



# RICH *Insights*

## CANADIANS LOVE PIZZA... NO MATTER HOW YOU SLICE IT

**P**izza has got to be the most widely accepted meal option among Canadians. In a recent survey, 95% of Canadians reported eating pizza at least once a month. This is a notable increase from 2010, when 86% of consumers reported eating pizza less often than once a month or more. The greatest year-over-year purchase increases, are seen for dine-in pizza occasions; more than two-fifths of consumers now say they purchase pizza for dine-in at least once a month, compared to only a quarter of those polled in 2010. Younger consumers and men report eating pizza more often than other demographic groups. It is these heavy pizza consumers that are driving the growth in pizza consumption. Not to mention pizza is considered a cost-effective option for larger dining parties and an ideal choice for almost all social occasions.



## HEALTHY ATTITUDE

The majority of consumers say that health is a concern when eating pizza; however, fewer consumers today limit the amount of pizza they eat because of health considerations. Nonetheless, those most likely to change their pizza consumption habits for health considerations are typically female and older consumers. It is important for operators to consider expanding their healthier toppings and ingredients to ensure these health conscious consumers are provided with options to enjoy pizza without compromising their desire for an ideal diet. To offer healthy pizzas that taste good and also satisfy consumers' cravings, operators should consider gourmet veggie options, like rapini, leaner protein options, like turkey pepperoni, and lower calorie cheeses, such as feta.

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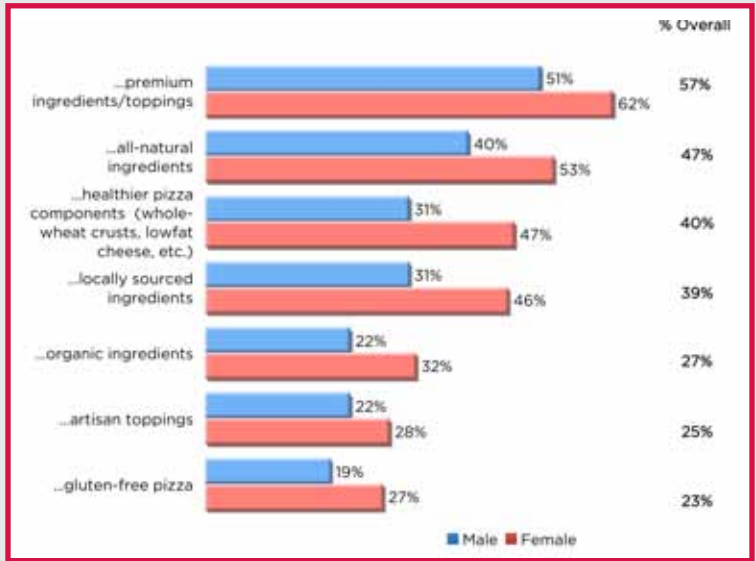
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# HEALTH-HALO INGREDIENTS

When diving a little deeper into consumers' attitudes and behaviour towards health, there is an opportunity to increase sales through ingredients that may not necessarily be directly linked to health, but rather, possess health-halo attributes, including premium, all-natural, locally sourced and organic. These characteristics are perceived to enhance an item's taste and flavour while traditional health claims, such as non-fat or low-sodium, highlight the lack/omission of ingredients, thus signaling a bland offering. More than half of Canadian consumers (57%) say they would like more pizza establishments to offer premium ingredients and toppings, such as high-quality cheeses and meats. Nearly half of consumers (47%) also want more pizza establishments to offer all-natural ingredients, and two-fifths of consumers would like more pizza concepts to offer locally sourced ingredients (39%). It can certainly be argued that there is no absolute definition for some of these terms like premium, all-natural or locally sourced; however, consumers rely on their own personal perceptions for foods described in this way, which can effectively address desires for health, quality and freshness.

