DETROIT, MI - June 23, 2017 – Little Caesars® Pizza, the world’s third-largest pizza chain* and voted ‘Best Value in America’**, is taking another step in its continued international expansion with the opening of its first-ever South American restaurant located in Santiago, Chile. Their grand opening on June 15 continues the brand’s rapid growth in Latin America, including stores in Mexico, Costa Rica, El Salvador, Guatemala, Honduras, and Panama.

With increasing demand for takeaway in Chile, Little Caesars and its area franchisee, Premier Caesars Chile SpA, plan to seize the growth opportunity for the company’s HOT-N-READY® model with plans for an additional 30 locations in that country. HOT-N-READY® means pizza hot out of the oven and ready when customers are. No need to call ahead, no need to wait and no limit! With Little Caesars HOT-N-READY pizza, customers get the convenience of going in and out in 30 seconds or less.

In addition to convenience, Little Caesars Pizza is known for its affordability, and was named the Best Value in America of all U.S. fast food and pizza restaurant chains for the past ten years.** The new Santiago restaurant will offer a large HOT-N-READY classic pepperoni or cheese pizza for just 5,000 Chilean Pesos.

“Customers crave value, but value goes well beyond just price,” said Little Caesars Pizza Senior Vice President of International, Paula Vissing. “At Little Caesars Pizza, we see value as the relationship between price, quality, taste, and convenience. Our menu is designed to satisfy those hunting for a great deal and great quality food.”

With the opening of the Santiago location, Little Caesars Pizza will operate restaurants in 6 out of 7 continents – North America, South America, Asia, Australia, Europe and Africa. Along the way, the company has consistently seen great demand for its value, convenience, and quality.

“As we’ve grown throughout the world we’ve seen that the factors that have contributed to Little Caesars’ growth in the U.S. – our fresh, never frozen pizza, and unparalleled value and convenience – continue to please a new set of customers internationally,” said Vissing. “Our HOT-N-READY model is unique among quick service restaurants and we’re excited to be able to introduce it to new markets in South America and around the world.”

Grand opening celebrations for the Santiago restaurant took place on June 15th and included a variety of fun games and giveaways, as well as HOT-N-READY pizza from Little Caesars for nearby university students and local residents.

*Third largest pizza chain in the world – based on net number of stores in 2016.
**Highest-Rated Chain, Value for the Money based on a nationwide survey of national quick-service restaurant consumers conducted by Sandelman & Associates 2007 - 2016
About Little Caesars Pizza

Headquartered in Detroit, Michigan, Little Caesars® is the largest carryout-only pizza chain in the United States. Founded in 1959 as a single, family-owned restaurant, Little Caesars has become the third largest pizza chain in the world and today has stores in all 50 U.S. states, as well as 22 countries and territories worldwide.

Known for its HOT-N-READY® pizza and famed Crazy Bread®, Little Caesars has been named “Best Value in America” for ten years in a row. Little Caesars products are made with quality ingredients, like fresh, never frozen, mozzarella and Muenster cheese, dough made fresh daily in the stores and sauce made from fresh-packed, vine-ripened California crushed tomatoes.

An exceptionally high growth company with more than 58 years of experience in the nearly $135 billion worldwide pizza industry, Little Caesars is continually looking for franchisee candidates to join our team in markets around the world. In addition to providing the opportunity for entrepreneurial independence in a franchise system, Little Caesars offers strong brand awareness with one of the most recognized and appealing characters in the country, Little Caesar.

1Largest carry-out only pizza chain in the US – based on net number of stores in 2016
2Third largest pizza chain in the world – based on net number of stores in 2016

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