People everywhere love pizza. Where it is sold, about 75% of all people eat it. In America, pizza is a staggering 13% of all cooked food sales! It has a high profit and little waste.

But, there are lot of pizza business going broke! In many cases that is because they tried to compete with the Big Guys, same pizza, same price—and lost.

Don’t compete with The Big Guys.

We can help.

Dream Pizza, a division of Dream Cones Ltd. Premium Quality Light Foods and Desserts
Dream Cones and Dream Pizza sell premium fast food, priced about 10% higher than mass market but with better ingredients. This includes our pizzas, grilled foods and gelato.

This takes you out of competition with the Big Guys, a bad place to be. Open in upscale buildings and malls.

Consistent good quality creates a dedicated customer base. The pizza, kebabs, lasagna and other products we sell are all easy to make, using our sauces, ingredients and equipment.
Pizza is defined by size and crust. Toppings are added. The three basic styles are:

- The Neapolitan, or New York -- "crispy crust" pizza
- The "Rustic," or Chicago -- "chewy crust" pizza
- Rustic tray pizza

The classic, “Neapolitan” has a thin, crispy crust, made with high heat.

The “Rustic” pizza has a thicker, chewy crust. This is the kind sold by the big chains.

“Rustic tray pizza has a thick, chewy crust and is a thick, rectangular pizza, baked in an oven pan.

Rustic tray pizza can be baked in advance and held in a baking tray rack. This allows you to make several different styles which can be reheated quickly. Sold by the slice.

Let’s Talk Pizza!

How Hard is it to Make Pizza?

Making a Dream Pizza is more about good assembly technique as opposed to cooking skill. The quality of the pizza is determined by the quality of the toppings. Consistency is provided by using Dream Pizza sauces, toppings and other premium ingredients.
**Pizza Sizes**

Pizza can be made in any size, from “huge” to “tiny.” Mass production pizza sizes have been established by the big chains. Most pizza boxes are made to fit them:

- **small** 10”/25 cm (6 slices)
- **medium** 12”/30 cm (8 slices)
- **large** 14”/35 cm (10 slices)
- **XL** 16”/40 cm (12 slices)

The number of sizes you make determines the different size take-out boxes you need. Small pizzas can be designed for kids, creating a niche usually not sold by the big chains.

**Rustic Tray Pizza** is made in a shallow pan or bread tray. It can be made in a deck oven or an ordinary oven. If you want to sell pizza but just have a standard oven, this is the best style. It has a thick, chewy crust. It is usually made in advance, in several styles. It reheats well and is sold by the slice, great for takeout.

A classic **Neapolitan pizza**, made in a deck or wood-fired oven but they can be made in high-quality conveyer ovens as well. This one is really traditional, with bits of high-quality Mozzarella cheese and basil leaves sprinkled on top. Of course you can add whichever and as many toppings as you wish!

A typical **“Chicago” or chewy crust pizza**, requires less heat and are often made in a conveyer oven, where they require no attention during cooking. This type of pizza is made by all the big chains and in many places their presence and advertising makes people think these are “the” pizza!
Pizza Ovens

The Wood-Fired oven

Back in the 19th and early 20th centuries, most Italian restaurants used wood-fired ovens. They are considered best for making pizza. The heat from the burning wood is transferred to the brick or stone. These are the hottest ovens with the most even heat. The dough cooks very quickly, making it crispy. The high heat scorches the crust a bit, which adds texture and flavor. The result is a “Neapolitan pizza,” with a thin, crispy crust.

A pizza made in a traditional wood-fired oven require constant attention and the chef usually cooks several at a time. This requires real skill. The oven is expensive to build and bulky.

The Deck Oven

If you can’t build a wood-fired oven, the deck oven is the next best thing. Deck ovens are about 90 cm x 1m and several decks may be required. More deck ovens can be added as output increases.

The “deck” or floor of a deck pizza oven is usually covered with stone, brick, or ceramic tile, which acts as a heat sink and prevents a temperature drop when a fresh pizza is added.

There are a few drawbacks to deck ovens. They usually hold several pizzas at a time, which must be watched, turned, moved and managed by the chef, making multi-tasking difficult.

They are sensitive to over-use, so, when you get busy, the temperature drops. You may need more decks!
Because pizza made in a deck oven requires attention, you’ll need an experienced cook to operate it.

Although they are more labor-intensive, deck ovens have one important advantage over conveyors. They are much less expensive because they have no moving parts. And, they can be used for many things, including rustic, pan pizza, pastries, rolls, even chicken parts and roast vegetables.

One of the risks when buying any deck oven is insufficient heat or “cold” spots in it. Our first Chinese pizza oven never did make a single decent pizza simply because it did not get hot enough—despite the manufacturers “specifications.”

