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The Pizza Press

Monday June 4, 2007 A Division of PMQ's Pizza Magazine

50 Cents
Publisher: Stephen M. Green



PIE IN THE SKY: NEW YORK RESTAURANT'S MENU FEATURES \$1,000 PIZZA

NEW YORK – According to the report, New Yorkers can now find out what the world's most expensive pizza tastes like. Manhattan restaurateur Nino Selimaj, now offers a \$1,000 pizza on his restaurant's menu at Nino's Bellissima.

The article said, "The record-priced pie will be topped with creme fraiche, chives, eight ounces of four different kinds of Petrossian caviar, four ounces of thinly sliced Maine lobster tail, salmon roe, and a little bit of spice with wasabi."

"Unlike your typical pizza, this one won't be cooked, after all, that would spoil the fish. The 12-inch pie is sliced into four pieces, which comes to \$250 per slice," the report said.

"Let them say I'm crazy," Selimaj says. "But I believe in this product, and it's gonna sell! My luxury pizza will become as famous as a night at the Waldorf Astoria. When Mr. Chow's introduced upscale Asian Cuisine several years ago, people couldn't imagine paying hundreds of dollars for Chinese food. Now upscale Asian cuisine is as common as New York hotdogs. Upscale pizza will be next," Selimaj said.

CINCINNATI'S MOST FAMOUS PIZZA MAKER IS CITY'S NEW POLICE CHIEF

An article from news.enquirer.com said, "Buddy LaRosa is not sure what being "Chief for a Day" will entail, but he's planning on wearing a tie in case he gets called into official meetings. He's looking forward to meeting City Manager Milton Dohoney."

LaRosa's pizza founder said in the article, "It's just an honor. I've lived and worked in this city my whole life. I'm really looking forward to it."

The report stated: "His favorite television is Court TV. He once considered being a police officer or firefighter, he said, but was rejected from both because he's only 5 feet, 6 inches tall."

The article said LaRosa gets to be Chief for a Day after winning the bid at a charity auction for around \$1,000.

PIZZA FUSION ADDRESSING GLUTEN-FREE NUTRITIONAL TREND



www.pizzafusion.com

Fort Lauderdale, Fla. – Organic pizza franchise Pizza Fusion is offering gluten-free food and beer for followers of the latest gluten-free diet trend. The wheat-free or gluten-free diet is the fastest growing nutritional trend, popular among individuals with celiac disease.

"We have a loyal following from the gluten-free community who frequent our stores," Vaughan Lazar, co-proprietor of Pizza Fusion explains. "I've personally met a number of people afflicted with celiac disease who haven't eaten pizza in years and some who've never even had pizza. I always enjoy seeing the look on their face when they discover they can enjoy fresh cooked pizza again."

"I've had celiac disease since I was 18, so I know what I'm missing," M. Margolis, a lawyer from Fort Lauderdale, states. "Until Pizza Fusion, I was forced to settle for frozen pizzas. Now, I can eat hot, fresh made pizza again, like I used to enjoy so much. Celiac sufferers now have a reason to smile, especially on football Sundays."

All of Pizza Fusion's pizzas are available gluten-free. Pizza Fusion also serves Redbridge, a new gluten-free beer by Anheuser-Busch.

PIZZERIA TURNED COCAINE SHOP BUSTED!!!

According to a report from news.bostonherald.com, "The dough wasn't the only thing flying at a Boston pizzeria as more customers came through the doors seeking a drug high than a pizza pie, cops say."

The article said, "Police knew they were on a roll yesterday when they went to the owner's Revere house, shook an industrial-sized can of Al Dente sauce, and it sounded more like a baby's rattle than tomato paste."

According to the report, "They punctured the can and said it was filled with coffee grounds, masking the smell of the 2.2 pounds of cocaine inside."

The article stated: "Waving that six-pound can in a Chelsea courtroom, Suffolk County Assistant District Attorney Dean Mazzone, chief of the narcotics unit, said in the report, 'The idea that a kilo of cocaine would be inside a sealed gravy can shows the sophisticated level of this dealer.'"

