

# South Charlotte WEEKLY

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Serving The Arboretum, Ballantyne, Blakeney, Cotswold and SouthPark communities

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## Culinary



## What's cooking *in south Charlotte*

### **Ballantyne Village's Extreme Pita to expand, seeks more franchisees**

It's a Canadian invasion of the tastiest kind. Ontario-based Extreme Pita will expand from its Ballantyne Village location to open a second Charlotte eatery. The franchise agreement was signed this week and a location has yet to be determined. The company plans to open as many as 10 to 15 more stores in the area in the next five years.

"There's a real opportunity for us to carve out a niche market in Charlotte," said Ray Zandi, Extreme Pita's vice president of U.S. development. "With a large population that has a sizeable segment tending toward health-consciousness, Charlotte is a natural fit for our vision of inspiring healthy living."

The company's menu customizes every rolled pita to diners' tastes and pitas are grilled in front of customers with water, not oil. Consumers also know the nutritional components of every menu item, down to the gram.

Extreme Pita is seeking single- and multi-unit franchisees, as well as area developers, to develop the local Extreme Pita network. The average cost to open an Extreme Pita is \$200,000-\$270,000 for a standard, 1,000- to 1,200-square-foot location and a \$20,000 franchise fee.

Contact Zandi at 480-515-6250 or e-mail [rayz@extremepita.com](mailto:rayz@extremepita.com) for franchising opportunities. Visit [www.extremepita.com](http://www.extremepita.com) for more information.