



# deVinci's



**MERCHANTS GROCERY COMPANY**  
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701  
[WWW.MERCHANTS-GROCERY.COM](http://WWW.MERCHANTS-GROCERY.COM) | 1.877.897.9893



# deVinci's<sup>®</sup> pizzeria

## Company Profile

Omni Foods has been making pizza and other quality food products since 1990 and now we're partnering with WAM and your wholesale distributor to put our expertise to work for you! Pizza is the #1 selling category and America's favorite food! That's why WAM and your wholesale distributor have partnered with Omni Foods to create DeVINCI'S PIZZERIA PROGRAM. This exclusive brand is only available through your WAM distributor.



## Product Profile

DeVINCI'S is a fully topped, self-rising dough that creates a pizzeria style crust with better quality and taste. Expect up to 2 hour hold times in your warmer, performing better than par-baked crust from other vendors. And we use only superior ingredients for the best flavor, aroma and taste!

**WAM**  
FOCUSSED PROGRAMS • PROVEN RESULTS

**OMNI**  
Food Concepts, Inc.  
next generation foodservice

deVinci's Pizzeria is a Private Label Program  
& Exclusive to WAM Retailers Only!

**SIGN UP TODAY!**





# DeVinci's Pizza Rebate Program

Customers will receive a 2% annual rebate based upon meeting the following criteria:

1. Purchase more than 50 cases per year.
2. Sell and promote all 4 of the DeVinci's pizza products.
3. Use all DeVinci's paper products.
4. Place DeVinci's signage and other POS materials in customer view. Keep signage in good shape and replace as needed.
5. Participate in an annual National Pizza day promotion with a 2/for pizza slice promotion. SRP TBD. Suggest 2/5.00
6. Be an active Merchants Grocery Company customer at time the annual credit to account is paid.

Additionally in the second year of participation, customers will be eligible for an additional 1% growth bonus provided the cases purchased exceed a growth rate of 10% over the previous year.

2022 will be determined by using last 6 months 2021 case purchases divided by 6 x 12 to get a base case amount.





This formula is based upon time customer is active in the DeVinci Program.










**deVinci's**

Pricebook # : 9330: KITCHEN SUPPLIES & EQUIPMENT. (Count 4) In Stock at MGC

Description	Size	MGC #
<b>PIZZA CUTTER 4 IN</b> 	1/ EACH	#447008
<b>PIZZA SCREEN ALUMINUM 12 INCHES</b> 	1/ EACH	#476297
<b>PIZZA SCREEN ALUMINUM 16 INCHES</b> 	1/ EACH	#446300
<b>SPRAY BOTTLE 32 OZ TRIGGER SPRAY</b> 	1/ 3 CT	#482638

Pricebook # : 9255: PIZZA BOXES - PACKAGING

Description	Size	MGC #
<b>DEVINCIS 12X12 WHITE PIZZA BOX (WHOLE PIZZA BOX)</b> 	1/ 50 CT	#77440
<b>DEVINCIS 7X7 WHITE PIZZA BOX (FOR 7" PERSONAL SIZE)</b> 	1/ 50 CT	#77441
<b>DEVINCIS 8.37X9 WHITE PIZZA BAG (1/4 SLICE)</b> 	1/ 1000 CT	#77442
<b>DEVINCIS 9.5X8 PIZZA SLICE BOX/WINDOW (1/4 SLICE)</b> 	1/ 400 CT	#77443
<b>DEVINCIS PIZZA BOX LABEL (BROKEN CASE \$26.16 ROLL)</b> 	20/ 250 CT	#77444

## Pricebook - 7" PERSONAL SIZE PRETOPPED PIZZA

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

## Pricebook # 9919 PRETOPPED PIZZA FOODSERVICE

Description		Size	MGC #
<b>DEVINCIS BREAFAST PIZZA</b> 		12/ 12 IN	#77693
<b>DEVINCIS FIVE CHEESE PIZZA</b> 		12/ 12 IN	#77690
<b>DEVINCIS FOUR MEAT PIZZA</b> 		12/ 12 IN	#77692
<b>DEVINCIS PEPPERONI PIZZA</b> 		12/ 12 IN	#77691





## FROZEN TO FRESH IN 8 STEPS



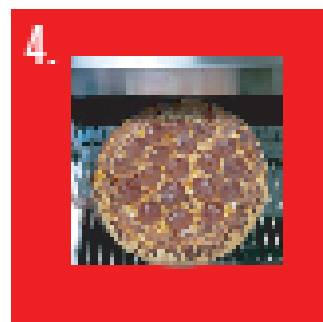
Remove pizza from wrap and cardboard circle from frozen pizza. Adjust toppings on pizza to evenly distribute ingredients (if needed).



**Pre-Heat Oven to 450°F** and then place pizza directly on oven rack



Place pizza on the rack in oven. Bake the pizza for approximately 10 to 12 minutes.



After baked, remove pizza from oven and place pizza on cardboard circle. **Internal Temp Must Reach 160°F**



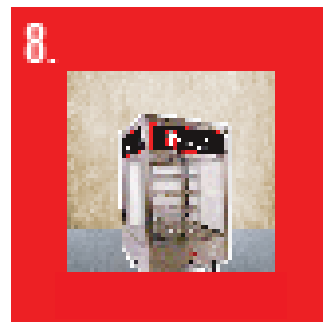
Reheat (stage) pizza on the cardboard circle for 1 minute.



Cut the 12" pizza into 4 slices with a pizza wheel knife or pizza knife. **Place the 8" slice in 2 boxes in Merchandiser.**



Place two slices into a pizza box. Write variety, price and expiration time on the pizza box. **Optional Selfserve**



Place pizza box in the pre-heated merchandiser. **Warmer Temp to Set Between 140°F and 150°F degrees.**

## HOW MUCH GROSS PROFIT CAN YOU MAKE WITH OUR PROGRAM?

A 1/4 slice of a pie retail between \$2.89 to \$2.99, gross profit range from 42% to 54% and represents the majority of your sales!  
Sell two slices for a \$5.00 to \$5.29 special price, gross profit range of 43% to 47%.

Fully cooked pies retailed at \$9.99 to \$10.99,  
gross profit range of 38% to 52%.  
And our deVinci's pizza can also be sold as retail pizza to your customers.



**Contact your Food Service Specialist for more information!**



**SHIPPED AS A SET!**

# deVinci's<sup>SM</sup> pizzeria

## **4** PIECE POS







## EQUIPMENT AND SMALLWARES

**Pizza Screen 7 inch**  
**Pizza Screen 12 inch**  
**Pizza Screen 16 inch**  
**Pizza Cutter 4 inch**  
**Pizza Server**  
**Pizza Server Tong**  
**Chef Knife 10 inch**  
**Utility Knife**  
**Utility Tongs**  
**Pocket Thermometer**  
**Infrared Thermometer**

**Refridgerator/Freezer Thermometer**  
**Pizza Bake Oven, Countertop, Electric (1)**  
**Convection Oven, Electric (2)**  
**Display Case, Hot Food, Countertop (3)**  
**Pizza Bake Oven, Deck-Type, Electric**  
**Conveyor Oven, Electric**

(3) Display Case, Hot Food, Countertop \$845.59  
Model # EDM-2



(3) Display Case, Hot Food, Countertop \$679.72  
Model # HDM-26



(1) Pizza Bake Oven, Countertop, Electric \$198.94  
Model # EPO-1



(2) Pizza Convection Oven, Electric \$558.39  
Model # ECO-500



**ASK YOUR FOODSERVICE SPECIALIST FOR A FULL LIST OF EQUIPMENT AND SMALLWARES.**



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*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.*