PIZZA FUSION

A HEALTHY DOSE OF HEALTHY PIZZA CAN WORK WONDERS.

By Lucas Leigh **PMQ Staff**

On July 7, 2006, a new pizza concept opened in Deerfield Beach, Florida—only two doors down from Domino's. One that, according to long-time friends and business partners Vaughan Lazar and Michael Gordon, basically reinvents the wheel—of pizza, that is. "Our pizzas are long and skinny, like a healthy person would be," Michael said of the pizzas they've been serving up for the past six months. Pizza fusion marries quality, certified organic ingredients with some great marketing and community involvement. "All of our ingredients in our sauces, spices, and even our sugar, are certified organic," he said. But it doesn't stop with all-natural ingredients; they've even gone so far as to purchase \$100,000 worth of hybrid vehicles to deliver the pizzas and all their employees have health benefits with Blue Cross/Blue Shield!

ORGANICS 101

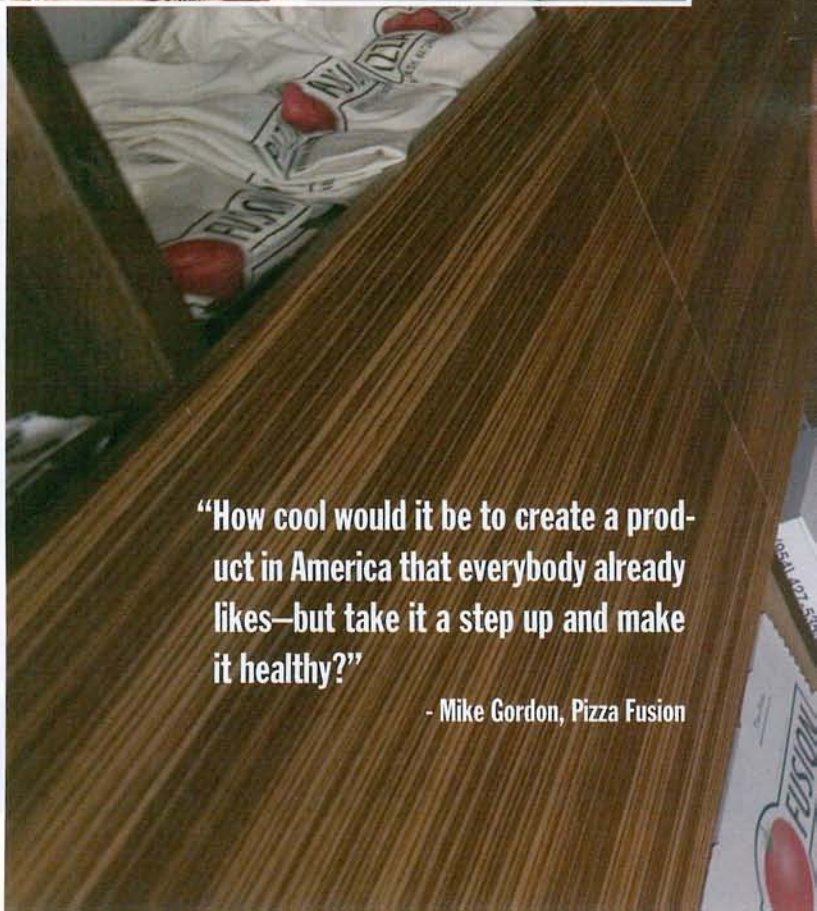
"With the growing popularity of organic food, and the amount of money we were spending at Whole Foods, we came up with this idea: 'How cool would it be to create a product in America that everybody already likes—but take it a step up and make it healthy,'" Mike said. According to CNN, organic foods have seen a rise in popularity surging at nearly 20 percent each year over the past 10 years. But what is organic? The USDA says organic vegetables and meats are raised on land that hasn't been hit with pesticides or any kind of hormones or chemicals for at least seven years. They also contain no form of growing enhancement fertilizers. All told, the defining cornerstone in organic farming is based on creating healthy, rich soil naturally.

