

PIZZA

MEET THE CORE FOUR

REDISCOVER THE CORE ELEMENTS OF PIZZA

Elevate your pizza expertise with this guide, with category-specific information to help start up or build business in a popular, highly-profitable segment. Our large variety of quality pizza products, helpful market trends and much more brings to life inventive approaches to drive traffic and maximize profits.

MAXIMIZE YOUR OPPORTUNITIES

Pizza holds a universal appeal, loved by individuals across diverse backgrounds. The ritual of returning to the same pizzerias, ordering the tried-and-true favorites, and savoring the same beloved flavors is more than just a preference – it's a testament to the role pizza plays in daily food choices. From casual gatherings to milestone celebrations, by honing the craft of pizza-making, you can unleash its full potential. The delicate fold of the crust or the bold selection of toppings can redefine the experience, pizza's versatility is almost limitless.

WHY PIZZA?

Food is our specialty and pizza is our passion! We know that crafting the perfect pizza begins with high quality ingredients, expert partners and unparalleled service. Delivering success to our customers is what we do one slice at a time. Together, let's bake one great pizza at a time.



Flour



Tomatoes



Cheese



Toppings



& More!

CHEESE MAKING Basics



- + Starter Bacteria
- + Rennet Enzyme
- + Heating
- + Stretching



PIZZA CHEESE

VS

MOZZARELLA CHEESE

- 100% real cheese
- 60% share of volume for foodservice pizza
- Non-standard of identity
- Modified food starch

INGREDIENTS:
milk, cultures, enzymes, salt, modified food starch

- BENEFITS:**
- Enables ideal melt and performance across platforms
 - Superior reheat - maintains creamy white appearance
 - Ideal for delivery / take-out

- Must meet government definition regarding ingredients (CFR)
- SOI = Standard of Identity
- 40% share of volume for foodservice pizza

INGREDIENTS:
milk, cultures, enzymes, salt

- BENEFITS:**
Traditional texture, chew, melt, and appearance

TOP IT WITH Pepperoni

2 SLICE DIAMETERS

Standard 45mm

- Industry standard and provides excellent coverage with less ounces of product
- Formulated to warm up with no cupping, charring or greasing
- Two different slice counts:
- Thin: 18 slices/oz
- Regular: 14 slices/oz



Large 3 inches

- An upscale addition to gourmet pizzas and adds zest to sandwiches
- Slice count: 8 slices/oz

PEPPERONI FLAVORS

Original Style

- Perfectly seasoned with traditional spices

Spicy

- Like our original, but with a kick of added heat

3 TIERS OF QUALITY PEPPERONI

Pork and Beef

- Made with at least 30% beef

Pork, Beef

- Contains less beef than the pork and beef product

Pork, MSC, Beef

- Chicken added for cost conscious operators

THINGS YOU "KNEAD" TO KNOW

FLOUR Provides structure, the higher the protein content, the more gluten development giving a chewier and sturdier crust.

WATER Provides minerals and temperature that yeast needs to activate. Water with too many minerals (hard water) can negatively affect fermentation (dough rising). Water that is too hot will kill the yeast.

YEAST Living organism that allows the dough to rise. Too little, the dough is flavorless and doesn't rise, too much makes dough hard to work with.

SALT Strengthens gluten for sturdier crust. Too much will kill the yeast, too little results in weak gluten development and flavor.

SUGAR OR OTHER SWEETENERS

Feeds the yeast boosting activity. Too much, yeast will "blow out" or rise too fast, killing the yeast and ruining the crust, too little affects flavor and rise. **(optional ingredient)**

OIL Inhibits gluten development, provides a softer internal texture known as crumb. Too little causes large air pockets in the dough, too much makes dough over pliable. **(optional ingredient)**

PIZZA SAUCE

The magical layer of tomato-rich flavor between, or on top, the pizza crust and it's toppings.

Scratch or Fully Prepared?

Getting the sauce right can be the key to creating crowd-pleasing pizza.

WHOLE PEELED PLUM TOMATOES

GROUND TOMATOES

TOMATO PURÉE

FULLY PREPARED SAUCE

