



THE SHOP THAT SOLVED THE CORNER PROBLEM.

TAGLINE

EVERY SQUARE HAS FOUR CORNERS. WE SELL ALL OF THEM.

THE STORY IN THREE SENTENCES

Detroit pies were born in blue-steel automotive trays, and the caramelized corner was always the piece worth fighting for. We engineered our pans so every row bakes against steel. More edge, more corners, no arguments.

THE ELEVATOR PITCH

Four Corners is a Detroit-style square pizza shop in Corktown: 72 hour dough, blue steel pans, sauce striped on top after the bake, six pies, slices till 3, whole pies till close.

MESSAGE HIERARCHY • ALWAYS IN THIS ORDER

1. The edge (why we are different) • 2. The pies (what to order) • 3. The counter (how to get it)

Engineering before menu before logistics. Copy that leads with a discount is off brand.

VOICE • SAY / NEVER

We do not do round pies. Please stop asking.

Democracy in a pan.

Last pan out at 10:40.

~~**Mamma mia, that's a spicy slice!**~~

~~**Artisanal hand-crafted pizza experience.**~~

~~**Order now!!! Limited time!!!**~~