



# PEPPERONI TIMES

The Pizzaiolo's Pepperoni - September 2017

PEPPERONI OPPORTUNITIES  
Q&A - STEPHEN ZAGOR  
CULINARY PIZZA TOUR  
ALL-NATURAL PEPPERONI  
BRIEFS AND BLOGS

## PEPPERONI OFFERS OPPORTUNITIES TO EXPAND MENU AND BOOST SALES

### USE UNIQUE TOPPINGS TO ENTICE ADVENTUROUS CONSUMERS

Pepperoni is no longer on top; instead, it's on the side, the bottom and inside of any meal or daypart.

America's long love affair with culinary innovation has contributed to pepperoni's successful acceptance as a topping or ingredient in every possible meal. Savvy foodservice operators are tapping into this gastronomic trend to attract eager patrons and boost sales.

**Appetizers:** Creative restaurateurs add pepperoni to their appetizers for an upcharge. For example, add a spicy version to potato skins, artichoke dip, breadsticks, nachos, garlic knots or cheese plates. Or create a fun pizza dip using your sauce, pepperoni, ricotta and cream cheese to serve with breadsticks. Stuff large deep-fried risotto balls with pepperoni and mozzarella, rolled in breadcrumbs.

**Salads:** Give your green salads and cold pasta salads a kick with sliced or cubed pepperoni – it's a creative way to turn them into great sides or full lunch entrées. Also, the salads become easy meals to takeout for the pro on-the-go. Or offer your patrons a choice of pepperoni or salami on your chef's salad.

**Soups:** Restaurants can expand menu selections by enhancing soups with pepperoni. Imagine a handful of crispy, crumbled pepperoni on top of a creamy potato soup or cubed spicy salami in a cup or bowl of homemade minestrone. An appealing bi-cultural combination of Tex-Italian dishes could feature avocado fundido and pepperoni soup. These creations will bring smiles to your patrons.



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## Q&A WITH STEPHEN ZAGOR

### MENU PRICING – DON'T LEAVE MONEY ON THE TABLE

Inaccurate or sloppy menu pricing is a significant restaurant problem that can result in the operator unwittingly leaving money on the table. Staying on top of food costs and menu pricing is paramount for restaurant managers.

**Q:** How prevalent is the lack of knowledge about menu pricing in the industry?

**A:** My guess is that a majority of restaurants owners and chefs don't do menu pricing and if they do it, they don't do it correctly. The individual, small independent operator likely doesn't really know how to do it correctly at all.

**Q:** But not knowing menu pricing is similar to getting into a car without knowing how to drive.

**A:** Exactly. The thing is that when you look at a car, it looks easy. But once you get in and you see all the controls and you don't know how to operate the car. You may try to get on the road but you forgot to release the parking brake. Part of menu pricing is that it looks very easy. You order something and you mark it up by three or four or five and you sell it. But half the time the operator doesn't know what he's really marking up.

**Q:** When should a Core Values Exercise be conducted?

**A:** Core Values Exercise can be conducted in conjunction with a strategic planning session, or as a stand-alone exercise. As part of a larger strategic session, the core values defined by your team become integral to decisions about future initiatives and corporate goals. However, it serves as an excellent team- and morale-building exercise when completed at a management retreat or during a special corporate session.

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## PEPPERONI OPPORTUNITIES

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**Sandwiches:** Italian deli sandwiches aren't really Italian without slices of pepperoni. Add pepperoni to a warm Stromboli or Calzone. Delight patrons by stuffing heated marinara sauce and pepperoni into a pocket grinder roll, smother it in mozzarella, and bake it to create the hot pepperoni sub. Another creation, a hot Sicilian Stromboli, features ham, salami, pepperoni, bacon and all the fixings. Try adult versions of favorites such as: grilled cheese with pepperoni, a pizza burger with mozzarella and pepperoni, or another bi-cultural combination of pizza quesadilla with pepperoni. These warm sandwiches are great for autumn picnics.

**Pasta:** Take hot pasta dishes to a higher, unexpected culinary level by tossing in cubed, sliced or crisped pepperoni. Add pepperoni to excite spaghetti and meatballs, chicken parmesan, or mac and cheese recipes. Sliced or cubed pepperoni also work well with hot pasta dishes such as Chicken Alfredo.

**Condiments:** Unchain menus by whipping up unusual bacon jam or pepperoni and Soppressata jam, which can be used on pizzas along with Mozzarella and ricotta.

Pepperoni's versatility and distinctive flavor provide an ideal combination to include it in a wide array of recipes. We urge you to look at your menu and identify the opportunities to give your patrons a special treat to dazzle an ordinary selection. In these days of Instagram and Yelp, you want to stand out in the crowd.

And oh yes, as America's most popular topping, it remains the king of the pizza. There are many styles and flavors of pizza and they're all better with the soothing aroma and delicious taste of warm pepperoni slices.



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## STEPHEN ZAGOR

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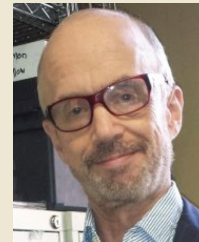
**Q: Why haven't restaurant managers or chefs stopped and learned how to price menus?**

A: I think people don't know what they don't know. Let's say someone decides to change careers because he or she has been told that they make the best pasta sauce. So, then they'd go to the supermarket, buy the ingredients and pay \$14 and multiply that by servings and that would be their cost. Or, I go to my neighborhood restaurant and see they're charging \$22.95 for chicken so that's what I'd charge without really knowing how much it costs. Both of those methods are common and both have faults.

