



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - July 2017

MORE THAN PIZZA
Q&A - BILL MAIN
LIGURIA 1974
BRIEFS AND BLOGS

PEPPERONI TO PIZZA AND BEYOND ...

AMERICA'S FAVORITE IS MORE THAN A PIZZA TOPPING



Pepperoni has enjoyed an enviable position in the hearts and palates of American consumers since the early 1900's when Italian butcher shops and pizzerias began to flourish on the streets of a burgeoning Italian-American society. Today it is the no. 1 pizza topping, with Americans consuming some 252 million pounds of pepperoni representing 36 percent of all toppings.

Liguria Foods offers a wide variety of pepperoni products providing the foundation to build creative menu selections. The following are suggestions for food-

service operators to give their patrons other ways besides pizza to enjoy their favorite spicy, cured meat:

The obvious starting point for operators is America's beloved sandwich – a highly adaptable, grab-and-go food suitable for sit-down lunches as well as picnics, parties and upscale gathering. Our first idea is **the "antipasto" grilled cheese sandwich**, which is loaded with pepperoni and traditional Italian elements such as provolone cheese, artichokes, olives, roasted red peppers, and more. The result is a fun and delicious twist on a regular grilled cheese sandwich.

Chefs can also create an Italian spin on the ever-popular **hoagie** – start with the meats consisting of pepperoni, salami and ham, and toss on mozzarella and Italian seasoning. Heat the sandwich to melt the cheese and you have an obvious hero for the lunch crowd.

A variation of the popular **tapas** menu selection is the Italian slider sandwich: Take mini dinner rolls and stuff them with pepperoni and salami, provolone,

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DEFINING YOUR CORE VALUES

BY BILL MAIN,
FOODSERVICE CONSULTANT -



What are core values?

Every society has a set of principles by which it functions. They are usually a combination of philosophical and religious values that define how we work, play, love, buy, and sell. They define right and wrong, and form the basis of our laws and governmental policy. In short, these principles are our culture.

Why are core values important to a foodservice operator?

Businesses also have a culture, whether it has been formally defined by members of the organization, or it has defined itself. Too often, a foodservice operator despairs because "what it is" doesn't match up with "how it should be." Typically, this is because no one sat down to define the current reality or the ideals that describe who they are, where they are going, or how they will

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AMERICA'S FAVORITE

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garlic, onion, and chili pepper spread or red pepper jelly. Then, just bake to perfection.

Trendy **wraps** or roll-ups can be imaginatively updated with pepperoni, provolone, leafy greens and roasted red peppers and other garden selections.

Pepperoni can also be used in **hot or cold salads**. The pizza pasta salad features tri-colored rotini pasta with pepperoni, mozzarella, cheddar and cherry tomatoes in a parmesan vinaigrette.

As for **antipasto salads**, start by combing the pepperoni with salami, add provolone, mozzarella, tomatoes, and artichokes in a bowl. Slice the roasted red peppers and add them to the bowl, along with three tablespoons of their juice. Mix in chopped olives. Drizzle olive oil over the entire dish, followed by red wine vinegar and black pepper. Like the other selections, operators can offer this for in-house eating as well as takeout.

Pepperoni is also a great addition to **potato skins and twice-baked potatoes** in combination with the melted cheese and a dollop of sour cream. Some recipes also call for bacon. It sounds decadent but pepperoni potato skins also fit the bill as a comfort food.

A classy variation of a snack, hors d'oeuvre or appetizer is a fun pepperoni **kebab or skewer**. Slide pepperoni, cheeses, olives, and tomatoes, artichokes, roasted peppers onto wooden skewers. For a rustic presentation, use hearty slices of pepperoni and cheese. Otherwise, cut thin slices for an elegant approach.

Finally, name your creations after an Italian region or opera, and you'll ensure your many happy returns from customers.



BILL MAIN

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get there.

