

ARE YOU MISSING OUT ON HIGHER SALES
THROUGH NOT MATCHING YOUR PIZZA
MENU TO YOUR CUSTOMER'S NEEDS?



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The UK (and much of the world) is in love with pizza, spending nearly five billion on it each year. In a competitive market, what can you do to ensure you attract customers to your pizza offering over the competition?

At Sturdy Foods, we have helped hundreds of food service operators to improve their pizza offerings and have decades of experience in the pizza market.

This guide is intended to help you benefit from this knowledge and hopefully share some best practise that you can use in your business.

The first step to building a compelling offering for your customers is in understanding what today's pizza consumer is looking for when eating out.



Firstly, who is likely to be ordering pizza in your establishment?

Around 60% of pizza is consumed by people aged between 25 and 49. So understanding the tastes and trends that these consumers are excited by and will see as good value is critical to designing a menu offering that maximises value to you as an operator.

In addition to this, dietary requirements are increasingly diverse, with many more consumers looking to have their individual needs catered for when eating out. Luckily, pizza can come to the rescue here, as there are few foods as able to flex to consumer needs as well as pizza can.

Pizza toppings fall into one of three categories.

- ▶ **1. Meat protein toppings.** These are the most popular toppings in the UK and having a range of high-quality meat topped pizzas needs to be the main feature of your offering.
- ▶ **2. Cheese toppings.** These are the second most popular toppings choices and involve cheeses being added to a pizza in addition to the traditional Mozzarella.
- ▶ **3. Vegetable/plant-based toppings.**



Vegan pizza

There are now around 3.5 million vegans in the UK, and one of their main pain points is finding suitable options when eating out. Providing a well thought out vegan offering can have significant benefits as poor choice of vegan options can potentially put off a larger group from eating with you if one (or more) of their number is a vegan and isn't going to be catered for.

Some topping ideas for making great vegan pizza are seasonal vegetables, marinated tofu, BBQ jackfruit, chicken of the woods mushroom (which really does taste like chicken!) and Mediterranean ingredients such as marinated olives, artichokes and sun-dried tomatoes. There are several good quality vegan cheese alternatives available, although there is also the option to make pizza without any cheese using a little creativity.

'Essential Pizzas'

There are a few 'essential' pizzas that any establishment should be offering. The most popular pizza ordered when eating out is some form of meat feast or Carnivores pizza. This could be based around toppings such as Pepperoni, chicken, meatballs and possibly some additional vegetable topping such as onions or peppers.

The second best-selling pizza in the UK is the humble Margherita. There is a great opportunity here to offer a more premium 'pimped up' Margherita to your customers, for instance by adding cherry tomatoes, smoked Pravola cheese and fresh Basil.

Generally, some form of chicken pizza is always going to be a strong seller. It is after all the most consumed meat in the UK by some margin! A great quality chicken pizza should be on any operator's pizza menu. Grilled chicken with roasted red peppers and Basil Pesto is a simple but popular pizza that will always sell well.

Beyond these staple choices, the options are vast when it comes to designing a pizza menu.



Toppings and flavour profiles to consider

Consumers are most excited by the following types of toppings which are increasingly seen as desirable to eat on pizza.

- ▶ **Regional Italian toppings.** This can include cured meats such as Salsiccia Piccante, Salami, Braesola, Parma Ham or cheeses such as Buffalo Mozzarella, Gorgonzola, smoked Pravola or Teleggio.
- ▶ **World Toppings.** This includes toppings such as Jalepenos, Choriso, Pulled Pork/Beef, Sriracha chicken, maple cured Bacon, Tandoori chicken. But there are hundreds of options to choose from!
- ▶ **British/locally made toppings.** Consumers are always excited by locally sourced produce, so locally made meats or cheeses can be a great point of difference on your menu. Many smaller producers of Charcuterie are now springing up, so what options might be on your doorstep that could excite your customers and increase your value proposition?
- ▶ **Sweet Pizza. Who could resist pizza for pudding?** There are some incredible sweet pizza recipes that you could be offering as an unusual pudding option. One stunning combination is Nutella, Balsamic Strawberries, Praline and Basil. A real wow factor pizza that will set you apart from the competition!

Many younger diners are increasingly accepting of more adventurous flavours and are

looking to be excited by what they see on a menu. They are also the demographic who order the most pizza when eating out, so make sure you're enticing them with some interesting flavours.

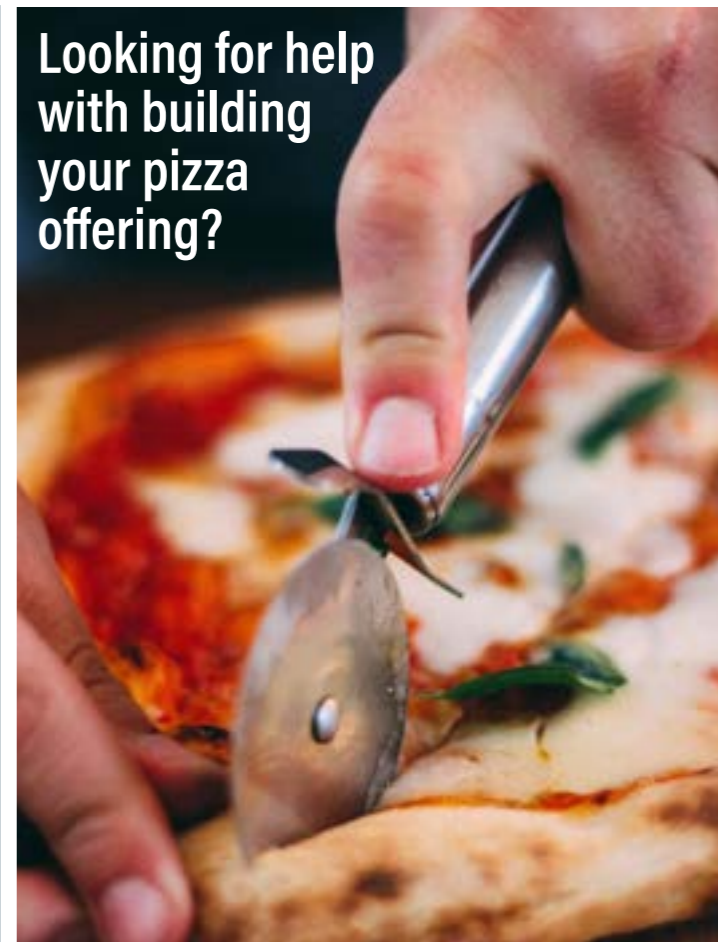
Some of the trendiest flavour profiles that can be turned into amazing pizzas include Mexican, American BBQ, Indian and West African flavours. All of these can give great results on a pizza with a little imagination.

Quality is King

Cash is tight for many consumers, but don't fall into the trap of trying to lower costs by compromising on quality. Customers will see through any reduction in quality and they are now looking for more value when they do part with their money to eat out. This doesn't necessarily mean cheaper!

What can you offer on your menu to add to your customer's sense of satisfaction and value at the end of their eating experience with you? A high proportion of customers will pay more when their perception of the value of your offering is increased. There are many ways to do this but thinking carefully about your menu and topping choices so they match your customer's needs is one way to increase your revenue, improve your online review score and build stronger rates of repeat custom.

Looking for help with building your pizza offering?



We offer a range of top quality UK manufactured pizza dough balls and part baked bases which will give you the perfect product to make amazing quality pizzas that increase your sales and make you more money.

Don't hesitate to contact us

for more information on our product range or on anything related to this guide.

We also have a wealth of information and resources that can help develop your business on our website. It is all completely free to access.



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