

# Increase Bakery Sales by Adding Pizza to Your Menu

A white paper from LloydPans



Detroit Pizza





**Roman-Style Pizza Al Taglio**

**Americans can't get enough pizza.** Chains are thriving, independents are experiencing impressive growth and even the frozen category is reporting sales increases through innovative new offerings. Pizza is booming and everyone in the industry is benefitting.

But what about bakers? How can they capitalize on America's appetite for pizza?

It's probably easier than you think. You have the oven, a comprehensive knowledge of dough and a broad consumer base looking for the next great pizza. You also have a handful of bakeries throughout the country that are currently making not only the best bread in their cities, but also creating the best pizza.

Yes, adding pizza to your lunch and dinner menus is easier than you think. It also can be very profitable and business changing. Traditional bakeries start seeing sales lag the later it gets in the day. With pizza on the menu, a bakery can expect robust sales through lunch and into the early evening.

At LloydPans, we've helped quite a few bakeries transition mid-day offerings from sandwiches and soups to pizzas. We developed this white paper to act as a guidebook for adding pizzas to your menu. We focus our menu selection on two of the top trending pizzas in the world: Detroit pizza and Roman-style pizza al taglio.

These pan pizzas can be baked in any oven, served by the slice or whole, and feature exceptional crumb structures achieved by overnight fermentations and flavor development.

Enjoy the white paper and please email [sales@lloydpan.com](mailto:sales@lloydpan.com) if you have any questions.

# 5 Reasons Why Bakeries Should Start Making Pizza

**There are many reasons why retail bakeries are adding pizza to their menus. Here are the top five.**

## 1. It's smart business

The most obvious reason to add pizzas to your menu: increased sales. Most consumers visit bakeries in the morning. Imagine if your lunch crowds were just as busy? And, what about staying open until 6pm so people commuting from work could pick up a carry-out pizza from your bakery before returning home? Adding pizza to your menu will increase sales by exposing your bakery to new eating occasions beyond the morning bread, bagel or pastry.

## 2. It's all about the dough

Any retail bakery expanding into pizza should put an intense focus on quality. There are countless cheap pizzas in the marketplace that sell on price, convenience and speed. As a retail bakery, this should not be your domain. Instead, do what you do best: apply complex techniques, quality ingredients and artisanship to developing pizza doughs.

## 3. Minimal investment needed

You already have an oven, right? And most likely, you know the ins and outs of flour, water, salt, yeast and fermentation. What's left? Pretty much just the pizza pans and a few pizza tools. Investments, sure, but ones that are minimal and will pay off within your first month of offering pizza.

## 4. Americans can't stop eating pizza

Despite its maturity, the pizza category is booming. Regional-style pizzas, whether from Rome or Detroit are gaining in popularity, and a pan pizza craze has swept the nation. Pizza by the slice is no longer just New York fare, and consumer cravings for all things pizza is causing many bakeries to explore adding pizza to their menu.

## 5. Follow the leaders

Retail bakeries making a name in pizza is nothing new. Jim Lahey and Sullivan Street Bakery made waves in the 1990s selling six-foot-long pizza biancas in New York City. Fast forward to today, and consumers are more willing than ever to visit their local bakery for pizza. They understand how hard it is to make good bread, and trust a bakery will apply the same standards to pizza.

A handful of bakeries already are thriving in the pizza space. Grandaisy Bakery in the Tribeca neighborhood of New York City has found success selling Roman-style pizza al taglio during lunch. Instead of the familiar mozzarella cheese and tomato sauce, the company tops its pizzas with simple ingredients like cauliflower, gruyere, potatoes and rosemary.

Over in St. Louis, Union Loafers made its name by crafting exceptional breads, however, the bakery's pizza game is also considered one of the best in the city. And, in Virginia Beach, Prosperity Kitchen and Pantry has introduced its consumers to pizza al taglio, which it serves nightly starting at 5pm.

### Tip #1

#### Focus on the Crust

As a bakery, you're known for your breads. Apply the same techniques and skills you used to master a baguette to the development of Roman-style and Detroit pizza doughs.

### TIP #2

**Educate Your Consumers** Although both Detroit and Roman-style pizzas are gaining in popularity, many people still don't know anything about either style of pizza. When adding these pizzas to your menu, make sure you educate consumers about the uniqueness of the style and the artistry behind creating the doughs.

## WHAT TO BAKE

# Roman-Style Pizza Al Taglio

## What is it?

Roman-style pizza al taglio may seem like a mouthful, but it's quite a simple concept. It's pizza by the cut or slice, but not what you probably think. We're not talking about a New York-style slice that's big, triangular and meant to be folded in half. We're talking about a rectangular pizza cut in rectangular or square slices.

It's also not traditionally a meal to order, sit down and enjoy table-side. Instead, Roman-style pizza al taglio is a casual affair. Grab a slice and head out to the patio or street and enjoy the weather. It's the perfect street food. It's also one of the only restaurant foods that is priced by the weight of the slice you order. In addition, Roman-style pizza al taglio is cut with scissors, not a traditional pizza cutter.

This style of pizza was invented in Rome and is common throughout the Eternal City. In the United States, Roman-style pizza al taglio is gaining popularity due to specialists like Rome's esteemed pizzaiolo, Gabriele Bonci, who made news recently when he opened Bonci in Chicago, a pizzeria specializing in Roman-style pizza al taglio. The restaurant has received rave reviews and there are plans to bring the concept to more people throughout the United States.



## How do I make it?

Pizza al taglio's crust resembles a high-quality artisan bread. It's a highly hydrated dough that can be cold fermented for up to a couple of days. This combination gives the crust a crisp bottom with a light, airy crust. Big holes in the crust equal quality and give consumers the feeling they are eating something light but unbelievably satisfying.

