

CHOOSE **feel good** PIZZA

Help the nation feel good again with the Dr. Oetker Professional range of pizzas; offering quality and consistency to ensure the leisure experience delivers from start to finish.



**YOUR GO-TO
PIZZA EXPERTS**

Discover more: oetker-professional.co.uk in  



quality

IS THE BEST RECIPE

The world has changed as we know it and after so much time apart, spending time together with friends and family enjoying shared experiences has never been more important.

Expectations are higher than ever when it comes to the quality of food out of home, with the choice and overall standard of food influencing the likelihood to revisit.

Holding the power to heighten the experience, food for many is a key driver when considering which leisure venue to visit. Impacting the overall perception of enjoyment, it leaves a lasting impression, with familiar food brands offering additional trust and reassurance.

Customers are willing to spend more on higher quality products and with food quality and taste remaining the top needs for customers⁴, it's never been a better time to consider your hot food offering and whether it's meeting the ever-changing consumer needs.

Throughout 2021, food & drink within the Leisure sector has grown in value by

+24.4%
vs 2020¹

The OOH Pizza Market has grown +33.7% vs 2019, now valued at

£2.67bns²

Pizza within leisure and tourism sector is in growth by

+91%
vs 2020³

**VIEW NOW TO DISCOVER
WHY YOUR CUSTOMERS LOVE
CHICAGO TOWN**

**Scan now to check out how Chicago Town
Pizza To Go is performing at Flip Out, Bristol!**



SCAN ME

UNLOCK THE POWER OF **pizza** FOR YOUR BUSINESS

**UP TO 50% LESS KITCHEN
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 enhance the overall leisure experience from am through to pm; from ready-to-go Chicago-inspired pizzas to personalisable rising dough bases and smaller options perfect for snacking or childrens' menus.

Plus, our NEW pizza solution Perfettissima is the perfect harmony of taste, quality, speed and consistency. Authentic flavours from kitchen to table in under 2 minutes⁶ - now that's time well spent.

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 key dates and helping increase spend per head
- Suitable for multiple dayparts and menus - from snacks and light bites to parties, kids, late-night and takeaway menus
- 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



With ever changing restrictions, we know that stock management can be challenging. With our range of frozen, ready topped solutions you can rest easy that your offering can remain consistent.

Sources: 1. Kantar | Leisure | KPIs | 52 w/e 31st Oct 21 v. YA. 2. Kantar Out of Home | Total OOH Pizza | KPIs | 52 & 12 w/e 31st October 2021 vs. 1st November 2020. 3. Pizza Value Combined Whole Sale Data 52W w/e 09 January 2022 & w/e 23rd December 2021. 4. MCA HIM Food To Go Market Report 2020 5. Based on average number of kitchen touchpoints for Chicago Town Pizza vs scratch-made pizza. 6. In accelerated ovens.

BRING A TASTE OF EUROPE TO UK STAYCATIONS IN 2022

Choose *Perfettissima* PIZZA for the
perfect Italian pizza experience

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

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

Perfettissima PIZZA

- Available in sauce topped base (vegan)
- Range of 8 tasty flavours: Salame, Tonno, Prosciutto, Margherita, Quattro Formaggi, Verdure Grigliate, Calabrese Picante, BBQ Pollo
- Long fermented dough for a more rustic appearance and authentic taste
- Cooks straight from frozen in as little as 2 minutes⁴

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**

Sources: 1. Food to go market report 2020. 2. CGA Hospitality at home tracker, May 2021
3. Total OOH Market & Pizza Market. 4. (Merry Chef E2s & Unox Speed Pro)

