



Elements of a

PROFITABLE

PIE

CRUST

It's the foundation of every profitable pie: a great crust! Whether thin and crispy or thick enough to hold a pile of toppings, the experience your patrons have is only as good as your crust.

One way to truly set yourself apart and deliver a memorable experience is to have a custom crust created just for your operation. The possibilities are endless – how about a savory Basil Parmesan crust? Or a Tuscan Roasted Pepper crust?

Custom crusts give you an edge over competition, yet aren't as costly as you might think. In fact, many operators charge a little more for pies that feature specialty crusts, so they're making extra profit with every slice!

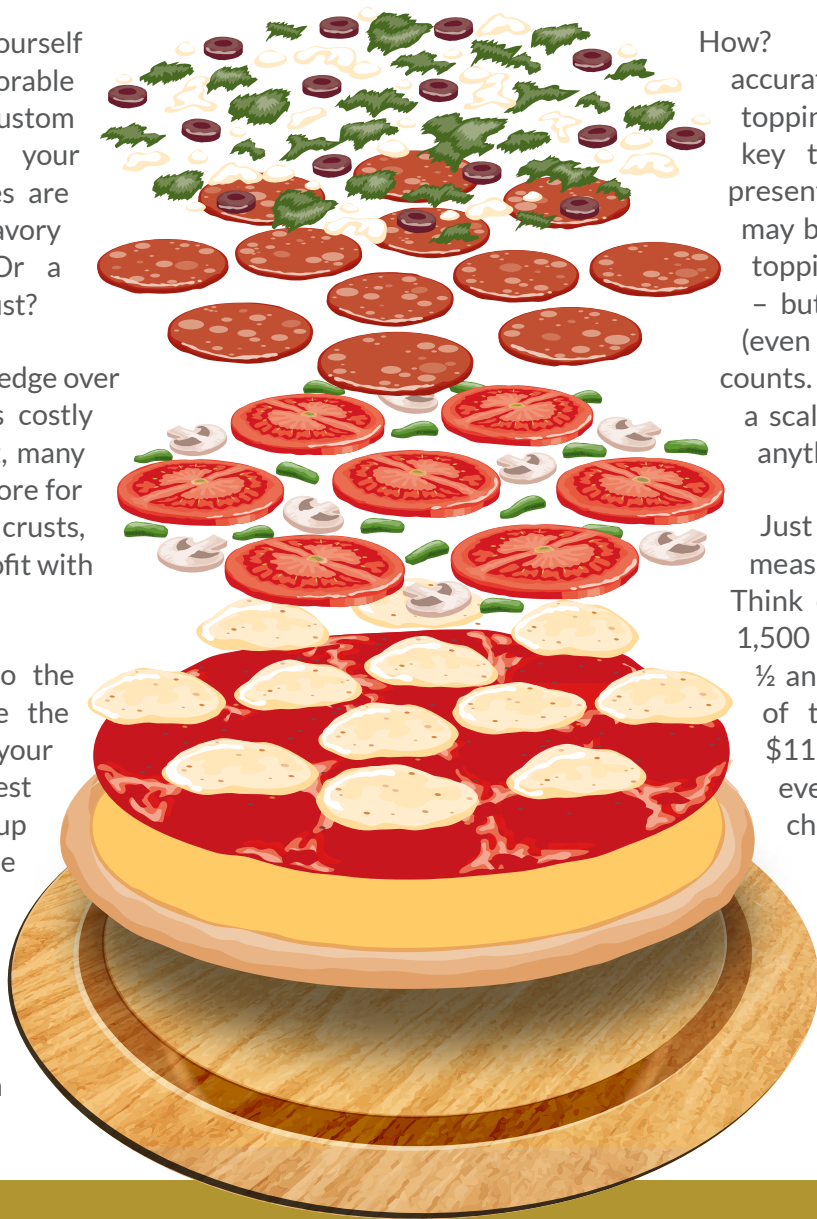
If you're not ready to go the custom route, make sure the crusts you're placing your reputation on are of the best quality – crusts that bake up right every time, with subtle flavor and crisp texture patrons are looking for. From the first bite to the last, it's the crust that contributes most to patrons' satisfaction with your pies!

