



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - July 2016

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FIVE TIPS FOR A MORE PROFITABLE SUMMER

TURN THE SUMMERTIME BLUES INTO MORE GREEN

Summer is a challenge for every restaurant operator as regular customers head outdoors and seek lighter, "cooler" foods. They're at the ballgame, the beach and the park, enjoying the warm sunshine. It's picnic and barbecue weather, as diners prefer eating outside instead of being holed up inside.



Pizzerias have even more challenges: The biggest days for pizza are Super Bowl Sunday, New Year's Eve, Halloween, the night before Thanksgiving, and New Year's Day. There is not a summer day or night among them ... although we all know that every Friday night is the best occasion for pizza!

So how's a pizza operator supposed to drum up business during the hot, muggy summer? Shutter up and head for the beach? No way. Instead, hunker down and come up with some fun, cool ideas. There are a number of summertime eating and drinking trends that offer opportunities for pizzerias. Here are five suggestions for overcoming the pizza dog days of summer:

- 1. BEER AND PIZZA** – It just so happens that three of the best days of the year for beer sales are Memorial Day, Labor Day and the Fourth of July. And is there a better match on the planet than an ice cold beer and pizza? Customers will lean toward lighter beers, such as lagers, pilsners and wheat beers, as they're looking for refreshing, cold and thirst quenching suds. Ideally, your pizzeria offers a wide selection. You may even come up with a summer pizza that incorporates spicy pepperoni and cool pineapple or fresh tomatoes.
- 2. CREATE A SUMMER MENU** – The hot summers in Italy and other Mediterranean countries have encouraged restaurateurs to include lighter fare on their menus, such as Antipasto with authentic Italian meats, stuffed grape leaves and olives, and a variety of salads and fruits. Be creative and try to use ingredients you already stock, and make sure to promote these seasonal menu ideas through social media and in-store advertising.
- 3. GIVEAWAYS & PROMOTIONS** – The most obvious promotional item is to take advantage of America's pastime and give away baseball tickets to customers via a contest. Or become more creative by tapping into summer activities like camping or the beach, and have drawings for tents, sleeping bags and coolers. Or offer free passes to a theme park. Turn summer into a season of fun, and drive volume by promoting contests.

(Continued on next page)

CUSTOMER PROFILE

**SOLOS PIZZA & MELTS:
FRESH, NATURAL AND HOT!**



Solos Pizza & Melts can be summed up in one timely sentence by co-founder and president Brian Banick: "Be good to your body without being cruel to your taste buds."

Solos is timely because so many consumers are now demanding their foods not only taste great, but have a clean ingredient profile.

At Solos, based in Bloomington, MN with three locations in nearby suburbs, this maxim is a primary part of their overall message. On the website, under Our Beliefs, it reads:

"We're committed to more organic choices and a growing selection of natural ingredients that are free of preservatives,



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SOLOS PIZZA (Continued from page one)



nitrites, MSG, and other additives. Because we believe what's not in our food is just as important as what is."

This is heady stuff for a pizza parlor but it is not the wave of the future, it is the nature of what is happening today.

"We wanted to distance ourselves from traditional pizzas," says Brian, whose first Solos opened in 2007. "We were ahead of the curve. We originally had a take-and-bake pizza place called Leonardo's but found that people wanted to customize their pizzas. We saw the opportunity for individual pizzas that were made in front of customers. We

added the melts and entrée salads to separate ourselves even more.

Transparency is important to Solos, whether it is with people watching their pizza being made or in the ingredients that make up the pizzas.

"We wanted a higher quality product so what we buy and serve is never based on cost, but based on flavor and the healthful ideal," explains Brian. "Around five years ago, we came up with a line of So-Lo 500-calorie pizzas made with whole grains, skim milk mozzarella and a full serving of vegetables and it just took off."

The demand for what he calls "clean foods" is growing and vendors are responding with better tasting, natural foods. "Millennials see through the baloney so if you are going to have clean food on the menu you need to back it up with facts. The clean trend is growing and pushing everyone to be better," notes Brian.