The Raw Dough Base

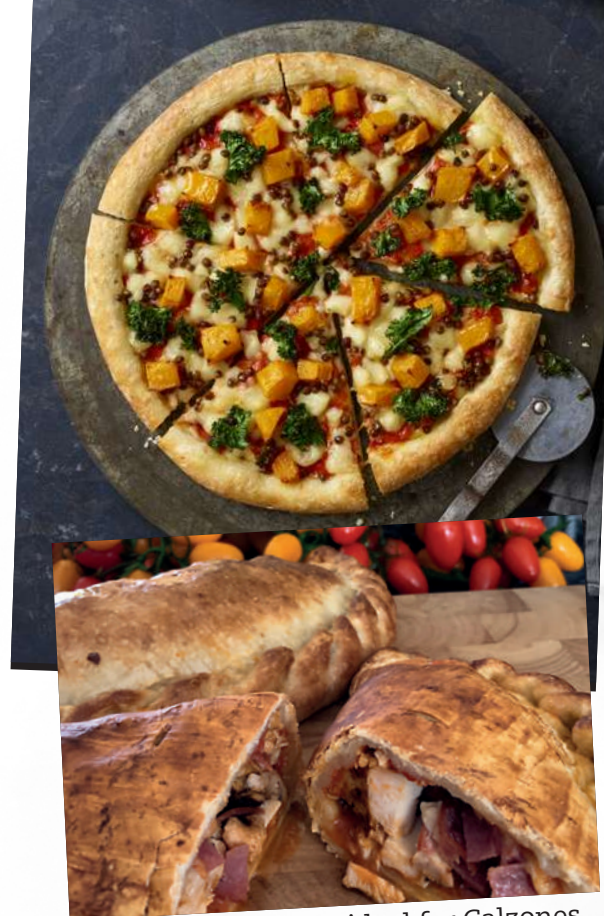


The Raw Dough Base offers an authentically home-made pizza taste perfect for unique customisation. Cooked from frozen in minutes, it allows endless possibilities for tapping into menu trends and driving additional spend.

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 fat¹
- Suitable for vegetarians



Source: 1. 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 day²
- Low sugar, reduced saturated fat, is a source of fibre and protein
- Up to 1 hr cooked hold time, or up to 3 hrs in leading hot holding equipment
- Supports school food guidelines
- Suitable for vegetarians

Source: 2. Adult portion = 1/4 of pizza. Child portion = 1/6 of pizza.



GET A LOAD OF THE RANGE



- Cook straight from frozen in as little as 3 minutes³, 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, Magnificent Meat Feast, Chicken & Bacon Melt, Vegan Sticky BBQ Jackfruit and Vegan Bac'n and Mushroom

Source: 3. Merry Chef E2s & UNOX Speed Pro





**GIVE THEM THE
REAL TAKEAWAY
TASTE WITH**



Pizza for every occasion

A firm favourite with all ages, pizza helps drive incremental spend while bringing the joy of social eating and togetherness to all occasions.

Kids' Parties • Cinema • Bowling • Visitor Attractions • Hotels • Sports

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 lunchtimes⁹
- 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*

9. 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.



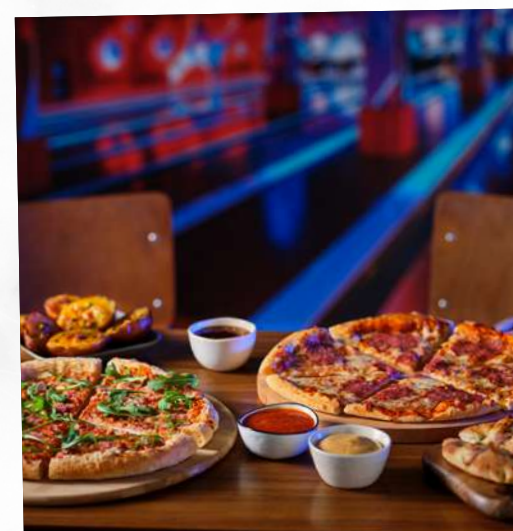
Range of disposables available



Bespoke point of sale solutions available



Equipment solutions



Why pizza wins in leisure

An ever-popular, versatile menu choice, pizza is a growing menu item. Covering multiple day parts, it can boost spend-per-head, be cooked in as little as 2 minutes and be featured on-menu or as part of a self-serve option.

DR. OETKER PROFESSIONAL ready-made pizza is **3x quicker** than making from scratch⁷

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.

REDUCE
YOUR KITCHEN
TOUCHPOINTS
BY UP TO
50%⁸
AS WELL AS
SAVING TIME

GET IN TOUCH WITH YOUR PIZZA EXPERT FOR LEISURE

Lilly Thomas - Business Development Manager

Lilly.Thomas@oetker.com

**YOUR GO-TO
PIZZA EXPERTS**

Discover more: oetker-professional.co.uk in  



Professional