INFORMATION ONLY



COMPETITIVE AUDI

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Charlotte Pizza Market

Pricing, delivery, promotions, reviews, and positioning across eight local competitors

PREPARED FOR

Brooklyn's Pizzeria & AfterHours

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INFORMATION ONLY

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BEFORE YOU READ

About This Audit

This audit was prepared for Brooklyn's Pizzeria & AfterHours in Concord. It looks at the pizza market in Charlotte, North Carolina, as it stood on October 6, 2026. It profiles eight local competitors and compares what they charge, how customers can order from them, what they promote, what their customers say, and how each one presents itself. It closes with the openings we see in the market and a 30-day action plan.

Where the information comes from. Public menus and listings on DoorDash, Uber Eats, ezCater, and OpenTable; restaurant websites; and local and national press coverage. Menu prices are the prices shown on those platforms on the research date. Delivery apps often show different prices than a restaurant's own counter, so read every price in this report as a third-party price unless it says otherwise.

How certain each finding is. Some findings are confirmed facts. Others come from a pattern in the numbers that points strongly in one direction but has not been checked against the restaurant directly. We label the difference throughout:

Label	What it means
[VERIFIED]	Seen directly in a listing, menu, or published source.
[INFERRED]	A conclusion drawn from a pattern in the data. Likely, but not confirmed with the restaurant.
[UNVERIFIED]	Reported somewhere but not confirmed as current, or an assumption we had to make to run a comparison.

Anything we looked for and could not find is marked *Not found*. A full list of open questions is in the section titled What We Could Not Verify, near the end of this report.

Competitors profiled: Hawthorne's New York Pizza & Bar, Inizio Pizza Napoletana, Benny Pennello's, Pizza Baby (East and West), Emmy Squared Pizza, Bird Pizzeria, Due Amici Pizza, and Why Not Pizza. Geno D's and Pizzeria Omaggio were considered and left out because there was not enough public data to profile them fairly.

THE SHORT VERSION

Executive Summary

Charlotte's pizza scene has split into two camps. On one side sit the prestige craft pizzerias, Bird and Pizza Baby, with national press and long waits. On the other sit the volume and value operators, Benny Pennello's and Hawthorne's, built on size, scale, and familiarity. Inizio Pizza Napoletana sits between the two. For anyone operating in the middle of the market, the question is which of those lanes to compete in, because calling yourself "authentic" no longer sets you apart.

8	~17%	5 of 6	0
local competitors profiled	inferred delivery markup on Inizio's Uber Eats menu	operators with review data show execution complaints	independent pizzerias with a loyalty program found

Where Brooklyn's fits. Of the eight competitors profiled, Hawthorne's New York Pizza & Bar is the only one with locations in Concord and Harrisburg. It is also the only competitor selling catering through ezCater, and it charges the same price on DoorDash as it does on ezCater. That makes Hawthorne's the most direct comparison for Brooklyn's in this report. Most of the remaining competitors operate in Charlotte neighborhoods such as NoDa, South End, Optimist Park, Plaza Midwood, Dilworth, and Ballantyne, so read their findings as signals about what Charlotte-area pizza customers expect, more than as head-to-head rivals.

1. The market is split between prestige and value.

Bird made the New York Times 2024 list of best pizzerias and is managing a three-month reservation wait (Pizza Today, March 2026). Benny Pennello's sells 28" pies, and Hawthorne's runs 10+ locations. Inizio bridges both groups.

WHAT IT MEANS Middle-market operators have to win on either reliability and value or a product nobody else makes. Generic "authentic" positioning is crowded.

2. Inizio appears to charge about 17% more on Uber Eats. [INFERRED]

13 of 14 sampled Uber Eats prices equal a price ending in .99 multiplied by 1.17. A Large Cheese at $24.56 equals $20.99 x 1.17. A Small Pistachio at $21.05 equals $17.99 x 1.17. A Caesar at $11.69 equals $9.99 x 1.17. The one exception is the Large Vodka Pesto at $28.88.

WHAT IT MEANS Inizio's direct menu has not been checked, so treat this as a strong signal and not a fact. If it holds, delivery customers pay noticeably more than pickup and dine-in customers, which opens the door to a direct-ordering incentive.

3. Hawthorne's charges the same price on both delivery channels.

The 18" New Yorker cheese is $18.99 and the 18" Elizabeth Special is $27.99 on both DoorDash and ezCater.

WHAT IT MEANS No delivery markup is visible at Hawthorne's. Their in-store prices have not been checked.