There is no way to tell in advance if this is a problem without actually buying the oven. So, we only sell ovens from old Italian, European or American companies that have been making them for a long time. This may increase the cost but it sure guarantees quality!
The Conveyer Oven

A conveyer oven cooks with radiated heat and jets of hot air that surround the food, resulting in about 30% less cooking time. It is the best oven for cranking out “standardized” pizzas requiring the same amount of cooking time. Most of the big chains use them. Some are quite huge and called “Tunnel” ovens. Others are small enough to sit on a counter top.

The raw pizza is placed on conveyor belt, which moves the pizza through the oven, can be programmed for different belt speeds.
Using a conveyer oven, pizzas can be cooked with very little supervision. Quality is mainly a function of topping quality. Ease of use makes these ovens a better choice for high volume operations with semi-skilled cooks. These ovens require no adjustments, they produce a consistent product every time.

Pizza aficionados will often tell you that these ovens don’t produce the same quality of pizza that a deck oven does, because there are many cheap ones on the market that do not heat well and this is unfairly blamed on the oven type.

No matter which oven you decide to use, we can help. Pizza is a wonderful business, with a hugely popular product and in the end, quality finds its own market.
**Pizza Dough**

Pizza aficionados often argue about what is the best recipe for pizza dough and many have their own “secret” recipe. Ours is formulated to produce a Neapolitan or a chewy crust perfectly finished every time.

The ingredients are mixed, allowed to rise, then kneaded, weighted into portions and refrigerated. To use, the dough is rolled out and can even be rolled and frozen.

**Pizza Sauce**

In Italy, the quality of the sauce is a big deal. But, making “home-made” sauce is laborious. Canned tomatoes with added fresh ingredients is often used. But there are many really bad canned tomatoes! Picking the right one is very important. We think our famous San Marzino tomatoes are the best! They are required to give our pizzas “our” taste.

Use our recipe to add garlic and spices to perfect it. The sauce you use will help to create the food habit you want.

**Pizza Cheese**

The single most important topping in pizza is the cheese—and it is the most expensive. The traditional two cheeses used are Parmesan and Mozzarella.

High quality Parmesan is very expensive, but there is an inflexible relationship between pizza quality and Parmesan cheese quality. Aged Parmesan is the best. There are less expensive cheeses, some quite good. You can also use a blend of Parmesan and something else.

Real Mozzarella is expensive and has a relatively short shelf life. Less expensive, low moisture, processed Mozzarella is available for mass-market pizzas. You can fluff up the pizza quality with a few daubs of real Mozzarella here and there. You can also make your own Mozzarella.
Toppings

Toppings are an important customer selection and are often sold as a "bundle" of 3 with extras priced separately. Popular toppings:

- Anchovies
- Artichokes
- Bacon
- Bell peppers
- Chili peppers
- Corn
- Feta Cheese
- Fresh Tomatoes
- Garlic
- Ground beef
- Ham or beef ham
- Jalapeños
- Mushrooms
- Olives
- Onion
- Pepperoni
- Prosciutto
- Pineapple
- Sausage
- Seafood
- Spinach
- Sun-dried tomatoes

Take Out

Takeout is an important part of any pizza operation which contributes about 30% of sales. Rustic tray pizzas can be bagged but round pizzas need their own-sized box.

Our boxes are available in full color like this one or in less-expensive 2-colors.

How Much $$$$ Can You Make?

Last year, Domino’s made a whopping 29% profit. But many small shops make only 7-10%. Others go out of business! Making money in any business is never easy. You need to do your own research to determine potential profit.

Whether you sell pizzas or shoes, success is determined by the volume of sales and the profit. Location and marketing play a huge role in your potential success. Shops that sell a variety of different foods always do better.

Raw ingredients make up a relatively small portion of the total pizza costs. The majority of cost is in rent, overhead and labor.

Typical Basic Ingredient Cost of a $6.25 Dream Pizza

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-quality cheese</td>
<td>$2.25</td>
</tr>
<tr>
<td>Dough</td>
<td>$0.30</td>
</tr>
<tr>
<td>Sauce</td>
<td>$0.45</td>
</tr>
<tr>
<td>3-Toppings</td>
<td>$0.74</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$3.72</td>
</tr>
</tbody>
</table>

Typical 3 topping combo: Mushroom, green pepper, pepperoni: $0.74

There are, of course, other expenses to be factored into the cost:

- Oven energy cost
- Packaging-pizza box
- Labor
- Rent, utility and insurance cost
- Marketing costs

One estimate of the cost of a Little Caesar large $5.00 pizza is $3.50 for the ingredients and $0.60 for the overhead, leaving a profit of $0.90 per pizza or profit of about 18%. At 18%, if you sold 100 pizzas at $10, the profit would be $180. With a profit like that, you can see that energy cost and overhead play a critical role in making a profit.
Dream Pizza Makes Your Pizza Dream Come True!

Take the risk out of your pizza startup with our inexpensive franchise. Get the best equipment, recipes, ingredients, slick packaging, branded disposables, excellent ingredients and sauces designed to make your pizza stand out. Join the Dream Pizza Family. Put experts on your team!

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