

Would like to introduce...

# PIZZA FRITTO



**"It's one of the easiest, most popular and most profitable cooked products on my menu!"**

Paul Jaconelli, Owner of Jaconelli's in Glasgow

Contact Melissa Cairney on 0141 881 5837 or [admin@victorpizza.co.uk](mailto:admin@victorpizza.co.uk)



At **The Victor Pizza Company**, we have been supplying fish and chip outlets in Scotland for 30 years. With 85% of the market, over 60,000 pizzas are manufactured at our site and sold every week. The "chippy style" pizza, which is traditionally deep-fried, has always been a profitable item for fast food outlets in Scotland.

On the back of this success we want to support the launch of the new **PIZZA FRITTO** into England.

### What's in it for you and your customer?

On average your customer could make **300%** profit margin

Recommended Selling Price = £1.80 half pizza / £3.50 half pizza with chips

*"On average I sell 240 servings per week of the half pizza and chips. It's a great alternative to fish and sausages. It's also a really popular choice with 18 to 35 year age group - perfect for the Christmas party season."*

Paul Jaconelli, Owner of Jaconelli's in Glasgow

We offer an excellent profit margin for our distributors, along with sales and marketing support for the outlets.

Get started by ordering our trial pack of 6 pizzas for FREE along with initial FREE point of sale materials to support the sales

### What's this new pizza like?

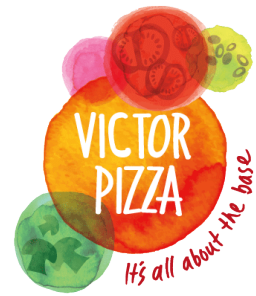


These innovative pizzas have been designed to NOT absorb the oil, so they remain light and crispy on the outside and fluffy on the inside.

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# PIZZA FRITTO



## COOKING INSTRUCTIONS

1) Defrost pizzas in fridge (you can store for up to 5 days)



2) Remove plastic film and bring oil temperature up to 180°C



3) Carefully place pizza in the fryer, cheese side up in oil (watch it float!)



4) Fry for 3 to 4 minutes, occasionally flicking oil on top



5) Drain oil, cut in half and place on hot plate



6) Serve in polystyrene or cardboard boxes to prevent sticking

