MARKETSPY AI / LOCAL MARKET REPORT

Charlotte pizza price intelligence

INFORMATION ONLY

10 popular restaurants • Single-order pizzas and slices • Delivery channels

Prepared for Hot Gates Media
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Observed signal	Business implication
$18.99 18-inch cheese pie at Hawthorne’s [1]	A strong family-pizza price anchor within this sample.
$5.31 / $7.90 Cheese slices at Benny’s / Zämbies [2,3]	There is a separate single-person entry tier. Slice dimensions and checkout totals differ.
17% to 20% Observed platform premiums for matched items [3,4,7,8,13–15]	Direct ordering deserves its own pricing and conversion strategy.
28-inch pies Benny’s and Zämbies [2,3]	High whole-pie tickets can still represent substantial pizza area.

INFORMATION ONLY

Scope and selection

This is a sample of **10 popular Charlotte restaurants with verifiable published pizza prices**, selected using local pizza guides and delivery-platform rating counts. Public data does not establish a definitive citywide top-10 ranking by sales or order volume. Counts below support visibility, not market share. [1–12,17,18]

“Singles” means one pizza or one slice purchased individually, rather than a meal bundle. Small, personal and slice options are included where priced; a small pie is not assumed to feed one person.

Prices are public menu observations retrieved during research, sometimes from cached pages. No address-specific cart or completed order was used. Tax, service fees, delivery fees, tips and added toppings are excluded. Delivery listings confirm a channel, not availability at every address or time. Direct ordering is not necessarily delivery by restaurant staff.

INFORMATION ONLY

01 / PRICE SCAN

Published single-order prices

Each price belongs to the named channel and location. Rows are not a popularity ranking. Source numbers link to the register on page 7.

Restaurant	Channel	Entry / smaller item	Larger / second item	Rating / count
Hawthorne's South End	DoorDash	9-inch cheese **$11.99**	18-inch cheese **$18.99**	4.7 / 2k+ [1,16]
Benny Pennello's NoDa	DoorDash	Cheese slice **$5.31**	28-inch cheese **$35.10**	4.6 / 200+ [2,12]
Zämbies NoDa	Uber Eats	Pioneer cheese slice **$7.90**	28-inch Pioneer **$52.65**	4.7 / 500+ [3]
Pure Pizza The Plaza	Uber Eats	Small cheese **$15.60**	Large cheese **$22.80**	4.7 / 1,500+ [4]
Bisonte Trade Street	Uber Eats	13-inch base pizza **$15.63**	17-inch base pizza **$24.06**	4.7 / 2,000+ [5]
Pizza Baby West Wesley Heights	Uber Eats	14-inch Mother **$18.40**	18-inch Mother **$25.30**	4.3 / 310+ [6]
Luisa's Abbey Place	Uber Eats	12-inch BYO base **$15.95**	17-inch BYO base **$20.95**	4.7 / 1,000+ [7]
Finale South Charlotte	DoorDash	19-inch cheese **$25.74**	19-inch pepperoni **$30.42**	4.7 / 200+ [8,15]
Geno D's Market at 7th St.	DoorDash	10-inch cheese **$20.99**	16-inch cheese **$27.99**	4.7 / 200+ [9,20]
Inizio Dilworth	Uber Eats	Small Margherita **$16.37**	Margherita **$25.73**	4.7 / 4,000+ [10]

Additional verified single-person offer

Finale's direct ordering menu lists an all-day **cheese slice at $5.00** and a **10-inch gluten-free cheese pizza at $15.00**. These are direct-menu observations; delivery eligibility and fees still require checkout. [15]

Size discipline: Pure's small/large and Inizio's small/regular items have prices, but diameter was not explicit in the retrieved priced listings. They are excluded from the area comparison. BYO/base prices exclude added toppings. No promotional discount is applied to the table.

02 / COMPARABLE VALUE

Price matters. Size changes the comparison.

The table uses one larger base/cheese whole pie from each restaurant with a confirmed diameter. It measures pizza area, not weight, ingredient quality or customer satisfaction.

Restaurant	Diameter	Menu price	Price / 100 sq. in.	Source
Benny Pennello’s	28 in.	$35.10	$5.70	2,12
Hawthorne’s	18 in.	$18.99	$7.46	1
Zämbies	28 in.	$52.65	$8.55	3
Finale	19 in.	$25.74	$9.08	8,15
Luisa’s	17 in.	$20.95	$9.23	7
Pizza Baby West	18 in.	$25.30	$9.94	6
Bisonte	17 in.	$24.06	$10.60	5
Geno D’s	16 in.	$27.99	$13.92	9

Calculation: price ÷ [π × (diameter ÷ 2)²] × 100. Crust thickness, rim width and topping density are not standardized. This is an analytical comparison, not a claim that all these pizzas are equivalent.

