



Blaze Fast-Fire'd Pizza Turns Six and Opens 300th Restaurant

Fast-Casual Chain Adding 30 Franchise Partners & Opening Up New Areas for Development

November 1, 2018 – Los Angeles, Calif. – Blaze Fast-Fire'd Pizza, the recognized world leader in fast artisanal pizza, today announced that it has opened its 300th restaurant -- just two months after celebrating its sixth birthday. Founded with two locations in 2012, Blaze Pizza has built momentum and developed a cult following as it has expanded from its California base into 42 states and five countries. In recognition of its rapid growth and popularity, the brand was recently ranked the pizza category's "Brand of the Year" in an important consumer-based brand equity study and named "the fastest growing restaurant chain ever" by Forbes Magazine. In the coming year, the company is planning to open on average one new restaurant every five to six days – with its milestone 500th location projected to open by 2021.

To support its growth, the build-your-own pizza chain known for its chef-driven recipes and fun, modern restaurants also announced that it will be adding 30 new franchise partners to its current group of 55 multi-unit franchise developers. "Now that our current franchise partners are established, we're excited to add the next wave of new franchisees to our family," said Carlyne Canady, chief development officer and president of Blaze Pizza's international division. "We've just opened up a handful of territories and are inviting experienced multi-unit operators to get in touch with us to learn more about possible opportunities in their markets."

"We are well on our way to creating the next great lifestyle brand – one that positively impacts the lives of our guests, team members and communities we serve," said Jim Mizes, president and CEO of Blaze Pizza. "The authenticity of our food, plus a service culture that focuses on speed of service and the happiness of our guests, have clearly been key to our popularity and strong performance. Now as we add convenience, delivery, new product innovation and amp up our loyalty and digital marketing, we see an opportunity that is even greater than six years ago. Really, the journey has just begun."

About Blaze Pizza

Blaze Pizza is a modern day "pizza joint", serving up artisanal pizzas that are both fast and affordable. With fans lining up or ordering online each day for their custom-built pizzas, freshly made salads, house made lemonades and s'more pies, the innovative fast-casual concept has quickly become one of the hottest restaurant chains in the country. Each restaurant features an interactive open-kitchen format that allows guests to customize one of the menu's signature pizzas or create their own, choosing from a wide

selection of fresh, “clean” ingredients – all for about \$8. The generously-sized personal pizzas are then sent to a blazing hot open-flame oven – the centerpiece of the restaurant – where dedicated pizzasmiths ensure the thin-crust pies are fast-fire’d and ready to eat in just 180 seconds. Restaurants make fresh dough from scratch using a proprietary recipe developed by Executive Chef Bradford Kent (the “Pizza Whisperer”), which requires a 24-hour fermentation period to produce his signature light-as-air, crisp crust. For pizza fans with specific dietary needs, Blaze Pizza offers gluten-free dough and vegan cheese.

The first Blaze Pizza® restaurant opened on Aug. 6, 2012, in Irvine, Calif., and quickly gained attention for its chef-driven recipes, thoughtful interior design, and a service culture that celebrates individuality. Recently named #1 ‘Brand of the Year’ in the Fast Casual Top 100, the fast-growing chain currently operates 300 restaurants in 42 states and five countries, including the major metropolitan areas of Los Angeles, New York, Chicago, San Francisco, Miami, Boston and Toronto. The concept is backed by private equity firm Brentwood Associates and founding investors which include LeBron James, Maria Shriver, movie producer John Davis and Boston Red Sox co-owner Tom Werner. For more information, please visit blazepizza.com and facebook.com/blazepizza or [click here](#) to view a company video.

Media Contact:

Josh Levitt
Blaze Pizza, LLC
(949) 981-0757, josh.levitt@blazepizza.com

Blaze Pizza®, fast-fire’d®, the horizontal logo design, the proprietary name “pizzasmith” and related trademarks are the property of Blaze Pizza LLC.

###