



The Outlook and Opportunity for Pizza in Foodservice

A comprehensive review of pizza and pizza components in the away-from-home channel

➤ Study Background & Objectives

Any way you slice it, Americans love their pizza—to the tune of nearly \$37 billion in annual sales, according to PMQ’s annual pizza report. But the industry that once thrived on phone delivery is evolving. There are a number of reasons manufacturers should refine entry and growth strategies for this “Americana” category, including back-of-house innovations (e.g., the emergence of fast-casual pizza chains that are capitalizing on real-time preparation with new equipment); ubiquitous menu premiumization (e.g., Pizza Hut’s massive menu overhaul with six new sauces, 10 new crust flavors, and an abundance of newly introduced premium toppings); and the critical importance of mobile/online ordering (which is penetrating even non-traditional foodservice segments like education, health care, and lodging). Our multiclient study provides a comprehensive evaluation of the away-from-home pizza category, helping sponsors drive sustained growth in this dynamic channel. Engagement objectives include:

- Assess the foodservice pizza and related product categories in terms of current size (manufacturer shipment dollars), segmentation, and formats.
- Determine how the business has changed over the past five years and examine the future outlook for each category/sub-category.
- Examine the competitive landscape, including an evaluation and share estimation of key competitors active in both pizza and related products.
- Establish critical success factors and develop custom recommendations, helping each study sponsor identify, prioritize and capitalize on growth opportunities.

➤ Methodology & Scope

- **TREND IDENTIFICATION** through a thorough review of public information and nonproprietary research.
- **IN-DEPTH INTERVIEWS** with **500 chain and independent operators**, as well as **distributors** (broadline, specialty, and buying-group headquarters) to glean key volumetric data, trends and insights.
- **SCOPE** includes analysis of frozen prepared pizza, as well as related pizza products (e.g., doughballs, sheeted dough, par-baked dough, pizza made from scratch, vegetable toppings, protein toppings, sauces, and processed tomato products).

➤ Deliverables

- **PowerPoint report** with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with **key takeaways and actionable recommendations**.
- Robust appendix with **full study data** from questions and responses.

➤ Next Steps

To purchase the study report, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



Purchase Agreement

The Outlook and Opportunity for Pizza in Foodservice

YES, I'd like to purchase the study report for \$11,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Phone _____

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Signed _____

Date _____

Note: Q1 Consulting terms require full payment upon acceptance.

Once approved, please sign, scan and email to the attention of Tim Powell at tpowell@q1consultingllc.com. Thank you for your business!