



PEPPERONI TIMES

THE PIZZAIOLO'S PEPPERONI

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Happy Holidays: Topping off the Year in Style



Christmas is a time to rejoice in what we have and to plan for what we want. It is the last and best topping of what has hopefully been a good and profitable year.

If you run a restaurant, you know how the Christmas season has become one of the most important selling periods of the year. Christmas and New Year's

occur on two days one week apart; throw in Thanksgiving and the holiday season has morphed from three days to 42.

What began as a religious celebration is now six weeks of shopping, parties, gift giving, family and friend visits, and the opportunity to grow the bottom line. It is also the perfect time to show your customers, employees, vendors and friends how important they are to you.

Of course, the holiday season is much more than just making a pizza in the shape of a Christmas tree. (Although that is a great idea especially when topped with Liguria pepperoni!) To start, you want to decorate your restaurant with lights and ornaments in order to create a festive feeling. Also, make sure your staff greet people on the phone and in person with: "Happy Holidays!"

There are many other things you can do to convey your message and reap the gains at holiday time:

1. Start early: Begin reminding customers six to eight weeks prior to the holiday about the services you provide including catering, group parties and promotions. Integrate your ideas into your social media, email blasts, print and web advertising and on your website.
2. Offer catering: Office parties, weddings, family parties and events are all fodder for increased sales. Off-site catering can boost sales in your restaurant as well and introduce your menu to new customers.
3. Gift cards: This is a great way to sell your restaurant and convey the holiday message. Have an array of gift cards available on your website, at your POS and on tables. Teach your servers to recommend the "gift of pizza" to all of your customers. You could also donate part of the gift card to a worthy cause ... a very giving thing to do.

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CUSTOMER PROFILE

Hideaway Pizza: The Big Kahuna of Pizza

Go fly a kite! And while you are at it, eat some pizza.

That is what Hideaway Pizza founder Richard Dermer might have said to you to show you the fun you can have while eating his pizza.

Mr. Dermer, you see was not only Oklahoma's most successful pizza pioneer, but an ardent flyer of kites, a world traveler, a beneficent philanthropist, and the Big Kahuna who brought great pizza and even greater joy to everyone he met.

With 15 locations spread throughout the state, Hideaway Pizza is a model of how to market a pizza operation. It conveys a unique personality via an all-out fun attitude that makes you want to try the food and enjoy the company.

That goes to Mr. Dermer's philosophy since opening the initial restaurant in Stillwater in 1957: If employees are happy, the customers are happy. And if they are happy, they return.

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CUSTOMER PROFILE:

Hideaway Pizza: The Big Kahuna of Pizza

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The main ingredient at Hideaway Pizza is not the sauce or dough, it's the employees. They are family and this reflects back to everything. At Hideaway, you can work hard, have fun and enjoy your job.

At the Hideaway Pizza in Stillwater, the home of Oklahoma State University, college students flock there for pizza and often are the main employees. At a recent 50-year anniversary party, more than 250 former employees traveled from around the world to celebrate. Talk about company loyalty!

If you visit any of the Hideaway restaurants, there is still a family-owned feel. This is primarily due to the way Mr. Dermer expanded the Hideaway brand: When it came time to grow the business in 1993, rather than do it himself, Mr. Dermer granted three of his long-time managers and friends the right to take Hideaway beyond the limits of Stillwater.

All the restaurants also reflect the fun factor. Before you enter, you can't help but see their mascot known as Kahuna atop their restaurant. You will also notice their motto: "One Planet, One Pizza." Hideaway has an eclectic website with lots of pictures of customers laughing and enjoying their food; they put on a Pizza Olympics where employees compete in contests including box folding, biggest dough toss, a waiter's race, and best food preparation. It is a hugely popular event.

So it makes sense that when it came to pepperoni, the new Hideaway restaurants would choose something new and unique that tasted great. They chose the smoky Liguria Bravo Gusto.

"The flavor you get from Bravo Gusto is simply mouth-watering," says Janie Harris, Queen of Fun, Guest Relations and Marketing. "It has great flavor and it is just spicy enough. Plus, it looks beautiful and cooks up beautifully.

