



# PEPPERONI TIMES

## The Pizzaiolo's Pepperoni - January 2017

PIZZA PREDICTIONS  
Q&A - MARK TODD  
LIGURIA 51  
BRIEFS AND BLOGS

### WHAT'S IN STORE?

## PIZZA PREDICTIONS FOR 2017



The beginning of the year is a good time to look at industry trends and predictions. Smart foodservice operators know that constantly studying consumer habits and adjusting strategies is the key to build a successful long-term business.

The restaurant industry saw sales decline last year, but the pizza industry is one of

the few bright spots. Here are some predictions for 2017:

- 1. RESTAURANT SALES STAGNANT** – The research group NPD predicts “limited-service restaurant category that includes QSR and fast casual ... will counter the overall restaurant industry’s predicted growth and see one percent growth in overall traffic.” NPD Group’s restaurant industry analyst, Bonnie Riggs, commented: “In the year ahead, it will be critical to stay relevant in consumers’ minds, focusing on innovative products, unique promotions, competitive pricing, stating the benefits of eating at restaurants vs. home, and delivering an enjoyable experience.”
- 2. MILLENNIALS RULE** – The influence of younger consumers continues strong, forcing innovations in dining experiences that are new and unusual.
- 3. WORKER’S RIGHTS** – Minimum wage questions are on the forefront and will add to a year of consumer concerns over how restaurant employees are treated. Millennials want to know, how are people treated who work for this restaurant?
- 4. DELIVERY RULES** – Third-party delivery services, like Grubhub, Amazon, and Door Dash, are fighting it out for dominance. Pizza leads in delivery.
- 5. CUSTOMIZATION** – Pizza, the ultimate customization food, keeps customers coming back for more. To lead the way, pizzerias can offer plenty of topping choices, including different pepperoni flavors such as smoky or spicy.
- 6. EATING AT HOME** – Many consumers are saving money and time by eating more at home. Pizza is the perfect way to satisfy this trend by providing people a fully-cooked meal for take-out.

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### Q&A – MARK TODD, CULINARY CONSULTANT

## WHAT IT TAKES TO ESTABLISH A BETTER BEER PROGRAM



### WHY IS IT IMPORTANT TO OFFER BEER AT THE RESTAURANT?

**TODD:** Since Fritz Maytag rescued Anchor Brewing in San Francisco from bankruptcy in 1965, the craft beer movement has grown. Now, there is a local brewery in almost every city. After Prohibition, there was an expected explosion in the number of breweries in the U.S. – at the beginning of WWII there were more than 850 breweries. That quickly waned and started a long decline, until in 1978, the year of maximum consolidation, we were down to 89 companies making beer in the entire country. Why is it important to have a beer program in every restaurant today? Because that number has grown to the point that we saw our 4,000th brewery open in 2015. The math is simple. Craft beers, and now craft ciders, are where

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## PREDICTIONS

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- 7. DRIVE-THRU** – Fast casual chains, like Panera Bread, are testing drive-thru. Others are combining mobile ordering and curbside service to support more at-home dining.
- 8. MOBILE FOOD ORDERING** – Technology that makes it easy and quick to order food will drive sales. As dozens of food delivery specialists take shape in an app- and tech-driven world, the delivery revolution will “uberize” the limited-service industry.
- 9. FOOD FUSION** – “Mash-ups” that combine ethnic flavors are growing rapidly. Pizza as a platform takes advantage with ease. Think Curried Chicken Pizza or Pastrami and Swiss Pizza on a rye seeded crust.
- 10. ALL-DAY BREAKFAST** – Fast food chains are in a war for breakfast dollars. Pizzerias can offer breakfast calzones with eggs and breakfast meats. Add a Scrambled Egg Calzone with pepperoni for lunch or dinner dining.
- 11. RESTAURANT LOYALTY PROGRAMS** – Restaurant operators will use loyalty programs to entice customers to visit their restaurants. Pizzerias can shine with loyalty promotions like “10th Pizza Free!”

The new year will continue to bring challenges to the restaurant industry. A new administration in Washington, D.C. promises to cut regulation and lower taxes. These are great initiatives for small business operators. Liguria Foods wishes you a successful 2017 and is available to keep your customers happy and coming back for more.

## Q&A - MARK TODD

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many people today are looking to enjoy an adult beverage.

### WHAT'S THE DIFFERENCE IN OFFERING BOTTLE BEER VS. BEER ON TAP?

**TODD:** In short, draft is usually fresher and more lively than bottled or canned beer. It also affords the opportunity to use alternate gasses to push the beverage, giving the beer a different mouth-feel and aroma. Guinness Stout and Boddington's Pub Ale have a widget inside

their containers that charges the beer with nitrogen upon opening, imitating the taste and texture of a draft beer. There are exceptions to every rule, as some Belgian Style ales and Barley Wines are built to age and are best left in their bottles for proper maturation.



### WHICH BEERS PAIR BEST WITH PEPPERONI, MEAT-LOVERS, AND HAWAIIAN PIZZAS?

**TODD:** There are thousands of varieties of pizza – each will have a soul mate in the land of fermented barley. If we are talking the most ubiquitous pizza in the world, New York-style pepperoni, the answer for me is unquestionably Pilsner Urquell, the grandfather of all Pilsners. The crisp hoppy mouth is the perfect tool to cut through the wonderfully greasy-cheesy unctuousness that makes this pie the King of Pizza. But unlike the overly hopped IPA's, this beer's bitter bite stops well short of the mouth-imploding stage, with a nice showing of biscuit-like malt peaking through. And the beer finishes balanced and clean. A meat-lovers pizza depends to some extent on the meats involved. Smoked meats like bacon prefer malty beers, such as Belgian Doubles or German Doppelbocks; spicy meats like chorizo or coppa prefer a clean German-style lager, so it depends on the meats. Hawaiian is not really pizza, even though I do secretly love it. Chefs in Naples cringe when they even hear the term. But for my taste, if you are going Hawaiian, go Hawaiian and have a Kona Longboard. To be honest, though, I had a real dry apple cider that was absolutely awesome with it.

