



PEPPERONI TIMES



THE PIZZAIOLOS' PEPPERONI

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SPECIALTY PIZZA ON THE RISE

Of all the cooking tricks we love, there is nothing like the sight of a Pizzaiolo tossing a ring of unmade pizza dough high in the air with all the aplomb and agility of a circus juggler.

The pizza maker would then add some tomato sauce, cheese and pepperoni or sausage and shove it in the oven. Today, that Pizzaiolo is as much a gourmet chef as he is a simple pie maker, catering to more educated and adventurous clientele.

That's because the world of pizza is changing.

Already among the top foods we eat regularly, pizza has expanded its audience by becoming gourmet and healthy. The emphasis is on top quality ingredients and innovation – urged on by a move into more upscale serving environments.

The trend is spurred on by the burgeoning number of food shows and celebrity chefs, as well as the desire to cater to an elite group of adventurous diners, health-conscious eaters and those looking to expand their pizza experience.

ANYTHING GOES

In addition to pepperoni, sausage, peppers, onions, mushrooms and the usual list of toppings which are at the foundation of any place where pizza is served, the sky is now the limit for alternative toppings.

The idea may be to reflect an ethnic flavor profile, as in a Mexican-style pie with jalapenos, cheese and salsa, or a Mediterranean pizza with feta, black olives and basil. Or it could be organic, gluten-free, low-cal, vegan or vegetarian.

Then again, creative pizza makers are taking high quality pepperoni and adding artichoke hearts and fresh pecorino cheese. You have probably heard about bacon and fried egg pizzas, or even something as wild as a peanut butter and jelly pizza.

NOT JUST TOPPINGS

Over the years, the pizza crust has gone from oily, gooey and thick to light, thin and even brittle.

Whole wheat dough, sourdough and gluten-free dough are being teamed with organic toppings

and all-natural ingredients.

The thin-crust pizza requires a high heat over a short 90 second cooking span in a wood-fired oven.

Another trend is in traditional Neopolitan-style blending double-zero Italian flour, plum tomatoes, mozzarella di bufala cheese, sea salt, yeast and basil. As a result, today's Pizzaiolos are not focused so much on quantity,

but on quality. They're looking for consistent, fresh ingredients and innovative ways to present their creations.

Artisan pizza may not replace the traditional pizza we grew up with, but it is an excellent way to augment a menu and increase sales. It is also fun and shows a commitment to entertainment and creativity that the pizza of years ago lacked.

So, the next time you see a Pizzaiolo in the kitchen flashing a big smile, you'll know why: His all-natural, whole wheat, thin crust pizza topped with smoky and spicy Bravo Gusto pepperoni, fresh mozzarella, locally grown tomatoes and basil will be the hit of the party tonight ... and every night.



LIGURIAFOODS.COM 800-765-1452

Customer Profile

TEXAS STYLE FUN AND CREATIVITY AT AUSTIN'S PIZZA

JD (John-David) Torian owns Austin's Pizza. But in order to know JD, as he likes to be called, just read a description on his [website](#):

"An admirer of young Theodore Roosevelt, writers John Steinbeck and EB White, and Japanese Zen farmer Masanobu Fukuoka, JD's easy affinity for the world around him shows in his love of the Texas Hill Country, old Western stories, writing, running, Tenkara fishing, and biking."

That is pretty eclectic for a pizza restaurant owner, but who's to say there is a template.

His tastes and interests reflect a classic menu, streamlined operation and community-oriented restaurant company that has firmly established itself in the college town of Austin.

The menu is fun and creative yet sensible. In addition to customizing your own pizza, you can choose from 21 different items. Like the Bacon Pizzaburger with bacon, hamburger, red onion and cheddar cheese. Or the Far West with Alfredo sauce, bacon, fresh jalapeno, mushroom and grilled chicken. There are vegan and gluten free options too.

JD is a communicator as well as a restaurateur. He writes a regular blog that reflects his opinions on food, sports, popular trends and literature. He loves Ian Fleming books at the moment.

In a blog titled "Flavor, etc.," JD writes about the trend towards "overpowering flavors" and reflects on the need for balance. To cap off his blog, he writes, "I've mentioned here before that a large percentage of what we sell is a cheese or a pepperoni pizza. This is all to say that we know our place."

He uses Liguria Pepperoni because it fits his notion of high quality, consistency and great taste. "It's the best product of its kind on the market and I've tried them all," says JD.

Austin's Pizza, which operates 12 locations, was founded in 1999 on a no-frills principle. "There is no science about it," stated JD. "We use pure whole ingredients."

At the bottom of the Austin's Pizza website, there is a list of "Friends" that includes **Tom's, Please Be Kind to Cyclists, Texas Roller Derby and Court Appointed Special Advocates for Children.**

It is a list things and people JD cares about and hopes his customers do to. That is, in addition to eating a great cheese and pepperoni pizza.



