

A WORLD OF OPPORTUNITY THIS WINTER

This year, get a slice of the World Cup 2022 celebrations and win big with some extra dough



**YOUR GO-TO
PIZZA EXPERTS**

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Professional

PIZZA: THE PERFECT MATCH-DAY PARTNER

Consumers are more optimistic than ever about returning to live events but are now craving convenience. What better food to offer during the World Cup season than the Nation’s No.1 takeaway choice last year – pizza!

44% of people would pay more to jump the queue, and a huge 57% of guests would like to be able to schedule food or drinks prior to arrival. It’s the responsibility of the operator to invest in technology such as self-serve kiosks to ensure the customer experience is seamless. Offering premium experiences like this gives people the freedom to create their ideal stadium experience and enjoy game day their way, increasing the likelihood of repeat visits.

82% of people who used to attend live events say that they miss the experience and a staggering 85% are nostalgic for stadium food. Pizza is an ever popular and familiar menu item, guaranteed to entice customers into staying longer for multiple food and drink purchases.

Source – oracle Ooh food & drinks consumer trends 2021



Match	Date	Time	Group	Stadium	Home	Away
Match 1	Nov 20, 2022	16:00	A	Al Thumama Stadium	Qatar	Ecuador
Match 2	Nov 21, 2022	16:00	B	Khalifa International Stadium	Senegal	Netherlands
Match 3	Nov 21, 2022	13:00	A	Al Bayt Stadium	England	Iran
Match 4	Nov 21, 2022	19:00	B	Ahmad Bin Ali Stadium	United States	Wales
Match 5	Nov 22, 2022	10:00	C	Lusail Stadium	Argentina	Saudi Arabia
Match 6	Nov 22, 2022	13:00	D	Education City Stadium	Denmark	Tunisia
Match 7	Nov 22, 2022	16:00	C	Stadium 974	Mexico	Poland
Match 8	Nov 22, 2022	19:00	D	Al Janoub Stadium	France	Australia
Match 9	Nov 23, 2022	10:00	F	Al Bayt Stadium	Morocco	Croatia
Match 10	Nov 23, 2022	13:00	E	Khalifa International Stadium	Germany	Japan
Match 11	Nov 23, 2022	16:00	E	Al Thumama Stadium	Spain	Costa Rica
Match 12	Nov 23, 2022	19:00	F	Ahmad Bin Ali Stadium	Belgium	Canada
Match 13	Nov 24, 2022	10:00	G	Al Janoub Stadium	Switzerland	Cameroon
Match 14	Nov 24, 2022	13:00	H	Education City Stadium	Uruguay	Korea Republic
Match 15	Nov 24, 2022	16:00	H	Stadium 974	Portugal	Ghana
Match 16	Nov 24, 2022	19:00	G	Lusail Stadium	Brazil	Serbia
Match 17	Nov 25, 2022	10:00	B	Ahmad Bin Ali Stadium	Wales	Iran
Match 18	Nov 25, 2022	13:00	A	Al Thumama Stadium	Qatar	Senegal
Match 19	Nov 25, 2022	16:00	A	Khalifa International Stadium	Netherlands	Ecuador
Match 20	Nov 25, 2022	19:00	B	Al Bayt Stadium	England	United States
Match 21	Nov 26, 2022	10:00	D	Al Janoub Stadium	Tunisia	Australia
Match 22	Nov 26, 2022	13:00	C	Education City Stadium	Poland	Saudi Arabia
Match 23	Nov 26, 2022	16:00	D	Stadium 974	France	Denmark
Match 24	Nov 26, 2022	19:00	C	Lusail Stadium	Argentina	Mexico
Match 25	Nov 27, 2022	10:00	E	Ahmad Bin Ali Stadium	Japan	Costa Rica
Match 26	Nov 27, 2022	13:00	F	Al Thumama Stadium	Belgium	Morocco