4. Benny Pennello's owns value by a wide margin.

A 28" whole cheese pie at $35.10 (Uber Eats) works out to $0.057 per square inch, against $0.075 for Hawthorne's 18" cheese at $18.99 and $0.122 for Inizio's large cheese at $24.56 (assuming Inizio's large is 16").

WHAT IT MEANS The size-for-the-money position belongs to Benny's. Trying to beat them on price per pie is unlikely to work.

5. Group and team ordering is real, recurring demand.

Benny's Uber Eats reviews mention treating a sports team (08/14/23) and treating co-workers (04/17/24). A local guide review of Hawthorne's mentions recurring lunch meetings. Hawthorne's also sells catering through ezCater.

WHAT IT MEANS People are already feeding offices and teams with pizza. Hawthorne's was the only competitor with a formal catering channel.

6. Nobody owns reliability.

Late delivery at Inizio (Uber Eats, 06/21/26). Wrong items and missing drinks and sauces at Benny's (Uber Eats, 06/22/26). An 85-minute wait and light toppings at Hawthorne's (DoorDash, 11/22/23), plus food left warm by courier delays (DoorDash, 03/02/25). A wrong order, cold garlic knots, and a burnt kids pizza at Pizza Baby West (OpenTable, undated). Delivery timing complaints at Pure Pizza (Top of Charlotte guide).

WHAT IT MEANS Food quality earns praise almost everywhere. Getting the order right, hot, and on time is the position nobody has claimed.

WHO YOU ARE UP AGAINST

The Competitive Field

Eight pizzerias make up the competitive set. They range from a ten-location local chain to a single shop that shares space with an ice cream parlor. The table below gives the quick read; full profiles follow.

Competitor	Style	Where	How they pitch themselves
Hawthorne's New York Pizza & Bar	NY-style + Italian-American	10 locations across the metro	Family-friendly, authentic NY-style; independently owned since 2004
Inizio Pizza Napoletana	Neapolitan, wood-fired	Ballantyne, Dilworth, Huntersville, Fort Mill	True Neapolitan; 900-degree oven, 90-second bake, imported ingredients
Benny Pennello's	Oversized NY/Virginia-style slices	NoDa (sister shop in South End)	Giant 28" pies; one slice is a meal; late night
Pizza Baby (East and West)	Chef-driven Americana / Roman-style	Elizabeth Ave; Wesley Heights	Chef-driven and ingredient-focused
Emmy Squared Pizza	Detroit-style + burgers	Plaza Midwood; South End	Charlotte's best Detroit-style pizza, with a full bar
Bird Pizzeria	Craft East Coast/NY-style	Optimist Park	Shareable craft pies, caramelized crusts, seasonal toppings
Due Amici Pizza	NY-style	Highland Creek area	Neighborhood NY slice shop
Why Not Pizza	Family-owned NY-style	East Charlotte	Underrated local favorite

How customers can buy from each one

This is where the gaps start to show. Most of the market leans on third-party apps for delivery, and only one competitor, a national chain, pushes customers toward its own ordering channel.

Competitor	Dine-in	Takeout	Delivery	Own online ordering	Reservations
Hawthorne's	Yes	Yes	Yes (DoorDash, ezCater)	Not verified	Not found
Inizio	Yes	Yes	Yes (Uber Eats)	Not verified	Not found
Benny Pennello's	Yes	Yes	Yes (Uber Eats)	Not verified	No evidence
Pizza Baby	Yes	Not found	Not found	Not found	Yes (OpenTable)

Competitor	Dine-in	Takeout	Delivery	Own online ordering	Reservations
Emmy Squared	Yes	Yes	Yes (own app)	Yes	Yes (OpenTable)
Bird	Yes (since 2024)	Yes	Not found	Not found	Yes; three-month wait
Due Amici	Not verified	Yes	Not verified	Not found	Not found
Why Not	Yes	Yes	Not found	Not found	Not found

COMPETITOR BY COMPETITOR

Competitor Profiles

Each profile pulls together what we found about the business: where it is, who it serves, how it sells, and what its customers and the press say about it.

