FOR IMMEDIATE RELEASE

LAROSA'S "FISH FRY" MENU RETURNS FOR LENT

Plus, First-Ever Heart Shaped Pizza is Available until February 22

CINCINNATI, OHIO – February 9, 2026 – Just in time for the Lenten season, LaRosa's has announced that their popular "Fish Fry" menu selections are back at all LaRosa's pizzerias for a limited time, starting today.

The return of the Fish Fry menu continues LaRosa's longstanding tradition of offering meatless dining options for guests who are observing the Catholic church's practice of not eating meat during Lent, which this year is February 18 through April 2.

"My dad, Buddy LaRosa, appreciated that Lent was an important time of year for many of our Guests, so he included fish on the menu," said Mike LaRosa, CEO of LaRosa's, Inc. "That's why we bring back the Fish Fry every year. Serving unique and special menu items is a LaRosa's tradition, like our new Heart Shaped Pizza, created especially for Valentine's Day." LaRosa's first-ever Heart Shaped Pizza, a classic cheese pizza with a unique twist, is available through February 22, 2026.

LaRosa's Fish Fry menu include the Beer Battered Fish Fillet Dinner—a 6 oz. fried fillet of haddock with Frisch's original tartar sauce and crispy French fries—available for a limited time only, as well as their popular Beer Battered Fish Hoagy—fried haddock topped with provolone cheese and Frisch's original tartar sauce.

This year, LaRosa's is also bringing back, for a limited time, two Guest favorites—the Tuna Hoagy and Tuna Salad plate—featuring their much-requested, traditional tuna salad recipe with mayonnaise and pickle relish.

LaRosa's selection of meatless menu options also includes the classic Veggie Deluxe pizza, Cheese Ravioli and a variety of starters such as Fried Mozzarella Cheese Sticks, Spinach Rondos, soft and chewy Pretzel Bites with craft beer cheese, and light and crispy Cauliflower Bites with a choice of dipping sauces. LaRosa's also offers a wide range of delicious choices for those who prefer meat options.

Fish Fry menu selections, and the entire LaRosa's menu of more than 40 items, are available for Dine in, Pick up or Delivery. For more information and to explore LaRosa's complete menu, please visit https://www.larosas.com/.

About LaRosa's

LaRosa's Family Pizzeria was founded in 1954 on Cincinnati's West Side by Buddy LaRosa. It is now a $176 million restaurant company with 60 pizzerias serving neighborhoods in Ohio, Kentucky and Indiana. To learn more about LaRosa's, go to http://www.larosas.com.

# # #

For media:
Download high resolution images of LaRosa's limited-time-only "Fish Fry" menu items here.

Media Contacts:
Ann Keeling or Cresta Lewis for LaRosa's
513-381-3248
ann@cristofolikeeling.com
cresta@cristofolikeeling.com