
BLAZE PIZZA
FAST FIRE'D
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WHO IS BLAZE?

Blaze Pizza is a trailblazer in the fast-casual pizza realm – the original build-your-own, fast-fire'd pizza purveyor. Our artisanal-inspired pizzas are made in-house daily with thoughtfully sourced ingredients. We strive for unmatched customer service and quality in every slice. That is the power behind the Blaze Pizza brand and what sets us apart.

Founded in 2011, Blaze Pizza has blazed a trail of explosive success, and we currently operate in over __ states and __ countries. Our unwavering commitment to quality and speed has propelled Blaze Pizza to 330+ locations and counting. Today Blaze Pizza is a premier, international pizza franchise with accolades from Entrepreneur's Franchise 500, Fast Casual's Top 100, Franchise Times' Fast and Serious list, and QSR's Best Brand To Work For.

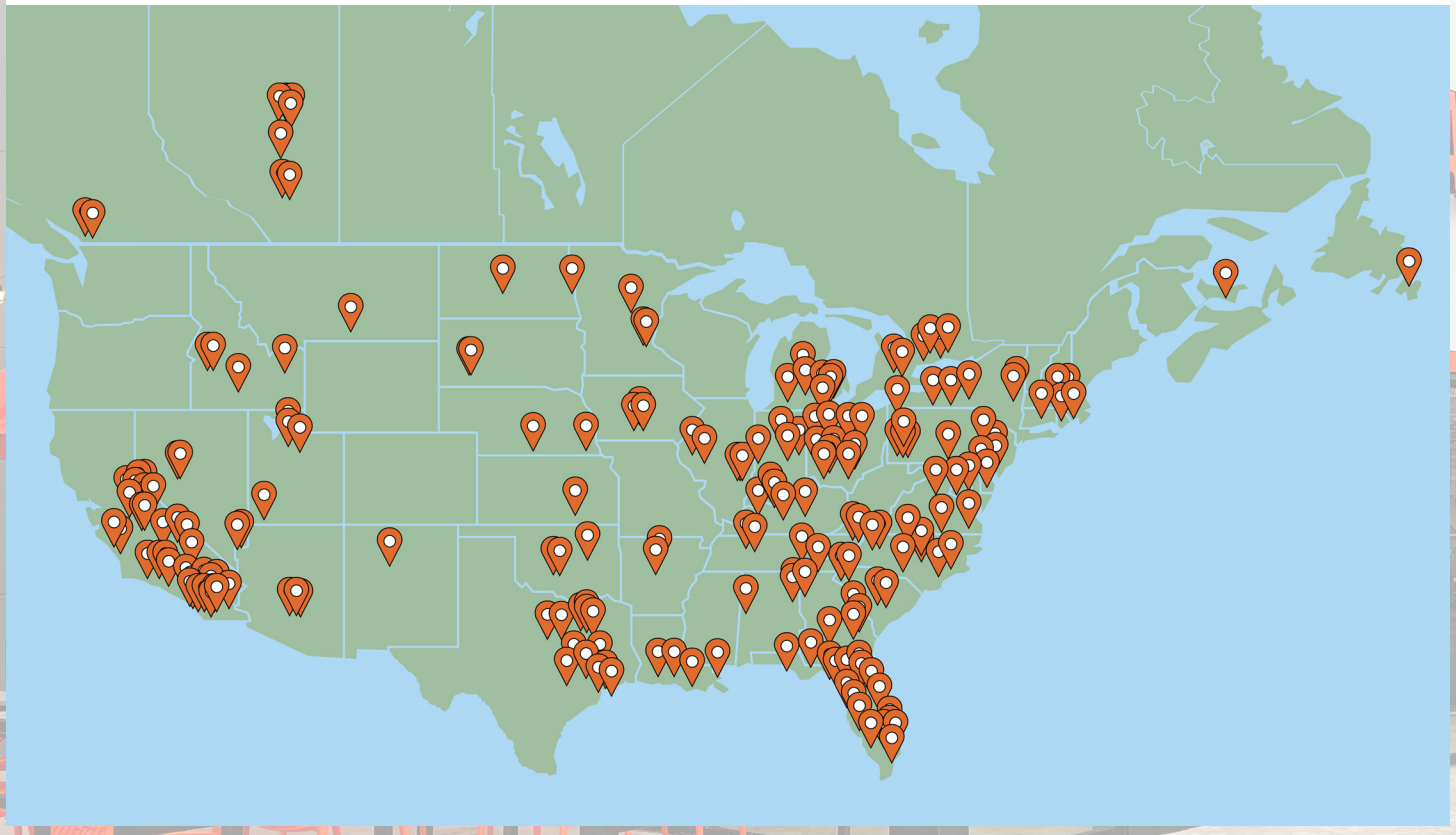
2022 FRANCHISE INNOVATION WINNER FRANCHISE UPDATE MEDIA

Entrepreneur FRANCHISE 500 RANKED 2022

QSR BEST BRAND TO WORK FOR CERTIFIED 2022

2022 fast casual TOP 100 MOVERS & SHAKERS

Blaze Locations



WHAT WE DO!

DELIVER INSANELY GREAT FAST FIRE'D FOOD

- Authentic fire-deck oven cooks pizzas in 180 seconds
- Our assembly line format makes for a fun, customizable, and transparent dining experience that celebrates the artisan and the inventive, and that lets guests feel truly connected to the good food they're about to eat.
- Comprehensive take-out and 3rd party delivery service



SERVE IN SOME ICONIC LOCATIONS

- Our flagship location at Walt Disney World was built for high-volume & fast service. With capacity to deliver 3,000 pizzas per day, it's arguably the busiest pizza restaurant on the planet.
- Our location at Crypto Arena in Los Angeles is inside one of the world's busiest and most successful sports and entertainment venues in the world, host to over 250 events and nearly 4 million guests each year.



OFFER GREAT DESIGNS & EXCEPTIONAL OPERATIONS

- Thoughtful interiors and bold exteriors
- Elite-level multi-unit franchise partners
- Our "Say Yes" hospitality to delight guests



CULTIVATE BRAND FANATICS

Strong and growing loyalty platform to activate and nurture the relationship with our loyal guests.

App Downloads	Reward Members	Email Subscribers
5.3 MILLION	**4.55 MILLION**	**4.7 MILLION**

SMS Subscribers	Social Media Followers