Matched channel differences

Same named item	Direct menu	Platform	Difference
Pure: small cheese [4,13]	$13.00	$15.60 Uber Eats	+$2.60 / 20.0%
Pure: large cheese [4,13]	$19.00	$22.80 Uber Eats	+$3.80 / 20.0%
Zämbies: 28-inch Pioneer [3,14]	$45.00	$52.65 Uber Eats	+$7.65 / 17.0%
Finale: 19-inch cheese [8,15]	$22.00	$25.74 DoorDash	+$3.74 / 17.0%

Differences are observed list-price premiums, not platform commission rates or guaranteed total savings. Direct prices use the main ordering pages. Older cached Pure item pages showed different prices and were not used.

03 / RESTAURANT PROFILES

The competitive set: 1–5

Hawthorne’s / South End

1515 S Tryon St., Suite 104 [16]

A 9-inch bar pie offers a lower ticket; the 18-inch New Yorker provides a family-sized price anchor. Buffalo Wing and Elizabeth Special pies list at $27.99, compared with $18.99 for cheese. [1]

Implication to test: Test a visible small-versus-family choice and measure upgrade rate.

Benny Pennello’s / NoDa

2909 N Davidson St., #100 [12]

DoorDash lists cheese slices at $5.31, pepperoni at $6.24, a whole cheese at $35.10 and a whole topping pie at $42.49. The official site positions the product around oversized 28-inch pizza and lists late weekend hours. [2,12]

Implication to test: Make portion size obvious in photographs and menu labels.

Zämbies / NoDa

3204 N Davidson St. [3]

The Pioneer cheese slice is $7.90; Padroni pepperoni is $8.48; Buffalove is $8.78 on Uber Eats. Direct ordering lists the 28-inch Pioneer at $45.00. A buy-one-get-one slice label appeared on Uber Eats but is excluded from benchmark prices. [3,14]

Implication to test: Track promotional cost per order; do not assume a temporary offer will persist.

Pure Pizza / The Plaza

2838 The Plaza [4,13]

Uber Eats lists small cheese at $15.60 and large at $22.80; small Hot Honey is $19.20 and large is $28.80. The direct menu includes seasonal pies and a qualifying family-meal promotion with a free kids item. [4,13]

Implication to test: Test a family bundle that lifts order value without discounting every pizza.

Bisonte / Trade Street

710 W Trade St. [5]

Uber Eats lists 13-inch base pizzas at $15.63, 17-inch at $24.06, and an 18-by-26-inch sheet at $46.95. Specialty pizzas marked “priced by add-ons” have no fixed comparable price and are omitted. [5]

Implication to test: Use small, large and group-size choices to serve different occasions.

04 / RESTAURANT PROFILES

The competitive set: 6–10

Pizza Baby West / Wesley Heights

2135 Thrift Rd., Suite 101 [6]

Mother pizzas use tomato sauce, mozzarella and parmesan. The 14-inch is $18.40 and the 18-inch is $25.30 on Uber Eats. Starsky rises to $24.15 and $33.35 respectively. This report uses West’s prices, not East’s menu. [6]

Implication to test: Give a premium specialty pizza a clear ingredient story.

Luisa’s / Abbey Place

1730 Abbey Pl. [7]

Uber Eats base BYO pricing is $15.95 for 12 inches, $18.95 for 15 inches and $20.95 for 17 inches. Brooklyn Bridge ranges from $20.95 small to $33.95 large. The direct menu separately starts BYO at $13.95+, without a selected size. [7,19]

Implication to test: Show size upgrades clearly; a starting price should not obscure the final selection.

Finale / South Charlotte

15025 Lancaster Hwy., Suite D3 [15]

DoorDash lists cheese at $25.74 and pepperoni at $30.42. The direct menu specifies 19-inch, eight-slice pies, with cheese at $22.00 and pepperoni at $26.00. It also lists a $5.00 cheese slice. [8,15]

Implication to test: Offer an individual entry item alongside premium whole pies.

Geno D’s / Uptown

224 E 7th St. [20]

DoorDash lists 10-inch cheese at $20.99, 16-inch cheese at $27.99, specialty pies at $27.99 and $38.99 respectively, and Grandma at $24.99. The Grandma’s dimensions were not verified. [9]

Implication to test: A premium ticket needs a clear style, size and ingredient explanation.

