



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - September 2016

FAST CASUAL
REVOLUTION
N.Y. PIZZA BABY
ORIGINAL LIGURIA 1974
RECENT BLOGS

JOIN THE FAST CASUAL REVOLUTION

PERSONALIZED PIZZA - GIVING CUSTOMERS WHAT THEY WANT



With the popularity of delivery and takeout pizza fading in favor of the fast casual revolution, many traditional pizza operators are assessing their strategy.

The list of successful "fast" pizza continues to grow with Blaze, Pieology, 800 Degrees, MOD, Pizza Rev, Pie Five and many others opening new locations at an incredible pace. Whether

each of these brands survives is still a question, but what's certain is they take incremental volume from traditional pizzerias.

Nation's Restaurant News (NRN) said that the fast-casual restaurant segment is "the growth engine of the U.S. restaurant industry." The segment has expanded 550 percent since 1999 and accounted for \$30 billion in sales in 2015. NRN forecasts continued growth "in the double digits through 2022, while the rest of the restaurant industry is predicted to grow only half a percentage point."

What can a traditional pizzeria do to compete and remain relevant? We recommend the time-tested strategy: "If you can't beat 'em, join 'em," or at least borrow a few of their more successful traits:

First, operators need to understand the primary elements of a fast casual pizza operation:

- **The high-heat oven**
- **The thin crust and fast bake offering**
- **Individual pies and deep personalization**



Whether wood or gas fired, high heat ovens are an investment and a huge change in procedure and process. Some of the value of the new ovens is the "open look," where customers can watch their order getting baked. For a delivery and carry out pizzeria where ambiance is not a crucial factor, investing tens of thousands of dollars doesn't make a lot of sense.

The second element, thin crust/fast bake is easy: Reformulate the dough ball

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CUSTOMER PROFILE

N.Y. PIZZA BABY: LITTLE ITALY COMES TO FLORIDA



For all of those displaced New Yorkers looking for a slice of home or for those Floridians looking for a little of New York in their pizza, N.Y. Pizza Baby knows how to satisfy.

Founded eight years ago, N.Y. Pizza Baby is a classic quick-serve pizza restaurant with a vast menu that includes calzones, salads, pastas, sandwiches and just about anything you associate with Italian food.

"A growing part of our business is delivery," said Ed Alvarez, manager of the Apopka, FL location. "It is now more than 50 percent of our business and we concentrate on having high quality food delivered quickly."

This focus on the highest quality



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N.Y. PIZZA BABY

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ingredients led N.Y. Pizza Baby to Liguria and its top-of-the-line pepperoni. "Liguria gives us the best pepperoni we have found. It is very tasty with just the right amount of spice – not too aggressive. And when it cooks it is not greasy, which is the best part. In fact, when we try other pepperoni, none look as good after they have been cooked. Liguria's pepperoni is consistently great," added Mr. Alvarez.

The same goes for the New York-style pizza he makes. "People want a thicker crust pizza that isn't soggy or heavy with grease and that is exactly what we are famous for," said Mr. Alvarez proudly. "Our pizza doesn't fall over or sag in your hand. It is cooked to perfection."

This includes the N.Y. Pizza Baby's original 24-inch "Big Baby" pizza. For about \$30, customers get much more than they bargained for.

As one Yelp reviewer wrote after tasting and loving almost everything on the menu: "I just say we were completely SHOCKED when we ordered the "Big Baby" pizza! We had NO IDEA it would be as big as the stove! When it got delivered to the house all I could do was laugh! Needless to say we had leftover pizza for daaaays! lol Love this place!"



FAST CASUAL REVOLUTION (Continued from page one)

size to create a thin crust. Even a 400-degree oven will be able to cook thinner crusts to satisfy a time-sensitive lunch crowd. This thin crust platform is ideal as a "fast" menu to offer customized personal pies.

Third, in order to offer deep personalization, a pizzeria needs options on the menu. In breaking down the main ingredients, the restaurant should have at least two choices of sauce – a red and a white. A spicy sauce would make a good third selection. Cheese choices are easy – most pizzerias probably have three already.

When it comes to toppings, many pizza restaurants offer at least a dozen or more. What sets the fast casual pizza restaurants apart is they're offering choice within many toppings, such as having three or more different mushrooms or sausages. We strongly recommend loading up on the no. 1 selling topping year-after-year: Pepperoni.

Liguria Foods makes over 25 types of **pepperoni**. By offering different types – spicy, smoked, all-natural, etc. – a pizzeria provides options to its customers, who will take advantage of the opportunity to have it their way. As an example, check out Liguria's recipe below for a three-pepperoni pizza.

Fast casual restaurants offer on-the-go customers a chance to have some control over their hectic lives with a fast, inexpensive treat. By incorporating a few of these recommendations, pizzerias can more effectively compete using current staff, ovens, and ingredients. Move fast – everything else is!!

