



SWEET SALES WITH AFTER-DINNER TREATS

By Sally Phonthachack, BFC

For those with a sweet tooth, great news - dessert pizzas have become popular. According to the Technomic's 2022 Pizza Consumer Trend report, 28% of Americans said they were likely to order dessert pizzas and 39% said they are ordering takeout or delivery more often than they were pre-pandemic.

The dessert pizza is a versatile sweet that can be easily incorporated into a dine-in or to-go menu and leaves room for creativity. Having dessert pizza on the menu offers the customers a complete meal and a reason to come back for other occasions such as birthday parties, team

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THE VALUE IN CHANGE

By Dan Thor, BFC

The food service market is one of constant change that affects how you, as a food service operator, manage and run your business. There are the "normal" changes that have occurred in the past 12-18 months. Food Cost Changes: cost of food has risen sharply due to supply chain issues and the war in the Ukraine; Labor Changes: the industry has seen significant labor shortages in the wake of the pandemic; and Consumer Preference Changes: changes in consumer preferences leading to increased popularity of delivery and takeout, have all had an impact on daily operations. Other changes aren't quite prominent, but can lead to some advantages, opportunities, and market corrections. For example, changes from acquisitions, mergers and divestitures of food suppliers, distributors, and chain restaurant operations both domestically and abroad could be a major benefit for operators in the future.

Investment in the food service market is becoming more common. Big chain acquisitions are an almost everyday occurrence, with recent examples such as Restaurant Brands International (RBI) acquiring Chipotle; McDonald's acquiring Tim Hortons; and Yum! Brands acquiring Habit in the last twelve months. Changes in food distribution are also frequent occurrences both in the independent and public arenas. In the past twelve months, four of the largest broadline companies in the country (Sysco, US Foods, Performance Food Group, and Gordons) have made major acquisitions.

An acquisition or merger in the headline does not often equate to an event that would affect your business operation, let alone lead to some opportunities and advantages down the road. As an example, when Sysco acquired Coastal Companies it may not have been immediately recognized that Sysco would have access to additional produce resources that may result in additional fresh products, or produce at better pricing.

One of the key benefits that are often the result of an acquisition is access to a greater array of unique products, or diversified product assortments at a presumably better price. Acquisition inherently combines the purchasing

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MARKET UPDATE

Dairy	PRICE	LAST MONTH	DIFF
Cheese Blocks	\$1.822	\$2.015	(\$0.193)

The latest World Agriculture Supply and Demand Estimates (WASDE) showed a reduction in the U.S. cow herd through the middle of next year. This is going to affect the availability of milk, cheese, and butter through 2024.

Beef	PRICE	LAST MONTH	DIFF
50% Trimmings	\$1.332	\$1.392	(\$0.060)

The CME cattle futures contracts are worth watching as cattle cost will affect the price of beef into next year.

Poultry	PRICE	LAST MONTH	DIFF
Whole Wings	\$1.489	\$1.189	\$0.300

The extra production is being absorbed by stronger foodservice sales on the back of football season kicking into high gear as prices continue to firm for wings, breasts, and tenders.

As of 9/22/23

THE VALUE IN CHANGE

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power of two companies which can often achieve economies of scale leading to more volume and better cost of goods. Additionally, companies with a strong distribution network, logistics network, private label brands, and distribution companies can often take advantage of those savings and pass them on to their customers.

Acquisitions can also lead to both geographic and product diversification. For example, if a broadline distributor acquired a distributor focused on the Asian segment, the larger network would benefit from the product assortment carried in the specialty distribution. Similarly, if a company in a relatively secluded part of the country was acquired, it could provide that geographic region access to products that may not have been easy or economical to procure before.

Service levels are always a key part of the restaurateur mindset. Ease of ordering, access to products, flexible delivery schedules, and minimums all play a huge part in making sure that you can maximize your time where it needs to be. The Pizza and Italian market need to have flexibility in the size of orders and the delivery days due to the nature of the product. Other industries, such as the hotel industry, do not need as much flexibility as they have larger volume of orders and more staff available for longer periods during the day.

Innovation also goes hand in hand with companies sharing benefits. Innovation in technology such as ordering tools, product catalogs and review platforms are all at your disposal (and sometimes all three at once) to increase efficiency and productivity at the local level. Innovation in food items, the combination of different cooking styles, genres, cooking procedures, and ingredient combinations can all happen as different sectors and segments meet.

How can you use this information as a benefit or opportunity? Look to see if there are any benefits that you might share with a neighboring company. Is there a brewery nearby that you could source local beer? Is there a quality bakery or dessert shop that could provide high end desserts? Are there caterers around that you could partner with to provide fresh pies or pasta? Churches, office buildings, and sports and youth leagues are all good opportunities for shared benefit. Always be on the lookout for new and changing opportunities, you never know what could add value and spark a successful partnership.



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SWEET SALES WITH AFTER-DINNER TREATS *(cont. from page 1)*

events and extended family gatherings. This makes it easy to translate dessert pizzas into sweet sales.

Priced properly, dessert pizzas can help lower costs and boost profits. With the addition of a few inventory items, operators can easily add these after-dinner treats to their menu. Adding dessert pizzas to the menu can be as simple as buying one or two additional ingredients and combining them with products already in house - serve it alone or enhance it with ice cream, seasonal fruit, or a creative topping for a premium dessert option. With a bit of creativity, the possibilities for menu expansion with dessert pizzas are nearly limitless.

While adding a new menu item can require some additional staff training, adding a dessert pizza requires very little effort. A scripted upselling prompt for staff to use, or simply asking the customer if they'd like to add a dessert pizza to their order, can easily translate into a significant boost in revenue.

The 2022 Technomic's Pizza Consumer Trend Report also noted that 42% of Americans find online ordering systems an appealing option, while 38% want curbside pickup availability, and 23% want to order pizza from their smart TV. Coupled with nineteen percent willing to order pizza via a QR code, dessert pizzas make the perfect quick go-to dessert. There are many options for fully-baked and fully-prepared desserts that will reduce the wait time and get your dessert out the door in less than five minutes. With very few additional ingredients, the customer can have a great variety of dessert pizzas available to-go.

Bellissimo now offers a fully-baked, shipped frozen chocolate chunk pizza cookie that is ready in under three minutes using any deck or conveyor oven. This 8-inch Chocolate Chunk Cookie is loaded with premium chocolate chunks, and has a cracked, crinkly top to provide a home cooked, traditional appearance. Offer a versatile dessert your customers will enjoy the perfect taste and consistency that comes from a Bellissimo product.



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