

Inside Business - Pizza Factory to Increase its Share of the Pie in Estes Park

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Adored for its great-tasting menu items and an environment unmatched among pizza competitors, Pizza Factory, has announced a franchise growth strategy targeting Estes Park. The family-friendly pizza shop, with more than 110 locations in six states, has set into motion a strategy that aims to provide their renowned high-quality product, give back to the community and develop strong

bonds with their neighbors in Estes Park.

"The role we play goes well beyond just being the best place in the neighborhood for pizza," said Mary Jane Riva, president and CEO of Pizza Factory. "We create opportunities for Estes Park residents to live and work in their hometown while building a business of their own. We are growing our footprint into neighborhoods big and small where we know our awesome people, product and philanthropic partnerships will be valued and Estes Park has exactly what we are looking for."

Pizza Factory has established a solid reputation already in the West and its growth strategy reflects this stronghold on the region, where it can properly support locations through marketing and operations programs. The high-level of support Pizza Factory offers its franchisees has provided significant scalability for franchisees, many of which have opened multiple locations or have plans to do so.

With a strategic plan in place, Pizza Factory will grow into Estes Park and is now accepting franchisee inquiries from local residents that have a passion for their hometown.

"We also have a strong commitment to helping our franchisees reach their performance and growth goals," said Riva. "The majority of our franchisees work in their restaurants and live in the communities they serve. They care deeply about their customers, their business and making a difference. We assist in every way possible to ensure our franchisees' restaurants radiate the



welcoming neighborhood feel we all have come to know and love."

The brand's slogan "We Toss'Em, They're Awesome!" is well-known among guests who cherish their hand-tossed pizzas, as well as the fresh, handmade pastas, sandwiches, and salads featured on the menu. Unlike similar pizza concepts, Pizza Factory uses only fresh, hand-grated 100 percent mozzarella cheese, slow cooked meat sauce and meatballs that are hand rolled in-house. The fast-casual pizzeria allows guests to order at the counter before their food is delivered tableside.

In support of the towns Pizza Factory calls home, it launched the well-known "No Bully Zone" program that raises awareness about the prevalence of bullying in schools and throughout the community. Through community partnerships, Pizza Factory fights to put an end to harsh bullying wherever and whenever it occurs. In addition, Pizza Factory also offers fundraising programs to support local schools, youth sports leagues, as well as other community groups and organizations.

To learn more about Pizza Factory, visit <http://pizzafactory.com>. For information about available franchise opportunities, visit <http://pizzafactoryfranchises.com/>.