Product Showcase

BRAVO GUSTO PEPPERONI OFFERS DISTINCTIVE SMOKEY FLAVOR

Liguria's recently launched a new premium pepperoni brand: Bravo Gusto.

Liguria Bravo Gusto joins the Liguria family of high quality pepperoni, which includes Liguria Rosso, Rossy Spicy, the milder Gratifica, and the original flagship: Liguria.

As with all Liguria products, Liguria Bravo Gusto is made from the freshest ingredients sourced from long-time area farms. Liguria developed the new brand as its top-of-the-line offering, as Liguria Bravo Gusto's distinctive flavor profile accentuates the smoky, spicy flavors



associated with pepperoni. In fact, Liguria Bravo Gusto 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 – leaving a desire for more.

“The distinctive flavor gives pizzerias a real choice to differentiate its pepperoni pizza from all the other less-authentic toppings on the market. I can ensure you that customers will taste the difference.” said Joe Henry, Senior Vice President Sales and Marketing at Liguria.

For Liguria, it starts with fresh – not frozen – high quality ingredients, and continues throughout the production process, as dedicated staff follows the same, old-world recipe to produce a consistently delicious pepperoni.

Contact Liguria Sales for more information on Liguria Bravo Gusto at sample@liguriafoods.com

PROTEIN MARKET OUTLOOK

Markets remain high for beef and pork and inventories continue to drop. However, relief may be on the way as recent crop reports are very positive. Commodities fell to a five-year low on speculation abundant supplies and slowing economic growth outside of the U.S. will curb demand for raw materials.

The nation's corn and soybean harvest will be the largest ever this year. Corn production is forecast at 14.4 billion bushels, up 3% from both August and 2013, while soybean production is forecast at 3.9 billion bushels, up 3% from August and 19% from 2013.

[Click here](#) for the full report.

BEEF MARKET

USDA Cattle Report, August 22, 2014

United States Cattle on Feed Down 2 Percent

Cattle and calves on feed for slaughter market in the United States for feedlots with capacity of 1,000 or more head totaled 9.8 million head on August 1, 2014. The inventory was 2% below August 1, 2013.

Placements in feedlots during July totaled 1.56 million, 7% below 2013. Net placements were 1.50 million head. During July, placements of cattle and calves weighing less than 600 pounds were 425,000, 600-699 pounds were 260,000, 700-799 pounds were 355,000 and 800 pounds and greater were 520,000. For the month of July, placements are the lowest since the series began in 1996.

Marketings of fed cattle during July

totaled 1.79 million, 9% below 2013. July marketings are the lowest since the series began in 1996. Other disappearance totaled 63,000 during July, 2% below 2013.

PORK MARKET

USDA Hogs & Pigs Report, June 30, 2014

United States Hog Inventory Down 5 Percent

United States inventory of all hogs and pigs on June 1, 2014 was 62.1 million head. This was down 5% from June 1, 2013, and down 1% from March 1, 2014.

Breeding inventory, at 5.85 million head, was down slightly from last year, but up slightly from the previous quarter.

Market hog inventory, at 56.3 million head, was down 5% from last year, and down 1% from last quarter.

Briefs

APPLE PAY FOR MCDONALD'S, OPEN TABLE

Apple announced that iPhone 6 and Apple Watch owners will be able to use their devices to pay for meals at many restaurants. The feature, called Apple Pay, utilizes a chip that stores encrypted payment information. All users have to do is add a credit card, either from their iTunes account or using the phone's camera. To pay in stores, users will hold their iPhone in front of a reader and then confirm the purchase with Apple's Touch ID system, which verifies a fingerprint via a sensor on the phone.

Eater.com, Sept. 9, 2014



OCTOBER IS NATIONAL PIZZA MONTH

It all happens
in October with

National Pizza Month, and if you start planning

now, you can be ready to promote your business—and ramp up your sales—all month long. Here are some ideas and examples from pizzerias around the country: [Click Here](#)

PMQ Magazine, September 2014

MOZZARELLA: THE OPTIMAL PIZZA CHEESE

A group of scientists at New Zealand's University of Auckland dedicated recent research to finding the perfect pizza cheese. "Quantification of Pizza Baking Properties of Different Cheeses, and Their Correlation with Cheese Functionality," was published in the Journal of Food Science this summer.

Pizza Today Magazine, August 25, 2014

FEEDER CATTLE HIGHER, FED CATTLE SOFTER

Cattle futures markets burst out of the gate early this week, setting record highs for both Live Cattle and Feeder Cattle.

Beef Today Website, Sept. 12, 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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