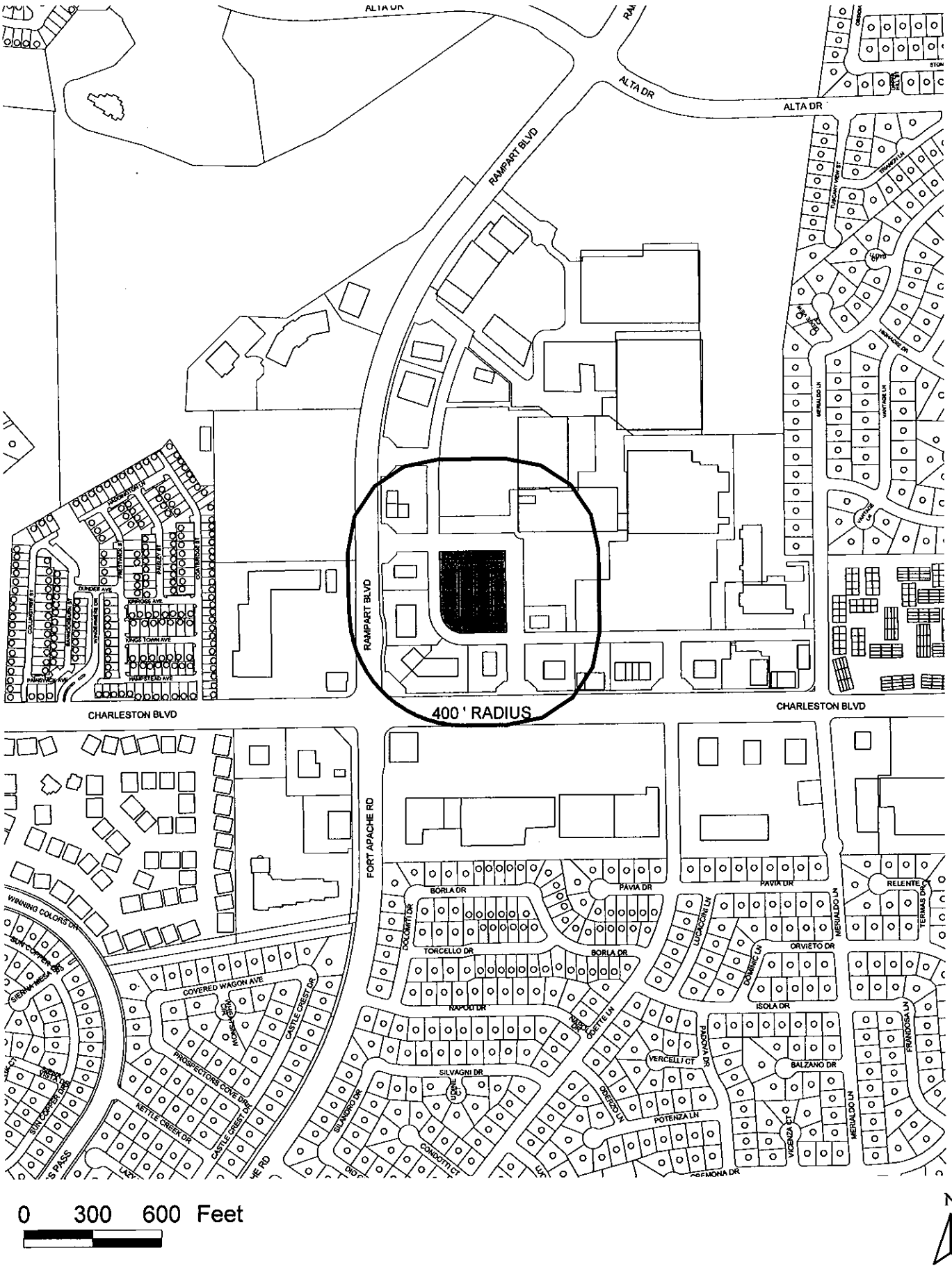EAST SIDE PIZZA