"We went through the whole menu, ingredient by ingredient, to find ingredients that fit our belief system and then announce that to our customers," says Brian. "That is where Liguria's All-Natural Pepperoni came in. We tested a lot of pepperoni and Liguria stood out for its flavor straight away. Also the visual element. What does it look like pre-baked? Does it have good color and texture because people are watching us put it on their pizza? Then once it cooks, does it burn or is it greasy? It is the star of the pizza, so it has to perform."



And there is a reason why Solos credo is simply: **Fresh and Natural: It's What Makes Us Better!**

Pizza may not have a reputation as the healthiest food, but places like Solos are changing that perception.

"We definitely want to challenge that idea," says Brian emphatically. "We switched to organic sauce and added whole grains and gluten-free options. I love a good greasy pizza but you don't have to think of it as cheating if what you are eating tastes great and is actually a bit healthier." When we deprive ourselves of good flavors that is when we break down. There is a reason why New Year's resolutions die in February."

5 TIPS (Continued from page one)

- 4. THE COLD SANDWICH** – Italian Subs are perfect on a hot day. Liguria makes a variety of deli meats including Genoa Salami, Hard Salami, Deli Pepperoni and Capicola. Create your own signature sandwich and promote it as a "grab & go" item for picnic baskets that customers can take on their next outing.
- 5. OPEN UP THE PATIO** – With the longer days and hopefully cool evenings, it's logical to move tables outside and provide customers with additional seating options. Ideally, it's a closed-in patio, but even a few tables in front of the restaurant will help to attract more guests all the way until closing time. Add a barbecue pizza to the menu during the summer as a limited time offer to take full advantage of the seasonal tastes. Liguria's smoky Bravo Gusto pepperoni is the premier topping for a BBQ pizza!



As the weather gets hotter, there's no reason to throw in the beach towel and be satisfied with slow summer sales. Instead, move tables outside and offer cold, refreshing beers. Also, update the menu to offer cold sandwiches, BBQ pizza, lighter appetizers and starters, and seasonal flavors.

Whatever methods you choose, take advantage of summer activities and pastimes to promote your business and generate sunnier sales.

NEW PRODUCT SHOWCASE

INTRODUCING LIGURIA 51- OUR NEWEST PEPPERONI OFFERING

In the past three years, Liguria Foods introduction of Liguria Bravo Gusto, was one of the most successful product launches in company history. Built from the established Liguria Gratifica formulation – with a coarse ground, milder spiced pepperoni – our R&D and production team added several hours in the smokehouse to impart a delicious, smoky flavor for Liguria Bravo Gusto.

As a complementary product to Liguria Bravo Gusto we're proud to announce a variation of Liguria 1974 called Liguria 51, which is made like the original but with an added smokehouse cycle. The name comes from its casing which is 51 millimeters.

"In a limited release, Liguria 51 performed extremely well," says Joe Henry, Senior Vice President of Sales and Marketing. "Four customers tested the product and we're delighted with the results. As a result, we are releasing Liguria 51 to the market." Liguria 51 is perfect for:

- Meticulous customers looking for a flavorful pepperoni and pizza to differentiate their superior product offering from the large chains.
- BBQ Pizza
- Lighter tomato sauces
- Cheese blends that feature Fontina or Asiago cheeses

Contact your sales rep TODAY, or place an order at: <http://liguriafoods.com/order-samples/>



PROTEIN MARKET OUTLOOK

PORK MARKET UPDATE

Summer hog futures rose sharply between mid-May and mid-June, driven in part by the rally in the grain markets but also by rampant speculation that robust Chinese export demand would force domestic prices higher. The rally was also supported by strong pork export sales during and after Memorial Day, which some used to justify some fairly lofty projections for the summer. Since then, however, disappointing supply and price reports have caused participants to cut back on their bullish summer bets.

U.S. red meat exports gained momentum in May with shipments of both beef and pork increasing significantly year-over-year and reaching 2016 highs, according to statistics released by USDA and compiled by the U.S. Meat Export Federation.

