



Media Contact:

Joshua Levitt

Morgan Marketing & Public Relations, LLC

(949) 261-2216, joshua@mmprr.biz

**Blaze Fast-Fire'd Pizza Recognized as a Top 20 "Mover & Shaker" in
Fast Casual's Annual Ranking**

Build-Your-Own Pizza Chain Ranked As Leading Pizza Concept

May 23, 2013 – Pasadena, Calif. – Blaze Fast-Fire'd Pizza, the leader in the fast casual build-your-own pizza category, today announced its recognition as one of this year's "Top 100 Movers & Shakers" ranked by [Fast Casual](#), an internet publication which focuses on the casual dining industry. Blaze Pizza was listed at number 19, the only pizza concept listed in the top 20, along with brands including Firehouse Subs, Chipotle, and Smashburger.

The "Top 100 Movers & Shakers" feature recognizes the top brands in the industry based upon "innovation, growth, social responsibility and overall contribution to the fast casual segment." Along with the list of industry-changing restaurants, judges also acknowledged top industry executives, innovative menus, and the most effective food and technology trends.

"We are thrilled that Blaze has been recognized as one of the nation's top fast casual chains," said Elise Wetzel, president of Blaze Pizza. "We look forward to continuing our expansion, and to introducing our fast-fire'd pies to pizza fans across the country."

Blaze Pizza uses an assembly line format (similar to Chipotle Mexican Grill®) to create artisan pizzas at lightning fast speed – all for about \$7.00. Each Blaze Pizza restaurant makes its own dough from scratch using a recipe that requires a 24-hour fermentation period to produce its signature light-as-air, crisp crust. Guests watch as each perfectly proofed dough ball is pressed into a generous 11-inch crust. Next, they travel down the assembly line to "co-create" a signature pizza or design one of their own -- with over 40 artisanal toppings to choose from. Pizzas are "fast-fire'd" in a blazing-hot oven and ready in a scant 120 seconds. Blaze Pizza's menu also features signature salads, fresh lemonades, craft beer & wine and house-made S'more Pies. For pizza fans with specific dietary needs, Blaze Pizza offers gluten-free dough and vegan cheese.

About Blaze Pizza

A creation of Elise and Rick Wetzel (founder of Wetzel's Pretzels), the concept is backed by investors including Maria Shriver, movie producer John Davis and Boston Red Sox co-owner Tom Werner, and includes the talents of highly acclaimed Executive Chef Bradford Kent. Blaze

Pizza's seasoned executive team brings quick-serve restaurant experience from numerous concepts including Buffalo Wild Wings, Chipotle Mexican Grill, Panda Express, McDonalds, and Carl's Jr. The company, which Forbes.com named a "*Hot New Restaurant Chain from an Established Brand*," is currently accepting applications to develop franchise stores across the country. For more information, please visit www.blazepizza.com or www.facebook.com/blazepizza.

Blaze Pizza, LLC

530 S. Lake Ave, Suite 280
Pasadena, CA 91101

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