



105 N. 4th Street, Suite 201
Coeur d'Alene, Idaho 83814
Phone: 208.765.3326 | Fax: 208.763.0442

FOR IMMEDIATE RELEASE

Pita Pit Finds National Tzatziki Day (2/22) and launches a 3-Day Free Pita Tzatzikend Challenge!

Members can redeem one free pita per day during the three-day celebration; complete all three days to earn a limited-edition National Tzatziki Day T-shirt

[COEUR D'ALENE, ID] — [FEBRUARY 17, 2026] — Pita Pit today announced the inaugural celebration of **National Tzatziki Day AKA "Tzatzikend"**, created to spotlight tzatziki – cool, creamy, garlicky, and a fan favorite.

The day will be celebrated for the first time on **February 22, 2026**, and Pita Pit is kicking it off with a three-day, three-pita giveaway built to reward loyal guests and bring new fans into the brand's app and rewards program.

During the three-day "Tzatzikend" celebration (Friday, February 20, 2026 through Sunday, February 22, 2026), members of Pita Pit's rewards program can redeem one free pita per day through the app at participating locations. Guests who redeem all three daily offers – one on each day – are eligible to receive a limited-edition National Tzatziki Day Pita Pit T-shirt for free, while supplies last.

How to participate

- **Join the rewards program** in the Pita Pit app (or log in if you're already a member)
- **Redeem one free pita per day** during the three-day celebration
- **Redeem all three days** to earn the limited-edition T-shirt reward
- Visit pitapitusa.com/national-tzatziki-day for full details.

"Pita Pit has been a leading voice for Mediterranean foods for the past quarter century, and we think it is time to celebrate one of the greatest culinary achievements of all time...tzatziki." said Pete Riggs, President & CEO of Pita Pit. "We decided to create National Tzatziki Day and are marking the occasion with a three-day Tzatzikend celebration – one free pita each day, and a limited-edition shirt for members who complete the full run."

What's included in the National Tzatziki Day launch

- **National Tzatziki Day debut:** February 22, 2026
- **Three-day giveaway:** February 20 – 22, 2026
- **Rewards-first access:** offer available through the Pita Pit app/rewards program
- **Completion reward:** limited-edition National Tzatziki Day T-shirt for members who redeem all three days, while supplies last
- **Media assets:** photos, logos, and promo visuals available at pitapitusa.com/brand

www.pitapitusa.com





105 N. 4th Street, Suite 201
Coeur d'Alene, Idaho 83814
Phone: 208.765.3326 | Fax: 208.763.0442

Availability & Terms

Offers valid February 20 – 22, 2026, at participating locations only, while supplies last. Must be an enrolled rewards member and redeem through the Pita Pit app. Limit one free pita per member per day. T-shirt reward available while supplies last; sizes and redemption methods may vary. Additional restrictions may apply. Full terms at pitapitusa.com/national-tzatziki-day-terms

About Pita Pit

Pita Pit delivers bold Mediterranean flavor through a lineup of fresh, handcrafted Signature Pitas. We make healthy food fast and convenient, helping guests Feast Like a Legend. Pita Pit is now the official founder and home of National Tzatziki Day. Made with love (& garlic) for tzatziki fans everywhere. Visit pitapitusa.com.

Media Contact

David "Rev" Ciano

[Yeah! Management](#)

W. 646-481-2874 (BURG) | M. 862-432-0044

www.pitapitusa.com