### LIGURIA MAKES 25 DIFFERENT PEPPERONI. FOR BRAVO GUSTO, WE ADD A DRYING CYCLE IN OUR REDWOOD SMOKEHOUSE TO IMPART A SMOKY FLAVOR. WHICH BEER DO YOU RECOMMEND WITH IT?

**TODD:** As I stated above, smoky meats in general, like the sweetness of malt as a foil for the intense umami flavors in smoked meats. It is possible to

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## Q&A - MARK TODD (Continued from page two)

have high hop beers that pair well also, but these are best checked in person, as generalizations are not accurate. One Golden beer I love with smoked meats is Chimay Cinq Cents, a Belgian Tripel clocking in at 8% abv. With a golden-orange hue and the quintessential “rock head,” this beer is so beguilingly mild – one would never expect it to carry a sledgehammer in its back pocket. Aromas of yeasty bread and raisins give way to a cascade of bright crisp, somewhat citrusy flavors. A clipped finish leaves the palate ready for more.

### ANOTHER FAVORITE IS OUR ROSSO PEPPERONI WITH EXTRA RED CAYENNE PEPPER – HOW WOULD YOU PAIR BEER WITH THIS?

**TODD:** Also noted above, spicy meats are at home with beers showing a more pronounced bitterness. It takes this more flavor-intensive style beer to get through the sensory-overload of capsicum. Capsicum has a skeleton key for every taste bud, and can overwhelm the tongue’s ability to distinguish flavors. Hops are almost as overpowering and will stand up for themselves in the flavor wars.

### WHAT IS YOUR PERSONAL FAVORITE BEER AND PIZZA PAIRING?

**TODD:** My personal fave ... Hmmmm. Well, you asked. Tatre Flambee dough, generous spreading of Mascarpone, cubed Dolce Gorgonzola, candied pecans, caramelized onions and shaved 70% Valrhona Guanaja Chocolate (added after cooking) with a deliciously funky Saison Dupont.

*Mark Todd has worked extensively in the foodservice and retail sides of cheese promotion and education, and has made spreading the word about cheese his professional life’s goal.*

## PRODUCT SHOWCASE: LIGURIA 51 PACKS A POWERFUL PUNCH

Combining the best flavors from two of its most popular types of pepperoni, Liguria Foods has introduced its newest pepperoni: Liguria 51.

Liguria 51 is an extension of the flagship Liguria 1974, but undergoes a natural smokehouse cycle to impart a delicious, smoky flavor similar to Liguria Bravo Gusto. The name comes from the introduction of five flavors in one pepperoni, hence Liguria 51.

Customers, who have tried Liguria 51 in a limited release, exclaimed: “Wow, we can’t believe you got all these flavors in a pepperoni!”

Liguria 51 undergoes a natural smoking process that serves initially to 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 – creating a desire for more.

If your pizzeria is looking for a flavorful pepperoni with distinctive bold taste to differentiate your pies from large chains, Liguria 51 is an ideal choice. We recommend Liguria 51 with:

- **BBQ AND MEAT-LOVERS PIZZAS**
- **LIGHTER TOMATO SAUCES**
- **CHEESE BLENDS THAT FEATURE FONTINA OR ASIAGO CHEESES**
- **WOOD AND COAL FIRED OVENS.**



Contact your sales rep TODAY, or place a [sample order on our website](#).



## LIGURIA FOODS WEBSITE: THE GO-TO SPOT FOR PEPPERONI

The Liguria website is the gateway to all things pepperoni. Check out all our product offerings, which include more than 25 types of pepperoni and a variety of pizza toppings and deli meats.

One of the more popular sections on the website is the "Find a Distributor" search tool, which allows pizza and deli operators to locate distributors in their area. There's also an "Order Samples" section providing visitors the opportunity to request Liguria products.

Visit us at: [www.liguriafoods.com](http://www.liguriafoods.com).

## RESTAURANT MARKETING TIP - FACEBOOK

1. Know your audience. Facebook users stats: 54% are female, who are also more active – 76% frequent users; the age group of 18-49 year olds make up 66% of Facebook users
2. Know your image size for the best quality: 1200x1200 pixels
3. Schedule posts: 1-2x's a day; the best time to post is 1-4 p.m.; posting on Saturday and Sunday gets 32% more engagement on Facebook. Consider platforms to automate and manage posts like Buffer, Hootsuite, CoSchedule
4. Feature worker profiles to give an insight into the business and make it more personal to better relate to customers
5. Create contests or online polls to build followers; one idea is to have a poll with different pizzas so customers can chose the special pizza of the week/month



## RECENT BLOGS:

**SIGN UP FOR OUR BLOG -**

[HTTP://LIGURIAFOODS.COM/ABOUT-CONTACT/](http://LIGURIAFOODS.COM/ABOUT-CONTACT/)

**THE STATE OF THE PIZZA INDUSTRY. PART 1.**

**THE STATE OF THE PIZZA INDUSTRY. PART 2: MORE EVOLUTION THAN REVOLUTION.**

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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 keep them coming back.

For more than 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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