

OMNI KITCHENS • TURN KEY PIZZA SOLUTIONS

BELLARICO'S PIZZA LINE UP

PIZZA
MADE
PERFECT



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701
WWW.MERCHANTS-GROCERY.COM | 1.877.897.9893

PIZZA
MADE
PERFECT

Bellarico's
New York Style Pizza

OMNI
Food Concepts, Inc.
next generation foodservice



1. Pre Topped Freezer To Oven Pizza



THE EASIEST AND MOST CONVENIENT WAY TO SERVE DELICIOUS HOT BAKED PIZZA

The Bellarico's freezer to oven pre topped pizza is a labor free program that has the toppings already in place for a consistent quality pizza. The pizzas are made from a self rising raw dough crust frozen and ready to bake shell. By having these delicious pizzas already topped your profit integrity is guaranteed. You never ever have to worry about the pizzas being over topped that would reduce your margin or under topped that would jeopardize customer satisfaction. These pizzas have live active yeast and must be made from a frozen state.

7" PERSONAL

4 FLAVORS • SELF-RISING DOUGH

2 4 C O U N T / C A S E

4-CHEESE #77685

Mozzarella, Provolone, Parmesan, and Romano

PEPPERONI #77686

SUPREME #77687

Sausage, Pepperoni, Peppers, Onions, and Black Olives

BREAKFAST #77688

Sausage, Bacon, Egg, Mozzarella, and Cheddar Cheese



12" PIZZAS

7 FLAVORS • FREEZER TO OVEN

FOOD SERVICE PACK
NO LABEL 12 COUNT / CASE



5-CHEESE #77670

Mozzarella, Provolone, Parmesan, White Cheddar and Romano



PEPPERONI #77671



SUPREME #77672

Sausage, Pepperoni, Peppers, Onions, and Black Olives



4-MEAT #77673

Bacon, Pepperoni, Sausage, and Ground Beef



BREAKFAST #77675

Sausage, Bacon, Egg, Mozzarella, Cheddar Cheese

- RETAIL LABEL AVAILABLE
- PRE-ASSEMBLED
- FREEZER TO OVEN
- DELICIOUS
- CONVENIENT
- HIGH PROFIT
- HIGH IMPULSE SALES
- LOW COST ENTRY
- SMALL FOOTPRINT
- CONTROL WASTE
- EQUIPMENT FINANCING
- NO FEES
- LIMITED MENU
- SELF-RISING DOUGH





BAKING GUIDELINES

BAKE ALL PIZZA FROM FROZEN

TO BAKE: KEEP FROZEN until ready to bake.
Remove wrapper from frozen pie and spray top of pizza liberally with water and bake.
Retain cardboard circle to cut pizza on.

Lincoln Counter Top Conveyor Oven

Temperature: 485° Bake Time: 6 - 7 Minutes

Doyon Counter Top Oven

Temperature: 460° Bake Time: 8 - 10 Minutes

Cadco Oven

Temperature: 475° Bake Time: 7 - 8 Minutes

Convection Oven

Temperature: 400° Bake Time: 8 - 12 Minutes

Wisco Counter Top Oven

N/A Bake Time: 10 - 15 Minutes

Deluxe Pizza Oven

Temperature: 525° Bake Time: 12 - 14 Minutes

**Cut pizza into 4 equal slices and place in pizza display case. Serve in a pizza slice bag.
Hold pizza in pizza display case up to 1 hour.**

For "To-Go-Pizza" cut into 8 slices and place in box.

Other ovens are available and are able to cook pizzas. Please contact OMNI for more information.



COMPONENT PROGRAM FROZEN RAW DOUGH DOCKED CRUST READY TO BE SAUCED AND TOPPED

The Pizzeria Style Pizza is a raw dough frozen shell docked ready to be sauced, cheesed and topped. This delicious corn meal bottom crust provides a sweet taste that makes you salivate when it enters your palate. With this concept you will use our proven recipes to build a consistent quality pizza with just the right toppings to give you that pizzeria style pizza profile. These pizzas have live active yeast and must be baked from a frozen state.

OMNI will provide you with a detailed instruction manual on how to prepare each pizza and also how to bake each recipe to ensure the highest quality, great tasting pizza that will bring back repeat customers to your business.

The Frozen Docked Self Rising Crusts come in the following sizes:

7" PIZZA PRIMO CRUST

12" PIZZA PRIMO CRUST

14" PIZZA PRIMO CRUST

16" PIZZA PRIMO CRUST

SPECIALTY OFFERINGS

Barbeque Chicken Pizza 16"

Mexican Pizza 16"

BLT Pizza 16"

Philly Steak Pizza 16"

Buffalo Chicken Pizza 16"

Dessert Pizzas 12"

Cheeseburger Pizza 16"

Peanut Butter and Jelly Dessert Pizza 12"

Hawaiian Pizza 16"

Meatball Pizza 16"

White Pizza 16"

This concept allows you to offer Specialty Pizzas along with the traditional offerings. The opportunities are limitless, but here is a list of pizza recipes that we provide.

