



US pizza chain offers c-store concept

International pizza chain Pizza Inn announced a non-traditional licensing model called Pizza Inn Express (PIE), geared towards convenience stores, airport, or entertainment venues.

The PIE model allows customers to order and pay at a kiosk for grab-and-go or pick up their food at a designated spot, offering them a fast and seamless experience.

Something that fits into \$575 billion convenience store industry whose 70% of sales is attributed to in-store purchases.

"It's a branded concept that's attractive enough to be the permanent centerpiece in a travel center or airport, yet nimble enough to provide the same benefits traditional operators get from a food truck," said Bob Bafundo, president of Pizza Inn.

Pizza Inn, a subsidiary of RAVE Restaurant Group, has a strong presence in the southeastern part of the United States where the convenience store segment has the nation's highest grouping of independent operators.

Pizza Inn expects to have its first prototypes operating within the next 90 days.