



# Blaze Fast-Fire'd Pizza opens first Chicago location

December 30, 2013 by Bentley Hibbard

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Blaze Fast-Fire'd Pizza recently announced the opening of its first Chicago location in Lakeview.

Blaze Pizza offers fast, custom artisanal pizzas at reasonable prices by utilizing an interactive assembly line format similar to the Subway or Chipotle model.

Blaze Pizza uses made-from-scratch dough, fresh veggies, artisanal meats and cheeses, and a choice of more than 40 fresh-made sauces to create 11-inch pizzas baked in front of each customer. Pizzas are "flash-fired" in an extremely hot oven, fully cooking in three minutes. The menu also features signature salads, craft beer and wine, and dessert pies, as well as gluten-free and vegan options.

Blaze Pizza, founded by Elise and Rick Wetzel, the co-founder of Wetzel's Pretzels, is expanding rapidly with a development pipeline of 239 franchise stores in more than 19 states. The brand is being developed in Chicago through a partnership with Levy Family Partners under a 15-store franchise development agreement.

The first Chicago store, located at 953 W. Belmont Avenue between Sheffield and Clark, is directly adjacent to the Belmont L.

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