



Pizzeria Operator Case Study:

GOODFELLAS PIZZA

Frozen Dough Balls

Reduce Space Needs,

SAVE OPERATING COSTS

BACKGROUND

Goodfellas Pizza — a well-known neighborhood pizzeria bar & grill with a single-location operation in Lakeville, Minnesota, visited Alive & Kickin Pizza Crust's booth at a regional PFG/ROMA Distributor Food show. At the time of the visit, the restaurant hadn't yet opened its doors, but its owners were attending the show to get ideas and select vendors for their new operation. They weren't, however, looking for pizza dough balls or crusts. In fact, they'd just purchased a commercial mixer with which they intended to make their own dough.





CHALLENGES

The owners of the bar & grill were aware of the added labor and expense involved in making their own dough, but felt it was critical in order to get the authentic hand-tossed, New York-style crust they knew would help differentiate their restaurant. During discussions with the Alive & Kickin' team at the booth, they expressed some doubt about a dough ball's ability to replicate a scratch-made pizza crust.

Also, like many new restaurants, Goodfellas lacked sufficient kitchen space. They acknowledged that one downside of making their own dough was that the dough mixer and racks/shelving dedicated to ingredients (flour, sugar, salt, and oil) were going to take up so much square footage in the kitchen that ample walk-in cooler space for food and beverages was going to be difficult, if not impossible, to find.



SOLUTION

Together, we determined that a visit to Alive & Kickin' was in order, and just days after the show we hosted Goodfella's owners in our test kitchen.

There, the A&K team demonstrated the capabilities and ease of use of various pre-made dough ball options. They also reviewed the recipe for dough that the bar & grill intended to use, and tested pre-made dough ball varieties that replicated the desired texture and taste.

When the bar & grill's owners tasted the results, they were thrilled and selected three dough ball sizes to use in their restaurant.



RESULTS



- By using pre-made dough balls, Goodfellas was able to open up valuable kitchen space to accommodate additional dry storage shelving and much needed walk-in cooler space, all contributing to greater food capacity
- The restaurant saved money in multiple ways by using Alive & Kickin' frozen dough balls:
 - Eliminated the cost of purchasing and maintaining mixing equipment
 - Reduced labor costs
 - Cut insurance premiums as staff exposure to potentially dangerous equipment was removed
- They achieved the New York style crust quality they desired to give them a competitive advantage and distinguish their pizza from other restaurants in the area, without having to make their own dough from scratch

A few years after opening, Goodfellas added Alive & Kickin's thin crust to the menu as well - and just recently celebrated their 8th anniversary!





Partnership Results:



IN THE KITCHEN

- Convenience and easy prep, allowing workers to perform other important duties
- Reduced labor costs
- Consistent quality, flavor, and texture of finished crust
- Less mess and inventory – no heavy bags of flour, salt, sugar, yeast, etc. to store or handle
- Streamlined, clutter-free preparation
- Minimized waste and improved food costs



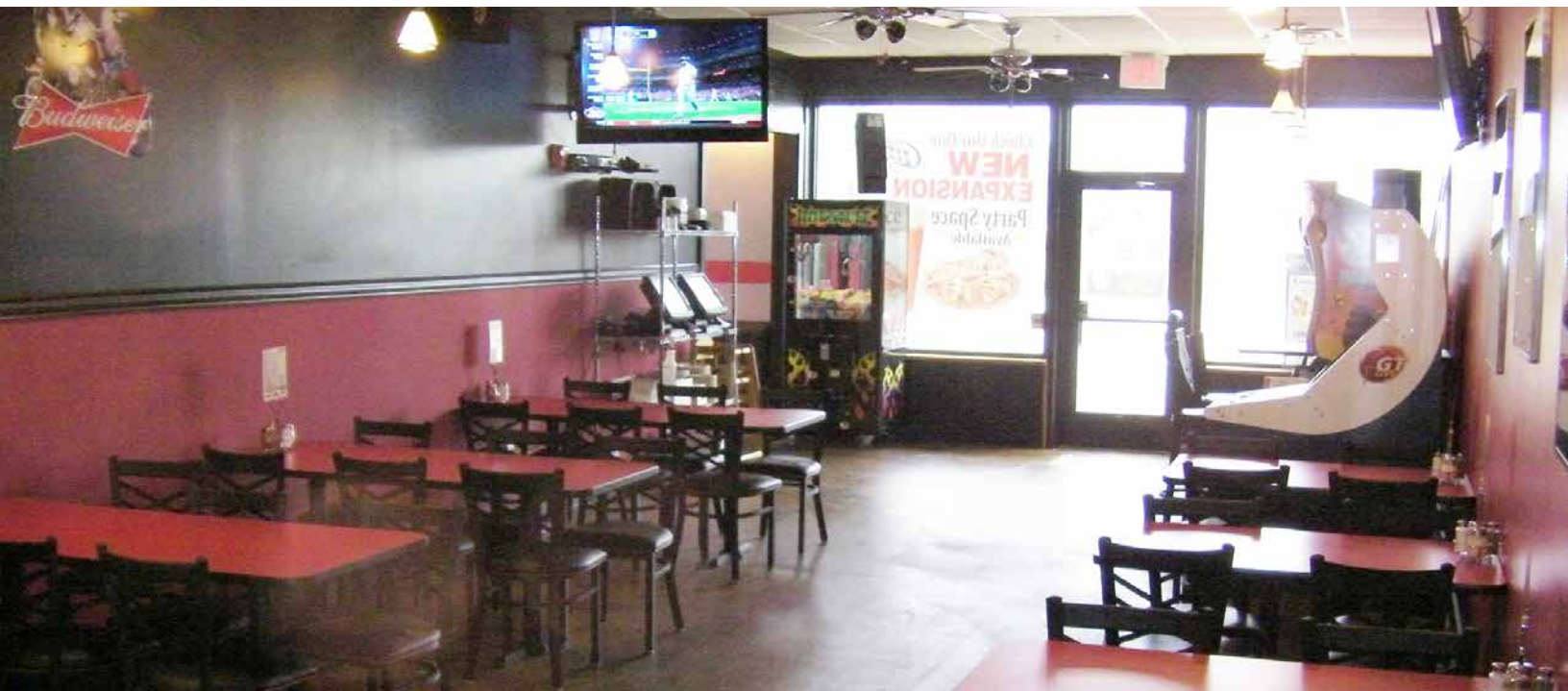
IN THE DINING ROOM

- Quality crust leads to increased customer satisfaction and loyalty



IN THE OFFICE

- Product use education and training provided by Alive & Kickin' ensures proper and consistent dough handling (and consequently reduces food waste)
- Dough balls simplify food prep, giving the company more time that can be used for growing the business





Looking to make the switch to pre-made dough balls from Alive & Kickin' Pizza Crust?

Check out our interactive map to find a distributor located near you and contact them to request A&K today: akcrust.com/contact-us



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