



PEPPERONI TIMES

THE PIZZAIOLO'S PEPPERONI

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How Would You Like Your Pepperoni?



Memo to the fast casual world: Liguria Foods has the answer to your pepperoni needs. Of course, this is no surprise as Liguria manufactures over 50 varieties of pepperoni in a myriad of shapes, sizes, flavors and styles.

The overall theme of fast casual restaurants revolves around the question: How do you want that? In other words, it is all about customization. Fast casual diners want to create their own burrito

or pizza or burger. This is why Chipotle is the paradigm for success in this rapidly expanding arena. They allow customers to step up, view a variety of options and then make their selections.

In the pizza segment it is the same idea. Blaze Pizza describes itself as "fast fire'd, custom-built, artisanal pizza." They are a chain in the midst of phenomenal growth. Other examples of fast casual pizza concepts are popping up daily.

The beauty of fast casual operations is they have an opportunity to tell a great story. The most successful fast casual restaurants don't just list pepperoni on the menu. They talk about its quality and unique traits and how these will enhance the customer's dining experience. Also because fast casual diners actually line up to view their choices, the type of pepperoni, sausage, veggies and sauce they see will need to provide a certain visual appeal.

These customers want options and a story behind the ingredients. For example, Liguria has an account which is dedicated to natural foods and ingredients. The uncured pepperoni they buy has no nitrates and is all-natural. This pizzeria shares this story with colorful language on the menu and on flyers at the restaurant. Another example is with a Liguria customer which offers an all-beef pepperoni to allow non-pork eaters a better choice to enjoy their favorite topping.

The concept is similar to wine lovers who visit different wineries and learn the background and lively tales from the winemaker about how he/she crafts the grapes into wine. They now have an experience to go with the wine that goes way beyond the taste and flavor. In the same way, fast casual diners love to embellish about their favorite pizzas and why they've selected specific ingredients.

Fast casual is the fastest growing segment in the pizza business. Pepperoni is the no. 1 selling topping in America. Together topped with one of Liguria's 50 varieties pepperoni, they make a perfect team.

Now the only question you have Mr. Fast Casual is "How do you want your pepperoni?" Liguria Foods has the answer. To learn more, stop by the Pizza Expo booth #1313 next week, or email: jhenry@liguriafoods.com.

BIG MAMA'S & PAPA'S® PIZZERIA



"Home of the World's Largest Pizza"
Restaurant food in a box

CUSTOMER PROFILE

Big Mama's and Papa's Pizzeria: Living the American Dream

At Big Mama's and Papa's® Pizzeria success is truly a product of good karma that comes from hard work. You see, Big Mama's and Papa's Pizzerias (BMPP) make and deliver the biggest pizzas in the world: They have been featured on the Oscars®, made history in the Guinness Book of Records and are on a path for huge growth.

The 20-store franchise company based in Burbank, CA has parlayed hard work, persistence and goodwill into a highly successful business that is poised to grow monumentally.

"You put your mind and heart into your work and your odds are higher that you can be better today than yesterday. You put yourself into a position to be lucky," says Ararat (Aro) Agakhanyan, CEO of BMPP Franchising Inc.

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CUSTOMER PROFILE:

Big Mama's and Papa's Pizzeria: Living the American Dream

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You want to talk about luck? How about when Ellen DeGeneres brought pizza to the 2014 Oscars® and handed it out to the crowd? Whose pizza did she choose: Big Mama's and Papa's.

"We have been delivering pizzas to the studios, to Jay Leno and other shows nearby for over 20 years," said Aro. "Ellen could have ordered any pizza but she chose something she knew would be a hit. Everyone knew us as the place to order giant pizzas, so that is why she bought it." She notably gave the delivery person a \$1,000 tip.

"She wanted something different, something fun, the underdog and not a big chain. There is no question we are the underdog in the pizza world," Aro added.

It turned out to be a big hit for Big Mama's and Papa's as well. Their phone rang off the hook. Inquiries to franchise piled up. Aro and his brother and partner Allen were happy, but they also brought in new partners with vast experience to take advantage of their new-found fame.

They are now partnered with Ray Perry, former COO of Carl's, Jr. and CEO of El Pollo Loco, Lou Franson, former president of Hooters, and Don Drysdale, the successful franchise attorney. As a result, they are expanding globally into Dubai, where they will open two stores by the end of the year, Pakistan, India, Georgia and their native country of Armenia. They will also open restaurants in Orange County with a new design and new branding.

Not bad for two young immigrants who opened their first pizza joint when they were 17 and 14 years old respectively.

"We were kids and we bought a failing place called Roselli's for \$12,000," recalls Aro. "But it had this tiny pizza oven that could only make 12-inch pizzas at most and if a pizza fell inside, which it did, we were shut down for a day."

The Armenian teenagers were not discouraged but were emboldened by the American dream. "We kept at it and added a larger oven that could make 28-inch pizzas. We called them Big Mama's and got famous for them. Soon after, I went even bigger with a 36-inch pizza we called Big Papa's.

"But we had no logo, no real name and really didn't even know what we were doing," he says with a laugh. "People began calling us Big Mama's or Big Papa's so we changed our name. The name was cool and fun and our customers loved coming and seeing us make this huge pizzas in a tiny kitchen."

But they were always thinking big. So they went after the Guinness Book of Records record for largest deliverable pizza. The result was a 54-inch pizza that

required a special way of making it while leaving the oven door partially open and then a specially designed Smart Car with a rack on top that could hold the hot pizza.

The 54-inch pizza sells for \$200. The box alone costs \$70 and they charge \$30 to have it delivered. They now have 10 Smart Cars which are set up to deliver the giant pizzas and are outfitted with an app that allows customers to see where the delivery car is and when it will arrive.

