



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - September 2015

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TECHNOLOGY OFFERS MANY WAYS TO SELL MORE PIZZA



So, you want to sell more pizza? You already make delicious pizza and your customer service is top-notch. You're busy, but there is always room to grow. It's time to work smarter, not harder, and use new technologies to drive new business. Every day, the news is filled with new tech companies and fancy apps that promise to lead customers to your restaurant. Are you capitalizing on the latest technologies?

Domino's® Pizza credits its mobile apps and digital ordering system for a 35 percent increase in global sales. Domino's, of course, is a giant company with tremendous resources, but do not be discouraged by what they have been able to do; instead, be emboldened by what YOU can do.

No matter how big or small you may be, you should consider these technologies now or risk becoming obsolete:

- 1. Online/Mobile Ordering** – Online and mobile ordering have gone mainstream and there are multiple options for restaurants. Ideally, you would like it integrated into your POS system, but driving orders through IP ticket printers works very well and is much easier to set up. We recommend you work with a company that designs the online ordering menu to match the look and feel of your website. In addition, with every order you will capture the email addresses of customers, providing you with an ideal list to send promotional offers and announcements (see #4).
- 2. POS** – Do not overlook this basic piece of restaurant technology. Your POS system is the hub of your tech department. It should be able to interface

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CUSTOMER PROFILE

GUIDA'S PIZZA - PUTTING A SMILE ON EVERY CUSTOMER'S FACE

Not everyone would have the nerve to open a pizzeria in a town that already has 10 of them. However, Mark Guida saw something in a failed location in Rochester, NY that others did not.

"There were 10 competitors in the area and a string of places had tried to make it at this one location," said Mark, president and founder of Guida's Pizza. "What I saw was that no one really understood how to market their place. They didn't know how to connect to their neighborhood."

So, Mark, who had just turned 30 years old and felt he had to make a move into something of his own, put some good old-fashioned hand-shaking and free pizza to work. "I went to the local church and handed out fliers – not sure how the minister felt about this – but invited everyone in the neighborhood in for a giant pizza party. It was so successful that I still have customers today who brag about

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by himself and his family. He plans to bring his son into the business and he expects to open many more locations in the future.

Mark learned the pizza business by working in a local restaurant from age 14. Beyond his marketing acumen, he has abided by the idea that he “gives his customers something that tastes so good in their mouth, they will always come back. If you are nice along the way, they will appreciate it even more. I love watching people walk out with a smile on their faces.”

Mark has used Liguria pepperoni for 17 years and has never wavered. He recently added the “curly crisp” pepperoni and saw sales shoot up.

“Ninety percent of our pizzas are pepperoni and cheese so without Liguria, I would be dead,” he states boldly. “I feel I have the no. 1 weapon with Liguria. People don’t understand that you have to spend some money for quality for which there is no substitute. My homemade sauce and Liguria pepperoni go together like they were made for each other.”

Mark makes all of his sauce from scratch, aging it three days and using only the highest quality crushed tomatoes and spices. His pizza is so popular that he gets calls from people who have left Rochester and he ships the pan-rise dough, sauce, cheese and pepperoni so they can make their own.

Recalling his first location, Mark learned a quick lesson about business and believing in yourself. “After 18 months, we were doing great business and everyone loved us. Our landlord came by and tried to raise my rent, which was funny since he had never had a successful tenant before. But we were so successful that we were bringing business to the 7-11 two doors down.

“Instead of paying the higher rent, I went next door and bought out the guy who owned the liquor store. Now I am my own tenant and my ex-landlord is kicking himself.”

Obviously, Mark was willing to take risks when he had to, but he also understood that whenever possible, be sure to bet on a sure thing: Great tasting pizza made with homemade sauce and Liguria pepperoni.

being at our first party.”

That was in 1994 and to-day, Mark has five locations, two of which he owns. He franchises the other three but may eventually go back to running all

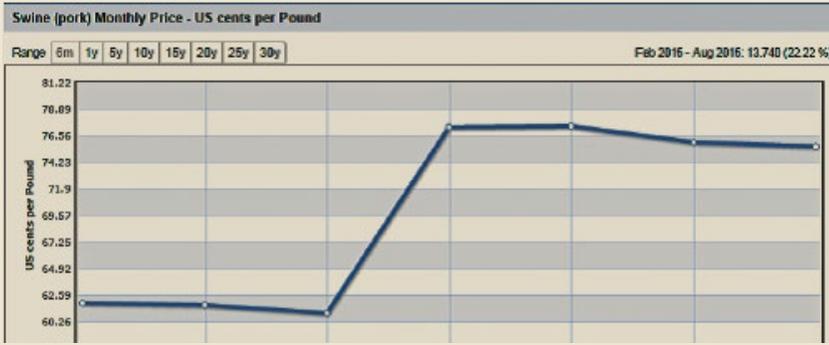
with online ordering, customer loyalty programs, mobile ordering and sales analytics.

- 3. Social Media** – The basis of any good pizza-marketing program is the vast amount of conversation you can create about your brand, menu and promotions via Twitter, Facebook, Pinterest, Instagram and other platforms. Be the loudest on the block. Involve your customers in the chatter about new pizza offerings, school promos, catering and anything else that is newsworthy.
- 4. Email** – This may seem old school at this point, but email messaging remains an effective form of communication. Remember that your customer’s time is limited so design an email program that promotes your pizzeria in a clever, concise and consistent way. Don’t go overboard – sending eblasts 2-3 times a month is acceptable.
- 5. Customer Loyalty Programs** – These are great to drive same day sales, celebrate birthdays, encourage repeat visits, and consolidate social media and in-store promotions. Your POS system should allow you to integrate Facebook, LinkedIn, Instagram and other platforms so you can connect with guests in a variety of forums in order to build personal and brand recognition.

