

DISCOVER THE  
**power**  
OF  
**pizza**



**YOUR GO-TO  
PIZZA EXPERTS**

Discover more: [oetker-professional.co.uk](https://oetker-professional.co.uk) in  







# Let us show you how pizza can work for your business

Dr. Oetker Professional:  
A partner for unrivalled  
choice, quality and expertise.

We have over 120 years' experience at the heart of the food industry. Trust, sustainability and credibility are at the core of our business, and we're continually innovating to ensure our product range is in line with changing consumer demands.

We're proud to provide dedicated support and channel expertise to our pizza partners.

- A versatile range suitable across sectors and skill levels
- Continued product development and innovation
- An ongoing partnership to drive sales and maximise pizza's opportunity for your business



# The power of pizza on your menu

DID YOU KNOW PIZZA IS IN THE TOP 3 FOOD ITEMS CONSUMED OUT OF HOME?\*



PIZZA IS FEATURED AS A TOP 3 MENU ITEM AS A:



Sharing dish



Upsell opportunity



Customisable dish

## Most resilient menu item

Pizza accounted for 23% of all restaurant occasions in the late 2021, pubs came in slightly under with 7%. Average spend per visit in OOH has increased vs previous 12W to £12.28.\*

£ valued at 2.72bn\*

↑ 14.8% vs 2020\*

↑ 34% vs 2019\*

**#01** most popular menu choice for families and a consistent top 3 menu choice in QSR, pubs & restaurants.\*



Your customers love customising their food. The proportion of customisable dishes on menus has increased by +38% year-on-year, with 28% of menus now customisable.\*



Pizza accounts for 10% of all OOH food missions\*



32% of consumers claim to be flexitarian, which sees continued growth vs 2020\*





# 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 customer 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.

## Kitchen

The guaranteed quality and consistency of all our pizzas mean they are so quick (from as quickly as 2 minutes\*) and simple back of house. The knowledge and support Dr. Oetker Professional offers frees up your time so you can concentrate on other areas of your kitchen operation.

\*When cooked in leading accelerated ovens



## Guest

Our unrivalled consumer insight and category knowledge can help you optimise your pizza menu and elevate your guests' experience. Alongside our range of indulgent pizzas, we have a range of 'feel good' pizzas that deliver one of your 5 a day, are reduced in saturated fat, are low in sugar and a great source of protein.



## Menu

Whatever your menu style we have a range of pizzas that will work. From a range of authentic, fully topped pizzas, to artisan bases to branded Chicago Town pizza which can be sold as grab & go. Our products, brands and culinary team can support you across the menu, whatever you need.







# The power of pizza across all sectors



## PUBS & RESTAURANTS

Within the top 5 choices as listed by families when dining out, pizza is the no.1 choice. Families love to see pizza on menus, whether it be a sharing occasion, celebration or something for the little ones.<sup>1</sup>



## TRAVEL & LEISURE

Here at Dr. Oetker Professional we're proud to be the No.1 pizza supplier within the leisure sector throughout 2021<sup>2</sup>. Last year food & drink within the Leisure sector grew in value by a huge +24.4% vs 2020.<sup>1</sup>



## EDUCATION

A recent study shows children who eat more fruit and veg have better mental wellbeing, particularly among secondary school pupils. Our Balanced Choice and 1 of 5-a-day pizzas allow you to offer healthier versions of the food students love.<sup>3</sup>



## UNIVERSITIES

Did you know students at Oxford recently voted to ban beef and lamb on the canteen menu for sustainable reasons? Veggie and vegan options like pizza play a hugely important role on the menu, so make sure they live up to expectation.<sup>4</sup>



## B&I

As staff return to the workplace, Gen Zers will be leading the charge and influencing menus towards healthier foods<sup>5</sup> that still meet their demands for treating moments with work colleagues. Healthier versions of indulgent favourites will be a hit as workers return to their desks.



## HOTELS

Extreme pressures on staffing in the hospitality industry, means consistency is more important than ever, as there may now be fewer or lower skilled workers in the kitchen.