Finding an organic distributor was the first aspect of opening Pizza Fusion, Vaughan said. "We started out in the beginning buying from local markets, but once the business started to take hold, we had to move to a distributor," he said. "There are quite a few actually. We use Albert's Organic. They're national and have distributors in eight states."

Both Vaughan and Michael have business backgrounds—Vaughan owns a printing and marketing firm, and Mike was in real estate and marketing prior to Pizza Fusion. But, neither of them had any experience making pizzas. "We were really com-



Pizza Fusion marries quality, certified organic ingredients with some great marketing and community involvement.



"How cool would it be to create a product in America that everybody already likes—but take it a step up and make it healthy?"

- Mike Gordon, Pizza Fusion

fresh Organic





Every aspect of Pizza Fusion preserves the environment, from the organic fibers used in their t-shirts to the earth-friendly vehicles (2006 Toyota Prius hybrids), down to the recycling of their pizza boxes.

The Stats:

Pizza Fusion
 Owners:
Michael Gordon and Vaughan Lazar
 Original Location:
Deerfield Beach, Florida
 Number of Locations: **2 with 3 more slated to open this summer/fall**
 Year first opened:
2006
 POS system: **N/A**
 Oven type:
Rotoflex
 Dine in? Delivery? Carryout? Take-n-Bake?
All as well as catering
 Average Yearly Sales per location:
N/A
 Number of seats:
10-25 (varies)
 Number of delivery drivers: **3 per store**
 Number of Employees:
Varies by store
 Best individual marketing tool:
The Hybrids and community involvement

mitted to this concept and both knew we loved pizza, and there is such a growing market and such a need for healthy places to eat," Vaughan said. Lisa Simmons, Director of Public Relations for Pizza Fusion, said their main goal was to run with the idea that everything's organic. "We wanted the core focus to be the organics, even going so far as putting organic fibers into the shirts we sell and that the employees wear," she said. "We even took it to the next level by purchasing the hybrid vehicles."

The delivery cars, 2006 Toyota Prius', are wrapped in a bamboo covering that, according to Lisa, is very appealing and eye-catching. "A local sign company created the wrap for the cars from a file that we designed," she said. "Just having those vehicles driving around on the streets, is one of the best marketing tools we have. People see those with their earth-friendly graphics, and it makes them curious." Mike said it would be an oxymoron to deliver Pizza Fusion in a vehicle that wasn't earth friendly. "Plus," Mike said, "we use the cars as a means of advertising and promoting our motto—'saving the earth one pizza at a time.'" And they truly are.

GIVING BACK TO THE COMMUNITY

Every aspect of Pizza Fusion preserves the environment, from the organic fibers used in their t-shirts to the earth-friendly vehicles, down to the recycling of their pizza boxes. "We offer our customers a great deal on the boxes," Mike said. "Bring them back in, and we'll give you a quarter." Pizza Fusion uses this



tactic to help promote recycling. "We didn't contract out with a factory in Hong Kong to have the boxes made, instead, we give the business to the community—a pizza box company in Orlando." Mike also said that since they're making money off the community, it's only fair to give back to them. "Once a month, we require all the employees to do a community activity. This month we did a beach clean up and just went out and cleaned a beach for a few hours," he explained. "We had about 40 people there to clean in full force. It was really huge for us. Everyone that showed up got a five dollar gift certificate," he continues, "We even had a teacher bring her whole class out for the morning. Getting the children involved is what really works well because kids really do control what their parents feed them. If they want Pizza Fusion, their parents are going to

WHAT SEPARATES US: (From Pizza Fusion's Promotional Materials)

Gluten-Free Pizza

We are proud to offer our friends who suffer from Celiac's Disease the BEST gluten-free pizza available in the world!!! We use all of the same fresh, organic toppings but take specific care when preparing the dough following strict preparation guidelines. This includes preparing gluten-free menu items in an isolated kitchen area, baking pizzas on separate stones and using utensils used only when preparing these delicious pies.