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

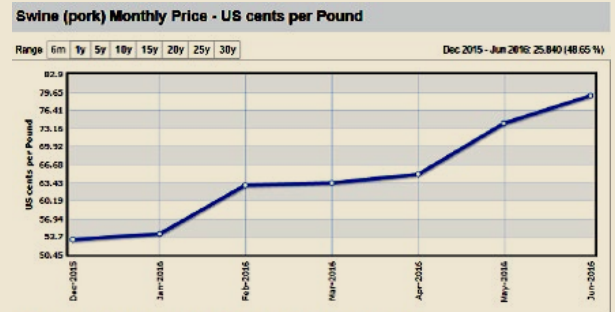
BEEF MARKET UPDATE

There was a large run on feeder cattle with over 30,000 head at the auctions compared to 17,000 head the previous year. Prices were very uneven with auction trends quoted steady to \$4 higher on Monday and \$2-\$5 lower as the week progressed. Beef prices are suffering during "Dog Days of Summer".

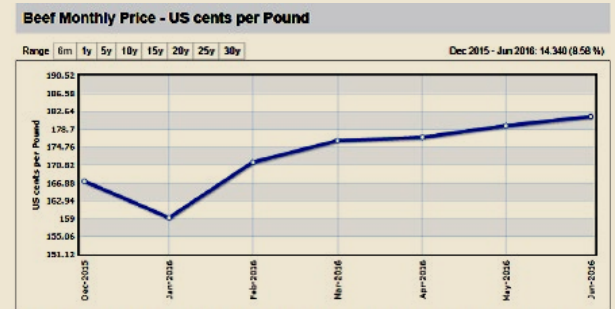
The slaughter cow receipts at the 20 auctions were 6,000 head, which was twice the volume compared to previous weeks. Prices were quoted \$2-\$4 lower at most auctions and a higher percent of the cows were going to packing plants with fewer ranch buyers bidding on the short-term breeding cows.

<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.



Description: Swine (pork), 51-52% lean Hogs, U.S. price, US cents per Pound.



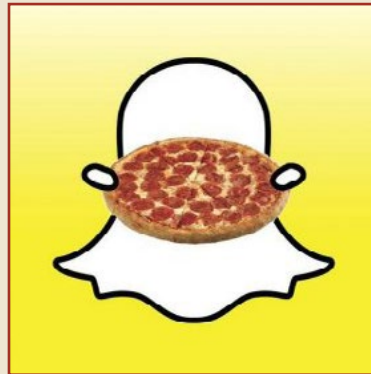
Description: Beef, Australian and New Zealand 85% lean fores, CIF U.S. import price, US cents per Pound

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PIZZERIAS GET SAUCY WITH SNAPCHAT

With all of the advertisements being thrown in every direction, it can be difficult to find a niche in the market. Young consumers are especially challenging to target on a local platform as they typically are immersed in what is considered to be “popular”. Local pizzerias have a new way to reach potential customers through the booming app, Snapchat. While Facebook and Instagram are generally easier to reach a wider audience, Snapchat allows a more personalized targeting towards the younger generation.



READ MORE - [HTTP://LIGURIAFOODS.COM/PIZZERIAS-GET-SAUCY-SNAPCHAT/](http://LIGURIAFOODS.COM/PIZZERIAS-GET-SAUCY-SNAPCHAT/)

PRESERVING PIZZA MEMORIES



There is an undeniable connection between food and family. In my very Italian family at least, food is the constant centerpiece of every gathering. From my grandmother’s incredible Chicken

Parmesan recipe to our tradition of homemade ravioli’s on Christmas Eve, meals mean more than mere sustenance. The process of shopping together for the ingredients, preparing the meal, and finally enjoying dinner is a bonding experience that is passed down from generation to generation.

READ MORE - [HTTP://LIGURIAFOODS.COM/PRESERVING-PIZZA-MEMORIES/](http://LIGURIAFOODS.COM/PRESERVING-PIZZA-MEMORIES/)

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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 keep them coming back.

For more than 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 storeowners already know.

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