Hawthorne's New York Pizza & Bar

WEBSITE	Not found (Instagram @hawthornespizza)
LOCATIONS	10th location recently opened in South End (1515 S Tryon St). Also Mint Hill, Huntersville, Mooresville, Harrisburg, Concord, Rea Rd, Highland Creek, and 7th St.
CATEGORY	NY-style pizza + Italian-American
POSITIONING	Family-friendly, authentic New York-style pizza; independently owned since 2004
WHO THEY SERVE	Families, neighborhood regulars, office lunch groups (inferred from reviews and catering presence)
ORDERING	Dine-in, takeout, and third-party delivery through DoorDash (DashPass) and ezCater. Direct online ordering not verified. Reservations not found.
REVIEWS	DoorDash 4.5 (20k+ ratings, 200+ public reviews)
STRENGTHS	Scale, brand recognition ("Charlotte's Best of the Best Pizza" six times, per their own catering profile), wings, garlic knots, catering channel
WEAKNESSES	Small pies get value complaints; occasional long waits and light toppings in delivery reviews
OFFERS	DoorDash $0 delivery fee on first order. Two slices for $7 at weekday lunch (from an older article; current status unconfirmed).
MARKETING	"The Inducer" Buffalo Wing Pizza, sold with a labor-inducing folklore story; local award claims

Inizio Pizza Napoletana

WEBSITE	iniziopizza.com
LOCATIONS	Ballantyne/Providence Commons (10620 Providence Rd), Dilworth (2230 Park Rd), Huntersville, Fort Mill; Cotswold Village planned Q1 2026
CATEGORY	Neapolitan, wood-fired
POSITIONING	True Neapolitan-style pizza; 900-degree wood-fired oven, 90-second bake; imported ingredients
WHO THEY SERVE	Families, pizza purists, south Charlotte residents
ORDERING	Dine-in, takeout, and third-party delivery through Uber Eats. Direct online ordering not verified. Reservations not found.
REVIEWS	Uber Eats 4.7 (1,500+ ratings), with praise concentrated on freshness and authenticity
STRENGTHS	Strong ratings volume, authentic wood-fired product, pistachio pizza as a signature, vegan and kids menus, mobile catering unit (per local listing)
WEAKNESSES	Price perception at the premium end; occasional late delivery; inferred delivery markup
OFFERS	Uber Eats $0 delivery fee for new users
MARKETING	"Dough nerd" founder story; imported water and oven claims

Benny Pennello's

WEBSITE	Not found
LOCATIONS	2909 N Davidson St, NoDa (sister shop: Benny Ferrovia's, South End)
CATEGORY	Oversized NY/Virginia-style slices
POSITIONING	Giant 28" pies; one slice is a meal; late night
WHO THEY SERVE	Late-night crowd, budget diners, groups and teams
ORDERING	Dine-in, takeout, and third-party delivery through Uber Eats. Direct online ordering not verified. No evidence of reservations.
REVIEWS	Uber Eats 4.6 (2,000+ ratings)
STRENGTHS	Size and value, late hours (Uber Eats hours 11 AM to 11 PM), novelty, group feeding
WEAKNESSES	Very narrow menu (no sides beyond dipping sauces); an order accuracy complaint on delivery
OFFERS	28-in-28-minute eating challenge ($280 prize); monthly specialty slice
MARKETING	Yelp "Outrageous Oversized Eats" 2024 list; murals; challenge photos

Pizza Baby (East and West)

WEBSITE	Not found
LOCATIONS	East: 1603 Elizabeth Ave. West: 2135 Thrift Rd, Wesley Heights.
CATEGORY	Chef-driven Americana / Roman-style
POSITIONING	Chef-driven and ingredient-focused. East is a Roman café and wine bar with 12" pies and al taglio slices. West serves 18" rounds on 48-hour cold-proofed dough, with cocktails.
WHO THEY SERVE	Date night, food-focused diners
ORDERING	Dine-in and reservations through OpenTable. Takeout, delivery, and online ordering not found.
REVIEWS	East: OpenTable 4.7 (86). West: OpenTable 4.3 (168), $31 to $50 per person.
STRENGTHS	50 Top Pizza recognition in 2024 and 2025; bakery, wholesale, branded beer collaboration
WEAKNESSES	Service and accuracy complaints at West in the OpenTable sample
OFFERS	Not found
MARKETING	Press; Italian Pilsner collaboration with Dssolvr

Emmy Squared Pizza

WEBSITE	emmysquaredpizza.com
LOCATIONS	1508 Central Ave (Plaza Midwood); 1932 Hawkins St (South End)
CATEGORY	Detroit-style pizza + burgers (national chain, 26 units)
POSITIONING	Charlotte's best Detroit-style pizza, with a full bar
WHO THEY SERVE	Groups, casual diners, bar crowd
ORDERING	Dine-in, takeout, delivery through its own app, direct online ordering, and OpenTable reservations. Third-party delivery not verified.
REVIEWS	Plaza Midwood: OpenTable 4.5 (201), $30 and under
STRENGTHS	The only competitor with a direct-order loyalty program; structured happy hour; events
WEAKNESSES	Not found in sample
OFFERS	App rewards on pickup and delivery; happy hour Monday to Wednesday, all day
MARKETING	Burger accolades from NYC and Nashville; semi-private event packages