Source: 1. Caterer.com – Family Dining Research 2019 via KAM Family Dining Report 2022. 2. Pizza Value Combined Wholesale Data 52W w/e 9th January 2022 & w/e 23rd December 2021. 3. Uni of East Anglia 2021. 4. TUCO Research. 5. TAF Talks 2020 report.



# The power of frozen

The recent years have left the hospitality industry in a state of uncertainty. Sporadic footfall, staff shortages and a focus on waste mean restaurants around the world are focusing on one thing – artisan frozen solutions.

The days of frozen products being solely for convenience are far behind us, as this is now a solution operators rely on. Advances in tech mean artisan flavours can be captured during the freezing process, meaning operators can deliver authenticity beyond consumer expectation.

Our premium frozen solutions are an easy way to provide top-quality, consistent pizza to your guests, no matter the occasion or daypart. In these uncertain times you can rest assured your pizza offer will withstand the challenge.

**COOKED IN A STONE OVEN  
AND QUICK FROZEN TO  
CAPTURE A UNIQUELY CRISPY  
TASTE PROFILE**



Pizza Perfettissima

**NON-UNIFORM BASE  
SHAPE FOR AUTHENTIC  
HAND-STRETCHED APPEAL**

**GENEROUS ROUGH-CUT  
AND PREMIUM  
INGREDIENTS FOR  
CRAFTED VISUAL APPEAL**

**SIGNATURE SAUCE &  
UNIQUE CHEESE BLEND  
FOR SUPERIOR MELT AND  
INDULGENT CHEESE PULL**

**HIGH RISE CRUST FOR  
ADDITIONAL CRISP  
APPEAL AND VOLUME**

# Elevate everything

Consumers are back, and they're looking for better. The demand for quality products has risen, and consumers are in the market for elevated pizza experiences, artisan flavours and authenticity. It's up to you to match these expectations by raising the quality of your pizza components – from premium ingredients, highly visual and textured topping to artisanal techniques in dough preparation.

We've got your back when it comes to premium pizza. From our Raw Dough Bases for ultimate personalisation, to our fully topped premium solutions, our range is packed full of expertise built on innovation, consumer insight and advanced flavour research, meaning your pizza menu will always be a success.

Chicago Town



1 of 5 a-day



# Product focus



Perfect for children's menus or as a lighter snack option, the 1 of 5-a-day Deep Dish Pizza combines great taste and quality as well as including added nutritional benefits. Available in tasty cheese and tomato, it's a firm favourite for all ages and can be served whole or as a half.



SCAN ME TO  
LEARN MORE!

## WHY 1 OF 5-A-DAY?

- ✓ 5-inch unique dish-shaped pizza
- ✓ Includes an adult's 1 of 5 a day
- ✓ Easy to oven-cook
- ✓ No food handling and no preparation required
- ✓ Provides a source of protein
- ✓ Low sugar
- ✓ Reduced saturated fat<sup>1</sup>
- ✓ Suitable for vegetarians

BEST  
MATCH:



Source: 1. Vs. standard Four Cheese Deep Dish Pizza

## The Balanced Choice

The Balanced Choice pizza is packed full of the good stuff without compromising on taste, guaranteeing a meal option kids will love! With many great claims, it's perfect for adults too.



SCAN ME TO  
LEARN MORE!

## WHY BALANCED CHOICE?

- ✓ 12" tomato stuffed crust cheese pizza
- ✓ Includes an adult's 1 of 5 a day per ¼ slice
- ✓ Low sugar, reduced saturated fat, is a source of fibre and protein
- ✓ Achieves up to 3 hrs hold in leading hot holding equipment
- ✓ Supports school food guidelines now with 1 of 5 a day in 1/6 and 1/8 portions
- ✓ Suitable for vegetarians

BEST  
MATCH:





WHEN IT COMES TO PIZZA  
PERFECTION, IT DOESN'T HAVE TO  
BE HARD, BUT IT DOES HAVE TO BE

PIZZA  
*Perfettissima*

BEST MATCH:



### WHY CHOOSE PIZZA FOR YOUR BUSINESS?

Freshness and quality of ingredients is key when it comes to craft pizza. A key focus should be on quality and how to express this to the consumer. Varied and more exotic ingredients will also help appeal to the typical craft pizza shopper.<sup>1</sup>