Match 27	Nov 27, 2022	16:00	F	Khalifa International Stadium	Croatia	Canada
Match 28	Nov 27, 2022	19:00	E	Al Bayt Stadium	Spain	Germany
Match 29	Nov 28, 2022	10:00	G	Al Janoub Stadium	Cameroon	Serbia
Match 30	Nov 28, 2022	13:00	H	Education City Stadium	Korea Republic	Ghana
Match 31	Nov 28, 2022	16:00	G	Stadium 974	Brazil	Switzerland
Match 32	Nov 28, 2022	19:00	H	Lusail Stadium	Portugal	Uruguay
Match 33	Nov 29, 2022	15:00	A	Al Bayt Stadium	Ecuador	Senegal
Match 34	Nov 29, 2022	15:00	A	Khalifa International Stadium	Netherlands	Qatar
Match 35	Nov 29, 2022	19:00	B	Ahmad Bin Ali Stadium	Wales	England
Match 36	Nov 29, 2022	19:00	B	Al Thumama Stadium	Iran	United States
Match 37	Nov 30, 2022	15:00	D	Education City Stadium	Australia	Denmark
Match 38	Nov 30, 2022	15:00	D	Al Janoub Stadium	Tunisia	France
Match 39	Nov 30, 2022	19:00	C	Stadium 974	Poland	Argentina
Match 40	Nov 30, 2022	19:00	C	Lusail Stadium	Saudi Arabia	Mexico
Match 41	Dec 1, 2022	15:00	F	Ahmad Bin Ali Stadium	Croatia	Belgium
Match 42	Dec 1, 2022	15:00	F	Al Thumama Stadium	Canada	Morocco
Match 43	Dec 1, 2022	19:00	E	Khalifa International Stadium	Japan	Spain
Match 44	Dec 1, 2022	19:00	E	Al Bayt Stadium	Costa Rica	Germany
Match 45	Dec 2, 2022	15:00	H	Education City Stadium	Ghana	Uruguay
Match 46	Dec 2, 2022	15:00	H	Al Janoub Stadium	Korea Republic	Portugal
Match 47	Dec 2, 2022	19:00	G	Lusail Stadium	Serbia	Switzerland
Match 48	Dec 2, 2022	19:00	G	Stadium 974	Cameroon	Brazil
Match 49	Dec 3,2022	15:00	1/8 final	Khalifa International Stadium	Group A Winner	Group B Runner Up
Match 50	Dec 3,2022	19:00	1/8 final	Ahmad Bin Ali Stadium	Group C Winner	Group D Runner Up
Match 51	Dec 4, 2022	15:00	1/8 final	Al Thumama Stadium	Group D Winner	Group C Runner Up
Match 52	Dec 4, 2022	19:00	1/8 final	Al Bayt Stadium	Group B Winner	Group A Runner Up
Match 53	Dec 5, 2022	15:00	1/8 final	Al Janoub Stadium	Group E Winner	Group F Runner Up
Match 54	Dec 5, 2022	19:00	1/8 final	Stadium 974	Group G Winner	Group H Runner Up
Match 55	Dec 6, 2022	15:00	1/8 final	Education City Stadium	Group F Winner	Group E Runner Up
Match 56	Dec 6, 2022	19:00	1/8 final	Lusail Stadium	Group H Winner	Group G Runner Up
Match 57	Dec 9, 2022	15:00	1/4 final	Lusail Stadium	Match 53 Winner	Match 54 Winner
Match 58	Dec 9, 2022	19:00	1/4 final	Education City Stadium	Match 49 Winner	Match 50 Winner
Match 60	Dec 10, 2022	15:00	1/4 final	Al Thumama Stadium	Match 55 Winner	Match 56 Winner
Match 59	Dec 10, 2022	19:00	1/4 final	Al Bayt Stadium	Match 51 Winner	Match 52 Winner
Match 61	Dec 13, 2022	19:00	1/2 final	Lusail Stadium	Match 57 Winner	Match 58 Winner
Match 62	Dec 14, 2022	19:00	1/2 final	Al Bayt Stadium	Match 59 Winner	Match 60 Winner
Match 63	Dec 17, 2022	15:00	3rd place	Khalifa International Stadium	Match 61 Loser	Match 62 Loser
Match 64	Dec 18, 2022	15:00	final	Lusail Stadium	Match 61 Winner	Match 62 Winner



A WINNING LINE UP FOR YOUR MENU

For a slice of the £4.9bn pizza market, dish up Chicago Town pizza and give football fans the pizza they deserve.

