

GET YOUR MENU

staycation ready



**YOUR GO-TO
PIZZA EXPERTS**

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Professional

Whether your guests have chosen your hotel as a base to explore the local area, for a business trip, or a family get away, their expectations when it comes to the food you offer are high.


Whether it's a quick refuel between seeing the sights or a leisurely laid back lunch, your food offering needs to fit all occasions.

We understand how operationally challenging this can be, that's why Dr. Oetker Professional has developed a range of high-quality solutions that work simply to enhance your guests' food experience during their stay with you.

Here we explore possible food opportunities across your hotel estate with suggested solutions depending on guest need and chef resource at each location.




Insight and Solutions



Reception

Long journeys mixed with excitement can make offering hot grab-and-go food in your reception a welcome distraction for hungry kids and grown-ups alike.

Chicago Town Pizza-to Go can be sold hot as a packaged and labelled single scannable item from a fully branded counter top unit.






Kiosk/Retail

If your estate is set in a large geographical area, it's important you offer hot food to fuel your guests activities as they travel around.

Chicago Town Pizza-to-Go is easily installed into any retail space or kiosk environment, helping you maximise revenue.






Room service

Every time a guest orders delivery food, that's lost profit. Pizza accounts for 12% of all delivery food in the UK³ so providing your own room service option is a must.

Pizza Perfettissima is a fully topped range that can be prepared by night duty staff for room service. Takeaway orders can come straight from your kitchen meaning it arrives hot and on time. A better experience for your guest and more profit for you.





Café

With an expectation for speed of service and choice, café food is often hard to get right. Pizza is quick to cook and can be served by the slice to meet consumer demand for quality vs convenience.

NEW tasty Pizza Snacks are the perfect, lighter option for food-to-go. Available in a range of flavours and toppings, both children and adults are sure to be tempted.

1 of 5-a-day individual cheese and tomato pizzas are a favourite with kids, packed with hidden vegetables to keep parents satisfied.

Chicago Town Stuffed Crust can be sold by the slice in cardboard sleeves, perfect for eat-in or takeaway diners.






Main restaurant

When treating themselves to a meal in your main restaurant, guests are looking for differentiated menu choices to make the occasion special.

Pizza remains one of the top three menu choices and the No.1 for families when eating out.¹

Pizza Perfettissima has a range of fully topped artisanal pizzas as well as a plain and pomodoro base that will help create talking points with your customers. From kitchen to table in as little as 4 minutes², these products can help bridge the gap between your back-of-house resource and guest demands.







Pool bar

The pool bar has to cater for hungry children who have just stepped out of the pool and adults wanting to sit back and relax so you need a flexible menu solution.

Chicago Town Stuffed Crust can be served whole on a board as a full lunch option or as packaged slices that are as convenient as grabbing a packet of crisps, yet delivering considerably more profit. Pizza snacks are also the perfect light bite and can be easily enjoyed on the move.






Bar/sports bar

High-traffic sporting events can cause bottlenecks in the kitchen. Staff may struggle with increased demand during these peak times, meaning product consistency needs to be front of mind.

Ideal for sharing occasions, grazing, the main meal or a quick snack, Pizza Perfettissima cooks from frozen in as little as 4 minutes² and needs no preparation or finishing as all the ingredients are of the highest quality. Chicago town's stuffed crust and rising dough means it's also a great sharing option.





Staff feeding

We all know happy and well-fuelled staff perform better, so make sure you are rewarding them with food – it can be a great perk of the job!

The fully topped and ready-to-serve Pizza Perfettissima range has a consistently long hold time so it's the perfect after-service snack. With multiple flavours and premium toppings, there's something for everyone to enjoy. For a pizza that delivers on health credentials, there is also Balanced Choice.



Source: 1. UK Eating Out Market Report 2021 2. When cooked in leading accelerated oven. 3. The WGSN Pizza Trends Report 2021




Reception




Kiosk/Retail



Insight

Emotions can run high on arrival. Long journeys mixed with excitement can make offering hot grab-and-go food in your reception a welcome distraction for hungry kids and grown-ups alike.

