

# Your PIZZA SOLUTION

*Turnkey Heat & Serve Program*

Food • Sales Support • Training  
Equipment • Marketing





# Turnkey Pizza Program



Papa Primo's® — Italian inspired pizza made from the finest ingredients. This turnkey program is easy-to-execute, versatile and developed for success.

We take pride in using real ingredients to ensure a true Italian inspired pizzeria experience. Made in our own USDA production facility located in Sioux Falls, SD, our pizzas are made with 100% real mozzarella cheese with no preservatives, pizza sauce made with a proprietary blend of herbs and spices, flavorful toppings and a made-from-scratch pizza crust.

Papa Primo's pizza is ideal for a grab & go foodservice program with low labor and consistent cost and taste. Our pizzas can also be used for take & bake programs and are EBT/SNAP approved.

This full-scale pizza program is available for small, medium and large store footprints and includes NO licensing or franchise fees. Papa Primo's is a great option for convenience stores, military bases, colleges and universities, hospitals, bowling alleys, supermarkets, Mom & Pop shops, seasonal venues and other QSR markets.

Pizza is one of America's favorite foods and Papa Primo's makes it easy for you to sell premium, great-tasting pizza with great foodservice margins.



# Why Papa Primo's Pizza?

## FOODSERVICE OVERVIEW

**Foodservice dollar sales** are expected to be **up 6%** in 2019.<sup>1</sup>

**Operators want innovation and complete programs**— new concepts backed by training, marketing and equipment support.<sup>2</sup>

**Consumers want value**— better deals and higher quality food.<sup>3</sup>

## PAPA PRIMO'S PROGRAM BENEFITS

### **Pizza that consumers will crave.**

Made-from-scratch crust, 100% real mozzarella cheese and pizza sauce made from a proprietary blend of herbs and spices.

Enticing meal deals and promotional offers.

### **Program support for store operators.**

- Low Labor
- Portion Control
- Consistent Margins and Taste
- Marketing and Equipment Packages
- In-Store Training and Guides
- Regional Manager Support





# Heat & Serve Pizza Program

## ITALIAN INSPIRED PRODUCTS



### Breakfast

Start your morning right with this upscale blend of sausage, bacon, egg, mozzarella & cheddar cheese on top of a jalapeño cheese sauce.

LARGE 14"	MEDIUM	PERSONAL 7"
#87320	#86702	#87241
33.4 oz   6 PACK	20.5 oz   14 PACK	6.9 oz   12 PACK

### Sausage & Gravy

For a unique breakfast offering— try this pizza smothered with rich & flavorful country-style gravy and topped with breakfast sausage & mozzarella cheese.

LARGE 14"	MEDIUM
#88273   34 oz   6 PACK	#88734   19.9 oz   14 PACK



### Pepperoni

America's most popular pizza variety including 100% real cheese and topped with high quality pepperoni.

LARGE 14"	MEDIUM	PERSONAL 7"
#87317	#86660	#87239
33 oz   6 PACK	21.7 oz   12 PACK	7.9 oz   12 PACK



### Sausage & Pepperoni

A tasty combination of sausage & pepperoni on top of our custom blended pizza sauce.

LARGE 14"	MEDIUM
#87318	#87863
35 oz   6 PACK	22.5 oz   12 PACK

### Sausage

Zesty sausage on top of 100% real cheese and custom blended pizza sauce.

LARGE 14"	MEDIUM
#87868	#86661
35.1 oz   6 PACK	22.7 oz   12 PACK





## Cheese

Four cheese varieties— mozzarella, provolone, asiago & romano on top of a golden brown artisan crust.

### LARGE 14"

#87316

30.9 oz | 6 PACK

### MEDIUM

#86659

20.9 oz | 12 PACK

### PERSONAL 7"

#87238

7.6 oz | 12 PACK



## Supreme

This pizza is loaded with pepperoni, Italian sausage, beef, pork and delicious black olives, green peppers and onions.

### LARGE 14"

#87319

37.1 oz | 6 PACK

### MEDIUM

#87898

23.3 oz | 12 PACK

### PERSONAL 7"

#87240

8.1 oz | 12 PACK

## All Meat

A protein packed pizza with pepperoni, Italian sausage, pork and beef pizza topping, and bacon.

### PERSONAL 7"

#88812 | 8.2 OZ | 18 PACK

*New!*



## Cheesy Garlic Bread

Herb & garlic infused crust, creamy garlic spread topped with a mozzarella & cheddar blend.

#87411 | 4.5 OZ | 48/CS

## PACKAGING FOR YOUR HEAT & SERVE PROGRAM

7" PIZZA BOX - #87743 | 250/cs

CHEESY GARLIC BREAD BOX  
#87744 | 250/cs

SLICE TRAY - #88020 | 1000/cs



# Equipment & Smallwares



## **LINCOLN 2501 OVEN WITH END STOP**

208 VOLT - #86746

240 VOLT - #86745

## **VENTLESS OPTION**

208 VOLT - #87350

240 VOLT - #87349

- 50w x 31.25d x 18h inches — 50"L Conveyor
- Digital controls allow for consistent, easy operation.
- Cooks pizzas up to 16" in diameter.



## **WISCO - 561 DELUXE PIZZA MULTIPURPOSE OVEN**

#88568

- 23.50w x 19.50d x 10.25h
- 120 Volt
- Pizza oven with a 17" opening.