Our Sauce

Our delicious pizza sauce is made fresh every morning using ONLY 100% Certified Organic ingredients: the tomatoes, the sugar and even the oil! We are proud to use Christina's Organic Tomatoes, Florida Crystal's Organic Sugar and Spectrum

Organic Olive Oil to make our sauce for you, your kids and your loved ones.

Our Salads

We are Proud to use both Newman's Own Organics and Earthbound Farms Spring Mix and Baby Spinach in ALL of our salads! These two companies are THE leading farms for organic salads and have paved the way for this way of life. Our Salad Dressings are made fresh daily using only Organic Fruits, Oils and spices.

Our Vegetables

All of our vegetables are 100% CERTIFIED organic. However, there are times when certain organic vegetables become unavailable. In the event that we replace an item with conventional produce, we will clearly note these items on our website and in each store on the "Specials Board."

Our mission is to uphold the highest level of integrity in our food. Your health is our #1 priority.

Our Meats and Poultry

We are proud to use only all natural meats from Applegate Farms. All of our select cuts of deli meats are free of any nitrates, antibiotics, or chemical preservatives. The NY Strip we use on our award-winning "Bill's Pizza" is 100% Certified Organic N.Y. Strip and is free of all hormones, antibiotics, pesticides and insecticides. That means we use only the purest organic meat, fed a diet of 100% Organic Feed. The Pepperoni and Sausage we use also comes to us from our good friends at Applegate Farms, using only the finest, all-natural meats available.



“We have some great pictures of [Domino’s] employees coming to eat at our place... every single person that goes to Domino’s is a potential customer for us, but the people that eat with us would not be seen eating at Domino’s.”

- Vaughan Lazar, Pizza Fusion

give it to them.” Mike said events such as this are easy to promote by notifying the press through press releases, using their chalkboard in the restaurant, and also by using box toppers.

Pizza Fusion also hosts a class entitled “Organic Kids 101” where children of all ages are invited to learn the importance of nutrition and organic foods. The class takes place once a month at Pizza Fusion, and each month, has gained in popularity. Lisa said there has also been a tremendous response from pregnant women. “They are all becoming more aware of how the quality of food we consume not only affects our bodies, but our babies as well,” she said.

PIZZA FOR CELIAC SUFFERERS

In the United States, about one of every 130 people have Celiac disease. One of Pizza Fusion’s main goals in building their concept was to introduce a gluten-free pie for Celiac disease sufferers. People with the disease cannot tolerate the protein gluten, which is commonly found in wheat, rye, oats, and barley. “We thought, instead of just being your typical place, let’s fill this void,” Mike said. “Instead of just offering it to a small minority, we opened ourselves up to offer it to everybody.” Lisa said they have been able to tap into a growing segment of customers by offering a gluten-free choice for pizza lovers that maybe haven’t had pizza but once or twice in their lives. “Teaming up with

WHO HAS AMERICA'S BEST PIZZA MARKETING STRATEGIES?

MAKE IT YOUR OWN
MEDIUM-18" \$13 **LARGE-28" \$16**
CRUSTS: **MEDIUM (18")** **LARGE (28")**
 ORIGINAL NY FLOUR CRUST add \$2
 MUSHROOM CRUST add \$2
 GLUTEN FREE CRUST N/A add \$4
(NOTE: OUR THIN CRUST CRUSTS AND OUR RUSTIC ARE NOT GLUTEN FREE!)

TOPPINGS: MEDIUM \$2 / LARGE \$3
 Apple sausage, anchovies, arugula, black olives, caramelized onions, eggplant, fresh basil, garlic, Genovese, grape peppers, ground beef, ham, Italian sausage, mushrooms, pepperoni, pineapple, Prosciutto mushrooms, red onions, red peppers, roasted garlic, sliced roma tomatoes, spinach, sun dried tomatoes, Swiss Italian sausage, yellow peppers

SPECIALTY PIZZAS (CRUST)
ORGANIC MUSHROOM & THYME \$18/21
 Mozzarella, tomato sauce, onion and Prosciutto mushrooms, aged parmesan and crushed garlic

