the pizzeria once again will launch** the Carnival season with an early-morning Carnival Kickoff event Friday, January 6, 2017, from 7-9am, at 141 W Harrison.

“The start of Carnival and King Cake season is a great day and we are excited to launch it with an early-morning celebration in our parking lot” Samuels said. He continued, “This year’s party will begin an hour earlier than last year to accommodate guests who need to get to work and school.”

The Carnival Kickoff event will feature the “Grand Arrival” of the Dong Phuong King Cakes plus music by local favorites Benny Grunch and the Bunch, breakfast by **Pizza Nola’s breakfast pop-up** Bawk and coffee from Coast Roast. Additional surprises guests and events are expected such as the police motorcade that accompanied last year’s arrival of the king cakes.

“This is the third year that we have partnered with Dong Phuong Bakery to offer their king cakes so we wanted to provide a big splash to mark their arrival,” Samuels said.

Located in New Orleans East, Dong Phuong has been serving the community for 30 years, and many area restaurants serve their French bread and pastries. Their King Cakes are made with a light, flaky rich pastry dough with a scalloped outer edge and topped with a cream cheese icing (instead of the powdered-sugar based frosting found on most other area king cakes). “Many customers last year told us that they were long-time king cake eaters, but Dong Phuong’s is their new favorite,” Samuels said.

Pizza Nola will have King Cakes from Dong Phuong delivered daily (except Tuesdays). Cakes will be available for pre-ordering (beginning January 2) and pick-up at the restaurant as well as via delivery throughout the restaurant’s normal delivery area. Cakes are also available via online ordering through the restaurant’s website, PizzaNola.com and can be delivered throughout the New Orleans area by selecting Pizza Nola on the [UberEats](https://www.ubereats.com/) app.

Pizza Nola is located at 141 W Harrison Ave in Lakeview and is open daily with dine-in and carryout service as well as delivery to 70124, 70005 and beyond. On Fridays through Sundays, the restaurant offers a full breakfast (including delivery) from **Bawk** beginning at 7am.

The event is free, but registration is recommended via [PizzaNola2017.Eventbrite.com](https://www.eventbrite.com/event/1723946677923695). For more information, call Pizza Nola at 504-872-0731, or visit **the event's Facebook site at** <https://www.facebook.com/events/1723946677923695/>, PizzaNola.com, and follow [@PizzaNola](https://twitter.com/PizzaNola) on Twitter.

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