"We cooked up various brands of pepperoni with our sauces and cheese, and Bravo Gusto was chosen as the best: It won our testing hands down. The staff gave it unanimous thumbs up!" she said. "But most importantly, our customers love it! Parents tell me that their kids will eat our pepperoni but not others. Quite simply, our pepperoni rocks!"

Great music, dancing and singing waiters and colorful collages greet all who enter Hideaway Pizza, where the menu is as creative as the marketing.

Try the "Big Country" pizza named for Oklahoma star basketball player Bryant Reeves. He was so big that naturally the pizza with pepperoni, sausage, Canadian bacon, Polish sausage, hamburger and cheddar cheese is a mountain of food. There are more than 25 other specialty pizzas, not to mention the fact that customers can build their own using a variety of toppings. Hideaway also offers gluten-free pizzas and vegetarian styles, baked pasta, salads and sandwiches.

On the walls of the original Hideaway Pizza is a collection of Mr. Dermer's kites from around the world. On college football game days, thousands of old customers return to Stillwater and to their favorite pizza place where the pizza remains as good as their memories.

Although he passed away earlier this year, Mr. Dermer's love of people, his town and the never-ending fun he provided at Hideaway Pizza remain the strongest memory of all.

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4. Reward your staff by throwing a holiday party or giving them gift cards (cash cards are always great) to feel special and appreciated at holiday time.

As Christmas segues into New Year's, take time to reflect on the previous year and plan for the new one.

At Liguria, our business is simple: We make the world's best pepperoni. We also listen and respond to our customers. We created our new Liguria Bravo Gusto in 2014 in response to your needs. We are constantly assessing our business as it can reflect your success.

The truth is, those of us reading this newsletter are the lucky ones. We have good jobs and the luxury of spending our time making our work and our companies stronger. Many good people today cannot find work or are toiling at jobs well below their skill level. Use this holiday season as a time to remember to be grateful and thankful for all of your good fortune.

Rejoice that we live in a country where we are free to earn a living, however, we choose. We have selected a wonderful industry that feeds people and satisfies most of us who have made this our life's work. This holiday season is a great time to recognize the importance of work, family and friends and our place in that process. We at Liguria Foods are grateful for your business and look forward to another great year working together.

PRODUCT SHOWCASE

Liguria Sliced Pepperoni

Liguria Sliced Pepperoni is our flagship. It is our original pepperoni, and we feel strongly that it is the premium product available in the market.

For 40 years, Liguria 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.

Our Senior Vice President of Sales and Marketing Joe Henry recommends pairing a Blue Moon or Shock Top with a Liguria pepperoni pizza to balance the rich meat flavors. A hoppy pilsner will also evoke a pleasurable smile, as the carbonation will gently wash down the spicy, salty aftertaste from the pepperonis. 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.



Contact Liguria Sales for more information on Liguria Sliced Pepperoni at: sample@liguriafoods.com.

PROTEIN MARKET OUTLOOK

Pork Market – USDA Hogs & Pigs Report, 3rd Quarter 2014

Hog Inventory Up 6% since Summer

The U.S. inventory of all hogs and pigs on September 1, 2014 was 65.4 million head. This was down 2 percent from September 1, 2013, but up 6 percent from June 1, 2014. Breeding inventory, at 5.92 million head, was up 2 percent from last year, and up 1 percent from the previous quarter. Market hog inventory, at 59.4 million head, was down 3 percent from last year, but up 7 percent from last quarter.

The June-August 2014 pig crop, at 29.5 million head, was down 1 percent from 2013. Sows farrowing during this period totaled 2.91 million head, up 1 percent from 2013. The sows farrowed during this quarter represented 50 percent of the breeding herd. The average pigs saved per litter was 10.16 for the June-August period, compared to 10.33 last year. Pigs saved per litter by size of operation ranged from 8.00 for operations with 1-99 hogs and pigs to 10.20 for operations with more than 5,000 hogs and pigs.



Beef Market – USDA Cattle Report, October 2014

United States Beef Prices Continue Upward

Beef's continued price run has garnered a lot of media attention during the past year. Retail beef prices surpassed \$5.90/lb. in September – more than 20% higher vs. last year at this time. As such, there is ongoing concern about price resistance and general demand destruction at ever-higher price levels.

