



PEPPERONI TIMES

PIZZA IS OUR PASSION

JULY 2014



Your Time for Grilled Pizza?

It's a hot debate whether grilled pizza began in Memphis or Rhode Island. Some say, owners Johanne Killeen and George Germon served the first at Al Forno restaurant in Providence, RI. Others swear it was Coletta's in Memphis.

Whether Northern roots or Southern, what is true is that the flavor and smokiness from grilling pizza on real charcoal cannot be beat. If you then add pepperoni on the pizza, you will double the smoky flavor of both the pizza and the pepperoni. Fire roasted bacon will also add tremendous flavor and a bacon-goodness smell to your restaurant.

New York City's famous Lombardo's on Mulberry Street made a name for itself by using a coal-fired oven to impart the grilled burned flavor that is so famous. Given the restrictions on coal burning in most cities, real Pizzaiolos that want that authentic flavor had to find an

alternative. American ingenuity moved in and the backyard grill took center stage.

The secret to good grilled pizza is to use a thin dough. After rounding, place it directly over the fire of a grill, and

then turn it over once the bottom has baked. There may be some stickiness on the grill, but after a few minutes of cooking, the dough will release for you to pull it off. Place a thin layer of toppings on the baked side. This is a fast bake – 1-2 minutes – so keep toppings thin so they heat through. Many chefs suggest making one with chunkier toppings like sausage or peppers, and precook the items before placing on the pizza. Add garlic, herbs, or other ingredients to the



CUSTOMER PROFILE

Quality the Difference for High-end East Coast Pizza in Arizona

Arguably the most popular dine-out or carry-out meal for Americans of all ages, pizza is associated with friends and good times. Adding to its popularity is that it comes in a seemingly unending variety of styles and toppings. Change the sauce, cheeses, dough, spices or toppings and you've got an entirely different pizza.

During a career in foodservice and later in distribution to the foodservice industry, Terry "Joe" Black began to dream of owning his own pizzeria. It was a subject of conversation with his daughter while she sought her degree in business. With the support of family and a friend who provided the recipe, the dream was realized in 2006

Please turn to next page

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CUSTOMER PROFILE: **Quality the Difference for High-end East Coast Pizza in Arizona**

Continued from page one

when his first Jimmy and Joe's Pizzeria was opened in Chandler, Arizona.

For marketing purposes, Black took on the "Joe" moniker and dubbed his son "Jimmy". The entire family has been hands-on in the business at various times, though his son has moved on to be more of a financial and business development advisor. Now with three locations including in Mesa and Phoenix, there are plans to continue growing.

The formula for success has been a tightly focused high-end pizzeria menu, and a customer-centric approach to service. Black wanted to serve top-of-the-line pizzas, and adopted a service model motto from service industry icon, Jim Sullivan. It conveys to his employees the customer's desire for positive interaction – along with good food – to make them feel appreciated: Look at me – Smile at me – Talk to me – Thank me.

Consistency is a marker of quality for Black, who uses Liguria Foods pepperoni, sausage and meatballs on his high end pies, including the 24-inch "Big Jimmy" and his New York-style "Serious Slices". His employees and customers notice and comment on the difference and consistency of pepperoni, which comes in convenient 10-lb. packs that keep the product fresh without freezing. "I know exactly how many slices are on each pizza, because the cook doesn't have to make up for imperfections and uneven slicing. And there is zero waste," he explains.

He says he's seen all the pepperoni marketed and that Liguria pepperoni has a "beautiful flavor with just the right amount of spice". He describes Liguria sausage as "a beautiful flavor chunk with fennel that comes in the right size".

Black's choice to go with premium quality in the market stems from a lesson learned during his early years in sales. He realized that leading with a high-end product and allowing the customer to weigh cost versus quality options, reflected better on him. "If you start with quality, even if it costs more, people associate you with quality. Lead with a cheaper product and they remember you brought them less quality. I never forgot that," he says. It applies also to the pizza and food he presents to customers today.

He recalls forming his relationship with Liguria in the early days of his first pizzeria after another pepperoni product was disappointing. Staying at the top of the game means always being willing to fine-tune and seek ways to please discerning customers. Black says that Liguria Foods will continue to be a part of that process to continually stay in front of the competition, so Jimmy and Joe's will forever be defined as a slice above the others.

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Continued from page one

crust to maximize the flavor.

On the operation side, grilled pizza has both positives and negatives. The fast cook time speeds service to the table or for packing for delivery. People love the flavor and the lighter crust is perfect for summer meals.

On the challenge side, running outside creates more complication as an opened back door is never good for management of flies or thieves. The thin crust does not hold heat as long, so the product cools faster. Once your customers are "hooked" they will want grilled pizza rain or shine, so you need a "Plan B" for rainy summer days and nights. Finally, check with your local health department to insure you are not violating any health codes with outdoor cooking.

From a profit viewpoint, feature individual size pizza with a few choices of toppings.

In addition to pepperoni, you can add shredded Parmesan, as the fast bake will allow the cheese to retain its shape and texture. The nutty flavor of Parmesan will cut through light sauce applications and truly enhance the overall flavor profile. Consumers will perceive these pizzas as a real value-added item, so price high and let the pizza fly.

