

CHOOSE **feel good** PIZZA



Help the nation feel good again with the Dr. Oetker Professional range of pizzas; offering quality and consistency to cater to a range of dayparts and age groups.

**YOUR GO-TO
PIZZA EXPERTS**

Discover more: oetker-professional.co.uk in   



quality

IS THE BEST RECIPE

The world has changed, but the importance of the hot food offer in contract catering hasn't shifted.

Expectations are higher than ever when it comes to the quality of food out of home, and the choices available influence the likelihood to stay on-site to eat and the enjoyment of the meal.

Holding the power to build trust and reassurance, food leaves a lasting impression and familiar foods guarantee an appealing choice for all age groups.

**VIEW NOW TO
DISCOVER WHY
PIZZA IS THE
PERFECT CHOICE
FOR YOUR
CUSTOMERS**



SCAN ME

**DURING
LOCKDOWN 45%**

of consumers said the quality of food had become even more important to them than before¹

1 in 7

choose food quality as the most important factor in building trust²

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 week³

UNLOCK THE POWER OF
pizza
FOR YOUR BUSINESS

**UP
TO 50% LESS TOUCHPOINTS**
vs making-from-scratch⁵

At Dr. Oetker Professional, we understand the importance of quality food and its power to leave a lasting impression. That's why we offer a range of pizza solutions to suit all ages and all dayparts; from ready-to go Chicago-inspired pizzas to rising dough bases that can be personalised and smaller options perfect for snacking or school lunch menus.

Why **Ready-Made Pizza?**

- Provides a consistent, high quality option every time
- Simple to prep and cook; perfect for a mixed skill workforce and a range of kitchen facilities
- Offers quick cook times and long hold times with minimal SKUs, minimal kitchen touchpoints and minimal wastage
- An ideal choice for personalisation; tapping into menu trends and helping increase spend per head
- Suitable for a range of needs; from personalisation and daypart specials to healthier choices for pupils and on-the-go solutions
- Helps meet the growing demand for vegan and vegetarian menu choices
- Popular with both adults and children; offering reduced speed of service times

**DR. OETKER PROFESSIONAL
HAS OVER 120 YEARS'
EXPERIENCE**

at the heart of the food industry, with trust, sustainability and credibility at the heart of our business



What's more, with recent kitchen restrictions and limited staff numbers due to COVID-19 regulations, our pizzas guarantee reduced prep time, up to 50% reduction in movement around the kitchen vs making from scratch⁵ and a guaranteed crowd-pleaser every time. Discover the solution that's right for you.

Sources: 1. CGA Consumer analysis, April 2020 2. YouGov How we eat now consumer panel survey 3. British Nutrition Foundation Healthy Eating Week Survey, 2018 4. CGA Business Confidence Survey Q4 2019 5. Based on average number of kitchen touchpoints for Chicago Town Pizza vs scratch-made pizza

The Raw Dough Base



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 4 minutes
- Unique-rising dough pizza base
- Delivers an authentic, fresh-baked quality
- No hassle and no wastage caused by frozen dough pucks
- Frozen and semi-prepared for an ideal time-saving solution with reduced kitchen touchpoints
- Ideal for meal deals, day-part promotions and driving incremental spend
- Suitable for vegans



A versatile product; ideal for Calzones

The 1 of 5-a-day

Perfect for childrens' 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 & tomato, it's a firm favourite with all ages and can be served whole or as a half.

WHY 1 OF 5 A DAY?

- 5 inch unique dish-shaped pizza
- Includes 1 of their 5 a day!
- Easy to oven-cook
- No food handling and no preparation required
- Provides a source of protein
- Low sugar
- Reduced saturated fat⁶
- Suitable for vegetarians



Source: 6. Vs. standard Four Cheese Deep Dish Pizza

The Balanced Choice

Our new and improved 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, its perfect for adults to.

WHY BALANCED CHOICE?