The optimised offer

It's got to be easy. Staff can not be distracted from their main function, so self- service is a must. A hot food option precisely when it's needed will add to the overall satisfaction of guests, and showing it's from a brand your customers love will give them the confidence of quality.

The solution

Chicago Town Pizza-To-Go can be easily replenished by kitchen staff as each of the slices is fully packaged and labelled as a single scannable item.

- No additional complexity for the reception team but a warm welcome for your guests!
- ✓ Three hour hold for ultimate convenience
 - ✓ Quarter slice for portion control and convenient hand held eating
 - ✓ Five tasty takeaway flavours, including a vegan option to target all guests



Insight

The broader food-to-go market continues to grow as we see the demand for convenience across more dayparts and locations. The holiday park is no exception. As guests travel around the park, it's important you offer hot food to fuel their fun.

The optimised offer

Space and resource will be a challenge for hot food, but with a free-standing or counter top pizza unit, slices can be sold as easily as a packet of crisps. Pizzas can be cooked, packaged and labelled in the main kitchen and held in your kiosk / retail outlet for up to three hours.

The solution

Dr. Oetker Professional can help elevate your retail offer with a wealth of branded options and creative packaging solutions along with multiple equipment partners.





Room service



Café



Insight

Many guests staying for business will order delivery food to their room as they prefer to eat alone; however, that's a lost profit potential for you. Pizza accounts for 12% of all delivery food in the UK* so providing your own room service option where orders come straight from your kitchen means it's a win for you and your customers as you can ensure it arrives quicker and hotter.

The optimised offer

It can be easy to set up and low maintenance for your kitchen as it can be prepared by night duty staff easily with the right premium product range. The key is ensuring guests know they can order an authentic pizza to their door in a guaranteed delivery time of 15 minutes.

The solution

Pizza Perfettissima can be cooked, boxed, and served with minimal resource and maximum impact. Each of the varieties has an artisanal stone-baked base crafted from long-fermented dough to give it superior flavour and rustic appeal. The toppings are all roughly chopped for a hand-crafted appeal that will give you the confidence to offer an outstanding takeaway menu.

Use these menus to promote your own pizza delivery menu and make sure you get a slice of the action.



Insight

With the growth of 'café culture' here in the UK, the demand for quality snacking food has increased. With an expectation for speed of service and choice, café food is often hard to get right. Pizza is quick to cook, can be served by the slice for smaller plates and can meet consumer demands for quality vs convenience.

The optimised offer

The menu needs to cater for adults and children alike, so it's important to have a fully loaded adult-style pizza, plus a smaller children's option that can also be considered a 'better choice' at lunchtime or on the go.

The solution

Balance Choice delivers against the indulgence of an authentic Takeaway pizza, with the benefit of offering guests one of their five a day per quarter slice.

Chicago Town Stuffed Crust Takeaway can be kept warm and sold by the slice with a balsamic dressed salad or as a takeaway option in cardboard sleeves in true street-food style.

Pizza snacks are the perfect light bite and can be easily enjoyed on the move.

*When cooked in leading accelerated ovens.



Main
restaurant



Pool bar



Insight

Creating elevated experiences on the menu demands huge effort and resource from your kitchen team. We understand guests are actively seeking menu choices that allow them to make the occasion extra special, and leading trends prediction agency WGSN tracks pizza as a key menu item that meets consumer demand for this elevation. Authenticity, premium ingredients and arresting visual texture are the three key drivers.

The optimised offer

Pizza Perfettissima bases allow your kitchen team to focus on the creative flavour combinations that will create the elevated moment, without the time, space and training needed for dough creation.

The solution

The range of Dr. Oetker Professional raw dough base range are ready from frozen in as little as two minutes⁴, these products can help bridge the gap between your back-of-house resource and the demanding expectations of your customers.

