



YOUR PIZZA PARTNER IN PUBS

Get ready to discover the full potential of pizza in your pub with your go-to pizza experts; built on high quality and an unrivalled understanding of pizza solutions to satisfy your guests.



YOUR GO-TO PIZZA EXPERTS

IT'S NOT JUST ABOUT PROVIDING A GREAT QUALITY RANGE; IT'S ABOUT UNDERSTANDING WHAT MATTERS MOST IN YOUR PUBS TO HELP YOU MEET THE NEEDS OF YOUR GUESTS AND ACHIEVE REAL BACK-OF-HOUSE PROFITABILITY.

WHY PIZZA?

- Pizza's share of pub menus is at a 3-year high, but at 2.4% there is still headroom for growth; making it an important time to make the most of the pizza opportunity across your business
- Pizza occasions in pubs have doubled over the past 2 years to £19m; however, by 2021, pizza sales in pubs are estimated to be £290m
- Providing an ideal opportunity for customisation and increasing spend per head, pizza occasions drive higher value for pubs: 8% higher on average
- The demand for vegan and vegetarian options has grown tenfold, and pizza makes an adaptable menu choice
- Popular with both adults and children, pizza is a great choice for the ease of service and quality of experience required in pub restaurants



POWER OF PIZZA

- ✓ Consumers are turning to pizza as an alternative to pub classics, with out-of-home pizza occasions seeing 11% growth from 2017 to 2018
- ✓ Pizza has real popularity among the under-35s, with 18-34 year olds accounting for 47% of pizza occasions in pubs
- ✓ Value of experience and personalisation is increasingly important out of home, and pizza plays perfectly to this trend with different toppings easily swapped out
- ✓ Pizza gives an ideal opportunity to boost early-week sales, with 37% of pub pizza occasions seen Monday-Wednesday
- ✓ Pub visitors look for value over quality, which pizza can easily provide, and it can easily be tailored to offer the quick, fresh, healthier requirements increasing among pub customers
- ✓ Pizza can help tap into the growing breakfast and brunch daypart with toppings like eggs, fresh tomatoes and bacon

Source: MCA Pizza in Pubs 2019



Fully loaded with tasty toppings, our new Deep Dish pizzas are a firm favourite on children's menus with sides and for on-the-go snacking.

Available in tasty 1-of-your-5-a-day cheese & tomato.



1 OF 5 A-DAY PIZZA

- ✓ 5-INCH UNIQUE DISH-SHAPED PIZZA
- ✓ EASY TO OVEN COOK
- ✓ NO FOOD HANDLING AND NO PREPARATION
- ✓ HOLDS FOR UP TO 45 MINUTES, CUTTING DOWN ON WASTE
- ✓ SUITABLE FOR VEGETARIANS
- ✓ A SOURCE OF PROTEIN
- ✓ LOW SUGARS
- ✓ REDUCED SATURATED FAT
- ✓ ACCOUNTS FOR 1 OF YOUR 5 A DAY

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

RAW DOUGH PIZZA BASE

Our pizza base is not pre-cooked, so it bakes for the first time in the oven, giving the taste of an authentically home-made pizza. Ideal for unique customisation to give your customers the taste of something different.



CARLIC DOUGH BALLS

Perfect as a starter, side, snack or sharer, these mouth-watering, part-baked ciabatta dough balls are stuffed and coated with a garlic and parsley blend for full flavour.

- ✓ UNIQUE RISING DOUGH PIZZA BASE
- ✓ TOPPED WITH A TOMATO PASSATA THAT COMPLEMENTS ANY FLAVOUR OF TOPPING
- ✓ DELIVERS AN AUTHENTIC, FRESH-BAKED QUALITY YOUR CUSTOMERS WILL LOVE
- ✓ NO HASSLE AND WASTAGE CAUSED BY FROZEN DOUGH PUCKS
- ✓ FROZEN AND SEMI-PREPARED, HELPING TO REDUCE YOUR LABOUR COSTS
- ✓ SUITABLE FOR VEGANS
- ✓ COOKS IN AS LITTLE AS 3 MINUTES
- ✓ SUITABLE FOR VEGETARIANS
- ✓ IDEAL FOR A MIXED-SKILLS WORKFORCE TO PREPARE AND SERVE
- ✓ QUICK COOK TIME FOR BUSY PERIODS



Our Takeaway pizzas are made with our unique rising dough that's not pre-cooked to give you that real takeaway taste.

Give pizza lovers the pizza they deserve out of home with the Chicago Town range – big, bold and full of American flavour.

The Chicago Town foodservice range is quick to cook and holds for up to 45 minutes so you can cook the pizza when you're ready and serve by the slice or as the main event.

Let us do the prep and our pizza do the hard work so you don't have to!

AVAILABLE IN



STUFFED CRUST
FOUR CHEESE



CLASSIC CRUST
CHICKEN & BACON MELT



MANHATTAN MEATY



PEPPERONI

- ✓ 44% OF PEOPLE VISIT PUBS FOR SOCIAL OCCASIONS, AND PIZZA IS PERFECT FOR SHARING OCCASIONS OR LARGER MAIN MEALS
- ✓ NO FOOD HANDLING AND PREPARATION; OFFERING A LOW-SKILL, CONSISTENT SOLUTION
- ✓ PROVIDES EASE AND SAVES TIME FOR THE OPERATOR
- ✓ GIVES AN AUTHENTIC TAKEAWAY TASTE; REPLICATING HIGH STREET TAKEAWAY OPTIONS
- ✓ UNIQUE RISING FRESH DOUGH BASE WITH MOZZARELLA AND MATURE CHEDDAR CHEESE
- ✓ ALLOWS DIFFERENT PIZZA OCCASIONS (E.G. ON THE GO)
- ✓ COOKS IN AS LITTLE AS 4 MINUTES



**READY-MADE
PIZZA IS
3X
QUICKER
THAN MAKING
FROM SCRATCH**

Discover the full Dr. Oetker
Professional pizza range at
oetker-professional.co.uk

What would you do with
the extra time?