
PRESS RELEASE

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COME CELEBRATE THE EXPANDING BUSINESS OF EL FREDO PIZZA AND NEW BUSINESS THE MARKET DELIVERS WITH A RIBBON CUTTING CEREMONY

Vermillion, SD., July 26th - The Vermillion Area Chamber & Development Company (VCDC) is excited to welcome two new members, El Fredo Pizza and The Market Delivers, with a joint ribbon cutting ceremony on August 24th from 3:00 pm - 4:30 pm at 831 East Cherry Street. Pizza and soda will be provided.

While El Fredo Pizza has been open to the public since February 2020, they have recently paired with The Market Delivers, a hometown delivery service, to simultaneously expand and benefit both businesses.

"No community is complete without a pizza place or two," commented Nate Welch, President & CEO of the VCDC. "El Fredo Pizza has something for everyone, and while it's great to dine in the restaurant or pickup pizza to-go, the collaborative efforts between El Fredo Pizza and The Market Delivers offers community members even more options to choose from. This is great because, no matter one's schedule or ability level, people are able to enjoy a great service and even greater food."

The first El Fredo Pizza location opened in 1965 in Sioux City, IA, by Fred Lennon. From there, the business grew in popularity and was a constant for the members of the Siouxland community. They became so successful that they expanded their business out to Vermillion, and they are now a favorite of college students and Vermillionaires alike. Their menu includes a variety of pizza options as well as salads, calzones, wings, and pastas.

"My favorite part of El Fredo Pizza is our amazing customers, of course. But I also appreciate the hard work of our crew members because they make the magic happen," said Dale Hein, owner and operator of El Fredo Pizza in Vermillion. "I grew up eating El Fredo Pizza, and I now have the privilege of making these iconic dishes." Dale also said that his favorite thing on the menu was pepperoni and beef pizza with a side of cheesy bread sticks. Be sure to give this combo a try the next time you stop in or order your dinner to go!

Pizza, a popular and easy meal to pick up and take home, can only be amplified by the ease of delivery services. Busy schedules, ability levels, and pandemic health concerns all make home delivery services appealing and helpful to the Vermillion community.



"My favorite part about my business is how I can support local businesses in my community by making it easy for locals and travelers to find them and support them," said Stacy Kazos, the owner of The Market Delivers. "The Market Delivers app and website simplifies eating and drinking like a local, and eventually I hope to expand to become a delivery service for merchants who want to sell their products and offer same day delivery."

For more information, please contact Megan Davidson, Director of Strategic Communications & Tourism at Megan@VermillionChamber.com or call the VCDC offices at 605.624.5571.