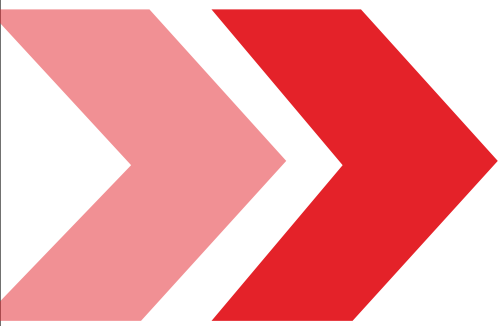


*Hakki Abdeniz*



**Hakki's**

BY CHAMPION PIZZA



It's about being **human**



*Hakki Akdeniz*



With 4.8 million social media followers, HakkiAkdeniz has become a world-renowned name in the pizza industry. Having won several international pizza making competitions, Akdeniz has built himself a small pizza empire. While paving the way to success, Mr. Akdeniz has never forgot about his past, and the time he has spent homeless. He began by giving out free food to the homeless, to those in need. Eventually, he started a weekly food and clothing handout on the sidewalk, on West 34th Street. As of 2018, he has donated 200.000 slices of pizza to the underprivileged. This activity, currently held every Wednesday has branched out to include groups such as PCNY Street and Bowery Mission, which are two homeless aid foundations based in New York. Plus, a number of celebrities and millions of Instagram followers have joined and supported him in his charity work. Champion Pizza aids not only the less fortunate, but also the hardest hit. In October 2012, when Hurricane Sandy inflicted a week-long power outage in New York City, HakkiAkdeniz served the entire neighborhood free pizza, thanks to his gas ovens. In 2017, as Puerto Rico was suffering from Hurricane Maria, Champion Pizza organized relief efforts and shipped tons of food, water and necessities to the island. Due to his commitment to supporting those in need, Akdeniz received citations and commendations from the New York City Council, the New York House of Representatives, the L.E.S. Hispanic Council, the State of New York, State Senator Brian Kavanagh, and the Offices of the Mayor and the Manhattan Borough Presidents, as well as receiving the 2019 Beacon Award, which is given by the Ellis Island Honors Society & American Immigrant Society.





*A Champion's Formula  
Made in New York With Love*



Hakki Akdeniz was born and raised in Turkey, and has emigrated to Canada as a young man. During his time in Turkey, he has worked in restaurants making lahmacun, a famous dish in Turkey that features a flattened dough that's topped with spiced meat. After his move to the US, he aspired to make its Western cousin, the pizza. Upon his arrival to New York in 2001, Akdeniz only had \$240 in his pocket, alongside a promise of a bed at a friend's apartment. After his friend changed his mind, Akdeniz had to move out from the apartment he lived in, and moved into a shabby motel until he had no money left to pay for his accommodation. Broke, he spent a few nights huddled with his bags in Port Authority. Someone pointed him to the Bowery Mission, one of the city's most well-known homeless shelters, in the heart of the city's skid row. After spending 3 months in the shelter, he came across a Turkish man who was willing to help him find a job, and achieve a better life. From that point on, he began to carve himself out a better a life. His career in New York started by washing dishes in pizzerias, and later on evolved into actually making pizzas until he saved enough money to open his own pizzeria, in 2009. Although his long-time dream had finally come true, he knew he had to do more to compete with other pizzerias in the heart of Manhattan's Lower East Side.





"I want to be a good person, be humble and support the less fortunate."



Then a breakthrough happened. HakkiAkdeniz entered a pizza making contest in 2010, and to stand out, he threw and spun his pizza dough after setting it on fire. This twist he brought to the contest made him win first place. Later on, he was featured in a cover article for PMQ Pizza Magazine. He received thousands of copies of the magazine, which he handed out outside schools in the neighborhood near his shop. The teenagers laughed at him, and called him "Champ", but nevertheless they bought slices of his pizza. From that moment on, his pizzeria became very busy, which led to his success in paying off the shop. Afterwards, he heard of another shop for sale nearby, and made an offer. His offer was accepted, and now HakkiAkdeniz was the owner of two pizzerias. With two places, he figured he needed a brand name, and thought of the nickname the teenagers had given him. He named his two pizzerias Champion Pizza, and the rest followed. He bought a third place, then a fourth. He improved his ingredients, making

his dough extra light. He imported organic tomato sauce from Naples which added to the deliciousness of his pizzas. He bought a fifth place, then a sixth, stretching out to Soho, Union Square, and Columbus Circle. His seventh shop which opened last year is near the building in Queens and his old corner in the basement.





## High Quality Ingredients

All organic, all fresh, all the time. We carefully select each ingredient, and work with trusted suppliers who are committed to quality, transparency and protecting the planet we live in.

