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Press Release Distribution Report

June 10, 2025

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Dough Time

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<https://doughtime.info/>

Distribution Report

Dough Time Takes Aim at Major Chains with New Franchise Model and Fourth Store in Western Sydney.

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Dough Time, a fast-growing pizza brand born in Western Sydney, has commenced the opening of its **fourth location** in **Hassall Grove Plaza**, alongside the formal launch of its **franchise program**, marked by the onboarding of its **first franchisee**.

Launched in 2023, Dough Time has quickly established itself as a challenger in Australia's competitive fast-food market by offering high-quality, fully halal pizzas backed by a strong customer service culture. The brand has grown from its original shop in Quakers Hill to stores in Earlwood, Kellyville, and now Hassall Grove — all within a two-year window.

“For us, this isn't only another Dough Time store, it's a signal that our systems, support and culture can scale,” said **Anita**, Franchise Manager at Dough Time. “With strong demand across Western Sydney, our current focus is strategic expansion into the **Inner West** and **Eastern Suburbs** with franchise partners who share our values.”

The move into franchising comes at a time when major pizza chains face growing scrutiny over product quality.

A 2022 **CHOICE** report found that several leading brands have reduced ingredient standards in response to price pressures, opting for lower-cost cheese and toppings to preserve profit margins.

“Most chains are racing to the bottom,” said **Sam**, Co-Founder of Dough Time. “We're doing the opposite — raising the bar on quality, hospitality, and community focus.”

Unlike traditional franchise systems that rely heavily on brand recognition and standardised promotions, Dough Time is investing in a more agile and locally responsive growth model.

Rudi, Chief Marketing Officer at Dough Time, said the brand takes a different approach to visibility. “We want franchise partners to know we don't just do corporate brand awareness campaigns. We make calculated marketing decisions — tailored content, suburb-specific promotions, and digital systems that actually drive foot traffic.”

The Hassall Grove location is the first not operated by the founding team, but by a new franchise partner who has been fully trained and supported through Dough Time's newly developed onboarding framework.

“Franchise interest has been overwhelming,” said Anita. “But we're committed to growing sustainably — quality over speed.”

Asked about national expansion, Co-Founder **Ali** confirmed that the brand has received interest from interstate.

“There have been promising conversations in **Brisbane** and **Melbourne**,” he said. “That's

all we'll say for now.”

With over 1,000 five-star reviews and a loyal customer base, Dough Time is quickly emerging as one of Australia's most distinctive new food franchises — combining cultural relevance, strong operational systems, and a clear brand voice.

About Dough Time

Founded in 2023, Dough Time is a Sydney-based pizza brand focused on quality ingredients, halal-certified offerings, and community-first service. The company currently operates four stores across Sydney and is expanding through a selective franchise model. Dough Time aims to reshape Australia's fast-food landscape by combining cultural inclusivity with operational excellence.

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