The key to successful marketing is to cost effectively publicize your brand and message to as many people as possible. Technology has opened the door to finding consumers whose lives are dominated by smart phones, tablets and laptops. It’s time to take advantage of it.

PROTEIN MARKET OUTLOOK

PORK MARKET UPDATE: HOG INVENTORY RISING



Hog and pig



PRODUCT SHOWCASE

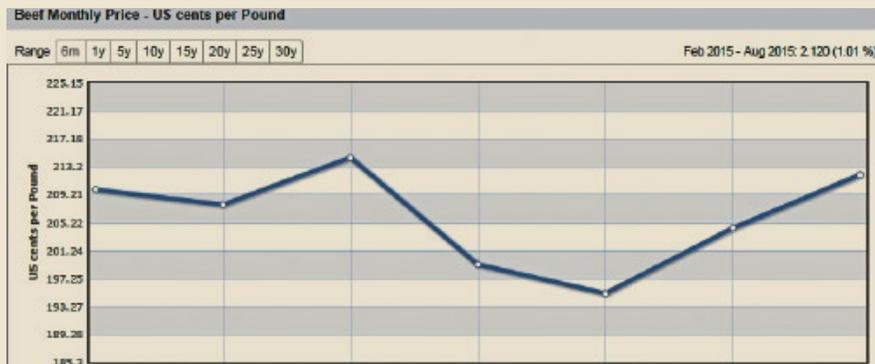
BACON-TODAY'S EVERYTHING TOPPING

inventory was 66.9 million head on June 1. This was up nine percent from June 1, 2014 and slightly higher from March 1, 2015. The breeding inventory, at 5.93 million head, was up one percent from last year but down one percent from the previous quarter. Market hog inventory, at 61.0 million head, was up nine percent from last year and one percent higher than last quarter.

With July another difficult month for U.S. meat exports, the economic headwinds continued to slow U.S. pork and beef exports, according to data released by USDA and compiled by the U.S. Meat Export Federation (USMEF).

Our crystal ball shows prices steady-to-moderate for the next few months. Our buyers are making good purchases in order to keep raw material costs competitive.

<http://www.indexmundi.com/commodities/?commodity=pork>



LIVE CATTLE FUTURES SHARPLY LOWER

Analysts with the Agricultural Marketing Service (AMS) see caution in the beef market. "It has been hard to find price-friendly news for the cattle complex," according to AMS reports. "The strong pressure working through cattle futures and cash prices over the last several weeks has many cattle buyers pausing and taking a wait-and-see approach."

Signs also continued to suggest that the slower pace of production and increased carcass weights adopted by cattle feeders to combat narrow supplies the past couple of years. As above, U.S. meat exports are slowing due to a stronger dollar and weaker world demand. In addition, our predictions are for downward price pressure to continue.

<http://www.indexmundi.com/commodities/?commodity=beef>

Liguria Foods uses sources that it believes to be reliable, but it cannot warrant the accuracy of any of the data or forecasts included in this report

In surveys of vegetarians asking which meats they miss eating, the most common response is bacon. Of course, you do not have to be a vegetarian to crave bacon. Many people will tell you that everything tastes better with bacon, and chefs and menu planners in a variety of restaurants have jumped on the bacon bandwagon.

Bacon appears on all kinds of dishes as it's no longer just a breakfast side – consumers love it on salads, burgers, pasta, French fries and even sprinkled on ice cream.

Of course, our favorite is to use bacon crumbles on top of pizza. Meat-lover pizzas smothered with pepperoni, regular bacon, sausage and even Canadian bacon have become staples at pizzerias around the U.S. These deluxe pizzas pair deliciously with hoppy IPA's and hearty red wines, such as a Sangiovese or Syrah.

At Liguria Foods, bacon toppings have a strong level of smokiness allowing the bacon to stand out in every bite of the pizza. The bacon is available in two styles: Liguria and Gratifica brands diced in small and large pieces. Liguria and Gratifica bacon toppings are available in five-pound bags.

RECENT BLOGS



PIZZA AND FOOTBALL YIELD BIG SCORE

Sept. 10, 2015

In a faraway place, long, long ago (around the 1970s), there were but a few football games on television. Monday Night Football was in full bloom yet there were still only regional Sunday professional games and a handful of college games available on Saturdays. There was no NFL Network, Hulu, or vast internet on which you could find any game anytime from anywhere. Read more ... <http://liguriafoods.com/pizza-and-football-yeild-big-score/>



THE GOOD IN GIVING BACK TO THE COMMUNITY

August 25, 2015

At Firehouse Subs®, the growing sandwich chain based in Florida, giving is as much a part of the corporate ethic as salami. Founded by brothers and former firefighters, Chris and Robin Sorensen, Firehouse Subs has built their business on great sandwiches and public safety. Read more ... <http://liguriafoods.com/the-good-in-giving-back-to-the-community/>

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<http://liguriafoods.com/about-contact/>



ABOUT US

Since our beginning in 1974, Liguria Foods has been dedicated to the foundation of recipe formulation. We painstakingly follow our old-world recipes, providing our customers (and your customers) with the same performance and flavor every day.

We blend our traditional recipes and production processes (such as our redwood drying room) with state-of-the-art quality control and product distribution to ensure you're never disappointed, or have to worry about whether your customers have a consistent, enjoyable dining experience that keeps them coming back.

For almost 40 years, we've been your partner, sharing your passion for the best tasting pepperoni and Italian meat products. If you already use our products, we thank you. If you aren't a customer yet, why aren't you? Take a minute to contact us to learn more about the Liguria difference, and what so many successful pizza store-owners already know.

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