## Signature Menu Products

Our customers guide the way. The crunchy thin crust pizza we offer today is a result of their demand, and together with our carefully selected toppings, it's one of the reasons that we have so many repeat customers at



*A Champion's Formula  
Made in New York With Love*



## Champion Brand Products

At Champion Pizza, our customers guide the way. The crunchy, thin crust pizza we offer today, is a result of our customers' choice. We work together with our customers, analyzing what they love, and providing them with it. Our carefully selected toppings, and our delicious crust, are two of the main reasons that make us a pizzeria with a high number of repeat customers everyday. People loved our organic tomato sauce so much that we canned it, and made it available for them to use at home! Just as our pizzas, our tomato sauce has also become a product that everyone loves to bring back home. Our mouth-watering Grandma Pizza comes with undeniable appeal on every delicious square. We believe that our clients are always the best publicity. With our Champion labeled water, our customers' stay hydrated, and we stay visible.





Este migrante turco fue un indigente en Nueva York. Ahora es dueño de una cadena de pizzerías y ayuda a personas sin hogar

El periodista de Telemundo entrevistó a Hakki Akdeniz, un turco que fue un indigente en Nueva York y ahora es dueño de una cadena de pizzerías.



He used to be homeless. Now, he's trying to support the New York homeless community after a crisis



Hakki Akdeniz attends at a memorial to the four homeless men killed in Italy, NYC's Chinatown neighborhood on October 1.



## Established Brand Image

With his continuous community efforts, and wholesome image, HakkiAkdeniz is adored and applauded by the media. His passion for helping others drives and motivates him to deliver his pizza and his aid to many pressing problems. Giving back is at the core of Champion Pizza's identity.



## The New York Times

### *'I Know the Struggle': Why a Pizza Mogul Left Pies at Memorials to 4 Homeless Men*

Hakki Akdeniz built a pizza chain and has 3.5 million followers on Instagram. But he was once homeless, and returned to the streets this week.





**Budweiser Super Bowl commercial features pizza mogul who used to be homeless**



**From Homeless to Millionaire: The Story of a Kurdish Pizza King**



News about Hakki's



**FORBES**

**The Most Inspiring Immigration Stories of 2019**



**Hakki Akdeniz: The Making of a Champion**





## Juorno.it

L'homeless curdo diventato milionario grazie alle pizza e agli ingredienti che si fa arrivare da Napoli



## EL DIARIO

Inmigrante dueño de cadena de pizzerías era desamparado y ahora ayuda a otros sin hogar



News about Hakki's



### Progreso HISPANO News

LLEGÓ A EEUU CON \$ 240. HOY ES DUÑO DE VARIAS PIZZERIAS



## PIX 11

Pizza shop owner used to be homeless. Now, he's trying to support the New York homeless community after a crisis

Like many people in New York, Hakki Akdeniz was shocked when he heard about the brutal killing of four homeless people in the Chinatown neighborhood of Manhattan last week.

After he heard the news, he rushed to the area where the bodies were found, blood still visible on the ground.

"I was just shocked," said Akdeniz, who was once homeless himself.



Hakki Akdeniz, 35, is the owner of a local pizza shop called, 'Champion Pizza'







This Boss Was Once Homeless. Now He Runs a Pizza Empire in NYC



The Most Inspiring Immigration Stories Of 2019



Valentine's Day pizza



Rai



LA RIVINCITA DI HAKKI



Formerly Homeless Chef Uses Newfound Fame To Give Away 1000s Of Pizzas Each Week.

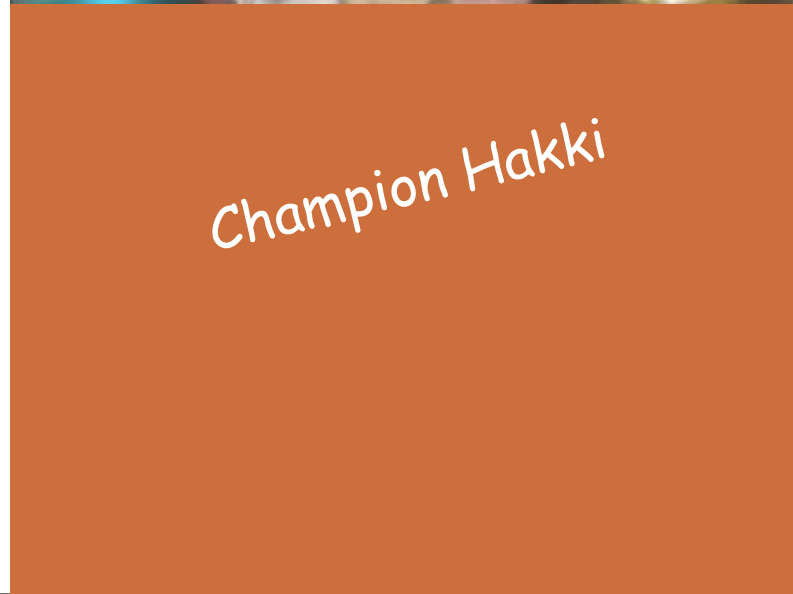




NGA I PASTREHË NË MILIONER – HISTORIA E NJË EMIGRANTI, SOT MBRET I PICAVE



Historia e këtij 39-vjeçarit është e mahnitshme



Once Homeless Chef Becomes Famous – Then Donates Thousands Of Pizzas Every Week To Those In Need



