



Blaze Fast-Fire'd Pizza targets Houston for expansion

By Katherine Feser | August 24, 2015

Blaze Fast-Fire'd Pizza, a chain that boasts pizza ready in three minutes, is expanding in the Houston market.

The fast-casual pizzeria has opened two locations so far: Woodlake Square at 9600 Westheimer and 16100 Kensington in Sugar Land. Deals are in under negotiation for 10 more, according to David Littwitz of EDGE Realty Partners.

Blaze Pizza is the latest of several pizza chains expanding in Houston. See story here.

EDGE Realty Partners is representing the franchise in its site selection in the Houston market, with Tasha Bason and Debbie Adams handling the assignment. Blaze Pizza is scouting out locations with 1,900 square feet to 3,000 square feet in areas south of Interstate 10 with strong daytime populations and high traffic counts.

Customers go through an assembly line where they select toppings for their pizza, which is quickly cooked in an open hearth oven with flames on three sides. Gluten free dough and vegan cheese are among the options.

Blaze Pizza, which made its debut in 2012, frequently places its locations next to similar contemporary fast-casual brands such as Chipotle, Five Guys Burgers and Fries, and Panera Bread, the company says.

The chain was founded by Elise and Rick Wetzel (co-founders of Wetzel's Pretzels) and is backed by investors including LeBron James, Maria Shriver, Boston Red Sox co-owner Tom Werner and movie producer John Davis.

Blaze Pizza operates more than 80 locations in 20 states and plans to have 200 locations by the end of next year.

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