



Professional

YOUR GO-TO PIZZA EXPERTS

Discover the power of pizza with your go-to pizza experts. With an unrivalled understanding of the best pizza solutions for your business, we're here to help you unlock the opportunity with a range combining high-quality ingredients and real taste appeal.





Professional

QUALITY IS THE BEST RECIPE

THE CORNERSTONE OF
OUR BUSINESS SINCE 1891

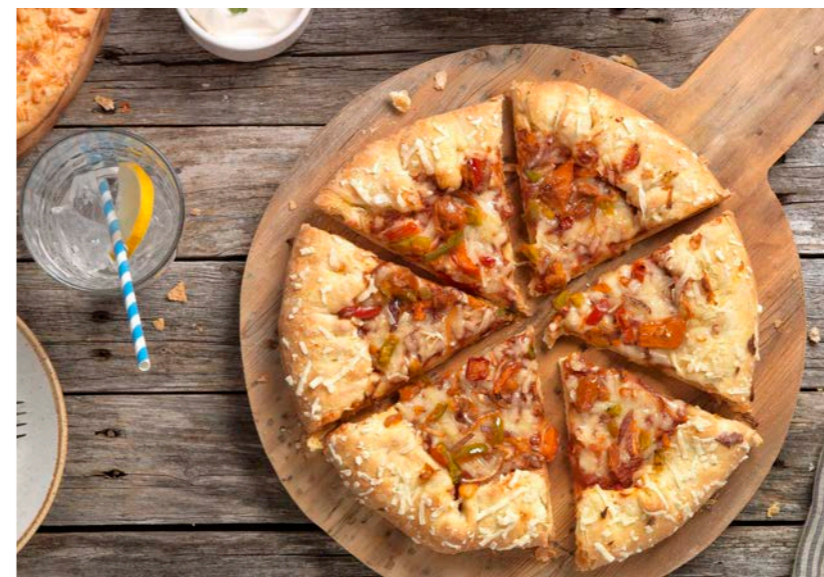
Offering top foodservice solutions without compromise, at Dr. Oetker Professional we've made it our mission to provide quality products for every sector and every occasion.

Our expertise gives us a unique understanding of what matters most in your business to help you meet the needs of your customers and achieve real back-of-house profitability.

Our team of pizza experts are here to help with everything from providing relevant insights and menu inspiration to consultation services and improving back-of-house operations.

WHY PIZZA IS ON THE HOTTEST MENUS

PIZZA IS EXPERIENCING THE MOST GROWTH WITHIN THE TOP 10 SAVOURY DISHES OUT OF HOME¹



- Pizza is the second most popular casual dining dish and is far exceeding the growth of pasta and beef burgers, the other top 3 casual dining contenders²
- Pizza has real popularity among the under-35s, with 18-34 year olds accounting for 47% of pizza occasions in pubs³
- Providing a perfect opportunity for customisation and increasing spend, SPH for pizza in casual dining occasions is on average 20% higher than total pizza occasions OOH²
- The meat-free market is set to reach £658 million in sales by 2021 and pizza is a great option to ensure you are appealing to the growing number of consumers following vegan, vegetarian and flexitarian diets⁴

Source: 1. MCA - Eating Out Panel Q1 2018. 2. MCA - Dr. Oetker Pizza Report in Casual Dining 2019. 3. MCA - Pizza in Pubs 2019. 4. Veg Society

WHAT IT TAKES TO BE YOUR GO-TO PIZZA EXPERTS

Being your go-to pizza expert isn't just about providing a great quality range; it's about understanding what matters most to every consumer you serve in your business every day. It's how we recommend the best solution to help you achieve real profitability with the back-of-house resource available. Together:

LET'S MAKE THE MOST OF EVERY PIZZA OCCASION.



THE IMPORTANCE OF PIZZA ACROSS ALL SECTORS



PUBS & RESTAURANTS

Pizza occasions have doubled over the past 2 years to 19m. With only 1/3 of pubs serving pizza on their menus, there is a huge opportunity for growth



LEISURE

Consumers look for a more indulgent treat than healthier options when visiting leisure venues



EDUCATION

68% of pupils aged 7-15 would like to eat food that they have seen on the high street and in adverts and as a popular high street takeaway choice, pizza's popularity guarantees minimal wastage in schools

(Mintel - 2017)



UNIVERSITIES

Young adults are looking for value for money with an average £6.90 spent on lunch and pizza is an ideal option for cost effective meal deal solutions - serving as a bundle with a drink and side

(TUCO Research)



B&I

Fast service & convenient offers top the needs of consumers in the workplace and pizza's quick cook times, long hold times and ability to be cooked from frozen make it an ideal quick, hassle free option

(MCA Contract Catering Report 2017)



HOTELS

A great fit for a take-to-room option, pizza is operationally easier to prep and serve than many other foods

PRODUCT FOCUS



A firm favourite for children's menus or on-the-go snacking, the 1 of 5 a day Deep Dish Pizza combines great taste and quality, as well as including 1 of their 5 a day. Available in tasty cheese & tomato, kids will love the great unique dish-shaped pizza.



