

News From



1400 Toastmaster Drive, Elgin, Illinois

Little Caesar's Approves Middleby Marshall WOW! Oven® Technology

Elgin, Ill. (September 5, 2008) – Middleby Marshall and the Independent Organization of Little Caesar's Franchisees (I. O. L. C. F.) have received approval from Little Caesar's for sales of the WOW! Oven to their franchisee pizza stores.

The WOW! Technology has been tested, approved and is now in use by the world's five largest pizza chains.

“We are thrilled that the WOW! Oven has been approved by Little Caesar's with the cooperation of the I. O. L. C. F. and successful franchisees,” said Mark Sieron, President of Middleby Marshall.

The Middleby Marshall WOW! Oven has patented technology that not only clocks the fastest cook times in the conveyor pizza oven industry, but the energy-saving technology cuts monthly utility bills by more than 30 percent according to independent studies.

“We are excited about our stores entering a new era with the WOW! Oven technology, and proud of our relationship with Middleby Marshall,” said Todd Messer, Executive Director, I.O.L.C.F. “We are very happy with the energy savings, improved operational flow of product, and a better, faster bake time achieved through our evaluation and testing.”

Little Caesar's built more domestic stores than any other pizza chain in 2007, and is recognized as the world's largest carry out pizza chain. Little Caesar's has pizza stores on five continents around the world.

Currently there are more than 3,000 WOW! Ovens installed around the world, cooking more than 1 million pizzas every day. For more information on Middleby Marshall and WOW! Ovens visit www.middleby-marshall.com