



10 Restaurants Positioned to Endure the COVID Pandemic

By Ben Coley | July 2020



Blaze Pizza

In the fall, Blaze launched larger pizzas as part of an initiative to grow its digital delivery and carryout business, so pieces were already in place. During the pandemic, the fast casual onboarded Uber Eats—along with its existing partnerships with Postmates and DoorDash—and added contactless delivery. In addition, it introduced

curbside carryout in about three weeks, which is now approaching 10 percent of sales. Digital is mixing 125 percent higher than it did pre-COVID. The Pasadena, California-based chain also created new family bundles and started a weekly Instagram program with chef Brad Kent, who showed viewers how to make pizzas with Blaze's DIY pizza kits. Additionally, Blaze drew national media coverage with a one-day promotion of its White Claw pizza on June 19. The dough was made fresh in the restaurant, with flour, yeast, extra virgin olive oil, salt, a pinch of sugar, and Mango White Claw instead of filtered water.