TRADITIONAL OFFERINGS

Cheese

Breakfast

Pepperoni

Veggie

Supreme

Meat Lovers

TRADITIONAL TOPPINGS

Pizza Primo Cheese

Pizza Primo Pepperoni

Pizza Primo Sauce

Pizza Primo Sausage Crumbles



Pizza Demo Preparation

Needed equipment: 14" Pizza Screen, Pastry Brush, (2) 2 oz Spoodle, 4 oz spoodle

Building a Pizza:

1. Place frozen crust directly on pizza screen. Using silicone brush dip into Garlic Whirl. Generously coat the entire raised edge of the frozen pizza crust.
2. Using a two-ounce spoodle, scoop 1 even spoodle full onto one side of the pizza. Using the bottom of the spoodle, evenly spread sauce over current side. Repeat process for the other side.



3. Evenly distribute 3 level 4oz spoodles full across the pizza.



4. Top with desired meat or vegetable toppings

a. Single Topped

- i. Pepperoni – in a circular motion place 32 pepperoni on the pizza from the outer ring inwards
- ii. Sausage – 3 rounded scoops of Italian sausage spread evenly across the pizza
- iii. Chicken – 3 rounded scoops of grilled chicken spread evenly across the pizza
- iv. Bacon – not recommended for single topped demo



b. Combination/ Specialty Pizzas

- i. Meat Lovers – in a circular motion place 18 pepperonis on the pizza from the outer ring inwards leaving gaps to place other meats. Evenly add 2 round spoodles of sausage and 1 spoodle of bacon to fill in gaps between pepperonis.



- ii. Buffalo Chicken Bacon Ranch - Use Two dipping cups (3 ounces) of Buffalo Sauce instead of pizza sauce. Evenly spread using a spoon. Fill one 2 oz spoodle with bacon and spread evenly across the pizza. Fill two 2oz spoodles of chicken and spread evenly across the pizza.



- iii. Supreme - in a circular motion place 18 pepperonis on the pizza from the outer ring inwards, leaving gaps to place other meats. Fill 2 round spoodles of sausage and evenly spread across the pizza. Fill a 2 oz spoodle of each: sliced mushrooms, sliced black olives, green pepper cubes, and diced onions on the pizza and spread evenly across the pizza.



5. Top pizza with 1 final 4oz spoodle of cheese. Spread evenly across the top of the pizza to lock in toppings.
6. Cook Pizza
 - a. Cook time will vary depending on what oven is being utilized. Please use cook times as a guideline but always watch the pizza as it cooks. The pizza crust should be golden brown and the cheese will begin to brown when the pizza is done.
 - i. Alto Sham, Turbo Chef or Ovention Chamber Impinger Oven
 1. 475°F for 5 mins on fan speed of 80%
 - ii. Lincoln Conveyor Impinger
 1. 450°F for 6 mins
 - iii. Standard Convection ovens
 1. 450°F for 10-12 mins
 - b. Example of cooked pizza



7. Cut pizza into desired number of slices (6-8 slices recommended)



Prep work to consider before demo

- Vegetables

- Mushrooms – Recommend buying fresh presliced white (button) mushrooms
- Green Bell Peppers – Raw bell pepper will need to be cut in half, julienne sliced and then each length cut 2 or 3 times to get 1-1 ½ inch pieces (red pepper used for picture contrast)



- Onion- Raw yellow onion needs to be sliced in half. Each half can be cut lengthwise into 6-10 ¼ inch segments. Then cut the onion vertically in ¼" segments



- Olives – Purchase canned presliced black olives drain and serve.

- Bacon

- The bacon is **RAW** and needs to be par-cooked before use on the pizza (this step can be done at home before the demo).
- Evenly space out 1lb (or desired amount) of raw bacon onto the cooking sheet.
- Cook bacon at 450 for 3-5 mins until bacon begins to brown and the fat begins to render out.
- Cooked bacon can then be frozen and used for later demos, for up to 3 months.



Before



After



RETAIL LABEL

We offer our delicious Pre Topped pizzas in a retail label to sell as a "TAKE-n-BAKE". This is the same quality pizza as our Bellarico's Pre Topped Self Rising crust only with a retail label over wrap. Customer's can take this home and enjoy the Bellarico's Self Rising crust Pizza in the comfort of their home. These pizzas are freezer to oven and contain live active yeast.