Craft pizza appeals to more affluent shoppers and those without children; these shoppers have a higher disposable income, are more time-rich and have a greater propensity to dine out.<sup>1</sup>



Scan me to  
find out more

Choose *Perfettissima* for the  
perfect Italian pizza experience

BRING A TASTE OF EUROPE  
TO UK STAYCATIONS

PIZZA  
*Perfettissima*

• Available in base only and a sauce topped option.  
**VEGAN** **HALAL**

• Range of 8 tasty flavours: Margherita, Salame, Calabrese Picante, BBQ Pollo, Prosciutto, Quattro Formaggi, Verdure Grigliate & Tonno

• New Pizza Perfettissima Piccola coming soon. A convenient 9" Margherita pizza ideal for lighter bites and children's menus.

• Long-fermented dough for a more rustic appearance and traditional taste

• Cooks straight from frozen in as little as 2 minutes<sup>2</sup>

Say hello to the new face of pizza perfection, a harmony of authentic taste and back-of-house simplicity. With a consistently crispy, thin base, an artisan crust and hand-made visual appeal, bringing brilliant pizza to your menu has never been easier.

It's time to re-write the rules of pizza perfection with the new, authentic pizza experience for your customers, from kitchen to table in as little as 4 minutes.

Introducing Pizza Perfettissima from your Go-To Pizza experts, Dr. Oetker Professional.

Combining artisan taste with back-of-house ease and simplicity, Pizza Perfettissima has a consistently crispy, thin base, premium toppings and hand-made visual appeal.

Made from extra-long-fermented dough, the range is pre-baked in a stone oven for an unbelievable texture and flavour.



Pre-baked in a  
stone oven



Authentic, hand-made  
appearance



Extra-long-fermented  
dough



Thin and  
crispy base

Source: 1. Information taken from launch material for Dr Oetker's Pizza Segmentation on Conscious Planners & Selective Foodies. 2. when cooked in leading accelerated ovens.



# Say hello to a slice of Europe

## Introducing NEW **LA** Pinsa!

With fresh ingredients straight from Italy, our brand new Pinsa range offers an oval artisanal shape for a twist on the classic pizza experience.

The dough is lovingly crafted with 3 types of flour, stretched for an authentic handmade look and pre-baked in a stone oven for unbelievable texture and flavour.

Cooking from frozen in minutes, the Pinsa range includes a range of premium toppings to further increase menu appeal and drive additional spend. With consistent results in any commercial oven you can be sure you can offer premium quality options across dayparts.



### THE POWER OF PINSA

- The perfect option for snacks, sharing or a main meal
- Oval artisanal shape increases menu perception
- Ideal for meal deals, day-part promotions and driving incremental spend
- Our topped pizzas offer 50% less kitchen touchpoints & are 3x faster vs. making dough from scratch

### THE RANGE

- Available in 5 tasty flavours

Pomodoro base  
Bianca base  
Buffalo Margherita  
Salame  
Verdure

- Artisanal oval shape
- Light airy dough delivering a delicious crispy base and crusts
- Fermented dough, pre-baked in a stone oven
- Cooks straight from frozen in minutes



\*When cooked in leading accelerated ovens



# The Raw Dough Base



SEE  
LATEST  
RECIPES  
ON OUR  
WEBSITE!

**VEGAN**

The Raw Dough Base offers an authentically home-made pizza taste perfect for unique customisation. Cooked from frozen in minutes, it allows endless possibilities for tapping into menu trends and driving additional spend.

The versatile base comes topped with a tomato passata to complement any topping, as well as providing the ideal solution for consistency, convenience, quality and personalisation across dayparts.

## WHY RAW DOUGH BASE?

- Cooks straight from frozen in as little as 3 minutes
- Unique-rising dough pizza base
- Delivers an authentic, fresh-baked quality
- No hassle and waste caused by making from scratch
- Frozen and semi-prepared for an ideal time-saving solution with reduced kitchen touchpoints
- Ideal for meal deals, daypart promotions and driving incremental spend
- Suitable for vegans
- Can be made into a calzone



SCAN ME TO  
SEE THE RAW  
DOUGH BASE  
IN ACTION!



