



Pizza is one of the UK's best selling dishes when dining out and is the most popular food for takeaway.

Creating a new pizza menu is an exciting prospect and gives you an opportunity to profit from this eternally popular food choice.

Here are our tips for creating the perfect pizza menu.

1. Think about your clientele carefully and their tastes. Are you in an area where people have traditional tastes or are your clientele more adventurous? Do you have competition nearby? If so consider offering something different to differentiate your offering from theirs. If their offering is basic, perhaps consider something more premium.
2. Base your menu around existing ingredients you are buying. If you are already buying in ingredients that lend themselves well to pizza toppings, then base your menu around them. It will help you minimise wastage and help you sell through your inventory more quickly.
3. Be careful of offering too much choice. It is proven that too much choice on a menu can be off-putting to customers who become overwhelmed when faced with too many options. Keep your menu simple and try and find the balance between offering enough choice without overwhelming your customer with too many choices.
4. Consider alternative dietary requirements. Pizza is very versatile and can be adapted for all dietary groups including vegetarians and vegans. You may want to consider a vegan cheese or create a vegetable based pizza that doesn't require cheese but you should certainly consider offering a balanced menu that includes options for all dietary groups if possible.
5. Keep control of cheese usage. Mozzarella cheese is the most expensive ingredient you will use on your pizzas so find your perfect portion size (we recommend around 90g for a 12" pizza) and try and find a way to ensure cheese usage is controlled. A good tip for this is to find a container or cup that fits in the right amount of cheese. It is tempting to do this by eye but this can lead to inconsistent portion sizes which can cost money and affect product consistency.

Suggested 'basic' pizza menu.

1. Classic Margherita. Mozzarella cheese and oregano.
2. Pepperoni pizza. Mozzarella cheese, Pepperoni sausage.
3. Grilled Chicken Pizza. Grilled chicken, ham and mushrooms.
4. Vegetarian pizza. Roasted red peppers, red onions, mushrooms and olives.
5. Meat feast pizza. Pepperoni, chicken, ham and meatballs.

### Suggested 'Premium' menu

1. Classic pizza. Mozzarella cheese, sliced baby mozzarella and roasted cherry tomatoes with oregano.
2. Parma Ham pizza. Parma ham, mascarpone cheese and red onions.
3. Spicy Mexican chicken pizza. Grilled chicken, jalepenos, roasted red peppers and fresh coriander.
4. Pulled Pork pizza. Pulled Pork, red onions, mushrooms, coriander and ranch dressing.
5. Mediterranean vegetable pizza. Roasted courgette, aubergine, red peppers, red onions and Feta cheese.

We hope you find this guide useful and good luck in creating your menu!

For any further assistance please get in touch. [info@sturdyfoods.co.uk](mailto:info@sturdyfoods.co.uk).