TOPPINGS

When it comes to toppings, the best advice is: Not too much and never too little! Keep the amount of each topping you put on your pies consistent to avoid giving away too much...or disappointing customers.

How? By consistently and accurately measuring every topping for every pie. This is key to controlling costs and presenting consistent pies. You may be tempted to heap on the toppings – especially cheese – but remember: every ounce (even every quarter ounce) counts. It's best to measure on a scale or using portion cups – anything but guesswork.

Just how important is it to measure your ingredients? Think of it this way: if you sell 1,500 pies a week and add just ½ an ounce too much on each of those pies, you're losing \$112.50 a week, or \$5,850 every year! (this assumes cheese at \$2.40/lb.)



DID YOU KNOW?

According to a study by slice.seriousseats.com, nearly 64% of consumers say the crust is the most important component of the pizza.

COOKING

Thin crusts not only are many patrons' favorites (pizza.com says regular thin crust is most popular choice in America), but they take much less time to cook and let you turn tables faster, too. During a lunch rush or busy dinner hour, thin crusts' faster cooking times let you keep customer happy and not anxiously waiting for their food. Not just any thin crust will do, though. Choose a quality crust that will hold up to the toppings and give patrons the texture and flavor they're expecting.

CHEESE

If the crust is the start of everything good in a pizza pie, cheese is what holds it all together. Patrons want to sink their teeth into rich, gooey cheese with plenty of flavor. Your choices are wide – from Asiago to Zambrano and everything in between.

Top your pies with enough cheese to satisfy patrons, but don't go overboard (unless you're charging for that extra cheese). Every ingredient you use has a cost (and cheese is often the most expensive), so if you're giving away more than what's right for the pie, you're losing profits each time you serve one. Never guess when it comes to cheese: measure every shred!

Suggested Topping Amounts

SIZE	12"			14"			16"		
	L	M	H	L	M	H	L	M	H
TOPPINGS (light, medium or heavy)									
Pizza Sauce (oz.)	2	3	4	3	4	5	4.5	6	8
Alfredo Sauce (oz.)	1.5	2	3	2	3.5	4.5	4	5	6
Cheese (oz., base)	4	6	8	6	8	10	8	10	12
Cheese (oz. top, optional)	1	2	3	1.5	3	4	2.5	3	4
Pepperoni (slices 14/oz.)	16	22	28	20	28	32	24	32	45
Bacon (oz., 1/2")	1.5	3	5	4	6	8	6	8	10
Chicken (oz. 1/4" slice)	2	4	7	5	7	9	8	10	12
Cooked Sausage (oz.)	2	4	7	5	7	9	8	10	12
Canadian Bacon (slices, 4/oz.)	9	12	15	11	15	18	14	18	22
Raw Sausage (oz.)	3	5	8	6	8	10	9	11	13
Taco Meat (oz.)	1.5	3	5	4	6	8	6	8	10
Peppers (oz.)	1	1.75	2.5	2	2.5	3	3	4	5
Pineapple (oz.)	1.5	3	4.5	3	5	6	6	8	10
Onions (oz.)	1	1.75	2.5	2	2.5	3	3	4	5
Mushrooms (oz., fresh)	1.5	2.5	3.5	3	4.5	5.5	5	6	7
Sliced Olives (oz.)	1	1.75	2.5	2	2.5	3	3	4	5
Pepper Rings (oz.)	1.5	2.5	3.5	3	4	5.5	5	6	7
Tomatoes (oz.)	1.5	2.5	3.5	3	4	5.5	5	6	7

THINK SIGNATURE

Offering pies with upscale or on-trend ingredients is a great way to expand your menu, entice trial, and win over those with more adventurous tastes. A signature pie might cost a bit more, but patrons are willing to pay for the experience. Some of the most popular upscale pies today feature ingredients like sundried tomatoes, shrimp, artisan cheeses, unique spices and unexpected topping like squash and caramelized balsamic-glazed onions.

You don't always have to feature these pies as menu staples – you can promote one as a weekly special and determine interest with your patrons. If it's popular, add it to the menu; if not, try another combination of non-traditional ingredients. This is your chance to offer something your competitors don't, and build your customer base.