



PIZZA

Glossary

Every Industry Has Its Own “Lingo” Pizza Is No Different

Here’s a handy reference guide to terms you’ll frequently hear and use when discussing your pizza offerings and operation.



FOOD MANUFACTURERS AND DISTRIBUTORS

FOOD MANUFACTURERS are companies that transform raw ingredients into food products for sale. Pizza crust manufacturers like Alive & Kickin’ Pizza Crust produce off-the-shelf and custom recipes in larger quantities than a foodservice operator can produce themselves, saving the operator time and ensuring product consistency.

DISTRIBUTORS purchase wholesale goods from manufacturers, then warehouse, sell and deliver those goods to foodservice operators. There are three types of food distributors:

BROADLINE distributors stock a “full line” of products, from dry and frozen grocery to equipment and supplies and, sometimes, perishable items like meat or produce. They also typically provide value-added services such as delivery, credit and sales representation to operator customers.

HYBRID distributors combine manufacturing and distribution services to eliminate cost and inefficiencies, usually by contracting out manufacturing, assuming inventory management and logistical duties, and consulting with suppliers and customers about cost-saving opportunities.

SPECIALTY distributors focus on stocking and supplying non-traditional products that otherwise may not be available through traditional programs or pricing models, and often specialize in a niche market or type of operation, for example Italian restaurants.





OPERATION TYPES/CONCEPTS

When initiating a pizza business, operators have many key decisions to make. The first is determining the restaurant type: **FRANCHISE** (buying into an established brand) or **INDEPENDENT** (establishing a unique brand).

The second key decision is determining the restaurant concept. Franchises already have a concept in place; however, independents have latitude in choosing how they want to operate their concept.

CARRYOUT is a low-overhead option in which pies are prepared to order onsite, and patrons physically pick up their orders to enjoy elsewhere.

TAKE N' BAKE is similar to carryout in that pies are prepared to order and patrons physically pick up their orders, but instead of the pies being cooked onsite, patrons bake them at home.

DELIVERY is an option that can be offered exclusively or in conjunction with other services, and involves preparing pies to order onsite then transport them to patrons' homes.

DINE-IN is the most comprehensive and expensive option, as it includes creating and managing every aspect of the patron experience from the food and service to atmosphere.



PIE FOUNDATIONS

Signature pizzas are built on a variety of crusts and sauces:

CRUSTS/DOUGH

When working with a pizza crust manufacturer, there are a litany of options from which to choose. Typically they fall into the following categories:

DOUGH BALLS are fresh-frozen pizza dough, pre-portioned and ready to be hand tossed. Dough balls deliver scratch-made flavor, consistency, and convenience.



THIN AND CRISPY PAR-BAKED CRUSTS are often called St. Louis Style. This is a traditionally light, flaky, par-baked crust often cut into squares.

THICK OR HAND-TOSSED PAR-BAKED CRUSTS have more body, substance and texture than thin crusts or flatbreads and are often used for take n' bake pizzas.

FLATBREAD crusts are rustic, light and thin with an artisan look that is ideal for appetizers and personal-sized pies because they aren't as filling as other crust types. They also appeal to health-conscious patrons.

SELF-RISING crusts (also known as oven-rising or live dough crusts) use leavening agents like baking powder, baking soda or other acid sources in combination with yeast to create a dough that rises as it bakes. Rising crusts are great for retail environments and non-traditional venues.

CUSTOM crusts are made from proprietary recipes, unique flavor profiles or other unconventional specifications.

All of the styles of dough that Alive & Kickin' makes can be customized when a volume minimum is reached. For example:

MULTI-GRAIN crusts contain more than one grain (like refined barley, wheat and oats) for excellent texture but not crispness; they are better suited to accept flavor enhancements like butter, honey or malt.

WHOLE GRAIN crusts contain all parts of the grain kernel (bran, germ and endosperm) that help them hold up well to toppings. Texture may be lacking unless bread flour is added to achieve doughy chewiness.

SAUCES

There are two categories of sauces:

FRESH (or uncooked) sauce is synonymous with fresh tomato flavor from garden-picked produce or peak-season "fresh pack" tomato products canned with low-heat methods to get bright red, farm-fresh sauce that requires no cooking prior to use. Manufacturers like Alive & Kickin' make and sell fresh sauce in fully pre-mixed, ready-to-use form.

COOKED sauce is often simmered for hours to produce robust flavors, its signature brownish-orange color and a tempting aroma. One of cooked sauce's advantages is its shelf stability as it can be canned.



CRUST PREPARATION

CHEESE BLANKS — crusts that are sauced and topped with cheese in preparation for making pies to order during peak order times — can be prepared using any of the crusts and dough types above.

PROOFING is required for dough balls and scratch-made pizza dough. It is the process whereby yeast digests sugar and produces carbon dioxide gas in the dough (fermentation). The gas collects in minute air cells and expands them, causing the dough to increase in volume. In a restaurant operation, dough can be proofed in two forms: as dough balls and rolled out. Hearth-baked pizzas and most screen pizzas are proofed as a dough ball. Pan pizza dough is usually proofed after it's rolled out and placed in the pan. Allowing adequate time for this process to occur will assure the best performance quality from your dough.

