



Professional

YOUR PIZZA PARTNER IN SCHOOLS

Get ready to discover
the full potential of
pizza with your
go-to pizza experts;
built on high quality
and an unrivalled
understanding of
the pizza solutions
for your site



YOUR GO-TO PIZZA EXPERTS

IT'S NOT JUST ABOUT PROVIDING A GREAT QUALITY RANGE; IT'S ABOUT UNDERSTANDING WHAT MATTERS MOST IN YOUR SCHOOL TO HELP YOU DELIVER APPEALING MEALS YOUR PUPILS WILL ENJOY WHILE ACHIEVING REAL BACK OF HOUSE PROFITABILITY.

CHALLENGES FOR PRIMARY SCHOOLS

- 80% of children don't eat enough vegetables[^]
- There is a real demand for nutrient-dense meal options in schools that children will enjoy
- Catering for a large number of pupils poses a challenge due to limited cooking space
- Limitations on staffing levels and preparation times puts increasing pressure on the catering team

[^]2019 Food Foundation Broken Plate Report



HOW CAN WE HELP?

Using a high quality, finished product can help caterers cope with the increasing pressures on the industry and in the kitchen. A cook from frozen product helps to reduce preparation times, reduce wastage and reduce the hidden costs of scratch cooking. Dr. Oetker Professional pizzas have the additional benefit of being nutrient dense menu options to help support a balanced lifestyle for students, whilst giving the caterer the confidence in consistency and provenance.



CHALLENGES FOR SECONDARY SCHOOLS

- 60% of 11-16 year olds leave the school premises during their lunch breaks and choose food from fast food restaurants at least once a week*
- Schools are under pressure to comply with School Food Standards while exciting pupils with appealing meal options to increase the likelihood of them staying on-site and making better food choices

**Source: British Nutrition Foundation Healthy Eating Week survey, 2018*

HOW CAN WE HELP?

Pizza is an ideal meal and snacking solution as it mimics the High Street takeaways and convenience dining options that are so popular with the secondary school age group. With Dr. Oetker Professional, schools are able to offer a superior menu choice; either serving the pizza as a meal or by the slice to grab & go. The premium quality of Dr. Oetker Professional is similar to the well known pizza brands that children eat at the weekend and are familiar with; making Dr. Oetker Professional pizzas an appealing food choice for pupils.

WHY PIZZA?

- Pizza is increasing in popularity both in and out of home and is now bought by 84 percent of UK households**
- Consumers are buying and eating pizza more frequently, especially for their children due to convenience, with kids accounting for nearly a quarter of pizza occasions**
- Classic cheese and tomato remains the favourite topping for kids* while giving the flexibility to add additional toppings if required
- Pizza delivers on a range of nutritional benefits which help to support School Food Standards: One or more portions of starchy foods every day, a portion of milk/dairy, and one or more portions of vegetables

ABOUT DR. OETKER PROFESSIONAL

- Dr. Oetker Professional is built on quality and an unrivalled understanding of consumers' love of pizza
- All products produced are made with the finest ingredients and are easy to prepare to guarantee the ultimate taste, convenience and perfect results every time
- Our team of pizza experts will work together in partnership with you to ensure your business delivers the variety and quality of meal solutions to meet the demand of your customers

OUR PARTNERSHIPS



We are a long term partner of LACA; demonstrating our commitment to the sector.

LACA has set out to inform, develop, represent and support its members through a range of initiatives and services.

Instrumental in raising the standard and awareness of school catering; LACA aim to achieve excellence in school food.



Dr. Oetker Professional is a member of the Food For Life Supplier Scheme. This means that caterers can benefit from our commitment to ethical sourcing and traceability, and that we meet specification on health and sourcing.

Working with us will give you piece of mind as our membership of the Food for Life Supplier Scheme means we can make your inspections easier by providing evidence for audit trails.


The Food For Life Supplier Scheme is for suppliers, who like us, are committed to supplying / can supply a range of foods that can help you achieve the 'Food For Life Served Here' Mark.



*Source: IRI 52 w/e 30th March 19, Kantar Panel 52 w/e 29th March 19

**Source: <https://uk.kantar.com/consumer/shoppers/2018/supermarket-pizzas-are-growing-in-the-uk/>

PRODUCT FOCUS



WE APPRECIATE THAT PUPILS RELY ON YOU TO DELIVER ENTICING MEALS THAT PROVIDE THE NOURISHMENT THEY NEED IN THE DINING HALL, CANTEEN OR ON THE GO.

WHICHEVER EDUCATION SECTOR YOU'RE IN, WE'RE HERE TO HELP WHEN IT COMES TO COMBINING A TIME SAVING, PRE-PREPARED, GREAT QUALITY AND TASTY PRODUCT THAT WORKS WITH STRICT PRICE-PER-HEAD GUIDELINES.



BALANCED CHOICE WITH A HIDDEN VEG SAUCE

Inspired by Chicago Town Takeaway and made especially for schools, our unique Balanced Choice Pizza supports food guidelines by keeping fat and saturated fat levels to a minimum and contains a hidden vegetable sauce to help boost nutrition.



- ✓ A recognised brand pupils know and love
- ✓ 12 inch pizza - can be served in 1/6th and 1/8th slices
- ✓ Unique rising fresh dough base with mozzarella and Mature Cheddar cheese
- ✓ Tasty stuffed crust filled with our signature tomato sauce
- ✓ Fits in gastronorm trays
- ✓ Works in regeneration ovens
- ✓ No food handling and preparation
- ✓ Holds for up to 45 minutes; cutting down on waste
- ✓ Added source of fibre
- ✓ Suitable for vegetarians
- ✓ Delivers consistent results



Fully loaded with tasty toppings, our Deep Dish pizzas include one of your 5 a day and are a firm favourite with children.



- ✓ 5 inch unique dish shaped pizza
- ✓ Available in tasty cheese and tomato
- ✓ Fits in gastronorm trays
- ✓ Works in regeneration ovens
- ✓ Can be served as a half or as a whole
- ✓ No food handling and preparation
- ✓ Holds for up to 45 minutes; cutting down on waste
- ✓ A source of protein
- ✓ Suitable for vegetarians
- ✓ Low sugars and reduced saturated fat*

*Reduced saturated fat when compared to standard four cheese deep dish

DELIVERING SUCCESS FOR VALE OF GLAMORGAN LEA

Vale of Glamorgan LEA identified they needed to replicate High Street offerings in order to excite pupils. They worked with Dr. Oetker Professional to offer pizza on their menu after seeing how they were able to meet the challenge and deliver the high-quality taste students expect.

"Not only does the Balanced Choice pizza support food standards, but the stuffed crust and Chicago Town brand is easily recognisable by the pupils, making it a great option for our menus" explains Symon Dovey, Assistant Catering Manager at the Vale of Glamorgan LEA. "As soon as Balanced Choice was served the pupils went crazy for it and we knew it was an instant success. We now offer the cheese pizza twice a week – serving it by the slice."

The frozen Balanced Choice cheese pizza delivers in as little as 6 minutes from frozen. With a holding time of up to 45 minutes, caterers are guaranteed a consistent result with no additional pressure in the kitchen.



For more information visit:
oetker-professional.co.uk