



Cheesy BBQ Chicken Pizza



Traditional Two Cheese Pizza



Salad Bar Pizza

serve them

PERFECT PIZZA

Merchandising Guide

Easy to implement promotion ideas, cooking tips, serving suggestions, recipe concepts and more to help you enhance your menus and attract and engage your students.



SAY YES to Pizza Bars!



Pizza bars and made-to-order options encourage students to participate in school meals by allowing them to customize their orders and make them their own. Plus, they're super easy to set up.

EXPAND YOUR SALAD BAR

Turn an underutilized salad bar into a pizza bar by putting out extra toppings alongside fresh vegetables that students can add on themselves. Be sure that all cut vegetables and shredded cheeses are kept cold at all times.



RECOMMENDED TOPPINGS TO TRY:

- Parmesan cheese
- Shredded mozzarella cheese
- Crumbled feta cheese
- Spinach
- Sliced bell peppers
- Tomato slices
- Precooked bacon bits

ACTION STATIONS GET THEIR ATTENTION

If self-serve isn't an option, set up an action station. Keep toppings behind the counter, and an employee can dish out whichever toppings students select. Students will love watching as their order is customized just the way they like it.

- Offer fresh cheeses sprinkled on top.
- Serve up extra vegetables for a satisfying crunch.
- Dish out cups of dipping sauces such as ranch dressing, garlic butter, blue cheese and marinara.





It has always been popular, **MAKE IT PERFECT.**

Students of all ages say pizza is one of their favorite meals, but baking up school pies they truly love can be a challenge. That's why we created a program to help you bring the taste of the pizzeria to the cafeteria.

- Build your school pizza program using the ideas packed into this guide
- Recipes featuring restaurant-quality pizza concepts that students of all ages will love
- Training Guide to help you cook up pizza like a pro
- Pizza Beyond the Cafeteria promotional idea sheet to help you maximize your pizza selling potential

Loaded Veggie Pizza Bar



Get Pumped FOR PIZZA.



Boost participation in your school pizza program by using promotions that generate excitement by capturing students' attention and getting them engaged with the menu.

WORK WITH THE CALENDAR

Special occasions deserve special pizza. Use holidays and event concepts like these to give students something to celebrate.

Homecoming	Create toppings or dipping sauces that match your school colors.
Halloween	Decorate pizzas to look like jack-o'-lanterns by slicing pepperoni into triangles.
Thanksgiving	Use mashed potatoes as the sauce, top with turkey and drizzle with gravy and cranberry sauce.
Valentine's Day	Shape crusts into hearts.
Presidents' Day	Top with red pepper, cheese and purple potatoes.
St. Patrick's Day	Top with colorful green veggies.
Cinco de Mayo	Top with Latin-inspired ingredients such as fajita chicken, sautéed peppers and onions, black beans and jalapeños.

And don't forget to drum up excitement using National Food Days like National Pizza Day (February), National Pepperoni Pizza Day (September), World Vegetarian Food Day (October) and National Sausage Pizza Day (October).

GET THEM INVOLVED

- Have students vote on their favorite pizza and award the winning pie the title of your school's signature pizza
- Hold a Next Best Topping search where students create and submit their favorite pizza topping ideas for a prize. Students can vote on finalists
- Get creative with a Pizza Art Contest. Hang the winning drawings in the cafeteria during pizza promotional weeks
- If your school has a garden or you purchase locally, promote fresh garden produce on your pizza toppings bar

**Hawaiian
Pizza**



Mix up **YOUR MENU.**

Spice up your offerings by experimenting with fun and flavorful menu concepts such as these:

THE RECIPES FOR SUCCESS

Think beyond plain cheese or pepperoni. Creative, trendy and student-friendly recipes are the key to success. Developed specifically with both high- and low-volume cafeterias in mind, these unique recipes dish up restaurant quality pizza that get students excited about school pizza.

RECIPES INCLUDE:

- Traditional Two Cheese Pizza (Margherita style)
- Salad Bar Pizza
- Cheesy BBQ Chicken Pizza
- Nacho Regular Pizza
- Loaded Veggie Pizza Bar
- Hawaiian Pizza

The Mediterranean

Spread: Hummus

Toppings: Feta, diced red bell peppers, halved cherry tomatoes and spinach chiffonade

Savory Breakfast Pizza

Spread: Gravy or marinara sauce

Toppings: Eggs, shredded cheese, diced bell peppers, onions and your choice of breakfast meat

Sweet Breakfast Pizza

Spread: Yogurt

Toppings: Sliced or diced fruit

Pizza Rolls/Calzones

Roll your pizza dough with toppings

Intrigue with a “mystery roll” flavor that students don’t know until they bite inside



**Nacho
Regular
Pizza**



Picking Out The

PERFECT PAN:

Solid vs. Perforated

Wondering whether a solid pan or perforated pan is better for your kitchen? Consider these tips from the pizzeria professionals:

SOLID PIZZA PANS

PROS:

- Cut and serve slices straight from the pan
- Easy cleanup
- Compatible with cornmeal (not ideal for New York-style pizza)

CONS:

- Produces a softer crust
- Could create a soggy center
- Longer baking time

PERFORATED PIZZA PANS

PROS:

- Creates a crispier crust (ideal for New York-style pizza)
- Reduces bake time
- Eliminates soggy centers

CONS:

- Requires a cutting surface
- May increase cleanup time due to holes in pan



For More Information Go To www.RethinkPizza.org