280 THOUSAND *Launched May '23*	**800 THOUSAND**

GRAB A SLICE OF THE BLAZE PIE...

TRADE AREA & SITE GUIDELINES

PREFERRED TRADE AREAS

We are looking for high activity trade areas that can equally serve lunch and dinner, 7 days a week. We need to be in the 'energy zone' of those trade areas.

While no individual metric carries a trade area, the following are important and considered a plus.

- Balanced daytime employment and residential population
- Population age 15 to 30 over 15,000
- Population age 30 to 45 over 12,000
- Total residential population over 50,000
- Total households over 25,000
- Average household income over $75,000
- Total employees over 35,000
- We prefer co-tenancy with other fast casual brands (Chipotle, Panera, Five Guys, Cava, etc.)

We will also consider non-traditional locations, such as airports, universities, military bases, travel centers, etc.

PREFERRED SITE ATTRIBUTES

Street Locations: To accommodate 55-65 interior seats, ideal size is 2,200 +/- square feet plus an outdoor patio. We will consider smaller or larger sites depending on expected volume.

- Frontage: 32 feet preferred, end-caps preferred
- Visibility: Unrestricted from primary access
- Parking: Ample parking to support all users in center
- Accessibility: On par (or better) than other fast casual restaurants in the trade area
- Signage: 2+ sides of signage plus monument and/or pylon
- Patio: Exclusive patio with 20-30 seats
- Zoning: To accommodate beer and wine (optional)

UTILITY INFORMATION

ELECTRICAL

- Furnish and install one 400 amp 120/208 volt, 3 phase, 4 wire clean electrical service (separately metered) with appropriately sized meter base, conduit and disconnect.
- Furnish and install 1" electrical conduit from the sub panel to the front, back and side fascia for signage.

GAS

- Furnish and install one 1600mbh gas service (separately metered) with manifold and appropriately sized regulator for a minimum pressure of 1/4" PSI (7" water column) at the Leased Premises.

GREASE INTERCEPTOR

- Furnish and install one grease interceptor with line sized for our use per local codes and regulations (typically a minimum of 1,250 gallons). Interceptors subject to vehicular traffic shall be traffic rated.

MECHANCIAL

- Furnish and install a Tenant approved mechanical system that provides 1 ton of HVAC per 125 square feet of lease space.

