

# Fresh and Local



**Alex Corsini (Left), Ben Sockolov (Right)**

Childhood friends on a mission to bring thoughtfully-sourced, organic sourdough to family pizza night.

## Feel the Difference with Sourdough Story Pizza!

When local business owner and founder of A Sourdough Story, Alex Corsini, developed an autoimmune condition in 2016, he turned to nutrition in hopes to heal. After discovering that modern bread, high in gluten and industrial ingredients aggravated his symptoms he took to eating cleaner, organic foods and traditional staples like sourdough. Alex felt a big difference in the way he digested sourdough and many find it easier to digest (just Google it!). Sourdough, which is fermented with wild cultures is a slower baking process that increases nutrients in the dough and lowers its glycemic index. Eventually, in 2017, when his symptoms healed he felt compelled to create a natural foods brand highlighting the wholesome and nourishing qualities of sourdough. Additionally, he wanted to highlight thoughtfully-sourced local ingredients. They are proud to say that A Sourdough Story is the first USDA Organic and Non GMO Project Verified pizza on the market.

Alex and his childhood friend Ben Sockolov (Head Baker, Operations), turned to United Markets to help build community around A Sourdough Story. They both grew up shopping at United Markets and appreciated the small-town camaraderie and neighborhood feel. It is a thrill for us to be able to partner together with them.

Everyone at A Sourdough Story and United Markets looks forward to sharing these artisan, feel-good pizzas with you!



**United**  
Healthy Choices. Honest Value.