You don't need any special type of oven to make pizza al taglio. Wood-burning ovens are great, but electric or gas will work just fine, as will configurations such as hearth, deck or rack ovens.

## How do I top it?

Get creative. Roman-style pizza al taglio is not mired in tradition when it comes to toppings. Experiment with sauces and toppings and think not only about the taste, but also about how it will look in a display case. For mainstream consumers, start with a margherita pizza. For more adventurous customers, go with prosciutto, potato and rosemary. Top with vegetables and herbs to bring seasonal attributes to your menu and stress the freshness of the pizza.

## What type of pans do I need?

Although you won't need a special oven to add Roman-style pizza al taglio to your menu, you will need special pans. LloydPans' Roman-style pizza al taglio pans were designed to replicate the size of classic roman pans. Our full-size pizza al taglio pans are 15.75 inches by 23.62 inches. We also offer a half-size pan at 7.87 inches by 23.62 inches.

Although we stuck with custom sizes for our pans, our coating system and pan construction definitely don't harken back to Roman days of yore. We constructed our Roman-style pizza al taglio pans with heavy 12-gauge aluminum and then applied our popular Pre-Seasoned Tuff-Kote (PSTK®) coating. This pan is durable and features a permanent stick-resistant coating that also is metal utensil safe. It's the perfect pan for baking pizzas and serving the square slices from.

### TIP #3

#### Fill Your Display Cases

Consumers eat with their eyes, and pizzas should be displayed in your bakery cases just like cakes and pastries. In Rome, pizza al taglio is a visual feast with multiple varieties on display for consumers to pick a topping and weight of their slice.

### TIP #4

#### Think Fresh Toppings

Pizza chains and independent pizzerias have traditional toppings like pepperoni, sausage and mozzarella covered. Focus on global flavors and in-season vegetables and herbs to make these pizzas stand out and provide a "lighter" lunch fare.

## WHAT TO BAKE

# Detroit Pizza

### What is it?

The popularity of Detroit pizza has made a nationwide impact as consumers from Los Angeles to Miami to everywhere in-between ask for these square, deep-dish pizzas.

Obviously, Detroit pizza originated in the Motor City, not necessarily known as a pizza haven...until now. Perhaps the most defining characteristic of a Detroit pizza is its square shape. And yes, it's a square, even though it's actually a rectangle. Confused? It's all part of the lore of Detroit pizzas. Most come in sizes of either 8×10 or 10×14, but are still referred to as squares.



### How do I make it?

As a pan pizza, Detroit pizzas can be made in any type of oven found in a bakery. They also will appeal to bakers for the style of crust used. Forget the thick, heavy doughs used to make Chicago-style deep dish pizzas. Detroit pizza dough is light and airy, resembling a focaccia or Sicilian-style dough. This delivers an exceptional tasting experience of a chewy crust that's also crisp on the outside.

This unique style of crust requires a unique pan. It's rumored that the inventors of Detroit pizza were looking for a new pan to bake pizza in when they discovered an unused oil drip pan. This rectangular pan shape allows the pizza to bake with a crispy exterior and a chewy center.

### How do I top it?

Detroit pizzas are built in reverse to traditional pizzas. To build an authentic Detroit pizza, start by layering your toppings (such as pepperoni or ham) directly on top of the crust.

Next, add cheese. But not just any kind of cheese, and definitely not mozzarella. True Detroit pizza uses Wisconsin brick cheese. The cheese melts at a low temperature, allowing it to spread to the edges of the crust and give the pizza more flavor from end-to-end. Finally, ladle the sauce on top of all those delicious toppings and cheese. Allow the "red top" to shine through and give consumers a unique looking pie.

### What type of pans do I need?

LloydPans has spent a significant amount of time in its test kitchen developing the perfect Detroit-style pizza pan. It starts with a durable construction using 14-gauge aluminum that is hard coat anodized and features a double-thick flat rim.

Next, LloydPans applies its proprietary Pre-Seasoned Tuff-Kote (PSTK®) finish, which is then baked onto the surface of each pan. PSTK® finish is a non-toxic and permanent release coating that eliminates the need for pre-seasoning. This is a big technological breakthrough in Detroit pizzas, as pre-seasoning with a significant amount of oil was previously necessary to give the crust its crispy texture.

#### TIP #5

##### Streamline Ordering

Worried about how adding pizza to your lunch or dinner menu will stress already stressed out front-of-house staff? Create a separate line for Roman-style pizza al taglio slices. And for whole pizza orders, create an online ordering process where consumers can order a whole pizza hours in advance of stopping by for lunch or dinner.



**Detroit Pizza Pan**



**Roman-Style Pizza Pan**

Are you looking to add pizza to your bakery's menu? Let LloydPans help. Email us at [sales@lloydpan.com](mailto:sales@lloydpan.com) to talk to one of our food solutions experts about how to successfully increase lunch and dinner sales with minimal investments.

## Resources

### Roman-style pizza al taglio and to buy pans

<https://lloydpan.com/pizza-tools/regional-style-pizza-pans/roman-style-pizza-pans>

<https://bonciusa.com/pizzas/>

<https://www.instagram.com/explore/tags/PizzaAlTaglio/>

<https://www.thrillist.com/eat/nation/roman-style-pizza-al-taglio>

### Detroit-style pizza and to buy pans

<https://lloydpan.com/pizza-tools/regional-style-pizza-pans/detroit-style-pizza-pans>

<https://www.instagram.com/explore/tags/detroitstylepizza/>

<https://www.seriousseats.com/detroit-style-pizza-recipe>

<https://www.esquire.com/food-drink/a26242751/best-detroit-style-pizza/>

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