



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - May 2017

SUMMER MENUS
Q&A - BILL MAIN
LIGURIA 51
BRIEFS AND BLOGS

SUMMER MENUS

CREATIVE SANDWICHES TO ATTRACT CUSTOMERS DURING HOT SUMMERS

Look at the calendar and take a step outside ... It's almost time for the pool, parades, fireworks, picnics as well as sand and surf. Are you ready for the hordes of hungry customers that will visit your restaurant, looking for that special, flavorful, tempting and fun sandwich?

While a handful of customers may be willing to accept the same old cold cuts on rye with mustard; the problem with that basic offer is you can be sure they won't be back for more. Your imagination with ingredients and merchandising of summer sandwiches will beckon them to return not just once but multiple times all summer.

With Liguria cold cut selections, a range of breads and healthy leafy produce, only the extent of your creativity limits the sandwich possibilities. So, what to create?

CELEBRATE SPECIAL OCCASIONS



Start with the special occasions. The summer weeks have six holidays: Memorial Day, Flag Day, Juneteenth, Father's Day, Independence Day and Labor Day. All of them inspire unique sandwich presentation concepts drawn from American history and folklore.

For Memorial Day start with a ciabatta roll, stack high Liguria's peppery Genoa salami or smoky hard salami, add leaves of wholesome romaine lettuce and a condiment, cover it with red, white and blue wrapping paper, and call it "The Heroes." Change the cold cuts and bread and create a seasonal sandwich for The Fourth of July called "Bun-

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A DESCRIPTIVE MENU PROVIDES CLEAR CHOICES FOR CUSTOMERS

BY BILL MAIN,
FOODSERVICE CONSULTANT



Did you know that 50 percent of the perception of your food's quality and taste will be formed before the first bite is taken?

All our senses contribute to the perceived flavor of our food. Make sure perceptions of your menu items are good ones by carefully crafting menu items descriptions that appeal to the full range of your guests' senses: sight, smell, texture, and taste.

When writing menu descriptions, imagine sitting down with the fully-prepared and plated menu item in front of you ... or get the real thing and experience it with all your senses "on alert." Take a close look at the dish's appearance. Is your club sandwich served open-faced and stacked high with thinly sliced turkey and

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CREATIVE SANDWICHES

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ker Hill." Your sandwich for Flag Day can be dubbed "Stars and Stripes" or "Old Glory."

For Father's Day, think of your dad and build on a Kaiser roll a tall sandwich with capicola and Canadian bacon, add fresh spinach and hardy mustard, and call it – what else – "The Dad."

GET CREATIVE

If holidays are not enough to attract customers, promote and prepare a series of sandwiches for picnics, beaches, and baseball games – major league or sandlot. These occasions suggest sandwich monikers such as "The Grand Slam," "Back to Nature," and "Sand & 'Wich."

Liguria's wide array of Italian-sliced sandwich meats can prompt you to think of ethnic silver screen or literary roles or even operas: "Rocky Balboa," "Desdemona," "Gepetto," "The Don" or gender specific "Romeo" and "Juliet." Here's a winning panini: Between slices of bread, stack provolone and mozzarella cheese, sprinkle grated parmesan, add ham, capicola and salami, and pour on some Italian dressing. Wrap it in green, white and red paper and call it "Paisano."

Operators have had success with microgreens, which are the underdeveloped greens of vegetables such as kale, arugula, and broccoli that are harvested one to two weeks after planting and are a treasure chest of vital nutrients. As a final touch, drizzle Italian dressing, or spread olive oil, sriracha, mustard, regular or flavored mayonnaise.



TAKE TIME TO TOAST

Take time to toast or grill the bread on the sandwiches. The process enhances the flavor because of the chemical reaction between amino acids and sugar in bread when it's heated and browned produces an array of new flavors and aroma compounds that complement the meat.

Finally, prepare side dishes of vinegary or creamy coleslaw, tomatoes, peppers, olives, marinated mushrooms and old world pickles to boost the experience. For your patrons' convenience, be prepared to present your creations individually wrapped or on a platter.

BUON APPETITO!

BILL MAIN

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smoky bacon? Are your Calzones served on an oval platter? Are your specialty coffee drinks served in tall graceful glasses and lavishly sprinkled with cinnamon and chocolate shavings?

Take a deep breath. Smell the "fresh baked" brownies, or the aged cheese and meats from the antipasti platter. There's nothing quite like the aroma of your freshly ground signature-blend coffee. Visualize the texture of your menu items and ingredients. Are the peaches on your tiramisu, sweet and brightly colored? Is your BBQ sauce slow-cooked, thick and tangy, with just a bit of fire? Can your home-made bread sticks be anything other than salty or cinnamon?

The use of descriptive and evocative words when writing descriptions can make or break a menu item. The secret is to pick words that create the most powerful images. Writing effective menu item descriptions is both an art and a science. I like to call it "word-smithing." Help your guests imagine and anticipate the mouthwatering meal to come. Your menu descriptions should reflect your restaurant's personality, and create a higher value perception of your food.

