

# Unique Pizza's (OTC Pink: UPZS) Bold Moves Strengthen Its Presence in Growing Pizza Markets of U.S. and China

*The pizza industry is largely dominated; Pizza Hut, from Yum! Brands (NYSE: YUM ), Papa John's International (NASDAQ: PZZA), and Domino's Pizza (NYSE: DPZ).*

BOCA RATON, FL, USA, June 4, 2014 /EINPresswire.com/ -- Speculators and investors see the potential of [Unique Pizza \(UPZS\)](#). The pizza industry is largely dominated; Pizza Hut, from Yum! Brands (NYSE: YUM ), Papa John's International (NASDAQ: PZZA ) , and Domino's Pizza (NYSE: DPZ).

With a series of recent and upcoming moves, Unique Pizza and Subs (OTC Markets Groups Inc.: [OTC Pink: UPZS](#)) reaffirms its significant upside potential across several global pizza markets. Capitalization on a Chinese pizza market said by the Wall Street Journal to be “obsessed with pizza,” expansion through efficient, streamlined franchise opportunities, and a soon-to-be-announced partnership all add up to just a small handful of ways that Unique Pizza has positioned itself to be one of the future industry leaders.



Currently trading at a modest .034 with a healthy volume, a quick glance at UPZS's history reveals its uncanny ability to surge, and taking into account the company's recent game-changing activities, the upside of UPZS could be substantial.

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Wealth is not a pizza, where if I have too many slices you have to eat the Domino's box.”

*P. J. O'Rourke*

Perhaps the most promising of Unique Pizza's current ventures is its implementation of an EB-5 Visa Program which will allow the company to pursue immigrant Chinese investors aiming to put forth a significant venture capital investment. The [EB-5 program](#), which is designed to foster job creation in

the U.S. by way of foreign investing, generated \$1.8 billion in investments in 2012, with China producing the lion's share of that capital. In fact, reports from last year indicated that in 2012, China invested a new record of \$54.2 billion in the United States. Additionally, Unique Pizza already has several investment sources within the EB-5 program.

But Unique Pizza has wisely chosen not to limit itself to just China-based investment resources via EB-5. Instead, the company plans to franchise its shops locally wherever investments are received. This means capitalizing on a Chinese market where iconic American foods are booming, as both fast food restaurant chains and exporters of cheese, such as Kraft and Costco, are experiencing massive amounts of growth.

According to Unique Pizza's President and CEO, James Vowler, "this will allow potential investors to see, touch, and taste their investment beforehand, and allow them to be fully trained before their life-changing move."

Vowler went on to hint at a new partnership with a firm that will help facilitate cross-border transactions with Chinese investors. Insiders are also buzzing about a soon-to-be-announced addition adding invaluable experience to the already decades-old company.

While the Chinese marketplace offers Unique Pizza opportunities for expanding its portfolio and resources, the company maintains a strong core at home in America, especially in Pennsylvania, where Unique Pizza originated and over 30 pizza shops deliver homestyle pizza to a large, repeat customer base. In addition to its presence throughout the Keystone state, Unique Pizza claims franchises as far as California. The company claims that its ultimate goal has always been for its singular brand of franchising to provide its patrons with the consistency of a large corporation while maintaining the quality of "a mom and pop" pizza place. Perhaps the number one mark of Unique Pizza's success is its commitment to the personalization of both its customer base and investor base alike, a rarity for any publicly traded franchise.

And no matter which suit you wear: investor, customer, or just plain pizza aficionado, the undeniable truth is that the pizza industry is blowing up now even bigger than ever before. Well over 70,000 pizza shops are flourishing in the U.S. alone, with Domino's, who enjoy one of the biggest slices of the pie, generating nearly \$2 billion of revenue in 2013.

It is estimated that a staggering 97% of adults in the United States eat pizza, with the overwhelming majority of that figure regularly purchasing from pizza restaurants. When these numbers are tallied alongside the recent estimate by industry experts that the core consumer base in China will also double over the next year to over 600 million people, it becomes clear that Unique Pizza's strong presence in both markets make the company poised for big gains in 2014.

#### About Unique Pizza and Subs

Pittsburgh, PA-based Unique Pizza and Subs Corporation is focused on worldwide frozen pizza production and distribution as well as its legacy business of franchising, conversions, and ownership and operation of pizza and sub shops.

[www.uniquepizza.com](http://www.uniquepizza.com)

Put Unique Pizza (OTC Pink: UPZS) on your radar today!

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