**Q: What are the effects of menu pricing inaccuracies?**

A: The first thing is that the restaurateur is leaving money on the table. In a business in which everyone is being pressured by labor costs and labor legislation, sky high rents, and other creeping monthly expenses, the opportunity to be less profitable or profitable is so strong that for little extra effort you can make as much money as you should make. I'm not saying as much money as you could make. I'm saying as much money as you should make. That's the key. There are so many pressures. This is not a business right now for people who are ignorant of the fundamentals. It never is but the problem is that the business looks so easy.

*Stephen Zagor, is Director of Management Programs at the Institute of Culinary Education in New York City. Zagor has more than 25 years of experience in the planning, development and management of a wide variety restaurants and retail food businesses.*



## A CULINARY PIZZA TOUR AROUND THE U.S.

### PIZZA HAS DIFFERENT LOOK AND TASTE IN EVERY REGION ACROSS THE COUNTRY

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.

When coupled with the right topping, such as pepperoni, you'll know why Dean Martin sang "That's Amore." Here's a culinary tour to introduce you to the special pizza traditions around the country:

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# CULINARY PIZZA TOUR

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**NEW YORK:** The New York pizza, il campione, was originally baked by Neapolitans who brought the recipe to New York. It features big, wide slices that beckon the eater to fold the slice.



These hand-tossed pies are light on sauce and heavy on cheese. They boast a crunchy but pliable crust that is moderately topped with southern Italian Marinara sauce, and liberally covered with cheese.

**PHILADELPHIA TOMATO PIES:** In several Northeast regions, especially Philadelphia, this is a square-cut, thick-crust pizza topped with chunky tomato sauce and sprinkled with Pecorino Romano cheese.

**NEW HAVEN:** This pizza, known as “apizza,” (pronounced ah-beetz) delivers a charred crust reminiscent of a backyard grill. The typically misshapen pies are lightly topped with ingredients such as tomatoes, cheese and often clams, delivered on wax-covered sheet pans that offer a crunchy and chewy texture.

**CHICAGO:** Eating a deep-dish pizza is not easy. These one-to-two-inch thick giants are not available by the slice and often require a fork and knife to handle. You won’t be able to eat a whole one by yourself. It features flaky, buttery crust and hearty toppings.

**DETROIT:** Detroit-style pizza is a square pizza that has a thick deep-dish crisp crust and toppings such as pepperoni and olives, and is served with the marinara sauce on top.

**ST. LOUIS:** The St. Louis-style pizza is cracker thin all around, cut into squares with toppings that stretch to the edge, a sweet sauce, and a regional cheese called Provel.

**CALIFORNIA:** Toppings are big on the West Coast. The crust is typically hand-tossed, and the toppings range from barbecue chicken and Thai to lobster. The more “gourmet” it appears, the more you can classify it as Californian.

**NEW ENGLAND GREEK-STYLE:** It’s not a pizza with Greek salad ingredients. A true Greek-style pizza in New England features a round, oiled dough that puffs up in the pan. The sauce is normally heavy with oregano, and the cheese, a mix of Mozzarella and white cheddar, is thick.

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

Regardless of your neighborhood and favorite pizzeria, we at Liguria Foods, are proud to say that pepperoni is the topping that completes America’s favorite food. Deep-dish, square, round, thin, or even gourmet, 36 percent of pizzas consumed are with pepperoni – that makes our favorite topping No. 1.



## PRODUCT SHOWCASE: LIGURIA ALL-NATURAL PEPPERONI

### LIGURIA OFFERS A “NATURAL” WAY TO ATTRACT NEW CUSTOMERS

In support of the trend toward serving fresh and healthy food, Liguria Foods offers a delicious natural, nitrate-free pepperoni for pizzerias. With consumers demanding “clean-labels”, all-natural meats, flour and cheeses, put pizzamakers on trend.

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 •**

Liguria Foods offers three varieties of natural pepperoni for pizzerias under the Liguria Prima Qualita premium brand: The classic flavor, a smoky version, and one with a redder appearance and spicier kick.

Liguria All-Natural Pepperoni is based on an authentic old-world recipe, which is strictly followed as Liguria never cuts corners. This consistency ensures the delicious taste of every Liguria pepperoni remains the same. Guaranteed.

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](mailto:sample@liguriafoods.com).

## RECENT BLOGS:

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### LIMITED TIME OFFERS PRESENTS FULL-TIME OPPORTUNITIES

Despite their name, Limited Time Offers (LTO's) can offer some big-time returns.

LTO's are a valuable form of testing ideas, drive new business and retain the old. They are designed to enhance your brand, create customer intrigue and, of course, latest sales. But an efficient LTO requires specific purchasing requirements, staff training, marketing and overall management.

If you are just starting your business, an LTO timed for the first week or two can drive people to your front door. A rule of thumb on a week-long offer of "Buy One, Get One Free!", generally creates a three percent return. That may not sound like a lot but if you send out 1,000 flyers or emails and get 30 new customers, you will be happy. The more creative and valuable the offer, the greater the chance of increasing business and foot traffic.

**READ MORE** 

### EMAIL MARKETING – PUMP UP YOUR SALES

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 agility of a circus juggler. The pizza maker then adds some tomato sauce, cheese and pepperoni or sausage and place 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 customers.

The world of pizza has changed. 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 television shows, 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.

**READ MORE** 



## 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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