

1/2/13 at 2:20 PM

## Blaze Pizza Busting Out With Several More Locations in 2013

In more propagating pizza news, [Blaze Pizza](#), the flash-fired concept [targeting Adam Fleischman's milkshake](#) in Irvine and Pasadena, has signed an agreement with Torrance-based Sajha, LLC. (which operates locations of Which Which and Cold Stone Creamery) to open three franchised stores in Southern California, the first of which is due this spring at an unannounced address. Blaze, which was founded by the owners of Wetzel's Pretzels, has an additional ten units planned in the region this year, with franchising opportunities already available in 34 other states. Clearly, the budding brand is emerging as the current placeholder in the race to dominate the ultra-fast, assembly-line, thin-crust pizza market that began when Fleischman first sprung 800 Degrees on Westwood last year.

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