- ✓ 5-inch unique dish-shaped pizza
- ✓ Easy to oven cook
- ✓ No food handling and no preparation
- ✓ Suitable for vegetarians
- ✓ Source of protein
- ✓ Low sugars
- ✓ Reduced saturated fat*

BEST MATCH:



*Reduced saturated fat when compared to standard Four Cheese Deep Dish



BALANCED CHOICE

Inspired by Chicago Town Takeaway and made especially for schools, our unique Balanced Choice Pizza supports school food guidelines by keeping fat and saturated fat to a minimum and providing an added source of fibre.



**MADE FOR
SCHOOLS**

- ✓ A recognised brand pupils know and love
- ✓ Unique rising fresh dough base with mozzarella and mature Cheddar cheese
- ✓ Tasty stuffed crust with our signature tomato sauce
- ✓ Fits in gastronorm trays
- ✓ Suitable for vegetarians
- ✓ Added source of fibre

BEST MATCH:





PIZZA? YEAH, WE GO TO TOWN ON IT

Fire up that oven and give pizza lovers the pizza they deserve out of home with Chicago Town pizza.

Big, bold and full of American flavour, our range offers real menu appeal along with quick cook times and hold times of up to 45 minutes.

TAKEAWAY

We start with our unique dough which puffs up proud in your oven, then stuff it with our signature tomato sauce and top it with a loada tasty toppings. Great for sharing occasions or the main event.

- ✓ No food handling and preparation; offering a low-skill, consistent solution
- ✓ Provides ease and saves time for the operator
- ✓ Gives an authentic taste; replicating High Street takeaway options
- ✓ Allows for different dayparts and occasions
- ✓ Cooks in under 3 minutes*

BEST MATCH:



GARLIC 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.

- ✓ Suitable for vegetarians
- ✓ Ideal for a mixed-skills workforce to prepare and serve
- ✓ Quick cook time for busy operations

BEST MATCH:



*3 minute cook time when cooked in Merrychef Eikon E2s



RAW DOUGH PIZZA BASE

BEST MATCH:



The Raw Dough Pizza base bakes for the first time in the oven for an authentically home-made pizza taste. Perfect for unique customisation, unlike frozen dough pucks it can be cooked from frozen in as little as 3 minutes and allows you to give your customers the real taste of something different.

The perfectly versatile base gives you the freedom to tap into a wide range of growing consumer trends – providing the ideal solution for consistency, convenience, quality and personalisation for all dayparts.

- ✓ Unique rising-dough pizza base
- ✓ Topped with a tomato passata that complements any flavour of topping
- ✓ Delivers an authentic, fresh-baked quality
- ✓ No hassle and wastage caused by frozen dough pucks
- ✓ Frozen and semi-prepared, helping to reduce your labour costs
- ✓ Suitable for vegans

TOFU PIBIL PIZZA



INGREDIENTS

- | | |
|---|--|
| 70g tofu, cubed | 25g fresh pineapple pieces |
| 4 tsp pibil paste (tomatoes, orange & spices) | Small handful of fresh coriander, roughly torn |

METHOD

1. Take the cubed tofu and coat with the pibil paste
2. Take a 9" Dr. Oetker Professional Raw Dough Pizza Base from the freezer. Remove the cardboard disc and leave the baking paper circle under the pizza
3. Scatter the tofu over the pizza base
4. Place the pizza directly onto the wire rack (with the baking paper) and bake until the dough crust has risen and gone golden brown
5. Once out of the oven, sprinkle over the pineapple and coriander

**MORE RECIPES ARE AVAILABLE ONLINE AT
OETKER-PROFESSIONAL.CO.UK**





PIZZA? YEAH, WE GO TO TOWN ON IT

FIRE UP THAT OVEN!

For a slice of a £4.9bn pizza market** dish up Chicago Town Pizza and give pizza lovers the pizza they deserve.

Wherever your business operates, we go to town when it comes to making pizza enjoyable for everyone at every meal. Quick to cook, with no prep and no hassle, our pizzas hold for up to 45 minutes so you can cook them when you're ready.

Whether serving whole or by the slice, our takeaway pizzas cook from the base up thanks to our rising dough, to give you that real taste of Chicago.



**MCA Eating Out in the UK 2018

**BE PROUD AND LOUD ABOUT YOUR CHICAGO TOWN PIZZA AND
GET IN TOUCH FOR OUR RANGE OF BRANDED SOLUTIONS**



CASE STUDY

With adventure parks across the country, Jump In opens its doors to over 2,000 people every day – appealing to all ages from 2 to 100.

Previously ordering in pizzas meant a key part of the experience was out of their control, but working with Dr. Oetker Professional gave Jump In the opportunity to bring their pizza offering in-house.

Providing Chicago Town Takeaway pizzas helped open up new revenue streams, bring added value to sessions and provide a better service for customers.

“ It was the best decision we ever made bringing pizza in-house! Speed of delivery is so important to us, and Chicago Town pizzas allow us to provide a consistent result to our customers every time. Showcasing the brand front-of-house means we can benefit from the popularity of the brand – garnering trust from parents and generating excitement from the kids. ”

Jordan Saint Germain
Jump In's Director of Operations





**DR. OETKER PROFESSIONAL
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 time?

YOUR GO-TO PIZZA EXPERTS