Despite recent and current positive cattle feeding margins, increases in feeder cattle prices are offsetting declines in corn prices, signaling continuation of positive margins. Despite record retail beef prices, meatpackers are caught between high fed cattle prices and cutout values too low to generate positive packer margins.

Through September, U.S. beef export sales tallied more than \$5 billion, which was the equivalent of \$283.29 per head of fed cattle slaughter, according to the U.S. Meat Export Federation. U.S. beef imports continue to grow and were up 46 percent in August from a year earlier. Demand for U.S. beef exports slowed somewhat this summer but remain strong to Hong Kong and Mexico, both showing strong gains from last year.

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

Pizza Inn Does the Pepperoni Twist

Pizza Inn is thinking outside the pizza box, recently introducing a delicious take on some classic favorites with its distinctive new Pepperoni Twists. These Stromboli-like sensations will make pizza lovers twist and shout for joy at participating locations.

Made by wrapping fresh, hand-tossed Italian dough around a generous blend of zesty pepperoni and mouthwatering, melted mozzarella, and topped off with a generous sprinkling of signature Romano and Parmesan magic dust, these delectable creations are the perfect addition to any meal at Pizza Inn.

"Our new Pepperoni Twists have been under wraps for a while, so we're excited to introduce them now," said Amanda Morgan, Pizza Inn's director of marketing. "They're unlike any pizza you've ever seen, baked to perfection and bursting with flavor. But I'll warn you...they're pretty addicting!"

Restaurantnews.com, September 29, 2014

The Nation's First Soda Tax

In the recent November election, voters overwhelmingly passed Measure D in Berkeley, Calif., which puts a one-cent-per-ounce tax on everything from energy drinks to Pumpkin Spice Lattes to Coke. "It's a landmark decision in a nation still caught within the clutches of Big Food even as it struggles to shed a decade-long obesity epidemic," reports Eater.com.

Measure D adds nearly 12 cents to the price of each can of soda and 68 cents to the cost of a two-liter bottle, according to CNN. Berkeley is the first city to pass this so-called "sin tax." Notably, a long campaign to tax soda and sugary drinks in New York City failed during Mayor Bloomberg's reign. A similar measure was also rejected in Washington, D.C.

PMG Magazine, November 5, 2014

Peter Piper Pizza Acquired

CEC Entertainment, Inc. ("CEC"), the nationally recognized leader in family dining and entertainment which operates 577 Chuck E. Cheese's stores, today announced that CEC has acquired Peter Piper Pizza ("Peter Piper"), a leading pizza and entertainment restaurant chain operating 32 company-owned locations and 115 franchises in the southwestern U.S. and Mexico, from affiliates of private equity firm, ACON Investments, L.L.C. ("ACON") for an undisclosed sum.

CEC intends to continue the popular Peter Piper brand with operation of the current restaurants, in addition to implementing growth initiatives to expand Peter Piper nationally.

Pizza Today Magazine, October 16, 2014

Pepperoni Pizza Cake? Here's the Recipe

Preheat oven to 400 degrees. Start by finding a pan that has tall sides. Press pizza dough and cut out three 6-inch circles. Bake the circles on a lightly greased baking sheet for just eight minutes, remove from pan and cool.

Line the round pan with parchment paper, so that parchment paper comes up and over the sides of the pan. Carefully drape the pizza dough inside the pan, to line the sides, leaving that extra half inch of the dough hanging over the outside edge. Take one of the cooked and cooled pizza dough circles and place it in the bottom of the pan. Adding shredded mozzarella and tomato sauce to pizza pan

Top the pizza cake with slices of pepperoni. Repeat the process, until you reach the top layer. Finish the cake by spreading pizza sauce, mozzarella, and then pepperoni. Use the dough that is hanging over the edge of the pan to create a crust, by rolling it over on top of the top layer of pizza. Bake for 20 to 25 minutes or until the sides of the pizza are fully cooked

Internet- <http://bit.ly/1xB5fsj>



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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