## Health-Oriented Descriptors

I would like more restaurants or pizza establishments to offer... (by gender, top two box = 5 and 6)



Base: 1,000 consumers aged 18+  
 Respondents indicated their opinion on a scale of 1-6 where 6 = agree completely and 1 = disagree completely

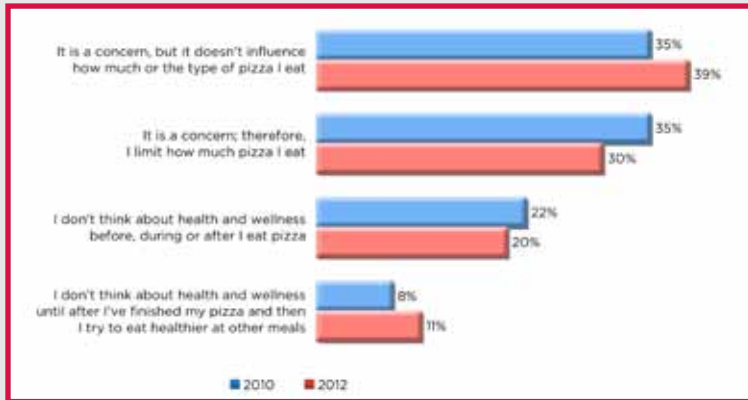
Source: Technomic, Inc., The Canadian Pizza Consumer Trend Report (2012)

Two out of five consumers (40%) say they would like more pizza restaurants to offer healthier components such as whole-wheat crusts and low-fat cheeses. While such offerings may not be as highly sought after as those attached to health-halo claims, it still represents a significant proportion of consumers. Furthermore, consumers are more apt to order a pizza built with healthy ingredients if it could be prepared so that it would maintain or enhance the actual flavour and experience of their pizza.

There is certainly a megatrend in the foodservice industry to increase organic and artisanal offerings, and pizza is no exception. Roughly a quarter of consumers would like more pizza establishments to offer organic (27%) and artisan (25%) ingredients. The chart to the left demonstrates these attributes resonate more strongly with women than men. With the exception of locally sourced and gluten-free, these attributes also appeal more strongly to younger consumers versus older pizza consumers.

## Health & Wellness

When eating pizza, how concerned are you with health and wellness?  
 Please choose the statement that best describes you. (by year)



Source: Technomic, Inc., The Canadian Pizza Consumer Trend Report (2012)





## PREPARATION STYLE

It goes without saying that preparation style can dramatically affect the taste and flavour of any food, but it certainly does with pizza. In fact, preparation style is fundamental in creating certain styles of pizza. For instance, a 300 year old tradition states that an authentic Neapolitan, thin Italian pizza with a crispy crust, must be prepared in a stone oven with an oak-wood fire, which generates a temperature that many commercial electric ovens cannot reach.

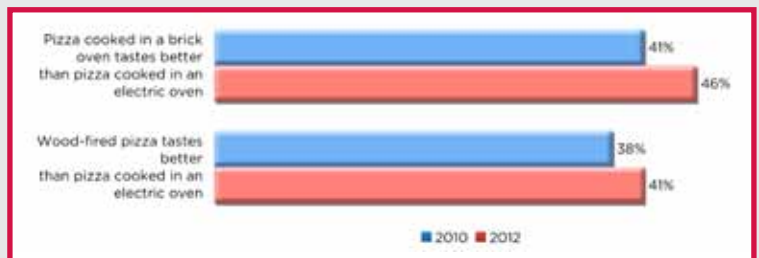
Canadian consumers are in strong agreement that pizza cooked in a brick oven tastes better than pizza cooked in an electric oven. Consumers find these options increasingly appealing because they believe these preparations are more authentic or artisanal than electric oven preparations. These preparation styles resonate more strongly with women than men and also with younger consumers versus older counterparts.

These on-trend preparation styles can be marketed by operators to position their pizza, sandwiches and pastas as being more flavourful and authentic. Not to mention it will also differentiate their brand from restaurants using typical commercial electric ovens and frozen pizza since the vast majority of

people cannot recreate the taste of a brick-oven baked or wood-fired pizza at home. Investment in what can be considered classic, traditional cooking technologies will certainly develop a strong value proposition to consumers and more than likely drive traffic. Furthermore, for operators already using brick ovens or wood-fired preparations for other menu items, such as breads, could also enlist these preparations for pizza.

### Wood-Fired and Brick-Oven Preparations

Thinking only about pizza purchased away from home, please indicate how much you agree or disagree with each of the following statements. (by year, top two box = 5 and 6)



Base: 750 (2010) and approximately 600 (2012) consumers aged 18+ Respondents indicated their opinion on a scale of 1-6 where 6 = agree completely and 1 = disagree completely

Source: Technomic, Inc., The Canadian Pizza Consumer Trend Report (2012)





## Domino's 'DomiCopter' drone can deliver two large pepperonis

On a lunch break last month, a small custom-built octacopter made a 10-minute flight through the city of Guildford, outside of London. Its special cargo: two large pepperoni pizzas.

