



## **Blaze Fast-Fire'd Pizza Celebrates Pi Day with \$3.14 Pizzas Nationwide on Wednesday, March 14th**

*Blaze Restaurants Across North America are Hosting the Largest Pizza Party of the Year*

**March 1, 2018** – Los Angeles, Calif. – At Blaze Fast-Fire'd Pizza, the recognized world leader in fast, artisanal pizza, the details truly matter. From the exact measurements determining the proper flour to water ratio in the company's signature, scratch-made dough, to perfecting the bake time on each individual, fast-fire'd creation, team members execute with the same precision needed to solve the toughest math problems. Except this time, you can eat the results.

That's why on Wednesday, March 14<sup>th</sup>, the company will host its 5<sup>th</sup> annual international "pop-up" pizza party in honor of Pi Day with any build your own pie for only \$3.14 at the company's more than 245 locations. Commemorating Pi Day is important to Blaze because it highlights the ratio of the circumference of the world's best shape, the circle, to its diameter. Build your custom pizza, grab an ice-cold drink and celebrate this very special day with your closest friends.

"Pi Day is a great way for us to connect with guests and 'celebrate the circle' with our clean food and fast-fire'd pizzas," said Jim Mizes, president and CEO. "What started as an unconventional pizza party has turned in to a celebration that hundreds of thousands of die-hard fans look forward to every year."

Blaze Pizza is a modern day "pizza joint" serving up artisanal pizzas that are both fast and affordable. Since its first restaurant debuted in 2012, Blaze has quickly become one of the nation's hottest restaurant concepts, with fans lining up each day for the custom-built pizzas, freshly made salads, blood orange lemonade and s'more pies. 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, artisanal 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 that the thin-crust pies are fast-fire'd and ready to eat in just 180 seconds. Restaurants make their own dough from scratch using a recipe developed by critically-acclaimed 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.

All Blaze Pizza locations in the U.S. and Canada are participating except nontraditional locations at Disney Springs, Houston Airport, Los Angeles' Staples Center and George-Mason University and UCLA.

### **About Blaze Pizza**

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 2017 Fast Casual Top 100, the fast-growing chain currently operates over 245 restaurants in 38 states and Canada, including the major metropolitan areas of Los Angeles, New York, Chicago, San Francisco, Dallas, Las Vegas, Boston, and Toronto. Founded by Elise and Rick Wetzel (co-founder of Wetzel's Pretzels), the concept is backed by private equity firm Brentwood Associates and founding investors that include LeBron James, Maria Shriver, movie producer John Davis and Boston Red Sox co-owner Tom Werner. For more information, visit [www.blazepizza.com](http://www.blazepizza.com) or [www.facebook.com/blazepizza](https://www.facebook.com/blazepizza) or [click here](#) to view a company video.

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