Take the stress out of the half time rush, with pizzas that cook straight from frozen in as little as 3 minutes, with consistent results every time. Suitable for staff with any skill level, our takeaway pizzas are built from the base up with a unique fresh rising dough and stuffed crust packed with signature sauce.

- Can be served as a whole or by the slice
- Ideal for meal deals, day-part promotions and driving incremental spend – hello half time pizza rush!
- Branded disposables, POS and support available
- Available in 7 tasty flavours including Vegan SKUs



Get a load of the range

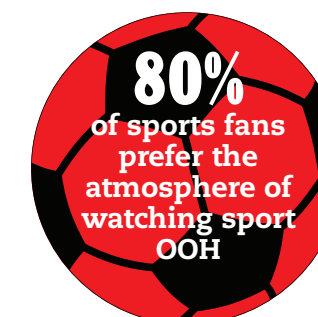
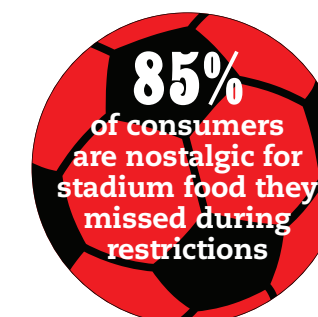
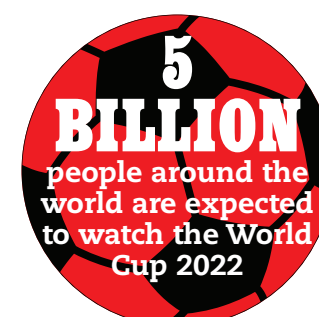
Takeaway

- Cooks straight from frozen in as little as 3 minutes¹
- Vegan options available
- Up to 3 hours' hold time in leading hot hold equipment
- Minimises waste
- Built from the base up with our unique fresh rising dough
- Stuffed crust packed with our signature sauce
- Serve as a whole or by the slice

Deep Dish

- 5 inch unique dish-shaped pizza
- Vegan option available
- Cooks straight from frozen in as little as 2 minutes¹
- No food handling and no preparation
- Minimises waste
- Great for snacking or kids menus

Did you know...



1. When cooked in leading accelerated ovens. 2. You gov how we eat now consumer panel. 3. Kantar OOH pizza, restaurant and delivery, 52 w/e 27 Dec 2020. 4. MCA pizza in pubs 2019. 4. Oracle consumer trends OOH 2021

YOUR **TOP SCORER** ACROSS
SECTORS, DAY PARTS AND PROMOS

PIZZA
Perfettissima

KITCHEN
TO TABLE IN

4
MINS¹

WHY CHOOSE PIZZA AS YOUR MATCH DAY PARTNER?

44% of consumers would love a match day food & drink package offer, with 55% admitting they're more likely to visit a nearby restaurant if they had a compelling offer or promotion.

Now is the time to capitalise on this mindset and take your menu offering to the next level!²

Pizza has grown spend share and remains the second most popular dish within food to go dinner options¹. Delight your guests with a familiar & popular menu item to enjoy solo, or as a sharer.³



Scan me to
find out more

Choose *Perfettissima* for the
perfect Italian pizza experience

BRING A TASTE OF EUROPE
TO MATCH DAYS THIS WINTER

PIZZA
Perfettissima

- Available in sauce-topped base **VEGAN**
- Range of 4 tasty flavours: Margherita, Salame, Calabrese Picante & BBQ Pollo.
- Long-fermented dough for a more rustic appearance and traditional taste
- New Pizza Perfettissima Piccola coming soon.
- Cooks straight from frozen in as little as 2 minutes⁴

It's time to re-write the rules of pizza perfection with the new, authentic pizza experience for your customers, from kitchen to table in as little as 4 minutes.