Bird Pizzeria

WEBSITE	birdpizzeria.com
LOCATION	510 E 15th St, Optimist Park
CATEGORY	Craft East Coast/NY-style
POSITIONING	Shareable craft pies, caramelized crusts, seasonal toppings
WHO THEY SERVE	Food enthusiasts
ORDERING	Dine-in (since a 2024 expansion), takeout, and reservations, with a reported three-month wait. Delivery and online ordering not found.
REVIEWS	National press: New York Times, Top 50 Pizza, Bon Appetit, Southern Living (per Pizza Today)
STRENGTHS	Prestige and scarcity
WEAKNESSES	Capacity
OFFERS	Not found
MARKETING	Instagram-origin story; press

Due Amici Pizza

WEBSITE	dueamicipizza.com (per a third-party listing)
LOCATION	5346 Docia Crossing Rd / Prosperity Church Rd, Highland Creek area
CATEGORY	NY-style
POSITIONING	Neighborhood NY slice shop
WHO THEY SERVE	North Charlotte residents
ORDERING	Takeout confirmed. Dine-in and delivery not verified. Delivery platforms not found because restaurants with the same name in Tampa, the Gold Coast, and New Zealand crowd the results.
REVIEWS	Ranked #8 in a 2026 Charlotte Observer top-20 list (seen via a Reddit snapshot)
STRENGTHS	Reputation for its NY slice
WEAKNESSES	Not found
OFFERS	Not found
MARKETING	Not found

Why Not Pizza	
WEBSITE	Not found
LOCATION	East Charlotte
CATEGORY	Family-owned NY-style
POSITIONING	Underrated local favorite; shares space with an ice cream parlor
WHO THEY SERVE	Families, value seekers
ORDERING	Dine-in and takeout. Delivery, platforms, online ordering, and reservations not found.
REVIEWS	Praise in local press
STRENGTHS	Value slices, 12" to 20" pies, dessert pairing
WEAKNESSES	Low visibility
OFFERS	Not found
MARKETING	Not found

WHAT THINGS COST

Menu Pricing

All prices below are what each restaurant lists on a third-party platform. Hawthorne's prices come from DoorDash; Inizio and Benny Pennello's prices come from Uber Eats. Because the platforms differ, and because Inizio's prices appear to include a delivery markup, these numbers compare what a delivery customer pays and may not match what a walk-in customer pays.

Side-by-side menu comparison

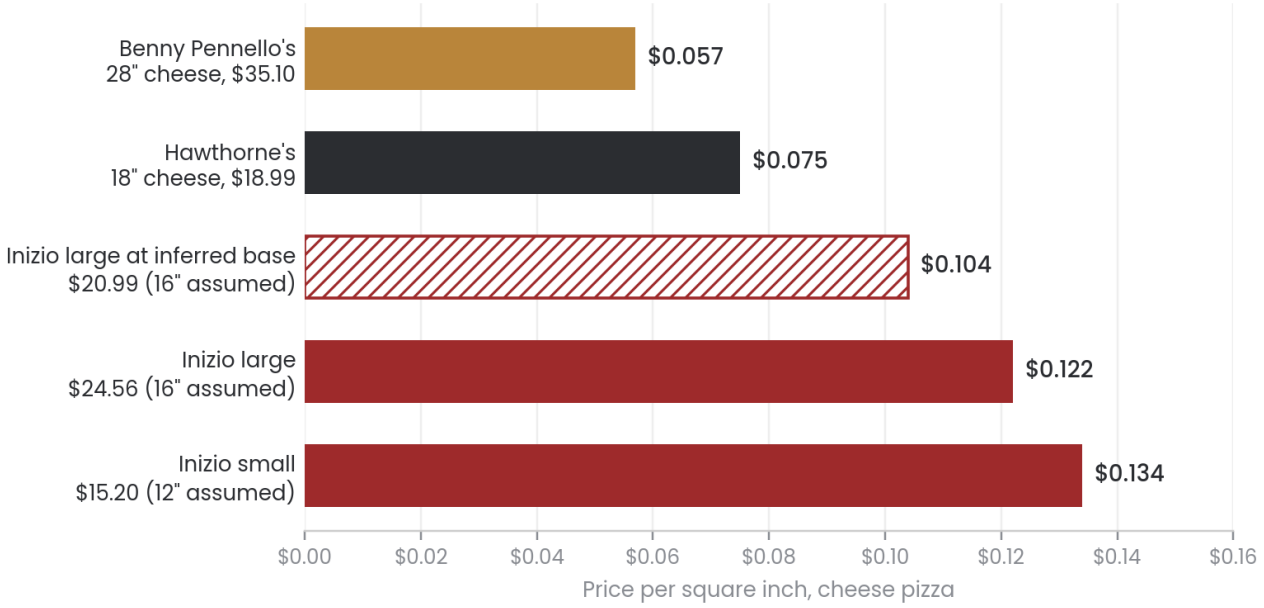
Item	Hawthorne's	Inizio	Benny Pennello's
Cheese pizza, large	$18.99 (18")	$24.56 (large; 16" per an older Charlotte Magazine piece, unverified current)	$35.10 (28")
Cheese pizza, small	$11.99 (9" Bar Pie)	$15.20 (small; 12" assumed)	Not listed
Margherita / Basil Mozzarella	$27.99 (18" Basil Mozzarella)	$25.73 large / $16.37 small	Not listed
Specialty pie, large	$27.99 (Elizabeth Special; Buffalo Wing "The Inducer"); $28.99 Meat Eater's (18")	$32.75 (Pistachio, Raffaele, Diavola, Pepperoni Speziato); $29.24 Bianca; $28.88 Vodka Pesto	$42.49 whole with topping; $38.80 half cheese, half topping (28")