Defining these values requires introspection, communication with partners and employees, and it usually creates some tension. But the result is always fulfilling. Decisions become clearer, actions smoother, and interactions with guests and employees are purer.

Many people write a mission statement and then stop. A mission is important, but how you accomplish your mission is just as important as the mission itself. You accomplish your mission by continually measuring everything you do against the values and principles that define your company culture.

When should a Core Values Exercise be conducted?

A Core Values Exercise can be conducted in conjunction with a strategic planning session, or as a stand-alone exercise. As part of a larger strategic session, the core values defined by your team become integral to decisions about future initiatives and corporate goals. However, it serves as an excellent team- and morale-building exercise when completed at a management retreat or during a special corporate session.

Who should lead the Core Values Exercise?

Ideally, an outside consultant or facilitator leads the exercise to allow all corporate team members to participate in the exercise. It may also be led by a member of the Board of Directors, the company's owner/CEO, etc.

Who should be involved in the Core Values Exercise?

A few examples of groups to consider: the board, key administrative or corporate staff members, restaurant managers, strategic branding/marketing consultants, and other stakeholders.

How much time should be allocated to the Core Values Exercise?

The time needed to complete the exercise depends in part on the number of participants. But allow at least two hours to complete the exercise and allow for plenty of discussion.

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: 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.

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 after-taste 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.



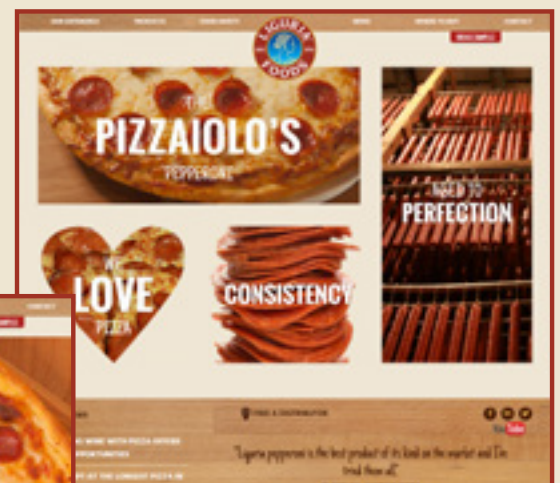
Contact your Liguria sales rep TODAY, or place a sample order on our website. 

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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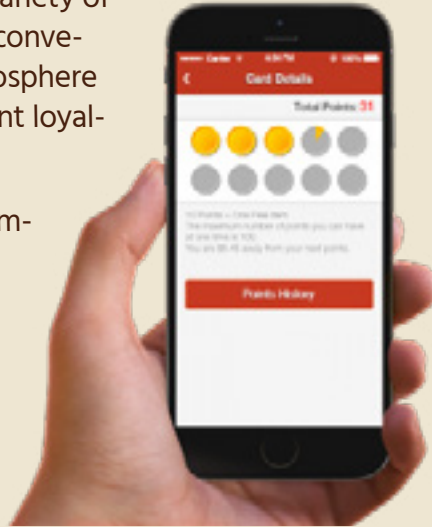
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LOYALTY PROGRAMS WIN OVER LONG-TERM CUSTOMERS

Pizzerias are neighborhood fixtures, serving the community as a friendly hotspot to dine in or to order take out. People tend to select a favorite pizza place and stick to it for a variety of reasons: preferred pizzas and toppings, convenient location, speedy delivery, the atmosphere of the restaurant itself, or for the excellent loyalty program.

Every pizzeria strives to have loyal customers as they are the building blocks of a sustainable, profitable business. Capturing loyalty is the initial feat of making programs lucrative, but maintaining that loyalty can be rather difficult.

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EMAIL MARKETING – PUMP UP YOUR SALES

In our digitally-focused world, having a presence online is vital for any business to succeed. Establishing a seamless system where a pizzeria's website is linked to its social media accounts is an indirect way to cement an online presence. A more direct way is to promote to your customers using email marketing.

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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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