Introducing Pizza Perfettissima from your Go-To Pizza experts, Dr. Oetker Professional. Combining artisan taste with back-of-house ease and simplicity, Pizza Perfettissima has a consistently crispy, thin base, premium toppings and hand-made visual appeal.



Pre-baked in a
stone oven



Authentic, hand-made
appearance



Extra-long-fermented
dough



Thin and
crispy base

Source: 1. "When cooked in leading accelerated ovens" 2. Oracle consumer OOH food trends 2021 3. food to go market report 2020 4. when cooked in leading accelerated ovens.

EASY WINS FOR MATCH DAY

Digital ordering

Long wait times to be served will see customers voting with their feet and going elsewhere, so now is the time to invest in enhanced technology further than during lockdown. Reserving tables online, on-app pre-ordering food and drink and reviewing bar set up now will lead to success during busy period – both back and front of house.

Increase customer dwell time

With most football matches being over in only 90 minutes, you need to give customers a reason to arrive earlier and stay later. Pre or post-match special offers on food can be additional reasons to linger, therefore increasing the likelihood of higher spend per head as well as boosting loyalty.

TOP SCORERS FOR OPERATORS

Straight-to-table

Ordering straight to the table means guests won't have to miss a single minute of the match. This helps increase sales by reducing time between finishing drinks or food and reordering.

Pre-orders

Pre-order options for kick off and half time encourage guests to arrive early or hang around longer, therefore increasing incremental spend

Perfect pairings

Team pizzas up with drinks themed around the teams playing

Zoning

If possible, reserve some seats closest to the screen for sports fans. Remember to allow space for walk-ins!

OFFER IDEAS

The opportunities to engage and drive quick sales around the World Cup season are endless, why not try one of our ideas below to boost your profits and delight customers



Match Day P&P

Bring the stadium atmosphere to your venue with the perfect pairing of either a pint or prosecco, and a pizza for a set price. Something for everyone!



Pre-game pizza

Discounted pizza an hour before the match starts guarantees bums on seats and cash in the till before the match has even begun.



Pizza's coming home!

Keep it interactive by offering discounts depending on how the home team is performing. 2 goals ahead = half price pizza!



Football for all

Make it a family occasion for the earlier matches, pizza is a firm family favourite so is sure to be a winner! Consider offering to feed a family of 4 for £25 with 4 pizzas and 4 drinks.



Game day to-go!

Keep the post-match vibes high by offering a takeaway option for customers leaving the venue after the match.

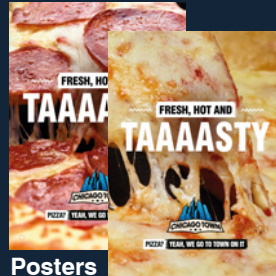
SERVE PIZZA LIKE A PRO

Choose the real taste of Chicago from your pizza-to-go experts. With a tasty range of flavours, branded disposables and equipment advice. We have everything you need to serve pizza like a pro!

YOUR PERFECT PIZZA PARTNER, WHETHER DINE IN OR TO-GO



For equipment advice please get in touch on
contact@chicagotownfoodservice.com



Posters



Price list



Range of
Disposables available



Table talker

A FULL RANGE OF POS SOLUTIONS ARE AVAILABLE.



Head to our Pizza to go webpage for more information on range,
disposables, equipment and find your nearest stockist
www.oetker-professional.co.uk/products/pizza-to-go

WHERE TO BUY



Pizza solutions also available from a wider range
of national and regional wholesalers.



**SCAN HERE TO
FIND YOURS!**

**YOUR GO-TO
PIZZA EXPERTS**

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