

Little Caesars® Pizza Hires Sascha Stokic as Director of International Development



With a presence in 27 countries and territories around the world, [Little Caesars® Pizza](#) is an iconic brand in the global pizza industry. Now, with an emphasis on international growth, the brand is building out its international development team to spearhead franchise expansion in markets across the globe. Most recently, the pizza brand hired [Sascha Stokic](#) as its new Director of International Development.

Stokic joins the Little Caesars team with nearly 15 years of experience in the international food franchise field. He most recently worked for Subway, the largest sandwich franchise in the world, where he oversaw development for the EMEA region. In that role he was responsible for restaurant growth, franchise sales, market mapping and design and managed a network of 6,300 restaurants.

In his new role at Little Caesars, Stokic will focus on business development in Europe. "We see big opportunities in the European market," said Stokic. "We are always open to new countries if we find a great candidate."

Stokic, who is based in Hamburg, Germany, notes that there are European markets where Little Caesars Pizza already has a presence and is seeking additional franchisees, like Spain, but also has room for additional territories, such as [France](#) and [Germany](#).

"In both new and established markets, now is a great time to invest in the Little Caesars Pizza brand," said Stokic. "The [pizza industry](#) shows strong growth, even during the pandemic, and the pizza franchise segment in Europe is thriving. We're a well-known international brand, and our convenience-driven and [value-focused business model](#) resonates now more than ever with both consumers and prospective franchisees."

It is that business model coupled with its family-oriented approach and international support that makes Little Caesars Pizza an attractive franchise opportunity for experienced entrepreneurs who are interested in joining the booming global pizza industry.

That is why Little Caesars Pizza has grown its international presence significantly over the past few years, with restaurants in Latin America, Europe, the Middle East, Canada, the Caribbean and Asia Pacific. This year alone Little Caesars has plans to open its first restaurants in several new markets including Ecuador, Portugal and the [United Kingdom](#).

The world-renowned brand has ambitious plans to continue expanding around the world and is actively seeking qualified franchisees. Ideal candidates are well-capitalized, with \$1.5 million in liquid assets, have an in-depth understanding of their local market and possess the drive to build 20-plus stores in a five-year span.

"In 2021, the strategy was about entering and capitalizing on new markets in a disciplined way," said [Jeremy Vitaro](#), who joined the brand as the new Chief Development Officer last year. "As we continue to build out our development team with international experts like Sascha, winning is all about our ability to systematically open locations in new markets and work with great franchisees. 2021 was an incredibly exciting time, as we continued to develop a strong track record in international markets around the world. Every new international market we enter is a huge milestone for the Little Caesars Pizza brand. Now, in 2022, we are confident there are even more opportunities for growth."

For more information on Little Caesars® Pizza's international franchise opportunity, visit: <https://international.littlecaesars.com/>