The delivery was masterminded by a T + Biscuits, an English creative agency that was hired by Domino's to test prototypes.

The agency hired custom drone makers in the U.K. and tested a few prototypes until they found the best. "Domino's said: 'Right, that's the one. Let's make a video and get it out there,'" Hatton said.



On delivery day, two large, hot, pepperoni pizzas were boxed, stacked and stashed in a thermally insulated bag. The team hoisted the package not onto the scooter rack belonging to a pizza delivery boy, but aboard the copter. Operated by an experienced drone pilot, it travelled about 4 miles in about ten minutes.

The delivery was a success, Hatton says — the two pies arrived at the other end in pristine shape. "If anything it went quicker than a pizza boy," because it didn't need to stop at red lights, Hatton remembers. "We were amazed at how easy it was going to be."

(Source: NBCNews.com)

## Why NASA is funding a 3D pizza printer

Okay, so it doesn't exist just yet. But NASA is hoping to usher in a food revolution by giving mechanical engineer Anjan Contractor a \$125,000 grant to make his plans for 3D-printed dinners a reality.

The printer will use open-source software and hardware based on the RepRap Mendel 3D printer. Instead of ink, the device will use "basic 'building blocks' of food in replaceable powder cartridges," says Souppouris — stuff like water, oil, flour, and tomato powder. Contractor's hope is that the printer will one day revolutionize food production on a global scale, minimizing waste by creating exactly what you want, when you want it. And it won't be just for pizza either.

He sees a day when every kitchen has a 3D printer, and the earth's 12 billion people feed themselves customized, nutritionally appropriate meals synthesized one layer at a time, from cartridges of powder and oils they buy at the corner grocery store. Contractor's vision would mean the end of food waste, because the powder his system will use is shelf-stable for up to 30 years, so that each cartridge, whether it contains sugars, complex carbohydrates, protein, or some other basic building block, would be fully exhausted before being returned to the store.

So how exactly does NASA fit into all of this? The space agency is hoping that a 3D printer will prove economical enough to bring aboard a future spaceship charged with exploring the universe's farthest corners. (We hear astronauts prefer spicy food, by the way.) Yes, what the space agency is essentially envisioning is the food replicator dreamed up in Star Trek.

(Source: *theweek.com*)

## World's largest pizzas commercially available

While many pizza restaurants max out with 20-inch pizzas, with a few outliers straying into the 30-inch territory, there are few in the world bold enough to make pizzas that rival the size of the people eating them. But even then, most of those pizzerias will only make them a few times a month for special food challenges. Only a select, crazy few pizza joints in the world will make humongous pizzas at the whims of their customers – although they may require 48 hours' notice. Here are the top five biggest, commercially available pizzas in the world.



### **Big Mama's and Papa's Pizzeria - Los Angeles, CA**

Named the biggest pizza commercially available in the world by Guinness World Records, the Giant Sicilian rings in at an enormous 54 x 54 inches. As long as you give the Los Angeles pizzeria 24 hours' notice, you can actually get this monster delivered to your family outing, work event, or whatever excuse you come up with for attempting to eat this 4.5 foot square pizza alone.



### **Il Colosseo - Sydney, Australia**

Tucked away in the Allphones Arena in Sydney, The Colossus serves a 58- pound meat-and-cheese monstrosity, which utilizes eleven pounds of meat, seven pounds of cheese, and two liters of sauce, and requires two days' notice to cook this \$600, 70 x 70-inch pizza in its custom-built kitchen.



### **El Buono - Quezon City, Philippines**

In a relatively new location in the Philippines, El Buono's pizza claims to be "Asia's Biggest Pizza." Their 65-inch pizza also holds claim as Asia's largest delivered pizza, as it serves up to 150 people. If you can get it delivered, the favorable exchange rate to the dollar lands this pizza at \$190, including the addition of up to four toppings.



### **The Pizza Machine - Gallatin, TN**

The Pizza Machine in Gallatin, TN, delivers its 60-inch pizza to your table via crane. This pizza exceeds the supposed world record holding pizza by 23 square inches. Much like the other pizzas on this list, no food challenge is required before ordering this, so sit back, relax, and cram five feet of this \$350 pizza down your gullet.