SAUSAGE & TRICOLOR PEPPERS \$18/21
 Sausage, tomato sauce, onion and Prosciutto mushrooms, mozzarella, tomato sauce, pepperoni, aged parmesan and fresh basil

PIZZA \$18/21
 Garlic and olive oil base, roma tomatoes, mozzarella, aged parmesan, and fresh basil

PROSCIUTTO & BLACK OLIVES \$18/21
 Thin sliced all-natural Argentine Prosciutto, black olives, aged parmesan

CLASSICA \$18/21
 Our version of the traditional pizza. First, we use a base of organic tomato sauce and mozzarella cheese topped with our 100% organic tomato sauce.

SHRIMP \$18/21
 Our thin crust topped with locally-sourced shrimp, roma tomatoes, red onions, fresh basil, garlic, balsamic vinegar and olive oil perfectly melted with a very light amount of mozzarella and parmesan cheese. This is the best healthy pizza you will EVER have.

FUSION SECRET \$21/24
 Our signature base is a multiple crust, mozzarella, roma tomatoes, caramelized onions and red pepper

GRILL \$19/23
 Grilled olive oil base, light 100% organic tomato sauce, mozzarella, sliced roma tomatoes, balsamic vinegar, fresh cheese, anchovies, tomatoes and fresh basil.

FOCACCIA SANDWICHES & WRAPS
 Our sandwiches are so good that right off our grill or freshly veggie and made with the freshest all-natural full range of organic, farm-to-table and antibiotic-free Avocados. Our focaccia bread is baked fresh every morning by our good friends at the focaccia in Fort Lauderdale using only the freshest ingredients and organic herbs.

TURKEY, HAM, ROAST BEEF \$9
PROSCIUTTO, VEGETARIAN \$9
ORGANIC LUNCH TO-GO \$10
 Hot, spring water, organic olive oil.

NEW YORK STYLE SANDWICHES \$14
 Spinach, arched onions, Italian sausage or ham

TOPPINGS:
 Organic lettuce, tomatoes, black olives, pineapples, mozzarella, aged parmesan, mushrooms, fresh mushrooms, onions, all organic green pepper, mushrooms, fresh mushrooms available for \$2 more!

FOOD SENSITIVE, ALLERGEN SENSITIVE, GLUTEN FREE

BREADS (WITH HANDMADE DIPS)
A CORNET BREAD STICKS IN EACH ORDER
OUR SIGNATURE BREAD STICKS \$4
 Normal and seasoned with our organic butter and hand aged organic garlic served with our award-winning organic crushed tomato sauce

HEALTHY BREAD STICKS \$6
 Our secret multiple recipe normal to perfection

ALLIE'S OLIVE TAPENADE \$2
 Our tapenade is rich and spread. It is our fresh crushed red peppers, balsamic and black olives, tomato, olive, garlic, and organic olive. A perfect accompaniment to our healthy bread sticks.

NO SALT ON THE PIZZA
 - ENVIRONMENTAL FRIENDLY

Mike and Vaughan spent over 200 hours perfecting Pizza Fusion's healthy menu.

some of those support groups has also been great for us—and for them,” she said. Mike said gluten-free is really just a wave of the future because it’s healthier. “You can ask any nutritionist, gluten-free is much healthier, has less carbs, and is a good alternative to the normal pizza crust. We’re not trying to tell you that you’re going to lose weight like Jared from Subway, and that’s not our angle. . . but what we’ve done is made health the heart of our company; the highest quality and integrity of our product is the body of our company, and the environment is the soul of our company.”

Mike said the gluten-free pizza was the hardest part when developing their menu. “We spent over 200 hours late at night and early in the morning perfecting it. In place of the gluten, there are some natural products we have to substitute in order to give the dough the right consistency. Whereas we used to sell one or two a day, we’re now selling more like 20 or so a day—of the gluten-free crust,” he said. “We make the dough in the morning (he said they have to prepare it in a completely sanitary environment with special utensils following strict guidelines), so if we run out, that’s it for the day.” He said customers are learning that if they want one of these special pizzas, they have to call ahead of time. “We’ve had people drive an hour just to come here and get our pizza,” Vaughan said. “We even have doctors recommending us to their patients because we are healthier than Domino’s and Pizza Hut.” The

food cost for the gluten-free pizza is approximately 20% more than their standard pie, which is about 30% food cost, the owners said.

