



### **Blaze Fast-Fire'd Pizza Ignites New Value Platforms**

*\$5 Lunch Hack and 2 for \$10 Carryout Offers Further Support Brand's Goal of Making Artisanal Pizza Accessible to All*

Los Angeles, CA – January 3, 2019 – Blaze Fast-Fire'd Pizza, the recognized world leader in fast artisanal pizza, today announced that it is blazing a new trail when it comes to value, unveiling offers geared toward busy lunch time guests and carryout fanatics on the go. Guests can now purchase the \$5 Lunch Hack, which features any build-your-own half pizza, Monday to Friday, from restaurant open until 4:00 p.m. for just \$5. Or, for a little more, guests can grab a Take Two and add a side salad or four dough knots to their half pizza to create the ultimate meal. At the same time, Blaze is also offering a carryout deal of two nitrite-free pepperoni pizzas for just \$10, available exclusively through online ordering and the Blaze Pizza app.

“Using scratch-made dough, totally clean ingredients and pizzas cooked by fire, Blaze has always offered the best quality pizzas at an insanely good value,” said Jim Mizes, president and CEO of Blaze Pizza. “But in 2019, we’re taking it to the next level, leveraging these new platforms to help us deliver the most deliciously accessible pizza on the planet.”

These deals are available in the U.S. only, for a limited time at participating locations.

Since 2012, Blaze Pizza has been serving artisanal pies that are both fast and affordable. Each restaurant features an interactive open kitchen format that allows guests to customize one of the menu’s signature pizzas or create their own. Each pizza features made-from-scratch dough crafted in-house daily and all ingredients are free of artificial colors, flavors and preservatives. Pizzas are finished in an open flame oven, which fast-fire’s each creation in just three minutes. For guests with special dietary needs, Blaze offers gluten-free dough and vegan cheese.

#### **About Blaze Pizza**

Recently named the #1 “Brand of the Year” in the Fast Casual Top 100 and #1 “Fast & Serious” Franchise by Franchise Times, Blaze Pizza has built momentum and developed a cult-like following as it expands across the country. 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](http://www.facebook.com/blazepizza) or [click here](#) to view a company video.

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