

**FOR IMMEDIATE RELEASE**

**“Spice” and “Splash” Startups Establish Operations in Pi: Partnership for Innovation**

Bethlehem, PA – [Mezzimatic LLC](#) has moved into Suite 2 and [Almas Foods International](#) (using the brand name Zaffrus) has moved into Suite 5 at Pi: Partnership for Innovation. Mezzimatic will occupy the 831 square foot space that will house their sales and marketing efforts associated with their flagship product Goblies Throwable Paintball® and Play Paint®. Almas Foods will occupy 232 square feet of space that will house their offices and research & development portion of the business. Pi provides affordable office space to startup companies that are eligible for the [Southside Bethlehem Keystone Innovation Zone](#) program. Companies typically utilize the space for a few years until established enough to occupy traditional office space. The Bethlehem Economic Development Corporation and the City work closely with the companies to identify space.

The two founders, who are good friends, share a similar path in terms of starting their businesses. Briana Gardell, the founder of Mezzimatic, and Ali Almasi, the founder of Almas Foods, both were enrolled in Lehigh University’s Technical Entrepreneurship Program. They both started their company at SoBeCoWorks, which is a privately-owned coworking facility that has helped to launch several startup companies and was the former home of EcoTech Marine. Both companies are accessing available local resources, including the Southside Bethlehem KIZ, and have expanded their operations into Pi: Partnership for Innovation.

“I’m using the Pi space to build out a marketing studio” said Briana Gardell. “Creating content for social media or sales pitches is so important and a dedicated space with lighting and nice backdrops helps bring an idea to reality quickly. Pi’s high ceiling and frosted windows made it oddly perfect for this setup. Sharing the space with other entrepreneurs, like Ali, affords me the opportunity to talk through ideas or simply just take a break and chat about life.”

“Our Pi office is more than a comfortable, affordable and easily accessible location to work from” says Ali Almasi. “I’m using the space to move two projects in our new healthy beverage products forward which are vital in the growth of the company. I also have started making videos for our social media out of Pi office. Additionally, I’m very delighted that other small business owners at Pi, like Briana, are very friendly, respectful and willing to help by sharing their experiences and network. It’s like a family. Pi Family!”

“We are excited that Mezzimatic and Almas Foods International has chosen to expand within the City and locate in Pi” stated Bethlehem’s Mayor Bob Donchez. “Bethlehem remains motivated to helping entrepreneurs realize the American Dream.”

**BEDCO**

The Bethlehem Economic Development Corporation (BEDCO) was established in 1982 for the purpose of facilitating economic development in the City of Bethlehem. BEDCO works closely with the City of Bethlehem’s Department of Community & Economic Development to ensure a unified economic development strategy. BEDCO manages the Southside Bethlehem Keystone Innovation Zone and Pi:

Partnership for Innovation incubator; both of which are programs that benefit innovative start-up companies and entrepreneurs.

**Pi: Partnership for Innovation**

Pi is an affordable collaborative office space located on the 2nd floor of a 1911 silk blouse factory in the heart of the Bethlehem's artistic and tech-savvy Southside. There are shared facilities and private, secure office suites ranging from 114 to 2,000 square feet. The building's industrial feel is retained in wood floors, brick walls and loft-style ceilings. Pi is located in the Southside Bethlehem Keystone Innovation Zone, affording tenants substantial tax advantages, as well as qualifying them for various grant opportunities through the KIZ.

**Southside Bethlehem KIZ**

The mission of the Southside Bethlehem KIZ is to foster innovation and create entrepreneurial opportunities by aligning the combined resources of educational institutions, the public sector, and the private sector. The Southside Bethlehem KIZ was established in 2004 and is now in its 15th year of operation. The KIZ has had a profound impact on innovation and entrepreneurship in Bethlehem by offering critical financial resources and assistance to early-stage startup companies. To date, the KIZ has invested over \$8 million dollars in 100 companies since the program's inception.

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