"People buy it because it is big. When they get it, they take photos of it and put it on social media," Aro says. It is purchased by families, schools, parties and just anyone who wants to have the experience of the world's largest delivered pizza.

This past Valentine's Day, they made largest heart shape pizza ever made which appeared in the Huffington Post. They donated it to a local hospital emergency room.

"We want to be the Starbucks of pizza where it is cool to hang out and eat great pizza. Our concept revolves around delivering quality food to your doorstep," Aro says about the goals.

One of their signature items is the Egg Gondola Pizza hat is made with well-done or scrambled eggs and up to 40 toppings. They also do Big Mama slices cut from a 28" pizza and a wide variety of appetizers, salads, calzones, pizzas and sandwiches.

When it came to selecting pepperoni, the brothers scoured the market for something of high quality that was also consistent.

"Liguria pepperoni has a lot of flavor and is very consistent," notes Aro. "They also make giant pepperoni which makes our job easier to make giant pizzas. This way we take less time than with regular pepperoni. We also appreciate their excellent customer service.

"It is hard to find good pepperoni. Liguria's is zesty and not too dry or too oily. It has just the right amount of oil and a good balance of fat so that flavor profile on pizza is perfect," he says.

This year at the Oscars® instead of delivering to the hoi polloi, Big Mama's and Papa's fed 300 Los Angeles Police officers who were set up at 37 different locations in order to provide security for the show.

It was a very good deed and it also rewarded Big Mama's and Papa's a lot of Facebook posts. More importantly, it provided some very good karma. That's the kind of goodwill you cannot buy but which more often than results in positive success for all involved.

PRODUCT SHOWCASE

Liguria All-Natural Pepperoni

In support of the growing healthy & fresh food, Liguria Foods offers two varieties of natural nitrate-free pepperoni for pizzerias.

Liguria All-Natural Pepperoni is made with the same course grind of the purest pork plus beef and all-natural seasonings. It's all about fresh high quality ingredients. The authentic old-world recipe is strictly followed as Liguria never cuts corners. This consistency ensures the delicious taste of every Liguria pepperoni remains the same. Guaranteed.

The primary difference with Liguria's All-Natural Pepperoni is how it's preserved in the curing process. Because nitrites are not added the pepperoni is considered by the USDA to be uncured.

As far as pairing beer with the Liguria All-Natural Pepperoni, we recommend a Blue Moon, Leinenkugels Sunset Wheat or a pale ale to wash down the rich flavors of the pepperoni. Wine lovers should choose a Merlot to balance the acidity and slight spice of the meat. Either way the combination will evoke a smile and desire for another slice.

For pizzerias looking for new ideas and opportunities, consider the natural option.



Contact Liguria Sales for more information on Liguria All-Natural Pepperoni at: sample@liguriafoods.com.

PROTEIN MARKET OUTLOOK

Summary

Both the beef and pork markets are stabilizing from a year ago but beef is showing upward pressure. Your Liguria Foods procurement team is working with our suppliers to keep raw material costs low while focused on quality.

Pork Market

United States and Canadian inventory of all hogs and pigs for December 2014 was 79.2 million head – an increase of two percent from December 2013, and up slightly from 2012. The breeding inventory, at 7.19 million head, was up three percent from a year ago and up two percent from 2012. Market hog inventory, at 72.0 million head, was up two percent from last year and up slightly from 2012. The semi-annual pig crop, at 72.5 million head, was up one percent from 2013 but down one percent from 2012. Sows farrowing during this period totaled 7.03 million head, an increase of two percent from last year but down one percent from 2012.



Beef Market

Beef export value averaged \$271 per head of fed slaughter in January, \$20.26 more than last year, according to the U.S. Meat Export Federation. Beef exports for the month were at a four-year low, however, as shipping delays caused by the West Coast labor dispute and other economic factors affected the market.





BRIEFS

Pizza Expo Spotlight: It's Show Time!

It's hard to describe Pizza Expo in words. You really have to experience Pizza Expo to understand the excitement and interaction that takes place among our attendees and exhibitors. Everyone is truly anxious and motivated to get into discussions about new products, new technology, the latest industry trends and hot-button issues facing the industry today. At this year's show, we'll have more than 1,100 booths, 475 exhibiting companies and 12,000 pizza professionals.

Pizza Today Magazine, March 1, 2015

Build Your Brand: Become a "Pizzapreneur"

A recent article in Pizza Today offered six ways to build a strong personal brand. Whether this personal brand plan is for your chef, or you, the "pizzapreneur," each step applies:

- 1) Get clear on professional goals.
- 2) Define who you need to connect with and impress
- 3) Define the chef's or owner's brand essence.
- 4) Identify the strongest channels to reach the most people in your target audience
- 5) Assemble and use "on-brand" tools.
- 6) Protect the brands you invest in.

Pizza Today Magazine, Feb. 18, 2015



Fans of 'Breaking Bad' Keep Delivering Pizzas

"Breaking Bad" was a great show, but creator Vince Gilligan says the pizza assaults on Walter White's roof need to stop. Actually, the misguided fans placing pies on the home featured in the show about cooking meth are bothering the

real-world couple who live in the Albuquerque, New Mexico, home.

In an interview about his new spin-off show, "Better Call Saul," Nydailynews.com reports Gilligan called out the "jerks" who have been flinging pies onto the house that served as the iconic meth cook's pad on the show, irking the couple who lives there.

"There is nothing original or funny or cool about throwing a pizza on this lady's roof," Gilligan fumed on the show. "It's just not funny, it's been done before. You are not the first."

PMQ Magazine, March 11, 2015



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.

Contact Information:

Liguria Foods
1515 North 15th Street
Humboldt, IA 50548
800-765-1452
sample@liguriafoods.com
www.liguriafoods.com