Item	Hawthorne's	Inizio	Benny Pennello's
Slice	Not listed	Not listed	$5.31 cheese; $6.24 pepperoni, sausage, mushroom, monthly meat (about 1/8 of a 28" pie)
Wings	$12.99 (7 jumbo); $79.99 (35, catering)	Not listed	Not listed
Salad	Not listed	$11.69 Caesar; $10.52 Arugula; $14.03 Italian Chopped	Not listed
Soda	Not listed	$3.50 (20 oz)	$1.39 can; $2.31 bottle

Sources: DoorDash (Hawthorne's, matches ezCater on shared items), ezCater (35-piece wings), Uber Eats (Inizio Providence Commons, Benny Pennello's).

How much pizza each dollar buys

Price per square inch strips out the size differences and shows what a customer actually gets for the money. The gap is wide: an Inizio small costs more than twice as much per square inch as a Benny Pennello's 28" pie.



Cheese pizza at third-party listed prices. Inizio sizes are assumed (large = 16", small = 12"). The striped bar shows Inizio's large at the inferred pre-markup price of $20.99, which works out to $0.104 per square inch. Prices come from different platforms (DoorDash for Hawthorne's, Uber Eats for the others).

Inside Benny's own menu. The whole cheese pie at $35.10 divided into 8 slices comes to $4.39 per slice, against $5.31 for a single cheese slice. Buying the whole pie is about 17% cheaper per slice, which gives groups a built-in reason to order big.

Where the prices disagree

Two competitors show different prices depending on where you look. In both cases the current third-party price is the one used in this report.

Competitor	What we found
Benny Pennello's	Uber Eats lists the whole cheese pie at $35.10, while an undated article lists $38. Uber Eats slices are $5.31 and $6.24, against $5.50 and $6.50 in the same article. The platform prices are lower, so the article is likely out of date or prices have changed.
Inizio	The Pistachio pie appears at $22 (Pizza Today, 2017), about $17 (undated diner review), and $21.05 small / $32.75 large (Uber Eats, current).

HOW THE FOOD GETS TO THE CUSTOMER

Delivery and Ordering

Three of the four competitors with confirmed delivery rely on third-party apps. That means they either absorb the platform's fees or pass them on to customers through higher menu prices. Only Emmy Squared is actively steering customers toward ordering direct.

Competitor	Direct ordering	Platforms	Fees and minimums	Offers	Notes
Hawthorne's	Not verified	DoorDash (DashPass eligible); ezCater (catering)	DoorDash $0 first order; ezCater $0 delivery fee, $150 minimum	DoorDash first-order $0 delivery	Same prices on DoorDash and ezCater for sampled items. DoorDash notes prices are set by the merchant and may differ between delivery and pickup. DoorDash menu hours 11:00 AM to 8:15 PM (store-specific).
Inizio (Providence Commons)	Not verified	Uber Eats	$0 for new users; other fees not visible without an address. Minimum not found.	New-user $0 delivery	Consistent x1.17 pattern on 13 of 14 sampled prices (inferred markup, unconfirmed). Hours 11 AM to 9 PM.
Benny Pennello's	Not verified	Uber Eats	$0 for new users. Minimum not found.	New-user $0 delivery	No consistent price multiplier detected. Uber Eats hours 11 AM to 11 PM.
Emmy Squared	Yes (website + app)	Not verified	Not found	App rewards on pickup and delivery	The only competitor actively steering customers to a direct channel. In-house delivery not verified.