# New Pizza snacks

Introducing NEW Pizza Snacks, a delicious and convenient range of topped snacking pizzas, perfect for a main meal or on-the-go dining occasions. Snacking pizzas allow operators to take advantage of the new emerging snacking day part, whilst giving customers a convenient, quality offering.

Pizza Snack is a perfect solution for the growing snack day part. Cooking in as little as 2 minutes the fermented light and airy dough gives a delicious, crisp Italian taste. A perfect size for singular serve, lunch meal deal or on the go, the Pizza Snack range offers real back of house simplicity, suitable for a mixed skill level workforce.

## A Nation of Pizza Lovers

PIZZA IN TOTAL OOH  
**£2.72bn +34% vs 2019**

Growing ahead of  
Total Food & Drink **-11%**  
& Burgers **+7%**

## PIZZA RANKED #1 FOR FAMILIES

1. Pizza
2. Burgers
3. Fish fingers
4. Nuggets & chips
5. Roast dinner

## WHY SNACKS?

Snack occasions are returning as consumers look for tasty food on the go, so operators need to make sure they're showing up where the shoppers are

- Spend is returning FASTER in practical channels, where convenience is key, as consumers return to more 'normal' routines
- Operators offering more hot, fresh options, loyalty cards, drive thru and delivery options to ensure they are present at key occasions
- Good value for money and promotion/loyalty cards are increasing as key, as consumers look for deals with established brands they trust

In a post-covid world snack and lighter options can provide convenience, ease of consumption, and fit with customer needs

- Consumers continue to want a choice of healthy AND indulgent options. Smaller formats of food they enjoy provide solutions for an indulgent snack or lighter lunch.

- o Consumers are looking for HOT, FRESH and HEALTHIER options that broaden day part appeal and span mealtimes
- o Leading operators have focused 64% of NPD on 'All-day' items, widening appeal across a variety of day occasions

## THE RANGE

- Available in 4 tasty flavours: Margherita, Salame, Prosciutto & Verduce
- Handheld oval shape
- 8.5 x 19cm in size
- Light airy dough delivering a delicious crispy base
- Fermented dough, pre-baked in a stone oven
- Suitable for a wide range of serving solutions- freshly baked and hot held or under heat lamps
- Fit 7 snacks per GN tray
- Cooks straight from frozen in as little as 2 minutes\*



\*When cooked in leading accelerated ovens





PIZZA? YEAH, WE GO TO TOWN ON IT

# GET A LOAD OF THE RANGE

HOT HOLDS  
FOR UP TO  
**3 HOURS**<sup>2</sup>

For a slice of the £4.9bn pizza market, serve up Chicago Town pizza and give pizza lovers the pizza they deserve.

Big, bold and full of American flavour, Chicago Town pizzas cook from the base up, with a unique takeaway dough to deliver that authentic taste. Offering 12 inches of pizza heaven, our stuffed crust pizzas are gooey, cheesy and loaded with tasty toppings for a feeling of total satisfaction with every bite.



TWO NEW  
TAKEAWAY  
FLAVOURS FOR  
AUTUMN 2022

#### BEST MATCH:



- With higher demand for convenience across more dayparts, the food-to-go market continues to grow ahead of the eating-out market, with the food-to-go market to reach a value of £21.7bn, up 2.7% from 2019\*
- Total frequency and average spend growth of food-to-go now outperforms that of the total eating-out market, with average spend growing by 9% at lunchtimes<sup>3</sup>
- Food quality and taste remain the top needs for food-to-go customers, followed by fast service and good value; making pizza an ideal food-to-go option\*

#### WHY CHICAGO TOWN?

- Cook straight from frozen in as little as 3 minutes<sup>1</sup>, with consistent results every time
- Built from the base up with a unique fresh-rising dough
- Crunchy stuffed crust packed with our signature sauce
- Chicago-inspired for an original taste
- Can be served as a whole or by the slice
- Ideal for meal deals, daypart promotions and driving incremental spend
- A popular brand to offer reassurance and trust
- Branded disposables, POS and support available
- Available in 7 tasty flavours: Loaded Cheese, Loaded Pepperoni, Magnificent Meat Feast, Chicken & Bacon Melt, Vegan Sticky BBQ Jackfruit, **NEW** Philly Cheesesteak and Salt and Pepper Chicken.



