

MARKETPLACE: NEW & NOTEWORTHY

EZ Pizza doesn't have a phone. Well, not one *you* can call, anyway. If you want to order a pie from the unlisted pizza shop on Essex Street in Lodi, you have to do it in person.

EZ Pizza is at Oh, stop whining – it takes only three minutes.
184 Essex St.,
Lodi; ez-pizza.com.

“If people call up, then this is just another pizzeria. They don't really know what we do,” said co-owner Mark Alburnia on why he doesn't take orders. “Everything's done in just about three minutes, too. So you really can't call ahead or get it delivered.”

Once you get there, you'll understand. The 8-inch, focaccia-style crusts are pre-prepared (but not frozen, Alburnia said) and ready to be smothered with four different cheeses and any of the shop's 50 fresh toppings, which include standards like pepperoni, onions and garlic and more



ELIZABETH LARA/SPECIAL TO THE RECORD

bizarre ones such as kale, tuna and beets.

“People do ask for almost all the toppings – sliced potatoes, honey mustard,” Alburnia said. “I've had almost every order except for sauerkraut.”

Once the personal pie is assembled at the “pizza bar” – which looks more like a salad bar – it goes through a gas-powered convection oven via conveyor belt and comes out the other end cooked evenly on the top and bot-

tom. The concept originated with Alburnia's dad, who wanted to make a quick pizza place that was “fresh, fast and consistent.” The name, however, is all Alburnia's.

“I used to work for E-ZPass in finance. That's where I came up with the name,” said Alburnia, who worked there with co-owner Atul Sheladia. “The name says it all. It's easy pizza.”

— Robert Bieselin