FREEZER TO OVEN — in pre-formed crusts, this means no proofing necessary. A & K's self-rising crusts are freezer-to-oven, saving valuable time.



PIE STYLES

Specialize in one style of pizza or feature a selection on your menu:

DEEP DISH (Chicago Style): a deep-ledged, thick crust pie that is proofed and baked in an oiled pan to create a crispy, sometimes, buttery fried effect on the outer crust. The crust commonly contains corn meal, semolina or food coloring to give it its distinctly yellow tone and unique taste and texture.

- Suggested product: **Dough Ball**

FLATBREAD: an upscale alternative to traditional pizzas, flatbread is a lighter thin, crispy crust with an artisan look that is ideal for appetizers, personal-sized pies, and trendy toppings.

- Suggested product: **Rustic Flatbread**

FOCACCIA: thick, bread-like dough that often is not traditionally topped but instead is brushed with olive oil before baking, then covered with cheeses, herbs and spices to showcase the crust flavor and texture.

- Suggested product: **Dough Ball or Thick Crust Par-Baked**



WOOD-FIRED: A strongly fermented dough or crust, often with a raised edge and substantially thinner center. Baked in a coal or wood-fired oven. Classic styles include 4-cheese, Margherita and Marinara.

- Suggested product: **Dough Ball or Hand-Tossed Par-Baked**

NEW YORK STYLE: a slightly crispy yet soft and pliable crust made from high-gluten bread flour, which gives it its unique texture and, in combination with minerals present in New York city water, its distinctive flavor.

- Suggested product: **Dough Ball or Hand-Tossed Par-Baked**

ST. LOUIS STYLE: a round, thin, unleavened, cracker-like crust that is customarily cut into squares or rectangles instead of triangular slices (known as a “tavern” or “party” cut).

- Suggested product: **Thin and Crispy Par-Baked**

SICILIAN: a dense, rectangle-shaped crust that often measures over 1" thick

- Suggested product: **Dough Ball**

TRADITIONAL PAN: the least thick of the thick crust varieties, it measures about 1/2"-thick and is characterized by its buttery, pan-fried taste and texture on the outside, with a soft and chewy center.

- Suggested product: **Dough Ball or Thick Crust Par-Baked**



PREPARATION

Back-of-the-house considerations:

OVEN TYPES

There are several types of pizza ovens, each with distinctive qualities that affect ingredient and crust/dough performance, as well as preparation speed and taste:

BRICK OR WOOD-FIRED ovens are made of brick or clay and provide a coal- or wood-fueled open flame, near which pies are rapidly prepared at temperatures of at least 600°F and often reaching up to 800°F.



CONVEYOR ovens are common in the industry because of their versatility and ease of use. The pie is pulled through a forced air/convection cooking chamber on a chain conveyor belt for consistent results.

DECK ovens feature shelves on which pies are baked on preheated stones for authentic taste without complex oven setup.

DOUBLE-DOOR CONVECTION ovens are money-saving options that require less energy and baking time for pies that are comparable to traditional methods, although not quite as crispy due to the use of forced air technology instead of direct heat.

RAPID COOK ovens combine the benefits of a microwave and pizza oven into one piece of equipment. Forced air and heating elements on top and bottom allow for control of heat settings and direction to determine pie look and final bake.

TOOLS

A well-equipped pizza kitchen contains:

BUBBLE POPPER: a long-handled tool that allows pizza makers to reach into the oven and pop bubbles without removing the pie and losing bake time.

DOUGH DOCKER: a hand-held roller with stainless steel or cast aluminum handle and stainless steel pins that, when rolled over a dough ball crust, removes extra bubbles and allows for proper baking. Also available in plastic or nylon material.

LASER THERMOMETER: a point-and-measure thermometer that provides temperature readings all the way around the oven to aid in ideal pizza placement and temperature verification.

PIZZA PEEL: a long-handled, wooden tool with a flat carrying surface that aids in loading and removing pies from the oven.

PIZZA SCREEN: a mesh pan made from expanded aluminum with a solid aluminum rim that allows the heat of the oven to penetrate the dough (as opposed to a solid pan).

ROCKER BLADE: a large curved stainless steel cutting blade with handles at each end that uses a rocking motion to quickly cut pies.

ROLLER CUTTER: a large, half-circular stainless steel cutting blade attached to a short handle that rotates and cuts pies when hand pressure is applied.



LEARNING THE LINGO

*Need help determining which crust types will work well for your operation, or help solving pizza performance challenges? The pizza crust specialists at Alive & Kickin' Pizza Crust help you talk the talk with all the products you need for perfect pies and a successful operation. Contact us today at **920-662-0304** or email info@akcrust.com for more information.*



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