Lajme te zgjedhura per ju



Nga i pastrehë në milioner, historia e një emigranti, sot mbret i picave





HAKKI AKDENIZ  
CEO / FOUNDER  
CHAMPION PIZZA



Botë/ Të papriturat e jetës, nga i pastrehë në një super milioner



Hakki's speech  
at the  
United Nation



「錢的唯一價值，是從花掉後留下什麼來衡量」一個紐約剛落的庫德族人，如何靠被  
譽成為百萬富翁與藝術家



A businessman from New York is  
feeding the homeless in a shelter in  
which he once lived.





Giving Always Wins

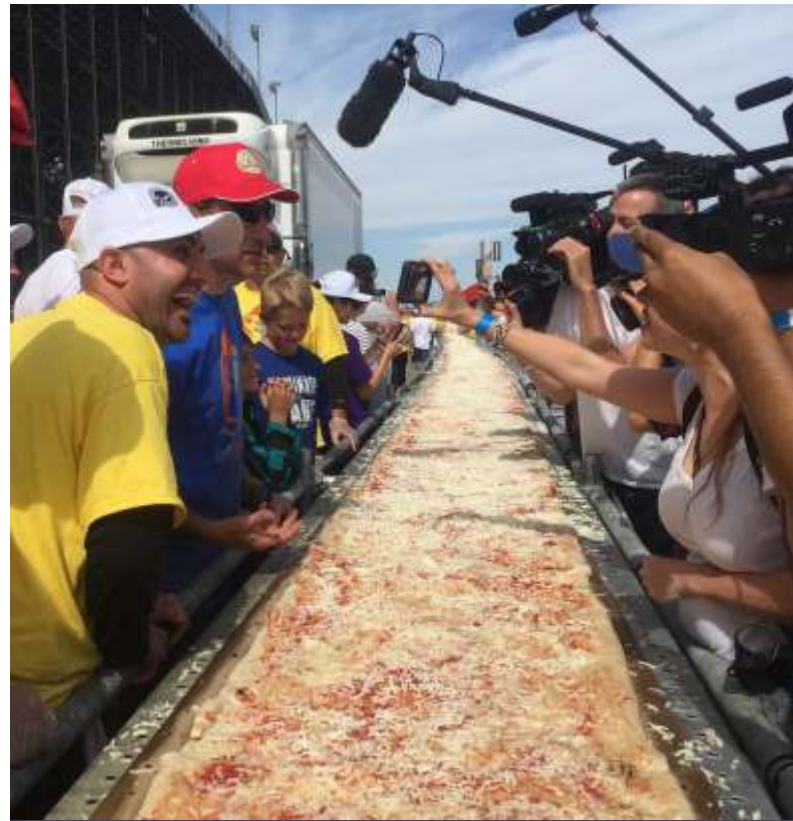


-Proclamations from the New York City Council, the New York House of Representatives, the L.E.S. Hispanic Council, the State of New York, State Senator Brian Kavanagh, and the Offices of the Mayor and the Manhattan Borough Presidents.  
-2019 Beacon Person of the Year Award given by the Ellis Island Honors Society and American Immigrant Society.





# Guinness Record for longest pizza

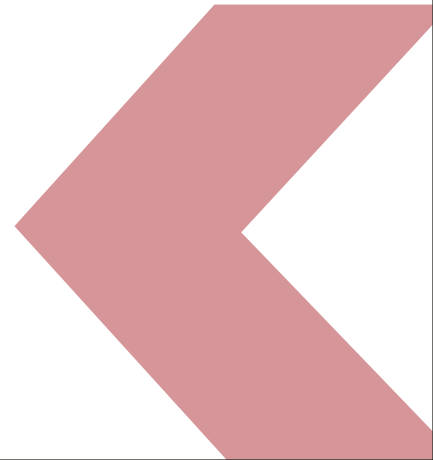


The Longest Pizza  
6.333 ft 3.60 in (1.930.39 m)





Art and technology meet  
at this pizza...





