

Firo Fire Kissed Pizza Targets Texas As Part of an Aggressive Franchising Program

Oklahoma-based, build-your-own-pizza concept sets sights on Dallas and Fort Worth

LAWTON, OKLAHOMA, UNITED STATES, July 7, 2016 /EINPresswire.com/ -- Firo Fire Kissed Pizza, an artisan pizza and authentic Italian gelato concept that offers high-quality products and experience at an affordable price, is quickly making a name for itself in Lawton, Oklahoma, and is bringing its success to markets across Texas.

Firo recognizes the exponential growth of the build-your-own meal craze in the fast casual market, so it's leveraging increased popularity and growing reputation to become the go-to artisanal pizza provider in the Dallas and Fort Worth region.



“People are craving unique options when dining out and we couldn’t be more excited to bring our one-of-a-kind pizza concept to Texas,” said Al Ryan, vice president of operations for the franchise. “Firo has become a premier restaurant in our region and now we have a prime opportunity to take this winning concept and replicate it in Dallas and Fort Worth.”

“

People are craving unique options when dining out and we couldn’t be more excited to bring our one-of-a-kind pizza concept to Texas

Al Ryan, vice president of operations

Firo is actively seeking qualified candidates to become single or multi-unit owner-operators in the DFW market, a high-growth region slated to continue rapid expansion into the foreseeable future. Given the market size, Firo anticipates adding at least 5 to 7 restaurants in the region with the right franchisees.

“We’re already having great conversations with prospects in the Dallas region and can’t wait to solidify our presence here,” Ryan added. “Now is the time for the right owner-operator to join our system and establish Firo in this market.”

Launched in 2014, Firo has distanced itself from competitors through a diverse menu of fresh artisan pizza ingredients like prosciutto, sopressata, Gorgonzola and artichoke hearts. The concept adds to that an extensive build-your-own salad bar option and authentic Italian gelato for a true Italian experience.

“I have become a ‘Firomaniac’ after digging into both their product as well as their franchise infrastructure,” said David Omholt, CFE, a Dallas-based franchise expert and the CEO of The Entrepreneur Authority and Veteran Franchise Centers. “They have systems in place that some mature franchisors never roll out. The DFW market is poised for such an offering in the better-pizza

space and consumers will see and taste the difference. It's palpable.”

Firo is looking for savvy entrepreneurs to join its growth across Texas – and beyond – and is offering exclusive access to the [Firo Pizza brand](#), recipes and procedures, vendors and ongoing training.

About Firo Fire Kissed Pizza

Lawton, Oklahoma-based Firo Fire Kissed Pizza is a growing fast-casual food franchise that provides guests a highly customized artisan pizzas, fresh salads, and homemade gelato. Patrons experience a Tuscan-style atmosphere and sit-down restaurant experience at a value-oriented price point within a fast food timeframe. Authentic, high-quality menu items set the concept apart from other quick service restaurants and meet the growing demand of consumers with a preference for fast-casual, customizable pizza dining experiences.

To learn more about franchise development opportunities, visit firopizzafranchising.com, email franchise@firopizza.com or call 469-554-0727.

Bob Spoerl
TopFire Media
708.249.1090
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.