



# PEPPERONI TIMES

## The Pizzaiolo's Pepperoni - March 2016

FACEBOOK  
THREE PEPP PIZZA  
ROCKY ROCOCO  
MARKET UPDATES

### “LIKE” FACEBOOK TO PROMOTE YOUR PIZZERIA TO THE TOP



It's hard to imagine, but 20 years ago, an independent pizzeria had no choice but to advertise in the Yellow Pages. With display ads running \$1,000-\$4,000 per month, it was an expensive way to promote pizza, pasta and fun. Coupon mailers, local newspapers or radio were alternatives, but the telephone book was a mandatory advertising buy.

Today, the internet has taken over as consumers can easily locate your restaurant and find your phone number through search engines, social media and websites.

But restaurants and other businesses have learned that just creating a website, putting up a Facebook page, or relying on search engines doesn't guarantee a full house every night. Restaurants still have to advertise; fortunately, today's promotional tools are more varied and less expensive ... the best option: Facebook.

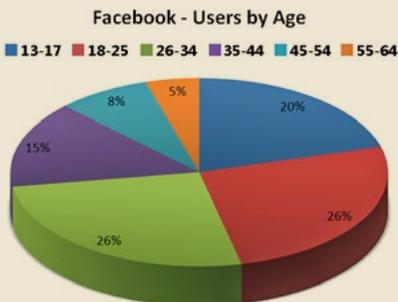
#### FACEBOOK FOR FREE

Small businesses, specifically pizzerias, should use Facebook to market their restaurants for a multitude of reasons. The independent pizzeria typically showcases a family atmosphere in a warm setting with fresh pizza offerings. A Facebook profile page provides an incomparable platform to communicate directly with customers. It is like a new-age neighborhood billboard that changes daily, highlighting happy customers, fun events, new menu items, and every changing promotions.

Unlike traditional advertising via broadcast, radio or print, Facebook is interactive. It allows the customer to give feedback, look at pictures, send personal messages, and communicate with other patrons or directly to the owners. Additionally, businesses can post sales events, new products and services, etc. which would be seen by followers, who hopefully will "LIKE" the post and share with all their friends.



Facebook provides statistics showing that it is the place to be on the internet: 50 million small businesses have Facebook profile pages. Facebook's business promotion tools originally were limited, offering just a few ways to advertise outside the News Feed. As a result, very few foodservice operators advertised – they didn't need to, as it was free to post and promote their restaurant.



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#### CUSTOMER PROFILE

#### ROCKY ROCOCO:

#### Pan Pizza with a Smile

It doesn't matter that you may not know or remember the cartoon character, Rocky Rococo. Some things are just iconic and evoke an image you understand immediately.

That's the way it is at Rocky Rococo Pizza and Pasta, where the slick character – modeled on a 1970s gangster caricature – attracts people who are looking to have a good time while eating their favorite food: Pizza!

“When we started, Rocky was a cartoonish character made famous by the comedy troupe, Firesign Theatre. A local artist drew him as a gangster in a Zoot suit, sunglasses and a long carrot nose and we brought him to life,” recalls Wayne Mosely, co-founder, who currently is the owner/operator of 11 of the 40 Rocky Rococo's.



Mosely hired Jim Peterson, a veteran comedian at Chicago's famous Second City, and the rest is pizza comedy history. He starred as Rocky in YouTube videos, television and radio ads, and made personal appearances dressed in his emblematic,

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## ADVERTISE ON FACEBOOK TO REACH CUSTOMERS - continued

### PAY TO PLAY

Last year, Facebook decided that the days of free promotion were going to end; businesses would have to pay to participate.

With the new advertising platform, Facebook began limiting how many people would see a post, which now reach just 5-10 percent of followers. Instead, companies must pay to “boost” their posts in order to promote to current followers, but also to target other potential customers.