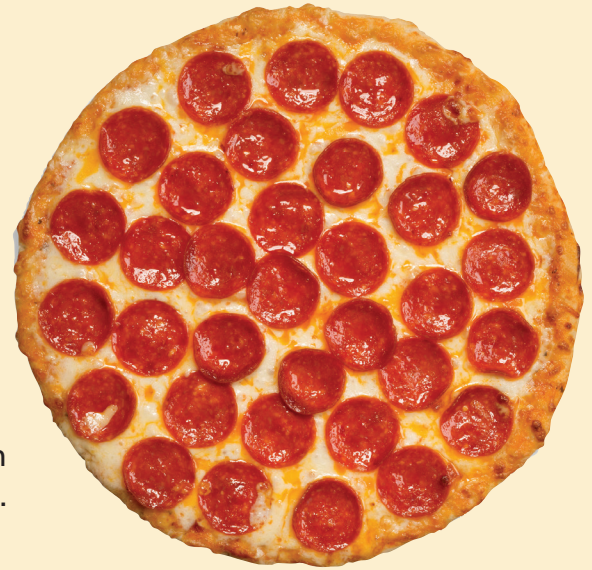
As to the origin debate, Memphis is the home of BBQ so it is logical to assume the idea sprang there first. We suggest you add grilled pizza and a nice marketing name, Authentic Memphis BBQ Pizza.

PRODUCT SHOWCASE

Gratifica Pepperoni: Great Taste at a Great Value

Liguria Foods developed Gratifica Pepperoni as a lower cost, high value alternative as compared to its Bravo Gusto and Liguria high-end brands. Gratifica has a similar recipe formulation, combining quality pork trim with Liguria's proprietary seasonings. What results is a mildly spicy, full flavored pepperoni that has a coarse grind and a distinctive red appearance. The full mouth-feel of Gratifica is really appreciated after it's cooked, as pizza lovers discern the unique spices and flavors.

We recommend pairing a slightly hoppy pilsner with a Gratifica pepperoni pizza, allowing the carbonation to gently wash down the salty, oily and rich flavors from the pepperonis. Also, the touch of hops will complement the slight spice taste from the pepperoni. In the end, after each bite and swallow of the pilsner, you will be quickly reaching for the pizza, craving the next bite.



PROTEIN MARKET OUTLOOK

Liguria Foods recognizes that huge spikes in pork and beef have pushed the price to acquire our premium products through the roof. Our raw material buyers work with long-standing producers to keep our costs in line but drought, world demand, oil prices and a nasty pig virus have overtaken our best efforts. As our commitment to customers, Liguria never wavers on its recipes and high quality fresh ingredients. We deliver the same consistent delicious taste every time, as you can't short cut your way to great pepperoni.

Pork Market

It's been a very challenging time for those on the purchasing side of the equation and demand will probably remain strong as supplies are expected to tighten. The killer stalking U.S. hog farms is known as PEDv, a malady that in less than a year has wiped out more than 10 percent of the nation's piglet population and helped propel pork prices to record highs.

Beef Market

When feed prices spiked a few years ago, many ranchers sold off and prematurely sent large percentages of their herd to market in order to have fewer animals to feed during a high cost investment period. That has driven the nation's cattle population down to 87.7 million — the lowest since 1951. U.S. commercial beef output will drop 5.4 percent this year to 24.32 billion pounds, the lowest since 1994. That marks the fourth straight year of declining production.

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.



BRIEFS



Security Breach for Domino's Pizza in Europe

A group called Rex Mundi has claimed to have hacked into Domino's Pizza's European headquarters to steal more than 650,000 passwords of French and Belgium customers. The group is demanding 30,000 euro (\$40,000+ U.S.) or threatening to publish the information online.

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BRIEFS - continued

Domino's Netherlands executive Andre ten Wolde told a Dutch newspaper that the ransom would not be paid, according to the Daily Mail. Although customer information including names, addresses, phone numbers, passwords and email addresses was seized, Wolde contends no financial data was compromised.

The incident has been reported to the French police. The pizza chain's customers are being advised to change their passwords. Keeping customer data is a vital component of today's pizzeria operator.

Domino's has 11,000 restaurants, include 253 in France and Belgium.

Pizza Today Magazine, June 2014

Facebook Adds Menus to Restaurant Pages

No more taking photos of your menus to upload to Facebook. Now the social media giant has launched a menu feature. Just as photos and like buttons appear under the cover photo, you can also display your menus.

On a restaurant Facebook page, you can build your menu right in Facebook by simply going to Settings >> Page Info >> Menus. You also have an option to upload a PDF and the menu will appear after it goes through Facebook support, which could take a few days.

Is the menu feature paving the way for click-through ordering options on Facebook?

Pizza Today Magazine, May 2014

Sausage Pizzas Decline in Popularity in NYC

According to New York Post, the sausage pizza is no longer a staple of New York diet.

"While pepperoni and cheese remain the most popular, the sausage slice has been replaced by buffalo chicken and pineapples, artichokes and ziti," the Post said. "Joe Pozzuoli founded the Greenwich Village institution Joe's Pizza in 1975 and has seen pizza trends come and go. On a recent trip to Joe's, four slice pies sat ready — traditional cheese, a fresh-mozzarella pie, pepperoni and a Sicilian. And the owner of the Carmine Street spot, a favorite of Leonardo DiCaprio and Tobey Maguire, discusses sausage pizza the way a musician might talk about that neighborhood's folk singers — as a relic of times past."

PMQ Magazine, June 2014

\$35 Pizza Greet World Cup Visitors

According to CBS News, World Cup visitors, are learning that in Brazil, things are expensive.

"Unlike nearby Latin American nations where a tourist's U.S. dollar or European Union euro seemingly stretches forever, Brazil is astoundingly expensive," CBS News said. "If one's budget isn't immediately busted by the flight or the hotel, it will soon be done in by the \$10 caipirinha cocktail, the \$17 cheeseburger or the \$35 pepperoni pizza. And those are the prices city-dwelling Brazilians saw even before the World Cup set off a new standard of sticker shock."

PMQ Magazine, June 2014



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 almost 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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