WATER

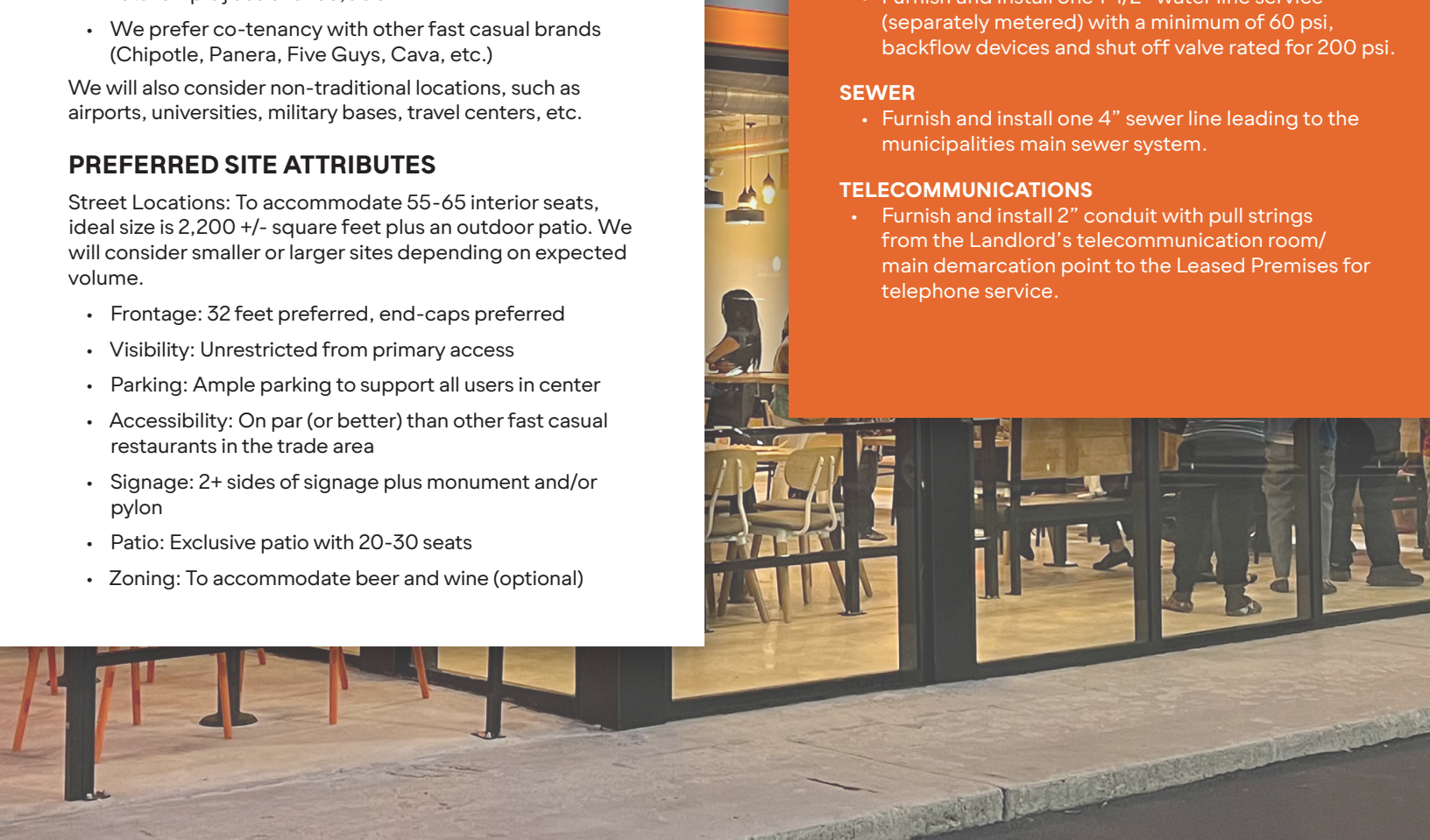
- Furnish and install one 1-1/2" water line service (separately metered) with a minimum of 60 psi, backflow devices and shut off valve rated for 200 psi.

SEWER

- Furnish and install one 4" sewer line leading to the municipalities main sewer system.

TELECOMMUNICATIONS

- Furnish and install 2" conduit with pull strings from the Landlord's telecommunication room/ main demarcation point to the Leased Premises for telephone service.



New non-traditional format leverages modern technology and allows us to consider and potentially accommodate a smaller space.





New blaze designs under developement







Visit **BlazeFranchising.com** and contact us for more information.


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Fire Deck
Wood Stone






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