Competitor	Direct ordering	Platforms	Fees and minimums	Offers	Notes
Pizza Baby, Bird, Due Amici, Why Not	Not found	Not found	Not found	Not found	Delivery platforms were not checked for these four.

The 17% question at Inizio. [INFERRED] When 13 of 14 delivery prices line up perfectly with a .99 price multiplied by 1.17, a markup is the most likely explanation. It has not been confirmed against Inizio's own menu. If confirmed, a delivery customer ordering a large cheese pays $24.56 for a pie that would cost $20.99 at the counter. That difference is something a competitor with direct ordering can point to.

WHAT THEY ARE RUNNING

Promotions

Most of the deals in this market belong to the delivery apps. The $0 delivery offers at Hawthorne's, Inizio, and Benny's are first-order or new-user incentives on DoorDash and Uber Eats, which means the platform is the one acquiring the customer. Few restaurant-owned promotions turned up.

Competitor	Promotion	Type	Details	Restrictions / status
Emmy Squared	Happy Hour	Daypart	Monday to Wednesday, all day	Not found
Emmy Squared	App rewards	Loyalty	Rewards for pickup and delivery orders through the app	Not found
Benny Pennello's	28-in-28 challenge	Novelty / PR	Eat a 28" cheese pie alone in 28 minutes and win $280 (competitive eaters $100), a T-shirt, and a photo on the website	Reduced prize for competitive eaters
Benny Pennello's	Monthly specialty slice	Limited-time offer	"Monthly Meat Slice" at $6.24 on Uber Eats	Not found
Hawthorne's	First-order free delivery	Platform incentive (DoorDash)	$0 delivery fee, first order	Unknown whether DoorDash or the restaurant pays for it
Hawthorne's	Weekday lunch slices	Lunch	Two slices for $7	Weekdays; from an older student article, current status unverified

IN THE CUSTOMERS' WORDS

What Customers Are Saying

Across the market, people like the food. Complaints are almost never about taste. They are about late orders, wrong items, missing sauces, and food that shows up cold. Execution failures showed up at 5 of the 6 operators where we had review data.

About the sample. We read roughly 5 public reviews for Hawthorne's on DoorDash, 15 for Inizio on Uber Eats, 34 for Benny Pennello's on Uber Eats, and 5 to 8 per OpenTable listing. A theme is only called recurring if it appeared 3 or more times across the market. These are small samples, so read them as direction, not as scores.

Competitor	What they praise	What they complain about	In their words
Hawthorne's	Generous portions, pasta, garlic knots, wings, consistency (long-time regulars). Repeated praise: portions and value on large items.	9" pies seen as poor value with light cheese and toppings (02/13/24); long wait on an order (11/22/23); food arrived warm due to courier delays (03/02/25). Wait and delivery timing came up in 2 of about 5 reviews.	Customers call it a dependable go-to. Detractors compare it unfavorably to "real" NY.
Inizio	Freshness, authenticity, consistency, specific dishes (pistachio, vodka pesto). Freshness and ingredient quality praised 6+ times.	Pricy (05/18/25, framed as worth it); late delivery (06/21/26); simple for the price and heavy garlic (undated local listings); uncut pies and "mostly crust" on a $70 order (undated). Price relative to simplicity: 3 mentions across sources.	"pricy but you get what you pay for" (Uber Eats)
Benny Pennello's	Size (10+ mentions), great value, open late, feeding groups, teams, and co-workers (3+), consistency.	Wrong items, missing drinks and sauces (06/22/26). No recurring complaint in the sample.	Customers keep using "huge" and "big" and mention treating teams and co-workers.
Pizza Baby West	Pizza quality; healthier ingredients (no seed oils).	Order mistakes, cold garlic knots, burnt kids pizza, slow service. Service execution is the repeated complaint, from a small sample.	Not quoted
Pure Pizza (noted, not profiled)	Gluten-free and cauliflower crust done well; GF and vegan options.	Delivery timing complaints (per guide summary).	Not quoted

Sources: DoorDash, Uber Eats, OpenTable, charlottesgotalot.com, topofcharlotte.com.

HOW THEY PRESENT THEMSELVES

Positioning and Market Patterns

Seven of the eight profiled competitors sell some version of place-based authenticity: New York, Naples, Rome, or Detroit. When almost everyone makes the same kind of claim, the claim stops doing much work.

