



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - November 2015

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A CULINARY PIZZA TOUR AROUND THE U.S.

PIZZA HAS DIFFERENT LOOK AND TASTE IN EVERY REGION

Everyone loves pizza, especially the type of pizza they ate when they were young. What the neighborhood pizzeria served often depended on where the local Italians immigrated from – were they originally from Sicily, Liguria in the north or Puglia in the south?

Of course, these Italian families “Americanized” their pies, depending on the local fresh ingredients and customer tastes. What results is a checkerboard of regional pizzas throughout the U.S.

Most people are familiar with Chicago's deep-dish pizza, the paper-thin crusts on New York pizzas, and even the omnipresent Hawaiian-style pies. Here's a culinary tour to introduce you to the special pizza traditions around the country:

NEW YORK PIZZA

The round, hand-tossed thin-crust pies that most people in the U.S. think of as pizza, originated in New York in the early 1900s. These pizzas are light on tomato sauce and have a crust that is crisp along the edge, yet soft and pliable enough fold in half to eat. New York style pizza is sold to-go in wide slices and topped with a variety of ingredients.

CHICAGO STYLE

Although several different styles of pizza were developed in Chicago, it is most famous for deep-dish. This type of pizza baked in a high-edged pan, features ingredients that act more like fillings than toppings. The pizza has a crisp buttery crust, chunky tomato sauce, lots of cheese, and generous amounts of toppings. Unlike thin crust pizzas, deep-dish many people eat it with a knife and fork.

PHILADELPHIA TOMATO PIES

Proud Philadelphians, of course, have their own pizza. Called tomato pies, Philadelphia pizzas are stretched and then baked in oblong sheet pans. The heavy, breaded crust is as thick as a Sicilian. The tomatoes for their sauce are cooked down with lots of seasoning into a heavy, sweet paste.

DETROIT STYLE

Residents of Detroit love their pizzas square with a thick, deep-dish crisp crust and many toppings, such as pepperoni and green peppers. Often,

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CUSTOMER PROFILE

ROSATI'S BRINGS AUTHENTICITY AND INNOVATION TO PIZZA INDUSTRY

Rosati's Authentic Chicago Pizza was founded on a longstanding tradition that dates back 50 years. But the 150-store chain with locations in 13 states has not rested on its laurels. Instead, Rosati's has grown with the times while adhering to the family recipes that started it all.

“Rosati's is owned and operated by the same family with recipes that date back to Naples and that says a lot about who we are,” says Marla Topliff, President. “But we are not afraid of innovation. We were one of the first pizza places to offer delivery, for instance.”

That was in 1964 and Marla likes to tell the story that customers really didn't know what they were getting when they went into Rosati's to get a pie. “They would ask for an apple or peach pie and then when they got their pizza, they would walk down the street with it under their arms like a football.”

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ROSATI'S - *continued*

They may have gotten home with a bit of a cheesy mess but they always returned.

While many may think of a deep dish, thick crusted, sauce-topped sausage pizza as the original Chicago pizza, Rosati's offers a number of other options. "Chicagoans actually like paper-thin crust pizza and we also offer stuffed pizzas and double-dough hand-braided pizzas."

As Rosati's has expanded, it has also changed its presentation and footprint. They have a fast casual 1,500 square-foot model, but have seen their greatest growth with their 5,000 square-foot Rosati's Pizza Sports Pubs, which caters to families.

"People want a place where they can gather and have fun, and while others are turning to smaller units, we are actually growing with our larger Sports Pubs that offer full-sized dining and table service," notes Marla who has been with the company for 17 years.

Rosati's has also altered its menu to keep up with changing consumer demand. The biggest trend is toward craft beverages. They are also going more towards ingredients that are natural and GMO-free. "With menu labeling looming, we have to keep a watch on what we offer," says Marla.

With a constant eye on quality, consistency and flavor, Marla and her team selected Liguria Foods' pepperoni as its exclusive pepperoni topping. "We don't take our ingredients lightly. We go through a long process of testing and when we finally chose, we chose right with Liguria. It is never greasy, never bland and a big favorite of our customers," she says.

Rosati's remains a leader in their field primarily because they are on top of the trends and not afraid to try new things. "Our message hasn't changed, but the way we communicate has. So, we use social media to reach our customers and we have an online ordering system that actually produces higher tickets than when people would call in over the phone," notes Marla.

Geared to open 20-plus new locations next year, she is also very excited about the future of both Rosati's and the restaurant industry. "One of the best things happening now is that people are turning to restaurants for jobs. There is a bigger pool of employees out there and they are happy and ready to work in our industry. That is great for everyone."

Authenticity, innovation and a focus on quality ingredients keeps Rosati's Pizza humming along.

U.S. PIZZA TOUR - *continued*

these pizzas are partially baked before toppings are added. The crust is usually baked in a well-oiled pan that gives the bottom and edges a fried/crunchy texture. Some pizza parlors apply melted butter to the crust prior to baking.

ST. LOUIS PIZZA

The pizza served in St. Louis has a very thin, cracker-like, unleavened crust. It is topped with a special three-cheese blend (provolone, Swiss, white cheddar) called "Provel" that is used in place of mozzarella. Sometimes real mozzarella is added as well for an extra cheesy pizza.

CALIFORNIA STYLE

California pizza blends what locals say is the best of two worlds: New York thin crust and toppings from the California-cuisine cooking style. Toppings are often inventive and unique including: goat cheese, avocado, smoked salmon and even clams. One California pizzeria, Big Mama's and Papa's, has developed a signature Egg Gondola Pizza, made with well-done or scrambled eggs and up to 40 toppings. California style pizzas often feature fresh produce, sometimes locally grown.

