



As Seen In

The County Seat

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Anchovies, Pineapple, Ham and Extra Cheese, Please



Photo Courtesy: Ed Verdi

BY JESSICA MANDEL

In every pizza lover's world lives the wish that the process of ordering, receiving and consuming the delicacy would be much faster.

This dream has finally become reality at EZ Pizza of Lodi. The innovative Essex Street eatery is using a conveyor belt-driven convection oven to cook a pizza pie in just three minutes.

"This fast-paced area needs more things like this," said Mark Alburnia, co-owner and founder of EZ Pizza.

Alburnia and his partner, Atul Sheldia, came up with the initial idea and name while working for E-ZPass New Jersey. Alburnia was working in finance and Sheldia was working in Internet technology when both got laid off.

Alburnia landed a financial job at Hackensack University Medical Center, but decided to give it all up to pursue his dreams of making EZ Pizza a reality.

"I was doing really well working for the hospital, it was hard to leave," Alburnia said. "But it was just a great opportunity and I couldn't pass it up. I knew it would take off."

He opened a drive-through EZ Pizza in Pequannock and recently opened the doors at a dine-in EZ Pizza in Lodi.

Although Alburnia's resume may not reflect restaurant experience, his father Alfonso has 30 years in the service industry. Alfonso Alburnia has owned multiple restaurants and his son was never far behind him, working in the kitchens, helping with

sauces and pies. Now the roles have been reversed and father is helping son get his business off the ground.

EZ Pizza may be fast but it's also diverse, offering 50 different toppings, ranging from beets to sauerkraut to tuna and kale. Guests can select from three types of focaccia-style crusts: classic, thin and whole wheat. EZ uses Grande cheese, a brand of fine Italian cheeses, low-fat mozzarella, cheddar and its own blend.

Diners are free to come up with their own concoctions, but EZ also offers specialty combinations such as the New Yorker, which comes with Italian sausage, pepperoni, green peppers, tomato sauce and mozzarella cheese.

"Quality, choice, consistency," is EZ Pizza's recipe for success, according to Alburnia.

Although each pie is made in three minutes, nothing is frozen. Everything is made fresh daily. The pizza crew is currently comprised of six employees who chop up vegetables and prepare fresh sauce each morning.

EZ Pizza also offers diners the opportunity to create their own salads with a choice of four of the 50 toppings. Soup, Buffalo wings, and apple pie pizzas for dessert are also available.

EZ Pizza is located at 184 Essex St., Essex Square, in Lodi. Catering is available. For more information call 201-845-5080 or visit EZ-Pizza.com.