

Partnership with Meijer Helps Small Business Bring Pizza With Bold Southwest Flavors to Midwest

After facing the challenge of finding nutritious meals her kids enjoyed, Season Chavez thought she could do better. That's when the idea for WisePies Pizza was born.

“I was a single mom for a while, and I struggled to find those convenient, nutritious food options for my kids that they would love,” Chavez said. “It was a challenge to find something that didn’t have that ‘healthy’ aftertaste but still gave them the satisfaction of eating their favorite foods.”

Recognizing the gap in the market for healthier, better-tasting pizzas, she launched WiseChoice Foods, the parent company of WisePies Pizza. By 2019, the company was in production, first focusing on food service before pivoting to retail during the pandemic.

Season’s solution came from her roots in New Mexico, where family meals are often centered around bold, flavorful ingredients like Hatch green chiles. Working with her husband, Steven B. Chavez, Wise Pies Pizza became their labor of love – a business they built not just for their family but for families like theirs.

A turning point came when the business was introduced to Meijer. WisePies’ signature Hatch Green Chile Pizzas can now be found in more than 40 of our stores.

The collaboration between Meijer and the company based in Albuquerque, New Mexico, has helped WisePies Pizza bring its healthier, Southwest-inspired pizzas to a wider audience while staying true to its roots.

The Meijer team worked closely with the small business to find solutions to get their products into stores without being overwhelmed by financial obstacles.

“They really took the time to listen to us and understand our challenges,” said Chavez. “Meijer is committed to helping small suppliers succeed, and they’ve put energy and resources behind that commitment.”

As a result of this partnership, WisePies Pizza is now available in 42 Meijer locations across the Midwest. Two of the company’s most popular products, the Hatch Green Chile Uncured Pepperoni Pizza and the Hatch Green Chile Four Cheese Pizza, have been a hit with customers looking for healthier, flavorful alternatives to traditional frozen pizzas.

Chavez credits the Meijer team for being incredibly responsive and hands-on throughout the process.

“Both the supplier and category teams have been fantastic,” she said. “If we run into a challenge, they hop on the phone with us right away to talk through solutions. They give us insights and perspectives based on their experience with other brands, and it’s been amazing to have that level of support.”

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