### **Big Lou's Pizza - San Antonio, TX**

While perhaps not as exciting (or filling!) as a 54 or 70-inch pizza, Big Lou's 42-inch pizza makes up for size with variety. Instead of being limited to just pounds upon pounds of cheese, at Big Lou's you can get pounds upon pounds of more than five different toppings with their "Big Lou Super 42" that weighs in at around 30 pounds.

(Source: Fox News, June 2013)



# NEW PRODUCTS FROM RICH'S

## NEW PAR-BAKED PIZZA CRUST



Rich's par-baked crusts deliver genuine, pizzeria-quality pizza in a consistent, easy to prepare, and convenient format. The par-baked offering offers a well-defined and open cell structure, which leads to a good chew for your pizza-loving patrons.

## ARTISAN PIZZA DOUGHBALL



Rich's new Artisan-Style Pizza Dough Balls are a fast, simple way to produce a gourmet quality crust every time. They provide a convenient, fool-proof way to create delicious, gourmet quality pizza crusts. The key is specially formulated dough in innovative EZ Peel packaging, which enables "no skill" proofing right in the bag.

## FLATBREADS



Flatbreads are the hot trend in signature menu items today. Their versatility and pliability make them a natural for all kinds of creations customers crave, like wraps, pita sandwiches and pizzas. They come frozen so you can thaw and serve the amount and style you need.

## GLUTEN FREE CRUST



Rich's French Meadow Bakery Gluten-Free Par-Baked Pizza Crust is a new standard in gluten-free pizza. Our new par-baked pizza crusts are a great tasting, consistent and safe gluten-free alternative to traditional pizza crusts.

CODE	PRODUCT	PACK
<b>TRADITIONAL PAR BAKED PIZZA CRUSTS</b>		
84929	7" TRADITIONAL PAR BAKED PIZZA CRUST	72/3.5oz
84988	10" THIN PAR BAKED PIZZA CRUST	40/5.5oz
84902	12" TRADITIONAL PAR BAKED PIZZA CRUST	20/10oz
84890	14" TRADITIONAL PAR BAKED PIZZA CRUST	20/14oz
84881	16" TRADITIONAL PAR BAKED PIZZA CRUST	16/18oz
84865	12" X 16" TRADITIONAL PAR BAKED PIZZA CRUST	16/17oz
<b>RAISED EDGE PAR BAKED PIZZA CRUSTS</b>		
19406	RAISED EDGE PAR BAKED PIZZA CRUST - 7"	48/4.7oz
19414	RAISED EDGE PAR BAKED PIZZA CRUST - 10"	20/9 oz
19422	RAISED EDGE PAR BAKED PIZZA CRUST - 12"	20 /13.5oz
19449	RAISED EDGE PAR BAKED PIZZA CRUST -14"	12/ 19.0oz
19465	RAISED EDGE PAR BAKED PIZZA CRUST - 16"	10/ 22.5oz
19457	RAISED EDGE PAR BAKED PIZZA CRUST - 12" X 16"	14/ 20.0oz

CODE	PRODUCT	PACK
<b>FLATBREADS</b>		
01104	OVEN FIRED CHIPOTLE FLATS 6.75 X 7	120/3.9oz
01945	OVEN FIRED HERB FLATS	120/3.3oz
01946	OVEN FIRED PLAIN FLATS 6.75 X 6.75	120/3.3oz
02946	OVEN FIRED PLAIN FLATS 14 X 14	40/12oz
06423	OVEN FIRED THIN FLATS 12 X 12	50/5.3oz
04649	WHITE WHEAT FLATBREAD 9 X 9	80/6oz
13162	12" X 5" OVAL FLATBREAD	48/4.8oz
<b>ARTISAN PIZZA DOUGH BALLS</b>		
11267	7oz ARTISAN-STYLE PIZZA DOUGH BALLS	50/7oz
11268	12oz ARTISAN-STYLE PIZZA DOUGH BALLS	36/12oz
11269	18oz ARTISAN-STYLE PIZZA DOUGH BALLS	24/18oz
11270	22oz ARTISAN-STYLE PIZZA DOUGH BALLS	21/22oz
<b>GLUTEN FREE CRUST</b>		
11297	GLUTEN FREE PAR BAKED CRUST 7.75oz	24/7.75oz

