



## Blaze Fast-Fire'd Pizza continues SoCal expansion

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Blaze Fast-Fire'd Pizza has signed a lease for its next location, which will be located in Rolling Hills Plaza at 2625 Pacific Coast Highway in Torrance, Calif. Scheduled to open in late May, the 70-seat, 2,500-square-foot Blaze Pizza location will feature a casual design along with its signature assembly line format and open-hearth oven.

The addition of the Torrance store is part of an aggressive plan to build 25 Blaze Pizza stores in Southern California by the end of 2014. The Torrance restaurant is the first location to be announced by Rolling Hills BP LLC under a recently signed five-store franchise development agreement.

Blaze Pizza is currently in final lease negotiations for four additional Los Angeles-area locations and is filling its pipeline with more restaurant sites to keep up with franchisee demand.

"We're thrilled by the positive response our concept has received, and are excited to be opening more locations," said Elise Wetzel, president of Blaze Pizza. "We're looking forward to announcing future expansion into markets beyond Southern California, as we partner with select franchisees to roll out Blaze Pizza **across the country.**"

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