

Apache Pizza cheeses the day with 300 new jobs across Ireland

[Apache Pizza](#) expands across Ireland as lockdown sales soar to 5.3m pizzas and 17pc growth.

Apache Pizza is to create 300 new jobs across Ireland with the opening of 20 new stores in the next six months, bringing total employment to 2,740 people across 190 stores.

Stay at home customers ordered 5.3m pizzas from Apache Pizza during Ireland's lockdown with soaring sales continuing to fuel rapid expansion and job creation at the popular Irish pizza chain.

The pandemic only served to add more flavour to Apache's business after it recorded a 12pc increase in online sales last year and 17pc growth in sales overall during the first four months of 2021.

The company also recorded 12pc growth in sales overall during 2020 which resulted in the creation of 195 new jobs and 13 new store openings last year as it strengthened its position as Ireland's largest pizza chain.

Things can only get cheddar

The 300 new jobs include roles as supervisors, managers, customer service representatives and delivery couriers. The company is also seeking franchisees who want to flourish in their local cities and towns.

2021 is also a landmark year for Apache Pizza and it celebrates 25 years in business.

Apache Pizza was founded in Dublin in 1996 by Robert Pendleton and his wife Emily Gore Grimes. The couple no longer manage the business. It is now owned by Food Delivery Brands, the largest and most geographically diversified pizza delivery master franchiser in the world by store numbers and by OKR Group, Ireland's leading QSR franchise operator.

"Apache Pizza is the market leader for pizza delivery in Ireland with 169 stores wherever people want quality pizza. We are local to homes, businesses and schools. Being local is what is driving our plan to open 20 new stores and to create another 300 new jobs by the end of this year," said Martin Lyons, CEO of Apache Pizza.

"Apache Pizza is an incredible success story and we are delighted to celebrate 25 years in business this June. We currently employ 2,440 people in communities all over the island of Ireland

and we will grow to 2,740 employees by the end of 2021,” he added.

“Our store model is proudly focused on being local, on offering Delivery and Take-Out and on making quality, tasty pizzas which can be enjoyed anywhere at any time,” he said.

Topping off a good year

Lyons said the company’s ongoing growth and expansion is being driven by its ambition to reach everyone on the island of Ireland.

“Our online sales have grown by 12pc because we invested in making online ordering easier and more accessible prior to Covid-19. We capitalised on that throughout the pandemic as people spent more time at home and ordered-in,” he continued.

“The launch of the Apache Pizza Triple Decker Box was very timely in meeting the demand from customers, especially students and families, who wanted to enjoy a complete meal in a box in a fun way during lockdown,” Lyons said.

“Our rapid expansion into cities and towns is also being driven by our ability to offer our business partners a low level investment opportunity, attractive profitability and a quick return on their investment,” he added.

“Consumption habits changed during the Covid-19 pandemic and we see the shift from dining out to dining in, the continuation of working from home and this summer’s theme of socialising outdoors as a positive business opportunity as we continue to grow and expand our business,” he added.

Main image at top: Celebrating the latest Apache Pizza expansion plans are in-store team members Neeyati Vaghela and Luciana Matos and Dublin Franchise Business leader Leigh Evans. Picture: Julian Behal Photography

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