COST OF BOOST	ESTIMATED REACH
\$1.00	240-640 people
\$7.00	640-1,700 people
\$20.00	1,200-3,300 people
\$50.00	2,400-6,200 people
\$200.00	5,100-13,000 people

Despite forcing businesses to pay to publicize their posts, Facebook kept the rates very reasonable. According to Facebook’s Chief Marketing Officer, Sheryl Sandburg, “The service we provide for small businesses is the ability to reach people in a cost-effective way, particularly on mobile.” Facebook’s rates start at just one dollar. (See chart)

In addition, Facebook allows businesses to target the boosted posts by behavioral, demographic, geographic and other measurable characteristics. For example, if a pizzeria wants to target families, it can ask Facebook to send the posts to people on Facebook who like the local toy store’s page or sporting

goods store’s page. On the other hand, if it wants to attract sports fan for March Madness basketball, it can ask Facebook to target local followers of pro and college basketball teams.

### HOW TO GROW WITH FACEBOOK

Before advertising on Facebook, a business has to build its profile page. This includes adding photos, history, coupons, etc. – it’s important to create an attractive page. The business then has to commit resources to continually update the page with interesting posts including events and fun activities.

For example, Goat Hill Pizza in San Francisco personifies a solid small pizzeria’s Facebook page. They personalize their images and logos based on the time of year. They also advertise free ice cream for kids on certain nights, promotions for Academy Awards night and Valentine’s Day, as well as reminding its followers every Monday that it is all-you-can-eat pizza and salad night. In addition, they interact with reviews from customers and respond to inquiries. Overall, Goat Hill Pizza has 3,560 people who like their page and 326 people have left reviews.



Facebook claims that it has three million businesses as paid advertisers, a 50 percent increase over last year. So what are the keys to success for a small business on Facebook?



- Create a lively, attractive profile page
- Post consistently with interesting content (1-2 times a week minimum)
- Promote the page with customers and do everything possible to get them to “like” the page (contests, giveaways, etc.)
- Encourage customers to create their own posts and interact with the page
- Advertise with Facebook to boost posts

Facebook profiles for small businesses are essential in today’s marketplace. Businesses will keep flocking to Facebook to grow and instantaneously

reach their consumers. It gives the pizzerias an identity that customers can view on a personal level – right next to their friend’s post about weddings or new babies. It feels like these businesses are intertwined with everyday life.

Nobody would ever call Facebook “the new Yellow Pages” but in many ways, it has surpassed the telephone book as the go-to promotion vehicle for small businesses.

## ROCKY ROCOCO'S - continued

slick white Zoot suit. (Mr. Peterson passed away earlier this year, but his persona lives largely online and in ads.)

Rocky Rococo Pizza and Pasta started at a great time and place for their natural blend of pizza and fun. Wayne and his partner, Roger Brown, were students at the University of Illinois when they noticed a new pan pizza joint was packing in customers. They checked out Big 10 cities throughout the Midwest and decided to open a pizzeria in Madison, WI, in 1974.

Their location, in an old diner they had purchased, turned out to be perfect. "We were on a street with a ton of bars and when they closed every night, we got slammed," says Wayne. Wayne recalls working non-stop for two years straight.

The locals and students loved their Chicago-style pan pizza, but what Rocky's became famous for were slices. "Pizza-by-the-slice was our hook. We had a rectangle 4 x 6 pan and sold a pizza slice for 60 cents. That was the core of Rocky's growth because you couldn't get that any place else. Now personalized pizza is exploding but we there first," says Wayne proudly.

Liguria Foods has provided its formula pepperoni to Rocky's for three years. "They treat us very well," says Wayne. "We use a variety of their products and can get real creative with it. The pepperoni we use is spicy with a good bite. They sold us on quality and consistency ... and they are also great people."

The pizza-by-the-slice also offers Rocky's a chance to try out new ideas. If they like the new flavor, it is converted to pies on their menu. For example, Rocky's recently introduced a Detroit-style pizza with caramelized cheese around the crust. The pizza is initially baked without a special chunky sauce, which is then ladled on after it leaves the oven.