## **WISCO - 721 CONVECTION OVEN**

#88697

- 23.50w x 24d x 16.25h
- 120 Volt
- Cooks (2) 16" pizzas per baking cycle.



## **MERRYCHEF**

#87936

- 23.3h x 23w x 25.3d
- 208/240 Volt
- Rapid Cooking Technology®
- Touch Screen Controls



## **WISCO MODEL 695D**

#85769

- 32h x 18.5w x 18.5d
- 120 Volt
- 4 rotating racks.



## **WISCO MODEL 695D-S**

#88573

- 32h x 18.5w x 18.5d
- 120 Volt
- 4 adjustable shelves.





**WISCO MODEL 282-24-R-001**  
#86445

- 20.50h x 25w x 18d
- 120 Volt
- Pass through warmer.



**STAINLESS STEEL TABLE**  
#65704

- 36h x 36w x 30d
- Galvanized Under Shelf



**PIZZA PAN CTP - 14"**  
#65456



**CUTTING BOARD 15"**  
**4 AND 8 WAY CUT**  
#88786



**CUTTING BOARD 16"**  
**6 WAY CUT**  
#88693



**PIZZA CUTTER**  
#65441



**SLICE SERVER**  
#65496



**OVEN MIT**  
#65478



**DIGITAL THERMOMETER**  
#50956

## HOW TO ORDER

- Send all completed order forms to **papaprimos@orionfoods.com**.
- All orders will be drop-shipped to the retailer.
  - If a Lincoln or Merrychef Oven is purchased, Orion will send personnel to train the retailer.

# Branded Kiosk

## CREATE A FOODSERVICE DESTINATION THAT'S RIGHT FOR YOU.

Branded Kiosks are available in:

**Large - 96" x 103"**

**Medium - 72" x 103"**

**Small - 48" x 103"**

Contact your Papa Primo's® representative for more details and pricing on Branded Kiosk packages.

Send all order forms to  
[papaprimos@orionfoods.com](mailto:papaprimos@orionfoods.com)



## Retail Opportunity



## TAKE & BAKE PIZZA

Papa Primo's® medium and large pizzas can also be sold in the deli or freezer section for take & bake and retail sales. Our pizzas are EBT/SNAP approved.



*Showcase Take & Bake Pizzas with a Branded Retail Rack.*





# Marketing

Invite consumers into the store with **OUTDOOR SIGNAGE**



96x33 in



44x28 in

## OUTDOOR SIGNAGE

Polymetal signage with graphics & metal frame.  
#87942 | 96x33 in, 28x22 in, or 44x28 in

Persuade Consumers to Buy with Point of Purchase **MARKETING**

## Start Up Kit



Other various marketing available upon request. Contact [papaprimos@orionfoods.com](mailto:papaprimos@orionfoods.com) to order marketing.



# Menus

## MENU BOARDS

Showcase your Papa Primo's pizza program by displaying menus with custom deals and menu offerings. Contact [papaprimos@orionfoods.com](mailto:papaprimos@orionfoods.com) to order.



**Pizza Slice**

**ONE FOR \$2.49**  
(1 Slice of Pizza: 270-320 CAL)

**TWO FOR \$4.00**  
(2 Slices of Pizza: 540-640 CAL)

*Pizza Varieties*  
Breakfast | Sausage & Gravy | Pepperoni | Supreme | Sausage Cheese | Sausage & Pepperoni

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.



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**\$5 Meal Deals**

**BREAKFAST PIZZA COMBO**  
2 Pizza Slices & Coffee  
(540-640 CAL)

**LUNCH PIZZA COMBO**  
2 Pizza Slices & Pop  
(540-1240 CAL)

*Pizza Varieties*: Breakfast, Sausage & Gravy, Pepperoni, Sausage, Supreme, Sausage & Pepperoni, Cheese

**Cheesy Garlic Bread** ..... \$1.99 (340 CAL)

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.



**Meal Deal** ..... \$5.00

**Personal Pizza & Fountain Drink: 520-1180 CAL**

**Personal Pizza** ..... \$3.99  
520-580 CAL

*Pizza Varieties*  
Breakfast | Sausage & Gravy | Pepperoni  
Supreme | Sausage | Cheese  
Sausage & Pepperoni

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

## DIGITAL DISPLAYS

Draw consumers in with rotating menus and bright digital images. LG Monitors are also easy to update on a regular basis.

**43" LG MONITOR - #87976**  
**MONITOR WALL MOUNT - #86946**  
**36" USB CABLE - #87828**  
**SURGE SUPPRESSOR - #87646**



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# Training Guides

Our expert Trainers will guide customers through each facet of the Papa Primo's program to ensure they have a successful pizza program. From site visits to best practices, our Trainers will create excitement among the staff, walk them through the program, and show them useful tools for long-term sustainability.

Easy to use training materials, including photographed step-by-step procedures and safety handling practices, are also provided.

**Ask about our NEW video training guides!**

## LG Papa Primo's Pizza

### DIGITAL WISCO OVEN










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## CHEESY GARLIC BREAD

### DIGITAL WISCO OVEN









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## MED Papa Primo's Pizza

### DIGITAL WISCO OVEN










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## Personal Papa Primo's Pizza

### DIGITAL WISCO OVEN










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*Where I come from we have a tradition of creating pizzas that are tasty, delicious and satisfying. I've taken the utmost care to ensure you enjoy a great eating experience. That's why I only use the finest cheeses, meats, vegetables and spices. As we say in the old country.... Buon Appetito!*

*- Papa Primo*



**Contact us today.**

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