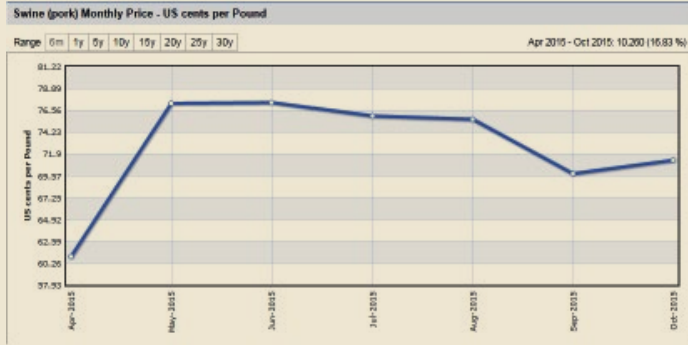
HAWAIIAN PIZZA

Hawaiian pizza has a cheese and tomato base topped with pieces of ham and pineapple. It may also contain mixed peppers, mushrooms and bacon. Despite its name, Hawaiian pizza is not a Hawaiian invention at all – it is actually Canadian.

Regardless of where you grew up and the style of pizza you crave, we at Liguria Foods are proud to say that pepperoni is America's no. 1 pizza topping. Whether the crust is deep-dish, thin, or even unleavened, pepperoni remains the number one pizza topping.

PROTEIN MARKET OUTLOOK

PORK MARKET UPDATE



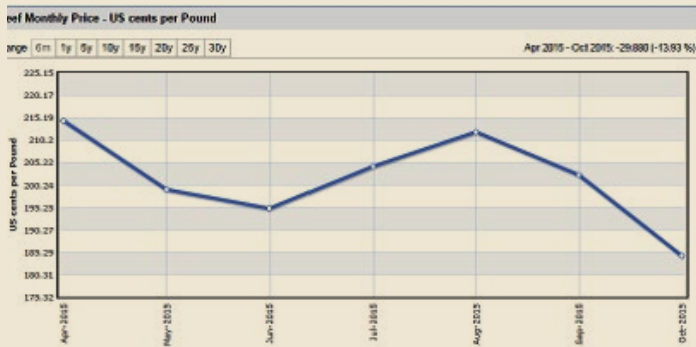
meat) are asking people across the country to say thank you to those who have given to others all year long by celebrating “Porksgiving,” a season for giving back with pork.

United States inventory of all hogs and pigs on September 1, 2015 was 68.4 million head. This was up four percent from September 1, 2014, and up two percent from June 1, 2015. This is the highest inventory of all hogs and pigs since quarterly United States estimates began in 1988.

U.S. pork exports showed modest improvement in September while beef exports endured the most difficult month in some time.

<http://www.indexmundi.com/commodities/?commodity=pork>

BEEF MARKET UPDATE



inventory included 6.46 million steers and steer calves, up one percent from the previous year.

Feeder cattle prices declined on the heels of the massive declines on the CME. Buyers continue to stick very close to their ability to hedge cattle. Yearling feeder cattle \$5-16 lower and calves \$12-24 lower.

The slaughter cow receipts at our test auctions were 8,400 head which was about steady with last week, but twice of the volume that we saw just a couple of months ago. The prices were \$1-6 lower.

<http://www.indexmundi.com/commodities/?commodity=beef>

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.

Maybe the biggest trend in pork this quarter is the very low turkey inventory. What??

Turkey is very tight and the folks from the Pork Checkoff (the other white



PRODUCT SHOWCASE LIGURIA ALL-NATURAL PEPPERONI

In support of the trend toward serving fresh and healthy food, Liguria Foods offers a delicious natural, nitrate-free pepperoni for pizzerias. Liguria All-Natural Pepperoni is made with the same coarse grind of the purest pork plus beef and all-natural seasonings. It's all about fresh high quality ingredients and no additives:

- No Nitrates
- No Nitrites
- No BHA & BHT Food Preservatives

The line-up of all-natural pepperoni from Liguria Foods includes:

- 1. LIGURIA ALL-NATURAL**
The premium choice crafted with the same taste profile as the company flagship Liguria brand.
- 2. LIGURIA PRIMA QUALITA**
Offers a classic taste and with a redder appearance and spicier kick. There are three varieties of Liguria Prima Qualita: Spicy, Smoked and Regular.
- 3. LIGURIA ANTI-BIOTIC FREE**
The healthiest alternative offering the great, traditional pepperoni taste.

For more information or to request samples, contact Liguria Foods at samples@liguriafoods.com

RECENT BLOGS

THE HEALTHY SIDE OF PIZZA

Can the world's favorite comfort food be good for you? As more and more people are searching for healthy, natural, and organic meals, restaurant operators need to feed this frenzy by marketing their pizzas as a delicious and healthy option.



When you think about the base ingredients of pizza – cheese and antioxidant-rich tomatoes – and add in nitrate-free meats and vegetable toppings, there's the basis for a healthy meal.

READ MORE - <http://liguriafoods.com/the-healthy-side-of-pizza/>

TURN ON THE SPICE AND TURN UP THE SALE



More and more Americans these days are enjoying spicy foods. Recent consumer research clearly shows that the desire for heat keeps growing every year. Walk into almost any restaurant, and you are sure to see new spicy menu items, even salsa

has overtaken ketchup as America's No. 1 condiment.

You could blame it on millennials, the most ethnically and racially diverse demographic group in our nation's history. They were reared on diverse ethnic foods, which often feature hot and spicy ingredients. They also have adventurous tastes and love trying new foods. Health conscious, they often prefer foods that are organic, locally grown and hormone-free.

READ MORE - <http://liguriafoods.com/turn-on-the-spice-and-turn-up-the-sale/>

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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 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 store-owners already know.

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