Be inspired to create a truly sensational pizza menu with inspiration from our chef development team.



options available



Insight

As holidaying in the UK remains popular into 2023 and beyond, it's important to ensure you are maximising every opportunity. The pool bar catering for hungry children who have just stepped out of the pool or adults wanting to sit back and relax are both highly captive audiences.

The optimised offer

Space and staff resource may be an issue, so pizza is the perfect solution. It can be sold by the slice to hungry swimmers or whole as a premium yet easy menu choice for spectators.



The solution

Fully packaged and labelled so can be grabbed and scanned as quickly as a packet of crisps but delivering considerably more profit for you. It's a brand Gen Z know and love, so it will gain attention front of house.



Pizza Perfettissima is a fully topped range of artisan pizzas that looks and taste delicious in just two minutes. The outstanding quality can help bridge the gap between your back-of-house resource and the demanding expectations of your customers. Providing the perfect solution for poolside snacks.

NEW tasty pizza snacks are perfect served as plated individual light bites or as a handheld to-go option.



Bar/sports bar



Staff feeding



Insight

High traffic at key times such as lunch or sporting events can cause bottlenecks. You need menu solutions that can help elevate the pressures back of house yet meet the demands of customers for speed, quality and experience.

The optimised offer

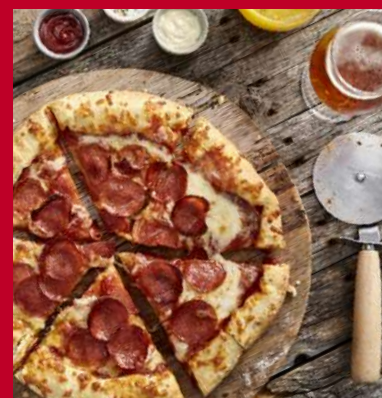
Pizza is the ultimate handheld snack so perfect for watching the match and feeding the kids. It's the most popular menu choice for families and a consistent top 3 menu choice in pubs and restaurants. Great food will elevate the customers' experience while they enjoy the buzz of the bar, and it will make sure they stay on site for longer. With Dr. Oetker Professional you can ensure every experience is of consistent high quality regardless of staff resource in the kitchen.

The solution

Pizza Perfettissima cooks from frozen in as little as two minutes and needs no preparation or finishing as all the ingredients are of the highest quality so it looks as amazing as it tastes with minimum input. From Margherita to BBQ Pollo or Salame, there is a variety to satisfy the hungriest guest.

The 12" Chicago Town pizza offers the ultimate in indulgence over the big match. Created with fresh rising dough and stuffed crusts, it's a pizza made for sharing!

*When cooked in leading accelerated ovens.



Insight

After a long and late shift, pizza is the perfect tasty treat for your staff. We all know happy and well-fuelled staff perform better, so make sure you are rewarding them. With staff ever harder to recruit, it's important you show your appreciation of the team with delicious food. It is also a great way to ensure vital ingredients are kept solely for the menu, and you can keep a grip on food costs.

The optimised offer

As an employer it's your duty to ensure your staff have access to a variety of food whilst on site, but we all know the stress of the kitchen often means something quick and delicious is the order of the day.

The solution

The fully topped and ready to serve Pizza Perfettissima range, combines authentic Italian taste with back of house simplicity. Ready to eat in as little as 4 minutes with a consistently long hold time makes for the perfect after service snack.

The Balanced Choice range gives the indulgence of great pizza, whilst offering one of your five a day.

Benefits include:

- ☉ 1 of 5 a day
- ☉ Source of fibre
- ☉ Low sugar
- ☉ Reduced saturated fat



*When cooked in leading accelerated ovens.

Here's what our customers say....

We introduced Pizza Perfettissima and Chicago Town pizzas to TLH Leisure Resort for the first time this summer and with great success.

Both ranges added an extra dimension to our offering and it has proved really popular with our summer guests. Our new "All You Can Eat buffet" in particular offered a flexible alternative to eating in our Bistro, much appreciated by our guests.

Dr. Oetker have supplied a range of marketing assets to use and have been very supportive along the way, allowing us to maintain our own brand presence.



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Discover more: oetker-professional.co.uk in

