



PIZZA? YEAH, WE GO TO TOWN ON IT

**WANNA UNLOCK THE
POWER OF FOOD-TO-GO
FOR YOUR BUSINESS?**

**CHOOSE THE REAL TASTE OF CHICAGO
FROM YOUR PIZZA-TO-GO EXPERTS**

FOOD-TO-GO IS WHERE IT'S AT? YOU BETCHA

- The food-to-go market continues to grow ahead of the eating-out-market, with the food-to-go market to reach value of £21.7bn, up 2.7% from 2019¹
- Total frequency and average spend growth of food-to-go now outperforms that of the total eating-out-market, with average spend growing by 9% at lunchtimes¹
- Food quality and taste remain the top needs for food-to-go customers, followed by fast service and good value; making pizza an ideal food-to-go option¹

BUT WHY'S IT GROWING?

1. Higher demand for convenience across more dayparts due to busy lifestyles
2. The rise of immediate gratification culture ('want it now'!)
3. A willingness to spend more on higher quality 'fresher' products

GIVE THEM THE REAL TAKEAWAY TASTE AND GET READY FOR SOME PRETTY TASTY RESULTS

At Chicago Town our lifelong worship to the crust goes back 25 years.

We don't just make pizza – we go to town on it. Big, bold and full of American flavour, our pizzas cook from the base up, with our unique takeaway dough puffing up proud before your eyes.

We love pizza and we know what matters when it comes to making the best pizza out there. We think outside the pizza box – adding new toppings, crunchy, crusty crusts, oozy cheese and signature sauces for a feeling of total satisfaction with every bite.



Offering 12 inches of pizza heaven, our stuffed crust pizzas are tempting, satisfying and a little bit indulgent. We research and test our range to make sure the last bite is as good as the first, which is why we're now Britain's best loved frozen pizza brand.

Sharing our love for all things pizza is what we do, so grab a slice of the £4.9bn pizza market,² fire up that oven and join us to discover pizza heaven.



FIRE UP THE OVEN & MAKE MOOOORE DOUGH

SERVING UP SUCCESS FOR SPAR

SPAR Store Manager Teresa Southworth identified the need for a strong grab and go pizza offer in her Blackburn store after an increase in demand for quality food in a hurry.

She chose Chicago Town based on the great products, strong brand presence and effective disposables and display solutions.

“We started off with two flavours and now offer three, providing quarter and half slices as well as full pizzas. The profits are really good.”

“Our customers like to buy a product from a well-known brand it is so easy to do. You can cook and have on the display within 15 minutes. We never cook too many in one go, so there is less wastage and we're making good money out of it. We're happy and the customers are happy!”

Chicago Town Pizza To Go can help stores take hot food to go to the next level. With no pizza skill needed, the self-serve solution is the ideal option to attract new shoppers, retain existing customers and increase basket spend all at the same time.

Get in touch:

Email: foodtogo@oetker.co.uk Call: 0113 843 1491 / 07786 703 102

Online: www.oetker-professional.co.uk



GET A LOAD OF OUR RANGE

- Cook straight from frozen in as little as 4 minutes
- Hold for up to three hours - reducing waste and cooks offs.
- Built from the base up with our unique fresh rising dough
- Stuffed crust packed with our signature sauce
- Chicago-inspired for an authentic taste
- Serve as a whole or by the slice
- Strong brand awareness and trust
- Branded disposables, POS and support



**BIG ON TOPPINGS, BIG ON TASTE,
BIG FOR YOUR BUSINESS**



Retail



**Retail
garages**



Universities



Leisure

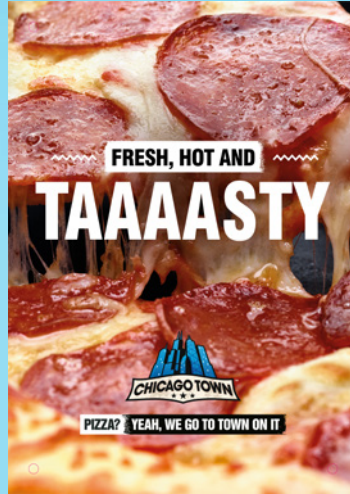


Defence

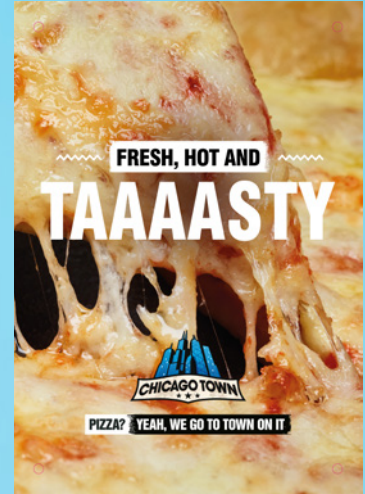
SOLUTIONS TO SERVE PIZZA LIKE A PRO



Pavement sign



Posters

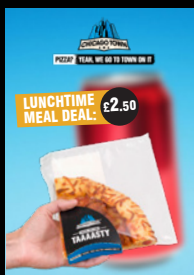


Range of Disposables available



Price list

A FULL RANGE OF POS SOLUTIONS ARE AVAILABLE.



MAKE A MEAL (DEAL) OF IT

One fifth of customers use a promotion in foodservice-to-go so maximise your opportunity for spend with a pizza meal deal offer. With the average food-to-go customer profile now aged 25-34, think about what they'd like with a pizza for the most appealing offer.

DELIVERY TO PUT A SMILE ON THEIR FACES

With MCA research showing 7 in 10 consumers plan to use convenience store delivery services more in the future, pizza delivery is a huge growth opportunity for your business. The research shows consumers expect to pay a 33% premium for convenience store delivery vs buying in a supermarket, and with nearly a third of consumers saying convenience store delivery has the potential to occasionally replace takeaway delivery, it's also an ideal opportunity to drive increased spend through premiumisation.





SELF SERVE

counterline
setting the standard

fri-jado

Nuttall

lincat



Working with many of UK's leading equipment suppliers we have forged partnerships allowing us to better understand the opportunities for food to go and how pizza can feature well in this. We have developed new self serve packaging which combined with our unique fresh dough pizzas has successfully achieved up to three hrs hold.

Please speak to one of our representatives to find out more on how you can start to drive new shoppers to your food to go category with the UK's favourite pizza brand.