12" SELF RISING CRUST PEPPERONI



12" SELF RISING CRUST 5 CHEESE



12" SELF RISING CRUST BUFFALO CHICKEN



12" SELF RISING CRUST SUPREME



12" SELF RISING CRUST 4-MEAT



12" SELF RISING CRUST BREAKFAST



YOUR BRAND OUR QUALITY

7" • 12" • 16" • P I Z Z A S



OMNI has the ability to offer private label Pizzas for our higher volume customers. We allow you to customize a brand using our recipes and your name. In order to qualify for a Private Label pizza you must be able to purchase in a minimum of 12 pallet increments per flavor. The pallets are loaded at 60 cases per pallet, 720 cases per flavor.

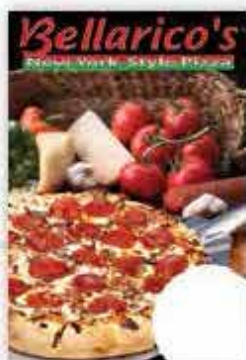
OMNI offers signage and POS to promote the brands we offer. By having a branded concept at retail with eye catching graphics you will attract new customers to your store while offering a professional image.



OUTDOOR BUILDING SIGN
24" x 48"



METAL LIGHTED WINDOW SIGN
23" x 16"



WINDOW SIGNS
15" x 22"



COUNTER TOP CARDS
8.5" x 11"



VINYL BANNER
3' x 5'



**BRANDED
SLICE 7" WINDOW
BOX**



BRANDED 12" PIZZA BOX



COUPONS



BRANDED SLICE BAG



OVEN OPTIONS:



Lincoln Conveyor
35 3/8"W, 31 1/4"D, 18"H



Cadco Deck
23 5/8"W, 28 1/8"D, 20"H



Wisco Countertop
18"W, 15"D, 7 3/4"H

PREP TABLE & FREEZER:



Everest Mega-Top Prep Table
27 1/2"W, 35"D, 37 3/4"H



Everest Single Under Counter Freezer
27 1/2"W, 31 1/2"D, 29 3/4"H

PIZZA DISPLAY MERCHANDISER OPTIONS:



Nemco Pizza Display Case
18 1/2"W, 18 1/2"D, 33 7/8"H



Wisco 2-Tier Slide Warmer
25"W, 18"D, 20 1/2"H




COUNTERTOP PACKAGE

1. Kiosk, 6' front and back counter w/sneeze guard, Tuscan or Contempo
2. Menu Graphic, LED pole, LED wall or non-illuminated wall mount
3. Brick Laminated Back Wall Graphic, 6' x 6'
4. Megatop 27" Prep Table
5. Lincoln Ext Conveyor
6. Wisco Oven
7. Pizza Display Case
8. Metal Outdoor Sign, 4' x 2'
9. Smallwares





BELLARICO'S PACKAGING:

Description	Size	MGC #
BELLA BOX PIZZA SLICE SQUARE W/WINDOW 	1/ 250 CT	#63804
BELLA PIZZA BOXES 	50/ 12 IN	#77676
BELLA PIZZA SLICE BAG 	1000/	#77677

OMNI FOODS PIZZA PRIMO PROGRAM






Description	Size	MGC #
PIZZA PRIMO SELF RISING CRUST 	12/ 16 IN	#77652
PIZZA PRIMO SELF RISING CRUST 	12/ 12 IN	#77653
PIZZA PRIMO SELF RISING CRUST 	36/ 7 IN	#77656







Contact your Food Service Specialist for more information!



BELLARICO'S 12 INCH PRETOPPED PIZZA

Description	Size	MGC #
BELLA FOUR CHEESE PIZZA 	12/ 12 IN	#77670
BELLA FOUR MEAT PIZZA 	12/ 12 IN	#77673
BELLA PEPPERONI PIZZA 	12/ 12 IN	#77671
BELLA SUPREME PIZZA 	12/ 12 IN	#77672
BELLA BREAKFAST PIZZA 	12/ 12 IN	#77675

BELLARICO'S 7 INCH PRETOPPED PIZZA

Description	Size	MGC #
BELLA CHEESE PIZZA 7 INCH 	24/ 7 IN	#77685
BELLA PEPPERONI PIZZA 7 INCH 	24/ 7 IN	#77686
BELLA BREAKFAST PIZZA 7 INCH 	24/ 7 IN	#77688
BELLA SUPREME PIZZA 7 INCH 	24/ 7 IN	#77687



GET IT BEFORE ITS GONE!

PIZZA
MADE
PERFECT



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701
WWW.MERCHANTS-GROCERY.COM | 1.877.897.9893

*Every effort made to avoid typographical errors, but we reserve the right to add or amend.
All prices and weights are subject to manufacturers' price changes and market conditions.*