



# This Cali-Based Fast Fine Pizza Chain is Coming to KOP

## With legit Neapolitan pies

by [Tim Forster@timothyjforster](mailto:Tim.Forster@timothyjforster) Feb 23, 2017,

Neapolitan pizza-but-from California chain **MidiCi** has announced plans to set up shop in Pennsylvania, with its first location to open in King of Prussia Town Center in the coming months.

It's part of a major expansion across the country from the LA-based chain, which is planning to open its first stores in a handful of other east coast states in the near future — and is hoping to rack up 400 stores in the next six years. Their first store is not even two years old yet.

It comes from the CEO of [frozen yogurt chain Menchie's](#), but (perhaps obviously) it's quite a different beast with MidiCi putting a heavy focus on organics, non-GMO products, and the like.

MidiCi boasts that it sticks closely to the Neapolitan pizza rulebook, using only four dough ingredients — flour (imported from Naples), sea salt, live yeast, and pure water. All pizzas are wood-fired, fast, and at high temperatures.

As is the trend with the present-day plethora of small, fast-casual-but-with-fine-ingredients chains around these days, pizzas are prepared production-line style and toppings can be customized (although set menu items are an option, too).

Beyond pizza, antipasto is on the menu, with options like cheese boards marking MidiCi as a touch more upscale than existing choose-your-own-adventure pizza chains. There's also salads, burrata cheese creations, and desserts.

Expect the KOP location to open in May, on Main Street.