THREE PEPPERONI PIZZA

A Mozzarella cheese pizza with a covering of Liguria "Family of Flavors" Pepperoni

- 1 Pizza dough ball**
- 12 oz. Tomato based pizza sauce**
- 16 oz. Mozzarella cheese**
- 2 oz. Liguria Bravo Gusto**
- 2 oz. Liguria 1974**
- 1.5 oz. Liguria Rosso**

Prep: by weight mix together equal amounts of Liguria 1974, Bravo Gusto, and Liguria Rosso Pepperoni.

To assemble: stretch dough to 16-inch round, add pizza sauce, then Mozzarella. Top with three pepperonis, the coverage should be total, top to bottom and side to side. Bake, slice, and garnish with fresh Basil leaves. 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.



PRODUCT SHOWCASE:

THE ORIGINAL LIGURIA 1974

Liguria 1974 Sliced Pepperoni is the company flagship. It is our original pepperoni, and we feel strongly that it is the premium product available in the market.

For more than 40 years, Liguria 1974 has been made with the same formula and the freshest ingredients: It starts with a fine grind of the purest pork (72 percent); we then add beef and all-natural seasonings to produce a consistent, reliable and delicious pepperoni. The two weeks of drying time yield a softer, lighter color.

As far as the taste, pepperoni lovers appreciate the authentic, slightly smoky flavors, as well as the little spice of "heat" at the finish. The smooth texture and full mouth feel leave a satisfying finish, leaving a desire for more.



Liguria 1974 Sliced Pepperoni

A pizza topped with Liguria 1974 can be paired with a Blue Moon or Shock Top to balance the rich

meat flavors and provide full expression of the spicy kick. A slightly hoppy pilsner will also evoke a pleasurable smile, as the carbonation will gently wash down the spicy, salty aftertaste from the pepperoni.

For wine lovers, we suggest pouring wines made from Italian grapes such as Sangiovese and Pinot Grigio, which share bright acidity and tannic structure to balance the richness of pepperoni. In the end after each bite and swallow of your beverage of choice, you will be quickly reaching for the pizza, craving the next bite. After all, Liguria 1974 is the flagship so it always delivers.

Contact your Liguria sales rep TODAY, or place a **sample order on our website.**

An advertisement for Liguria 51 pepperoni. It features a close-up image of a pizza topped with Liguria 51 pepperoni. The Liguria Foods logo is prominently displayed in the upper left corner of the ad. The logo is circular with a red border, containing a blue profile of a woman's head and the text "LIGURIA EST. 1974 FOODS".

LIGURIA 51
OUR NEWEST PEPPERONI BRAND

Liguria Foods announces the newest pepperoni, Liguria 51, which has the same formulation as the flagship Liguria 1974 but undergoes a natural smokehouse cycle. The result is a delicious, traditional-flavored pepperoni with a burst of smoky taste.

Customers who have tried Liguria 51 in a limited release exclaimed, "Wow, we can't believe you got these flavors in a pepperoni."

If your pizzeria is looking for a flavorful pepperoni with a distinctive bold to differentiate your pies from large chains Liguria 51 is an ideal choice.

Contact us today for more information or to request a sample.

RECENT BLOGS:

SIGN UP FOR OUR BLOG -
[HTTP://LIGURIAFOODS.COM/ABOUT-CONTACT/](http://LIGURIAFOODS.COM/ABOUT-CONTACT/)

MAKE YELP YOUR BEST FRIEND

Reviews on Yelp can be a restaurant owner's best friend or its worst enemy. Let's be honest, the business owners who like Yelp have a good following, while the restaurant operators who complain about the site, have received bad reviews.



Even if an establishment is popular, has amazing service and excellent cuisine, a few bad reviews can paint the entire place in a negative light. Everyone is entitled to their opinion, but the Internet can be a breeding ground for entitlement.

READ MORE - [HTTP://LIGURIAFOODS.COM/TAKE-FULL-ADVANTAGE-YELP-IN-CREASE-BUSINESS/](http://LIGURIAFOODS.COM/TAKE-FULL-ADVANTAGE-YELP-IN-CREASE-BUSINESS/)

PIZZERIAS THEIR MARK ON INSTAGRAM

Scrolling through social media, it is almost impossible not to come across a picture of a friend's lunch. Whether it is a deliciously, enticing slice of pepperoni pizza or a mountainous dessert, the glutinous pictures are everywhere, teasing the masses and enticing everyone to eat the same food they're seeing on the screen.



Instagram is specifically a mecca for envious meals. However, Instagram does not have to be exclusively used as a personal platform to connect with friends and family. A range of businesses have capitalized on the site – from utilizing it to spread news about their businesses and to target new markets.

READ MORE - [HTTP://LIGURIAFOODS.COM/PIZZERIAS-LEAVE-MARK-INSTAGRAM/](http://LIGURIAFOODS.COM/PIZZERIAS-LEAVE-MARK-INSTAGRAM/)

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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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