# Hakki's

BY CHAMPION PIZZA

OUR PIZZAS



# Cheese Pizza

**100%  
Mozzarella**



## INGREDIENTS

Wheat flour, mozzarella cheese (Pasteurized cow milk, salt, cheese culture, enzymes), pizza sauce (tomato, onion, vegetable sunflower oil, sugar, salt), water, salt, yeast, vegetable sunflower oil, flour additive [wheat flour, emulsifier (E472), antioxidant (E300), enzymes (Alpha Amylase, Hemicellulase, Lipase, Glucose Oxidase)], inactive yeast

## Technical Info/6"

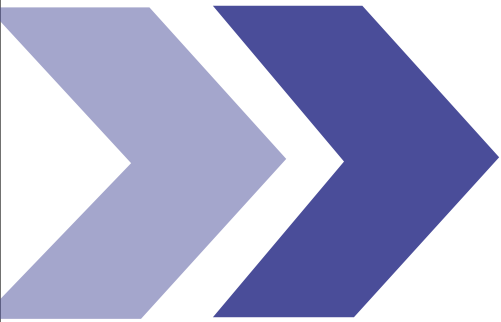
Pizza size	6"
Pizza box size	6.9" x 6.9" x 1"
Master cartone size	7" x 15.75" x 7"
Product amount in master cartone	16pieces
Pallette size	39" x 47"
Pallette master cartone amount	180 box
Pallette product amount	2.880 pieces

## Technical Info/10"

Pizza size	10"
Pizza box size	10" x 10" x 1"
Master cartone size	10" x 11.80" x 10"
Product amount in master cartone	12pieces
Pallette size	39" x 47"
Pallette master cartone amount	128 box
Pallette product amount	1.536 pieces







Mediterranean

100%  
Mozzarella



**INGREDIENTS**

Wheat flour, mozzarella cheese (Pasteurized cow milk, salt, cheese culture, enzymes), water, pizza sauce (tomato, onion, vegetable sunflower oil, sugar, salt), mushroom, pickled black olive (black olive, water, salt), tomato, salt, fresh yeast, vegetable sunflower oil, flour additive [wheat flour, emulsifier (E472), antioxidant (E300), enzymes (Alpha Amylase, Hemicellulase, Lipase, Glucose Oxidase)], inactive yeast.

Allergen Content: **Contains gluten and dairy products.**

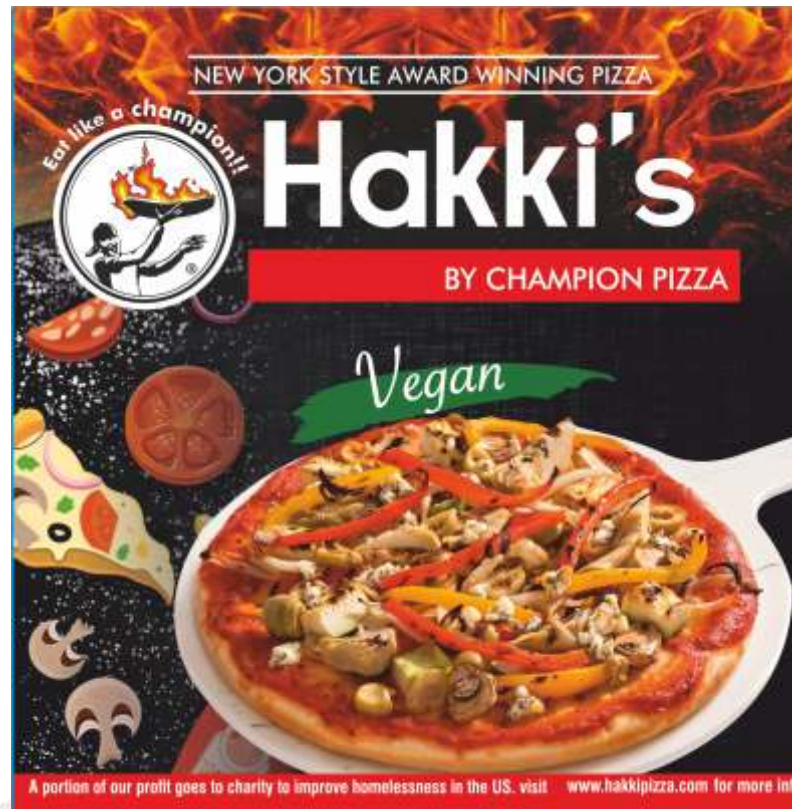
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A portion of our profit goes to charity to improve homelessness in the US. visit [www.hakkipizza.com](http://www.hakkipizza.com) for more info



### INGREDIENTS

Wheat flour, water, pizza sauce (tomato, onion vegetable sunflower oil, sugar, salt), mushroom, pepper, zucchini, tomato, onion, artichoke heart, salt, yeast, vegetable sunflower oil, flour additive [wheat flour, emulsifier (E472), antioxidant (E300) enzymes (Alpha Amylase, Hemicellulase, Lipase, Glucose Oxidase)], inactive yeast.

Allergen Content: **Contains gluten.**

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