Tucker W. "Bill" Main is a nationally recognized foodservice management consultant, having served over 350 clients throughout the United States and Canada. Bill was an active board member of the California Restaurant Association for 10 years, and served as Chairman during the 1996-97 term. Main is well known to the trade media, contributing articles to Nations Restaurant News, Restaurants & Institutions, Flavor & The Menu, Restaurant Hospitality, and many others. He has written three books and authored dozens of published articles over the last 20 years.

PRODUCT SHOWCASE - LIGURIA 51

Although just released last year, the smaller diameter Liguria 51 has quickly become one of Liguria's most popular pepperoni offerings.

Liguria 51 is an extension of the flagship Liguria 1974, but undergoes a natural smokehouse cycle to impart a delicious, smoky flavor similar to Liguria Bravo Gusto. The name comes from the introduction of five flavors in one pepperoni, hence Liguria 51.

Liguria 51 undergoes a natural smoking process that serves to initially stimulate the taste buds, ensuring pizza lovers that this is an authentic pepperoni. Its slightly course texture and full mouth feel, leaves a very satisfying finish – creating a desire for more. A typical comment from customers during tastings is: "Wow, we can't believe you got these flavors in a pepperoni!" If your pizzeria is looking for a flavorful pepperoni with distinctive bold taste to differentiate your pies from large chains, Liguria 51 is an ideal choice. We recommend Liguria 51 with:

- ▶ BBQ and meat-lovers pizzas
- ▶ Lighter tomato sauces
- ▶ Cheese blends that feature Fontina or Asiago cheeses
- ▶ Wood and coal fired ovens.

Contact your sales rep TODAY, or place a [sample order on our website](#).

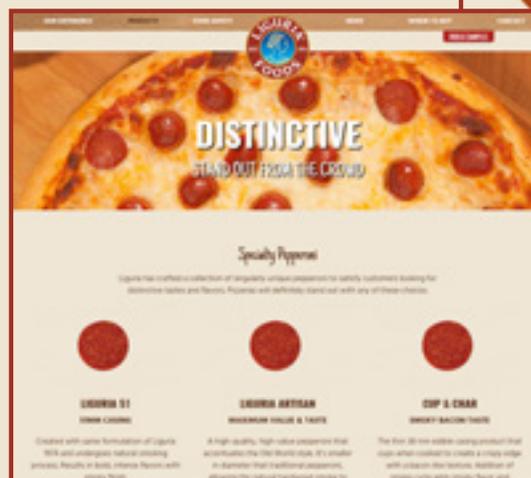
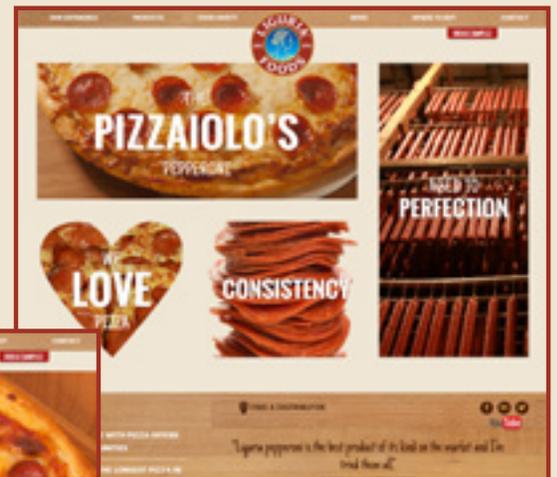


LIGURIA FOODS WEBSITE: THE GO-TO SPOT FOR PEPPERONI

The Liguria website is the gateway to all things pepperoni. Check out all our product offerings, which include more than 25 types of pepperoni and a variety of pizza toppings and deli meats.

One of the more popular sections on the website is the "Find a Distributor" search tool, which allows pizza and deli operators to locate distributors in their area. There's also an "Order Samples" section providing visitors the opportunity to request Liguria products.

Visit us at: www.liguriafoods.com.



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DESSERT PIZZA – SLICES FOR A SWEET TOOTH

One of the reasons why pizza is America's no. 1 comfort food is the sheer variety available – it's the ultimate personalization food as the various toppings offer multiple choices starting with spicy pepperoni, crispy ham, juicy pineapple, and even... marshmallows? Yes, even marshmallows.



READ MORE



TIPS FOR SAFE DELIVERY – SAFETY FIRST FOR DELIVERY DRIVERS

Spring is in the air. Winter driving hazards have melted away, but the roads may be more dangerous as cars are free to speed along in clear conditions. With more than 80 percent of pizzerias offering delivery, it's an ideal time to review safe delivery practices with drivers. There are also precautions drivers should take when carrying the food orders to homes, apartments or hotels. The following are a few tips to help ensure that every delivery arrives hot and fresh and your drivers return safely.



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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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