Competitor	Core position	Value to the customer	Main claims	Trust signals	Main call to action	Channels
Hawthorne's	Authentic NY-style, family-friendly, local since 2004	Consistency, portions, broad Italian-American menu	"Charlotte's Best of the Best Pizza" six times	Awards; ratings volume (20k+ DoorDash)	Order / visit location	DoorDash, ezCater, Instagram, local press
Inizio	True Neapolitan, craft and tradition	Authentic wood-fired quality	900-degree oven, 90-second bake, imported ingredients	1,500+ Uber Eats ratings at 4.7; "best in NC" press	Not verified	Uber Eats, press, mobile catering
Benny Pennello's	Giant slices, late night, fun	Most pizza for the money	28" pies; a slice is a meal	Yelp national list; 2,000+ Uber Eats ratings	Not verified	Uber Eats, press, novelty PR
Emmy Squared	Detroit-style + burgers + bar	Distinct style with a full bar	"Charlotte's best Detroit-style pizza"	National accolades	Order Online, Reservations, App	Website, app, OpenTable
Bird / Pizza Baby	Chef-driven craft	Best-in-class product	National rankings	NYT, 50 Top Pizza	Reservations	Instagram, press, OpenTable

Differentiators beyond the core position: Hawthorne's has scale (10+ locations), catering, and story items. Inizio has signature pies (Pistachio), a vegan menu, and gelato and cannoli. Benny's has size, hours, and the challenge. Emmy Squared has app loyalty, happy hour, and events. Bird and Pizza Baby have press and scarcity.

Three patterns across the market

Everyone claims a hometown. Hawthorne's, Inizio, Pizza Baby, Emmy Squared, Due Amici, Why Not, and Bird all position around a place-based style. The claim is crowded and does little to separate one shop from the next.

Delivery runs through the apps. Hawthorne's uses DoorDash, and Inizio and Benny's use Uber Eats. Of the four competitors with verified delivery, only Emmy Squared shows a direct channel backed by loyalty. Independents either eat the platform fees or pass them on through markups.

The apps own the new customer. The $0 first-order and new-user delivery offers on DoorDash and Uber Eats listings bring in Hawthorne's, Inizio, and Benny's new customers. The relationship starts with the platform, not the restaurant.

WHERE THE OPENINGS ARE

Gaps and Opportunities

Five gaps stand out. Each one is a place where demand exists or a need is visible and no competitor has moved in a serious way.

Gap	Evidence	Who it affects	The opening
Direct-order loyalty among independents	No loyalty program found at any independent. Only Emmy Squared (a chain) has one.	All independents	Capture repeat customers off the apps
Reliability positioning	Execution complaints at 5 of 6 operators with review data	Market-wide	Own "on time, right, and hot"
Formal group and office ordering	Group-feeding reviews at Benny's and Hawthorne's; only Hawthorne's is on ezCater	Benny's, Inizio, others	Bundled office and team packages
Mid-price craft between Benny's value and Inizio's premium	Price per square inch spreads from $0.057 (Benny's) to $0.122 (Inizio large)	Hawthorne's sits in the middle at $0.075	A quality-forward pie priced near Hawthorne's level
Weekday daypart promotions	Only Emmy Squared runs a structured Monday to Wednesday offer	Independents	Slow-day bundles

Opportunities, ranked

Opportunity	Priority	Why	What to do
Direct-order price advantage + loyalty	HIGH	Inizio shows an inferred ~17% delivery markup, and independents have no loyalty programs (only Emmy offers rewards).	Publish direct-order pricing at the base price, add points or rewards for direct orders, and print "order direct and save" on packaging.
Office and team catering packages	HIGH	Group feeding comes up again and again in reviews: Benny's team and co-worker reviews, Hawthorne's lunch meeting review and ezCater presence.	Build 3 tiered bundles (10, 25, and 50 people), list them on ezCater, and reach out to nearby offices and youth sports leagues.
Reliability promise	MEDIUM	Dated delivery-platform complaints at Inizio, Benny's, and Hawthorne's show execution problems across the market.	Add an order-accuracy checklist and a sauce and drink check, set a specific timing promise on direct orders, and ask satisfied customers to mention it in reviews.

Opportunity	Priority	Why	What to do
Weekday slow-day bundle	MEDIUM	Few structured weekday offers exist; Emmy Squared is the only one.	A Monday to Wednesday family bundle (pie + wings or salad) for pickup.
Small-pie value fix	LOW	Small pies draw value complaints: Hawthorne's 9" complaint and Inizio's "simple for the price."	Audit topping coverage on small sizes, or reprice small against large to push customers to trade up.

WHAT TO DO ABOUT IT

Recommendations and 30-Day Plan

These five moves for Brooklyn's are listed in order of priority. The first one depends on a fact that has to be checked before anything is printed or promoted, so it starts with verification.