Inizio / Dilworth

2230 Park Rd. [10]

Uber Eats lists small Margherita at $16.37 and regular Margherita at $25.73. Small Pistachio is $21.05; regular Pistachio is $32.75. The priced retrieved page did not specify diameters, so no area estimate is assigned. [10]

Implication to test: Pair an accessible classic with a distinctive premium signature.

05 / MARKETSPY RECOMMENDATIONS

Five actions a pizza operator can test

These are recommendations inferred from the observed menus. They are not claims of proven demand or guaranteed revenue.

Rank	Action	Evidence / reason	Measure
1	Audit direct vs. delivery pricing	Matched channel differences reach 17–20% in three examples. [3,4,8,13–15]	Contribution dollars per order by channel
2	Make pizza size unmistakable	This sample includes 9-inch bar pies through 28-inch whole pies. [1–3]	Conversion and size-related complaints
3	Test a solo meal offer	Slices and smaller pies provide distinct entry options. [1–3,15]	Average ticket and margin after packaging
4	Feature one signature premium	Pistachio, hot honey and meat combinations have higher listed tickets. [4,6,10]	Specialty take rate and contribution
5	Create one family/group package	Pure promotes a qualifying free kids item; Bisonte lists sheet pizza. [5,13]	Incremental order value and repeat orders

A useful offer to test

Solo: one clearly sized slice or personal pie, plus an optional drink.
Family: a clearly sized whole pie with an optional salad or side.
Premium: a signature pizza with visible ingredients and a stated size.

Set prices from your own food, labor, packaging and channel costs. Competitor menus identify anchors; they do not reveal margins or justify matching the cheapest price.

What was excluded or remains unresolved

Sal’s Monroe Road ordering page displayed prices but marked items out of stock; its surfaced DoorDash record was inactive. Those prices are excluded. Bird appears prominently in local guides, but this research did not establish a priced delivery menu, so it is excluded. No missing prices were estimated. [17,21,22]

No single delivery address was provided, so live delivery coverage, order minimums, checkout fees and ETAs are unresolved. Platform rating counts are rounded and not comparable to total restaurant sales. Public reviews are illustrative rather than a representative satisfaction survey. Menu pages may change after retrieval.

Before acting

Confirm relevant prices in a cart for your actual service area. Then test one offer at a time, recording channel, order value, contribution, complaints and repeat purchase. Repeat the same competitor scan weekly to detect genuine changes.

06 / EVIDENCE REGISTER

Sources and verification trail

All sources accessed October 6, 2026. Click the source title to open the original page. Prices may be served from cached public content; access date is not a claim of a live checkout quote.

[1] **Hawthorne’s South End / DoorDash** · 9-inch and 18-inch prices; rating.

[2] **Benny Pennello’s / DoorDash** · Slice and whole-pie prices; rating.

[3] **Zämbies / Uber Eats** · Slices, 28-inch pie price, rating and address.

[4] **Pure Pizza / Uber Eats** · Small/large menu prices; rating and address.

[5] **Bisonte Trade Street / Uber Eats** · 13/17-inch and sheet prices; rating and address.

[6] **Pizza Baby West / Uber Eats** · 14/18-inch prices; rating and address.

[7] **Luisa’s / Uber Eats** · 12/15/17-inch prices; rating and address.

[8] **Finale / DoorDash** · Whole-pie prices and rating.

[9] **Geno D’s / DoorDash** · 10/16-inch prices and rating.

[10] **Inizio Dilworth / Uber Eats** · Small/regular prices; rating and address.

[11] **Pizzeria Omaggio / DoorDash, screened** · Alternate candidate; not in the final ten.

[12] **Benny Pennello’s / official site** · 28-inch format, address and opening hours.

[13] **Pure Pizza / direct ordering** · Current main-page prices and family promotion.

[14] **Zämbies / direct ordering** · Direct slice and 28-inch whole prices.

[15] **Finale / direct ordering** · 19-inch size, direct prices, slices and address.

[16] **Hawthorne’s / DoorDash branch directory** · South End address links to store 29589944.

[17] **Charlotte Observer / 2026 pizza guide** · Candidate discovery; editorial ranking, not sales volume.

[18] **Eater / Charlotte pizza guide** · Candidate discovery; guide updated June 3, 2025.

[19] **Luisa’s / direct menu** · Starting prices; no chosen BYO size.

[20] **Geno D’s / Slice** · Restaurant address corroboration.

[21] **Sal’s Monroe Road / direct menu, excluded** · Surfaced priced items marked out of stock.

[22] **Sal’s / DoorDash record, excluded** · Surfaced record explicitly inactive.