SCAN ME  
TO LEARN  
MORE!

Source: 1. When cooked in leading accelerated ovens.  
2. Using Chicago Town disposables in leading hot hold equipment.  
3. Source: MCA HIM Food To Go Market Report 2020





**PIZZA TO GO!**

**BEST MATCH:**



Consumers increasingly demand high quality food even when eating OOH for convenience.<sup>1</sup>

As an ever-popular, versatile menu choice, pizza is a growing menu item. Covering multiple dayparts, it can boost spend-per-head, be cooked in as little as 3 minutes and be featured on-menu or as part of a self-serve option.

Offering Pizza To Go alongside your sit-down menu opens up the pizza occasion to a new market of consumers. Allowing customers the convenience of a grab-and-go item means you can earn incremental profit from day one.

SCAN HERE



TO WATCH  
THE COOP  
RADSTOCK  
CASE STUDY



## SERVE LIKE A PRO WITH OUR BRANDED SOLUTIONS

With a full range of branded solutions from posters and price lists to boxes, slice holders, external signage and digital screen content, make your pizzas work harder from day through to night.



Range of disposables available

Bespoke point of sale  
solutions available

Equipment solutions  
and advice



# Proving the power of pizza

Our pizza solutions help you take your hot food offering to the next level. With minimal pizza skill needed and no matter your sector, we have powerful solutions to attract new faces, retain existing customers and increase meal spend all at the same time.



"You know they've enjoyed it when there are empty plates, and the fact that 80% of our primary school pupils will choose the pizza when it is on the menu is testimony to this."

Catering Manager



Having a well-known brand on the menu is really important to me. As Chicago Town is known to our customers, they know they're getting a good quality of food when they come here.



Scan here to watch the case study

Katie Johnston, Owner, Geek Retreat Wakefield & Bradford



The Chicago Town Balanced Choice pizza is enjoyed by all our schools, it's good for portion control, it's healthy, the product can be prepared in advance and there's less wastage vs our previous supplier.

James Pickering  
Head Of Catering



"Over 68% of our hot food sales are attributed to Chicago Town."



Scan here to watch the case study

Joe Storer,  
F&B Operations Manager



"Pizza-To-Go has boosted our hot food-to-go sales by 20%."



Scan here to watch the case study

Alan Jackson,  
Head of Retail Operations



"As our food has to create a memorable experience for our guests every time, Pizza Perfettissima's consistent quality and generous toppings made it an obvious choice for our business. Kitchen to table in under four minutes, our pizza offering is consistently high quality with an authentic look and taste, something our customers are really buying into."

Karl Watts,  
Food Support Manager



# DR. OETKER PROFESSIONAL ready-made pizza is **3x quicker** than making from scratch<sup>1</sup>

DISCOVER THE FULL DR. OETKER PROFESSIONAL  
PIZZA RANGE AND INSPIRATIONAL RECIPE IDEAS  
AT [OETKER-PROFESSIONAL.CO.UK](http://OETKER-PROFESSIONAL.CO.UK)

Source: 1. Using Dr. Oetker Professional pizzas is on average 3x quicker than making from scratch based on average prep and cook times for pizza base mixes, dough pucks and frozen deep pan pizza bases cooked in MKN combi-ovens. 2. Using Dr. Oetker Professional pizzas involves an average of 50% fewer touchpoints vs making from scratch using pizza base mixes, dough pucks or frozen deep pan pizza bases.

REDUCE  
YOUR KITCHEN  
TOUCHPOINTS  
BY UP TO  
**50%**<sup>2</sup>  
AS WELL AS  
SAVING TIME

**YOUR GO-TO  
PIZZA EXPERTS**

Discover more: [oetker-professional.co.uk](http://oetker-professional.co.uk) in  

**Dr.Oetker**  
Professional