1. Verify whether delivery prices are marked up compared with direct prices, then promote direct ordering with a visible savings message and a loyalty reward.
2. Launch tiered office and team catering bundles and list them on a catering platform.
3. Position on reliability, with an operational checklist backing up the claim.
4. Run a Monday to Wednesday pickup bundle to lift slow days.
5. Avoid competing on size and price against Benny Pennello's. Compete on quality per dollar in the middle of the price band, where Hawthorne's currently sits.

The first 30 days

Action	Why	Priority
Compare Brooklyn's own direct, DoorDash, and Uber Eats prices on its top 10 items	Establishes whether a direct-order savings message is possible	HIGH
Stand up basic direct-order rewards (text club or POS loyalty)	No independent competitor owns customer retention	HIGH
Build and list 3 catering bundles	Group demand shows up in reviews, and only one competitor is active in catering	HIGH
Put an order-accuracy and temperature checklist in place	Execution complaints are market-wide	MEDIUM

Action	Why	Priority
Test a Monday to Wednesday bundle for 3 weeks and compare sales against the same weekdays	Fills the weekday daypart gap	MEDIUM

OPEN QUESTIONS

What We Could Not Verify

Every audit has limits. These are the items we could not confirm in this round. None of them change the overall picture, but several affect how confidently specific numbers can be quoted, especially the delivery markup.

- Direct (in-store and website) menu prices for all competitors. Markups are inferred, not confirmed.
- Inizio pizza sizes on Uber Eats. The 12" and 16" sizes are assumed from an older source.
- Third-party presence and prices for Pizza Baby, Bird, Emmy Squared, Due Amici, and Why Not.
- Grubhub listings (not checked).
- Delivery service fees and minimums, which require entering a delivery address.
- Google review counts and themes.
- Social media activity and content strategy.
- Due Amici's Charlotte platform listings, which are hard to separate from same-name restaurants in other cities.
- Current status of Hawthorne's $7 lunch slice deal.

WHERE THIS CAME FROM

Sources

Source	Used for
DoorDash: Hawthorne's NY Pizza and Bar https://www.doordash.com/store/hawthornes-ny-pizza-and-bar-33765/	Prices, rating volume, dated reviews, platform offers, hours
Uber Eats: Inizio Pizza Napoletana (Providence Commons) https://www.ubereats.com/store/inizio-pizza-napoletana-providence-commons/Tr5zfS-KTRmRXRbu9IFcvQ	Prices, markup pattern, rating volume, dated reviews, hours
Uber Eats: Benny Pennello's Pizza https://www.ubereats.com/store/benny-pennellos-pizza/Bf6_VpuaSiKtq_0lRXmRtQ	Prices, rating volume, dated reviews, hours
ezCater: Hawthorne's listings https://www.ezcater.com/catering/hawthornes-ny-pizza-bar-3	Catering prices, minimums, fees

Source	Used for
Emmy Squared location pages https://emmysquaredpizza.com/location/plaza-midwood	App rewards, events, ordering
OpenTable (Emmy Squared, Pizza Baby East and West) https://www.opentable.co.uk/r/pizza-baby-west-charlotte	Ratings, price bands, happy hour, reviews
Pizza Today (Bird, Mar 2026; Pizza Baby, Jan 2026; Charlotte destinations, 2017) https://pizzatoday.com/news/nkem-and-kerrel-thompson-bird-pizzeria-charlotte-north-carolina-hot-take/616651/	Reservation wait, press, historical pricing
Charlotte Observer via AOL (Hawthorne's South End; Benny's challenge; lunch prices) https://www.aol.com/news/local-york-style-pizzeria-opens-100000475.html	Locations, promotions, older prices
Charlotte's Got A Lot (Hawthorne's, Inizio) https://www.charlottesgotalot.com/eat-drink/restaurants/inizio-pizza-dilworth	Reviews, positioning
Top of Charlotte pizza guide https://topofcharlotte.com/best-pizza-charlotte/	Pure Pizza delivery complaint, positioning
Reddit snapshot (Charlotte Observer top 20, Jun 2026) https://reddit.sentinel-team.org/posts/1ufou68/snapshots/2026-06-26T20%3A21%3A16.3462Z	Competitive set validation

Additional references named in the research: whatnow.com, charlottemagazine.com, onlyinyourstate.com, islands.com via aol.com, eastmeckeagle.com, blackenterprise.com, Wikipedia, and SinglePlatform (undated).

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Questions about any finding in this report? Reach out and we will walk through the data with you.