



Blaze Signs Multi-Unit Deal for Wisconsin with Dianne Mayer

June 7, 2019



Blaze Fast-Fire'd Pizza announced it has signed a multi-unit deal for Wisconsin with seasoned franchise operator and businesswoman Dianne Mayer.

From its inception in 2012, Blaze Pizza has built momentum and developed a cult-like following as it expanded from its California base to bringing over 330 restaurants into 41 states and five countries.

Mayer's deal with Blaze Pizza includes the opening of six Blaze Pizza locations throughout Madison, Appleton, Fox Valley and Green Bay. The first site will be situated outside Fox River Mall in Appleton and is expected to open by the fall of 2019.

"After meeting with Blaze Pizza's leadership team, I completely fell in love with the concept," says Mayer. "With quality products and innovative operations, the company is clearly at the forefront of its industry. Blaze is changing the way consumers can enjoy a pizza, and I'm thrilled to be a part of the brand's momentum in Wisconsin."

Prior to joining Blaze Pizza, Mayer developed her restaurant ownership expertise as a multi-unit franchisee for Culver's. Adding locations since 2001, she currently owns and operates nine Culver's restaurants throughout the Midwest. Her team's insight on multi-unit operations and their franchising familiarity expertly position them for success with Blaze Pizza.

"Dianne's charisma, leadership mentality and restaurant portfolio make her an ideal franchise partner," adds Carlyne Canady, President International, Chief Development Officer for Blaze Pizza. "She has an impressive track record in the franchise industry, and we have the utmost confidence in her ability to grow the brand's footprint in Wisconsin."

Blaze Pizza is a modern day “pizza joint” serving up artisanal pizzas that are both fast and affordable. With fans lining up or ordering online each day for their custom-built pizzas, freshly made salads, house made lemonades and s’more pies, the innovative fast-casual concept has quickly become one of the hottest restaurant chains in the country.

Each restaurant features an interactive open-kitchen format that allows guests to customize one of the menu’s signature pizzas or create their own, choosing from a wide selection of real ingredients that are free of artificial colors, flavors, preservatives and sweeteners. The generously-sized pizzas are then sent to a blazing hot open-flame oven – the centerpiece of the restaurant – where dedicated pizzasmiths ensure the artisanal pies are fast-fire’d and ready to eat in just minutes. Restaurants make fresh dough from scratch using a proprietary recipe developed by Executive Chef Bradford Kent (the “Pizza Whisperer”), which requires a 24-hour fermentation period to produce his signature light-as-air, crisp crust. For pizza fans with specific dietary needs, Blaze Pizza offers gluten-free dough and vegan cheese.

The brand’s business model, made up of extensive site selection procedures, training programs and marketing support, is designed to attract individuals and operator teams with a strong business acumen, proven restaurant industry success and an interest in multi-unit franchising.