



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - November 2017

WIN WITH HIGH QUALITY
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BRIEFS AND BLOGS

WIN THE RACE TO THE TOP WITH HIGH QUALITY

Your competitor circulates a coupon every week for low-priced pizza. In fact, everywhere you look there are buy-one-get-one and half-off specials.

The type of consumers attracted to these offers are not going to be steady customers and not worth any effort or time. They're bottom feeders, looking for a deal and ready to patronize whichever pizzeria is the cheapest. Sure, if they want to eat in your restaurant, let them, but spending marketing money to attract them in the hope of turning them into regular customers is a fool's errand.

Best practices are not associated with lowest prices; winning the game is no longer a fight to the bottom but a race to the top.

With increased competition from the fast-casual business, the ongoing diet and health movement, and the powerful desire by customers to try new things, pizza establishments have incorporated high quality, innovation and customization into their menus and messaging.

This may be the most exciting time in the history of the pizza business as it is rewarding the most creative among pizzaiolos rather than the most penny-pinching.

Domino's, Papa John's, Pizza Hut and the other big hitters in the industry are learning from the fast-casual innovators like Blaze Pizza, PizzaRev, 800 Degrees and others that offer freshly-made, ultra-fast pizzas at a reasonable price. Customized pizzas from Blaze and two-minute Neapolitan thin crust pies from 800 Degrees have taken the industry by storm.

From new types of dough to wood-fired ovens, the pizza world is undergoing substantial change. Increasingly, pizza lovers want their pie of choice to be healthy. In one study two in five diners say they want whole-wheat crusts, organic toppings, and all-natural components.

Here are a few of the ways the pizza market is changing for the better:



1. Quality – It is all about quality demonstrated by fresh and upscale ingredients. Offer a variety of cheeses, house-made sauces and locally-sourced veggies. Tap into new and different meat toppings like smoky Liguria Bravo Gusto. Organic toppings and gluten-free dough are also important menu trends. Healthy options connote quality, too.

2. Gourmet – This goes hand-in-hand with top quality and figures perfectly into the customer's desire to try new menu ideas and creative concoctions. It is like the Food Network gone wild.

Ingredients such as Kalamata Olives, Artichokes, Pine Nuts, Caramelized Onions, Capers, Rosemary Ham and Bacon Marmalade will immediately set you apart from the competition while adding a necessary gourmet dimension to your menu. Cup and Char Pepperoni is a natural pairing in this setting.

3. Wood-fired – No question that everyone has an opinion about what makes the best pizza, but these days the wood-fired pizza has moved up in pizza opinion polls. With the rise of the Neapolitan pizza comes the wood-fired oven to cook these thin crust pies. The open-hearth looks genuine and smells great. It is all part of the artisan pizza movement.

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HIGH QUALITY

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4. Customization – Look anywhere in the industry and you will find pizza joints offering a new-fangled version of “Have it your way!” This is yet another part of the drive to improve the quality of customer service and give people what they want. Some fast-casual pizza operators offer two or three pepperoni choices on the line.

All-in-all pizza has never been so healthy, so creative and so much fun. This bodes well for our industry which now includes 73,000 pizza locations nationally. There’s something for everyone and it’s just getting better all the time.

END YOUR YEAR ON A BANG

PROMOTE COMPANY PARTIES TO DRIVE HOLIDAY REVENUE

It’s beginning to look like the holidays will be filled with cheer for foodservice.

Consumer confidence reached a 17-year high as Americans maintain optimistic about a stable economy and job market, and corporate profits are finally on the rise. New surveys show that not only companies are planning holiday parties, but many will increase spending. Catering to business clients is on the upswing with casual and fast-casual brands making this segment a top priority.

With such opportunities for foodservice operators and caterers, the time is now to capture as much of this business as possible.

Menu options and creativity are not the only ammunition in your arsenals. Restaurateurs and caterers should ensure that their businesses are top-of-mind for customers during the weeks leading up to this jolly season. Keep in mind, there are four ways to increase sales: Increase the number of new customers, increase frequency of existing customers, increase spend per ticket, and increase table turn/flow-through.

In addition to traditional outreach with newspaper ads and flyers, social media is idea to get the word out utilizing Facebook posts, imaginative hashtags on Twitter and enticing meal photos on Instagram to lure customers’ attention. Operators can promote festive platters by targeting interests, activities, flavors and locations to find patrons, employees and companies eager for a delicious and fun celebration.

As for menu selections, your creativity in presenting new and traditional items will contribute to your success. For example, how about a holiday sandwich wreath? The recipe calls for 20 slices each of rye bread and pumpernickel. Stack the bread with Liguria’s peppery Genoa salami and capicola, leaves of wholesome romaine lettuce, provolone or mozzarella cheese, and sprinkle grated parmesan. Arrange the sandwiches vertically in a circle on a serving plate and deck it with holly fashioned from parsley and grape tomatoes.

On a warm side, a popular winter sandwich features cooked broccoli rabe, with garlic, oil, and red pepper flakes with Pecorino and honey. Build sandwiches with bread, provolone, Capicola or slicing Salami and broccoli rabe pesto, add them to a pan, cover with foil, and place a heavy skillet on top. Cook for about 4-5 minutes per side. Garnish in appropriate holiday colors.

Lasagna, a favorite Italian classic holiday meal can also be offered in a holiday buffet setting. Radically “beef” it up with pepperoni and sweet sausages as well as four cheeses. The meat selections can also be added to casseroles.

Charcuterie and cheese platters are revelers’ favorites. However, suggest to your customers to convert them into exciting grazing platters located on high tops set around the party room. Provide your customers with 3-5 items that represent assorted styles and textures: Smoked and meaty, dry-cured and firm, cooked and creamy. Serve something acidic, like cornichons, or fruit chutney to complement the flavors. For a simple antipasto idea, serve up some Italian nibbles like parmesan chunks, sliced capicola, and an assortment of olives.

Be creative, source excellent ingredients, and tell your customers. To discover more ideas on Liguria products, please visit [HTTP://LIGURIAFOODS.COM](http://LIGURIAFOODS.COM). Buon appetito!



PRODUCT SHOWCASE: ALL-NATURAL

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.

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.



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PIZZARIA FOOD TRUCK FRENZY



If a pizzeria is experiencing success, it is a natural business progression to want to expand the brand by opening a new location. However, committing the time, money, and energy into an entirely new restaurant can be a daunting task. Instead of having a pizzeria's first expansion be a huge investment, there is another route one could take.

Food trucks are a simpler alternative to opening another physical location, with added benefits that could take a pizzeria to the next level. The following are a few of the advantages of a food truck vs. a traditional brick-and-mortar restaurant...

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THE RISE OF VIDEO PRODUCTION



Establishing and sustaining a presence on social media is vital for pizzerias looking to attract new customers. Self-promotion on various sites, such as Facebook and Instagram, require writing some copy and posting a photo about a new dish or a big sale. While both are effective marketing methods, there is another alluring tool to consider: Creating videos.

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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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