A FULL PLATE OF FUSION'S FOODS

Since Pizza Fusion is so closely situated near a Domino’s Pizza, I wondered how that would affect business. Vaughan laughed, “We have some great pictures of [Domino’s] employees coming to eat at our place. Since they’re in a whole different sector every single person that goes to Domino’s is a potential customer for us, but the people that eat with us would not be seen eating at Domino’s.” He said their business plan is to always open as close to a big chain as possible. “Let everyone put their best product out on the table and the consumer will be the judge,” Mike says. And so far, so well. Mike said on their busiest night thus far, they sold nearly 300 pizzas.

Although Pizza Fusion does specialize in their long, skinny pizzas, they also offer organic salads, organic meats, focaccia sandwiches, and organic sodas and teas. Vaughan said Pizza Fusion will soon offer organic beers and wines also. They offered up this advice, “Just believe in what you do. If you stand behind your product, put out the best possible product, using the best possible ingredients, you’ll be successful.”

ORGANIC SALADS
 Add shrimp for \$6, New York strip for \$4, or chicken for \$5

FUSION HOUSE BOWL \$8
 Organic spring mix, cucumbers, grape tomatoes, balsamic vinegar, red onion

PEARL AND GORGONZOLA SALAD \$10
 Mixed greens, pear, Gorgonzola cheese, and balsamic vinaigrette with house balsamic

ORGANIC BABY SPINACH SALAD \$8
 Organic baby spinach topped with our organic spring mix, red onions, crumbled Gorgonzola, and new organic parmesan

CAPRISE SALAD \$9
 Fresh mozzarella, organic hand-sliced tomatoes, basil, and a drizzle of olive oil or organic spring mix

PACIFIC BIRD \$9
 Organic spring mix, fresh mandarin oranges, red cabbage, cucumbers, zesty pesto, baby corn, and sesame dressing

DRESSINGS
 We proudly use Avoca! Organic Salad Dressing!
 Sesame, Tahini, Garlic, Mustard Vinaigrette, Balsamic Vinaigrette
 *SUGAR-FREE DRESSING IS NOT GLUTEN FREE!

BEVERAGES
FUJI WATER .5 LITER \$2 / 1 LITER \$3
VITAMIN WATER \$2
 Flavors: energy, lemon, unflavored, lime, watermelon

BOYLAN'S ALL NATURAL SODA \$2
 100% natural. Produced without any artificial flavors, artificial colors, or any preservatives.
 Flavors: root beer, real fruit, orange vanilla, black cherry, and grapefruit

JONES ORGANICS \$3
 We are the only restaurant in Florida to carry three delicious real fruit flavored. Made with pure filtered water, organic spring water, natural flavors, and organic ice.
 Flavors: cherry, peach, orange, and blueberry, real fruit, real blueberry, green tea, lemonade

TAZO ICE TEA \$2.50
 Flavors: organic green tea, grape, peach, lemon/lime

NAKED JUICES \$4
 Naked is dedicated to creating the best all-natural, 100% juice and pure smoothies, made from the best farm-to-table foods, with no added sugar and no preservatives – ever.
 Flavors: lemon, orange

DESSERTS
ORGANIC, VEGAN & GLUTEN-FREE "MELT IN YOUR MOUTH" BROWNIES \$4
 19 oz. **DAVE NEWMAN'S OWN ORGANIC CHOCOLATE CHIP COOKIES \$2**

This menu printed on 100% recycled, soy-based recycled paper!



PMQ's
Orlando
PIZZA SHOW
 SEPTEMBER 7-9
 WWW.ORLANDOPIZZASHOW.COM