

# 2019: BITCOIN PIZZA DAY

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**Category:** [General](#)



On this day in 2010, the first reported purchase of a consumer product using Bitcoin took place. Organized on [Bitcointalk forum](#), Laszlo Hanyecz, a programmer from Florida, traded a British man 10,000 bitcoins for two Papa John's pizzas. The market value of Papa John's pizza at the time was \$25.

At 2010's value, those two pizzas cost Mr. Hanyecz around \$41.

**At today's value, those two pizzas cost Mr. Hanyecz [more than \\$79 million](#).**

## What is Bitcoin Pizza Day and why does it matter?

"Bitcoin Pizza Day", celebrated annually on May 22<sup>nd</sup>, is not so much about the number of bitcoins spent or the product involved. It is a celebration of the adoption of cryptocurrency and the transaction that had taken place. This transaction is considered to be the first documented purchase of a tangible good or service using Bitcoin. "Bitcoin pizza guy," Laszlo Hanyecz, [was recently interviewed](#) by Anderson Cooper on "60 Minutes" regarding the first real-world transaction involving Bitcoin.

*From [Ledger](#): "Pizza Day is a day to reflect how far we've come, how digital assets have moved from niche to mainstream, and celebrate the work of the community in getting this far."*

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*But it's also a reminder that the world of crypto continues to move at pace, and that our most exciting and significant work may be ahead of us."*

Digital currency and the blockchain have come a long way since Satoshi Nakamoto envisioned a financial system based on a technology called blockchain in 2008. Since then, Bitcoin has gained worldwide attention and penetrated trading and investment firms across Wall Street.

## **Coindesk: Current Bitcoin Price Index of Today's Value**

The Coindesk Bitcoin Pizza Day widget below displays the current Bitcoin Price Index of today's value of the 10,000 BTC that was used to purchase 2 Papa John's pizzas on May 22nd, 2010.

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