



California Pizza Kitchen Uncorks New Wine List

High Quality Wines at Affordable Prices Complement CPK's Innovative Dishes

LOS ANGELES--(BUSINESS WIRE)--Oct. 27, 2009-- California Pizza Kitchen, Inc. (CPK) (NASDAQ:CPKI), home of the Original BBQ Chicken Pizza and other innovative hearth-baked pizzas, made-to-order pastas, creative salads, appetizers, soups, sandwiches and desserts announced today a newly redesigned wine list featuring over 30 distinctive wines, most priced under \$10 per glass.

CPK has made a name for itself by providing innovative menu items that help spur industry trends. Now the restaurant is setting the bar once again with its new wine menu, a selection of hand-picked wines by Rick Rosenfield and Larry Flax, co-founders and co-CEOs of California Pizza Kitchen.

"We have redesigned our wine list to better suit our customers' preferences by offering high quality wines at reasonable prices," said Rick Rosenfield and Larry Flax. "We wanted to expand our wine list offerings as appreciation and knowledge of quality wines continues to grow across America."

As part of their new wine culture, CPK is offering wine tastings at all of its full-service locations. Each week, tastings of two featured wines are offered to diners ages 21 and over.

The newly redesigned wine list includes wines such as:

- Sonoma-Cutrer Russian River Chardonnay
- Cakebread Cellars Chardonnay
- Santa Margherita Pinot Grigio
- La Crema Pinot Noir
- Stags' Leap Merlot
- For complete details, please visit cpk.com.

California Pizza Kitchen, Inc., founded in 1985, is a leading casual dining chain featuring an imaginative line of hearth-baked pizzas, including the original BBQ Chicken Pizza, and a broad selection of distinctive pastas, salads, appetizers, soups, sandwiches and desserts. Of the chain's 254 restaurants, 208 are company-owned and 46 operate under franchise or license agreements. CPK premium pizzas are also available to sports and entertainment fans at two Southern California venues, Angel Stadium of Anaheim and STAPLES Center. Also included in the company's portfolio of concepts is LA Food Show Grill & Bar, which has locations in Manhattan Beach and Beverly Hills, California. The company also has a licensing arrangement with Kraft Pizza Company, which manufactures and distributes a line of California Pizza Kitchen premium frozen pizzas.

Source: California Pizza Kitchen, Inc.

California Pizza Kitchen
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