

Unique Pizza's (UPZS : OTC.PK) Growth Surge Recalls Early Stages of Domino's (DPZ: NYSE)

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BOCA RATON, FL, USA, July 21, 2014 /EINPresswire.com/ -- With a series of sweeping moves throughout the first half of 2014 designed to foster growth and expansion, it comes as no surprise that [Unique Pizza and Subs \(OTC Pink: UPZS\)](#) is experiencing a surge across multiple channels. In recent weeks the stock has increased its overall volume with a more than 300% increase to its base share price. Despite the increase, [UPZS](#) is still trading at a price of .0297 cents per share, a rate that could pay off big for investors looking to get in on the ground floor of next big pizza franchise.

While the pizza franchise market may appear at first to be too cluttered, fronted by multiple industry giants like Domino's (NYSE:DPZ) and Papa John's (NASDAQ: PZZA) as well (PZZI) Pizza Inn Holdings , the reality is that massive room for growth still exists. Domestic sales for both of those companies soared in 2014, with Domino's reporting an increase of 4.9% and Papa John's posting a 9.6% jump in the first quarter of the year. In 2013, Domino's generated almost two billion in revenue, and it is estimated that 97% of Americans eat pizza. Meanwhile, pizza industries in foreign countries have exploded as well, spearheaded by a fast-growing Chinese market where a nationwide obsession with American food trends and fast food culture has rocketed pizza franchises to premium financial status in the country.

The UPZS surge, fueled by a significant presence in international markets, feels reminiscent of the massive upswing experienced by Domino's in the mid-eighties when the company opened several international locations in quick succession, securing its place as a worldwide leader in the pizza restaurant industry.



Unique Pizza and Subs has quickly catapulted to the forefront of the 21st Century international pizza phenomenon with some timely moves, the most recent of which took place in May when the Company signed a Letter of Intent with Larasan Pharmaceutical Corp. Larasan promotes and distributes health-enhancing products across more than a million retailers in both the U.S. and Asia. The combined market potential of all these retailers amounts to a prospective customer base of over two billion people that Unique Pizza has only begun to tap into.

Unique Pizza's frozen individual pizzas will be distributed among many of these locations, with Larasan earning a compensatory fee. James Vowler, CEO of Unique Pizza, referred to Larasan as "an ideal transnational distribution partner" and was quick to call the accompanying deal "a game-changer".

Concurrent to Unique Pizza's international dealings, the company has also made significant strides at home in recent weeks, the most apparent of which is a redesigned website that features a new, modern layout, showcasing a revamped, printable restaurant menu, details about franchising opportunities, as well as news and information for investors. Unique Pizza's mission wisely includes not only its frozen food sales, but also some finely detailed franchising standards outlined on the website for future partners.

The Company's leadership is fully aware that sustained financial success requires resources applied throughout all possible markets associated with the pizza business.

Speaking of which, the drive of James and William Vowler (CEO and VP, respectively) to not only create a distinguishable brand, but also to back it up with a truly quality product, is apparent from the results that the Company has achieved in recent weeks. James Vowler has owned and operated pizza shops for more than 20 years, and that experience coupled with William's prestigious background in business finance _ which includes a tenure at Harvard Business School _ makes for a strong foundation on which to base the next big international pizza conglomerate. With chain stores already booming in several U.S. states in addition to its burgeoning presence in Asia, Unique Pizza is already well on its way there.

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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.

Safe Harbor Statement

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 27E of the Securities Act of 1934. Statements contained in this release that are not historical facts may be deemed to be forward-looking statements. Investors are cautioned that forward-looking statements are inherently uncertain. Actual performance and results may differ materially from that projected or suggested herein due to certain risks and uncertainties including, without limitation, ability to obtain financing and regulatory and shareholder approval for anticipated actions.

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