- 12" tomato stuffed crust cheese pizza
- Includes 1 of their 5 a day
- Low sugar, reduced saturated fat, is a source of fibre and protein
- Minimum 1 hr cooked hold time, or up to 3hrs in leading hot holding equipment
- Supports school food guidelines
- Suitable for vegetarians



GET A LOAD OF THE RANGE



- Cook straight from frozen in as little as 4 minutes, 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 authentic taste
- Can be served as a whole or by the slice
- Ideal for meal deals, day-part promotions and driving incremental spend
- A popular brand to offer reassurance and trust
- Branded disposables, POS and support available
- Available in 5 tasty flavours: Loaded Pepperoni, Loaded Cheese, Manhattan Meaty, Chicken & Bacon Melt, Vegan Sticky BBQ Jackfruit and Vegan Bac'n and Mushroom





Choose *Perfettissima* for the perfect Italian pizza experience

A BRAND-NEW RANGE... A BRAND-NEW AUTHENTIC PIZZA EXPERIENCE FOR YOUR CUSTOMERS

Introducing the Perfettissima range from Dr. Oetker Professional... the perfect pizza experience combining authentic Italian taste with back of house ease and simplicity.

Cooking from frozen in as little as 4 minutes, Perfettissima pizzas have a consistently crispy, thin base with an artisan crust and authentic 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.

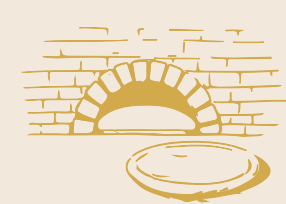
Whether you're looking for a simple Pomodoro base for your own menu creations, or a pre-topped ready to serve pizza, Perfettissima can offer the total pizza solution across multiple dayparts.

WHY CHOOSE PIZZA FOR YOUR BUSINESS?

Pizza has grown spend share and remains the second most popular dish within food to go dinner options¹

Takeaway & delivery are set to remain a major part of consumers' habits post the pandemic with YoY % growth +140% in April 2021 vs. April 2019. Pizza's versatility means it offers options for any daypart - combined with the ability to hold and travel well²

Within the out of home market, pizza visits have increased +2.7%, demonstrating its popularity³



Pre-baked in a stone oven



Authentic, hand-made appearance



Extra long fermented dough



Thin and crispy base

Take the perfect pizza base and combine it with an incomparable Mediterranean tomato sauce. Choose from a Pomodoro base or Margherita to top yourself or get in touch for information about the full range of topped solutions available.

Sources: 1. Food to go market report 2020. 2. CGA Hospitality at home tracker, May 2021 3. Total OOH Market & Pizza Market

**GIVE THEM THE REAL
TAKEAWAY TASTE WITH**



For a slice of the £4.9bn pizza market, dish 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.

- 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 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*
- 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*

*Source: MCA HIM Food To Go Market Report 2020

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

Pizza for a range of business needs

A firm favourite with all ages, pizza is a universally popular menu choice with unanimous appeal.

Personalisation • Daypart specials • Ultra convenience • Healthier choices



Why pizza wins in contract catering

An ever-popular, versatile choice, pizza is a growing menu item. Covering multiple dayparts, it can be cooked in as little as 4 minutes, can feature on-menu or as part of a self-serve option, and makes an ideal lunchtime choice for school pupils.



REDUCE
YOUR KITCHEN
TOUCHPOINTS BY UP TO

50%⁸

AS WELL AS
SAVING TIME

**DR. OETKER PROFESSIONAL
ready-made pizza is
3x quicker
than making
from scratch**⁷

**DISCOVER THE FULL DR.OETKER PROFESSIONAL
PIZZA RANGE AND INSPIRATIONAL RECIPE IDEAS
AT OETKER-PROFESSIONAL.CO.UK**

Sources: 7. 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. 8. Using Dr. Oetker Professional pizzas involves an average of 50% less touchpoints vs making from scratch using pizza base mixes, dough pucks or frozen deep pan pizza bases.

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Professional