Today, there are 40 Rocky Rococo Pizza and Pasta restaurants all focused on pan pizza, pizza-by-the-slice and, of course, pure fun.

"People come here because we endear ourselves to the community. Yes, we are a fun place to come and the customers love us, but we back it up with quality, service and local marketing. You still have to deliver on those things," says Wayne.

And what about Rocky and his gangster persona? "We have some great ads," he says. My favorite has Rocky playing a doctor who says, 'Nine out of 10 pizza experts recommend my pizza ... and the tenth guy ain't recommending nobody no more.' Kids loved him, families loved him. He was perfect," recalls Wayne. (To check out a few Rocky commercials: <https://www.youtube.com/watch?v=7lnvmjoV7mA>)

## PIZZAIOLO OF THE MONTH

### ANTHONY'S PIZZA & PASTA



ALEXANDRIA GRIER, OWNER/PROPRIETOR OF FRANCHISES IN  
HIGHLANDS RANCH & LONE TREE, CO

## PRODUCT SHOWCASE

### THE PEPPERONI LOVERS PIZZA

We are fascinated with all the new, creative pizzas appearing on menus across the country. There are wild combinations of toppings – have you tried a buffalo, kale and asiago cheese pizza? The fast casual pizza locations can't seem to come up with enough chef-driven pizzas on their menus.

Of course, at Liguria Foods, we're all about pepperoni, which as most of you know is still the no. 1 pizza topping in America. We asked our chef recently to experiment with some new toppings and we want to share our favorite, The Pepperoni Lovers Pizza made with three of our favorite pepperoni brands:

1. Our flagship Liguria 1974
2. The smoky Liguria Bravo Gusto
3. Liguria Rosso Spicy

With so much delicious pepperoni completely covering the pie, every bite is a pepperoni lover's delight. Give your customers what they're craving: premium pepperoni that makes every pizza taste better. Here's the recipe from our chef:

### THE PEPPERONI LOVERS PIZZA

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

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

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

For more information or to request a sample, contact Liguria Foods at [samples@liguriafoods.com](mailto:samples@liguriafoods.com)

## RECENT BLOGS

### ARE YOU READY FOR HOW THE PIZZA WORLD IS CHANGING?

You might think you know the pizza market, but are you prepared for some profound changes that may occur in 2016?

In reviewing PMQ Magazine's 2016 Power Report, a number of issues jump out that may give you, the pizzeria operator, a new view of your customer, menu and future.

**CHECK IT OUT:** <http://www.pmq.com/December-2015/The-2016-Pizza-Power-Report-A-state-of-the-industry-analysis/>

#### HERE ARE A FEW NOTABLE POINTS THE STUDY MADE:

1. The typical pizza lover is a woman who exercises twice a week.
2. Non-white populations – Asians, Hispanics and African-Americans – are growing faster than Caucasians.
3. With \$1 trillion in buying power, Millennials are the most powerful demographic in American history.
4. Millennials distrust corporate brands and favor the authenticity of independents.
5. Millennials, who also look for eco-friendliness and sustainability in places they patronize, favor organic and other labels that convey, "better" ingredients.
6. Most consumers use smart phones and related digital technology to order, view and convey information about their favorite or least favorite places to eat.



**READ MORE -** <http://liguriafoods.com/are-you-ready-for-how-the-pizza-world-is-changing/>

### GLUTEN-FREE PIZZA BECOMING MAINSTREAM

From cupcakes to pizza, become the breakfast couple of years. have to avoid gluten meaning their body-protein gluten which barley and rye.

The estimated true gluten is only one million Americans. six percent) are categorized and should avoid it. The 30 percent of U.S. shoppers are



gluten-free everything has through trend over the Some people genuinely due to celiac disease, cannot digest the is found in wheat,

number allergic to percent – or about one Another 18 million (about sized as gluten sensitive big number is an estimated choosing gluten-free products.

**READ MORE -** <http://liguriafoods.com/1438-2/>

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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 keeps 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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