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From the Minneapolis / St. Paul Business Journal:

<https://www.bizjournals.com/twincities/news/2022/06/27/pizza-karma-fourth-store-apple-valley-food-truck.html>

Pizza Karma launches food truck ahead of new Apple Valley restaurant

Jun 27, 2022, 11:54am CDT

Fast-casual concept Pizza Karma is utilizing its new food truck to introduce the brand to new customers ahead of the opening of its fourth brick-and-mortar store in Apple Valley.

The pandemic changed Pizza Karma's expansion plans, like it did for many businesses, particularly in the restaurant industry. But it was able to reinvent itself to be leaner, with more of a focus on takeout and delivery, co-founder Raj Selvaraj said. That's allowed Pizza Karma to move forward and continue along its previous trajectory of opening one store per year.

Pizza Karma's latest location is expected to open within an Apple Valley strip mall at 15265 Galaxie Ave. in early fall.

In the meantime, Pizza Karma is bringing its food truck, launched in May, to various public places around the Twin Cities, including the Minnesota Zoo. The food truck can also be booked for private events, like weddings and graduation parties.



PIZZA KARMA

Pizza Karma's new food truck is on the move throughout the Twin Cities.

Selvaraj said the demand has been "overwhelming," and if it continues, Pizza Karma could add more food trucks in the coming years. However, brick-and-mortar will still be a focus of future expansion, he said.

Pizza Karma serves globally-flavored pizzas on naan crust, cooked in a tandoor oven, plus other tandoor-fired items, including sandwiches, wraps and wings.

As the "karma" in its name suggests, sustainability and philanthropy are also key components of the brand. Pizza Karma composts and recycles its waste and donates a portion of its proceeds to local organizations.

"The word karma [means] what goes around comes around," Selvaraj said. "We don't want it to be another business venture, want to be part of the fabric of the community wherever our business operates."

Pizza Karma's first store opened in late 2018 in Eden Prairie, followed by a second in Maple Grove a year later. Its third location opened last November within the food court at Northtown Mall in Blaine.

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