

Program, Marketing, & Equipment Guide & Handbook



LITTLE
ITALY®

PROGRAM BOOK



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PIZZA PROGRAM



PIZZA

All that is needed to for our initial Pizza Program is 8 SKUs



MARKETING

The standard marketing package includes a roadside sign, 3 window clings, 250 menu flyers, & a knee panel. Additional items can be purchased at leisure.



PACKAGING

12" White Branded box and Slice Clamshell box are all you need for this program.

EQUIPMENT REQUIRED: 16" Tray Oven or Conveyor Oven & warmer



ITEMS

ITEM NUMBER	DESCRIPTION	PACK SIZE
580208	12" Cheese Pizza, Fresh Dough	16/12"
550046	Sliced Pepperoni	10 lb
505122	Beef Crumbles, Pizza Topping	2/5 lb
550111	Bacon Bits, Pizza Topping	2/5 lb
674446	Pizza Topper Spice with Parmesan	12/16 oz
550038	Pork Pizza Topping	2/5 lb
700079	Little Italy Clamshell Box	200 ct
718023	12" Little Italy Pizza Box	50 ct

Little Italy branded items are proprietary and sold only through Palmer Foodservice



550038
Pork Pizza Topping



505122
Beef Crumbles Pizza Topping



550046
Sliced Pepperoni



550111
Bacon Bits Pizza Topping



580208
12" Cheese Pizza, Fresh Dough



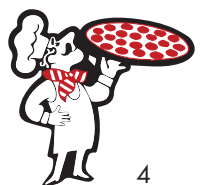
718023
12" Little Italy Pizza Box



674446
Pizza Topper Spice with
Parmesan



674446
Pizza Topper Spice with
Parmesan



MARKETING

ITEM NUMBER	DESCRIPTION	PACK SIZE
1	60" X 30" Knee Panel	1 each
2	Outdoor Roadside Sign	1 each
3	10"x20" Cling	1 each
4	11"x17" Cling	1 each
5	14"x22" Cling	1 each
6	8.5"x5.5" Menu Flyers	250 qty.

Follow the QR code to order marketing online



INCLUDED:

1. Menu System
2. 60"x30" Knee Panel
3. Window/Door Clings - 3 qty
4. Custom Menu Flyers
5. Roadside Wind Banner



4 WAY STOP
4664 COUNTY ROAD 43 | SECTION, AL 35771
(256) 228-7164



PACKAGING

ITEM NUMBER	DESCRIPTION	PACK SIZE
718023	12" L-Italy Pizza Box, White	50 ct
718014	14" L-Italy Pizza Box, White	50 ct
718020	16" L-Italy Pizza Box, White	50 ct
718018	10" L-Italy Pizza Box, White	50 ct
718009	9" L-Italy Pizza Box White	50 ct
700079	L-Italy Clam Shell Box with Window	200 ct

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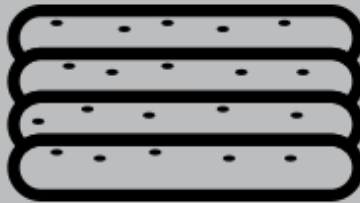


ADDITIONAL PROGRAMS



PIZZA OPTIONS

We have a variety of crust styles and sizes. Add on what works best for you.



PANINIS & BREADSTICKS

Easily expand your offerings by adding 1 SKU.



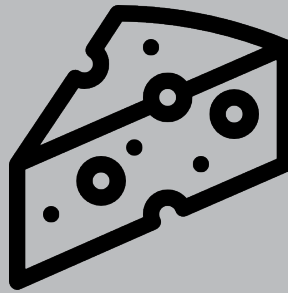
DESSERTS

Cater to those who prefer sweet to savory with our Pizza Cookie or Cinnamon Sticks.



DOUGH SHEETS

Prefer to spread your own sauce and cheese? Dough Sheets are what you need.



SAUCE & CHEESE

Our branded sauce and cheese are a great addition to any of our programs.



RETAIL PIZZA

We have 12" Retail pizzas RTS in your freezer with labels and UPC codes.



PIZZA OPTIONS

ITEM NUMBER	DESCRIPTION	PACK SIZE
502505	12" Self Rise Pizza Crust with Circle	12/12"
504140	14" Self Rise Pizza Crust with Circle	12/14"
502053	16" Self Rise Pizza Crust with Circle	12/16"
550720	7" Self Rise Pizza Crust	48/7"
569102	Golden Crispy Pizza Crust 12"	24/12"
569103	Golden Crispy Pizza Crust 14"	24/14"
569203	Golden Crispy Pizza Crust 16"	18/16"
569404	Golden Crispy Pizza Crust 7"	80/7"
569105	12" Sicilian Pizza Crust, Par-Baked	18/12"
569106	14" Sicilian Pizza Crust, Par-Baked	18/14"
569107	16" Sicilian Pizza Crust, Par-Baked	12/16"
569104	9" Sicilian Pizza Crust, Par-Baked	18/9"

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SELF RISE PIZZA CRUSTS

- 550720
7" Self Rise Pizza Crust
- 502505
12" Self Rise Pizza Crust
- 504140
14" Self Rise Pizza Crust
- 502053
16" Self Rise Pizza Crust



GOLDEN CRISPY CRUSTS

- 569404
7" Golden Crispy Crust
- 569102
12" Golden Crispy Crust
- 569103
14" Golden Crispy Crust
- 569203
16" Golden Crispy Crust



SICILIAN CRUSTS

- 569104
9" Sicilian Par Baked Crust
- 569105
12" Sicilian Par Baked Crust
- 569106
14" Sicilian Par Baked Crust
- 569107
16" Sicilian Par Baked Crust



PANINIS & BREADSTICKS

ITEM NUMBER	DESCRIPTION	PACK SIZE
569101	9" Golden Crispy Original Panini Crust	24/9"

One product makes multiple items.



569101
9" Golden Crispy Original Panini Crust



DESSERTS

ITEM NUMBER	DESCRIPTION	PACK SIZE
569101	9" Golden Crispy Panini Crust	24/9"
221238	Chocolate Chip Pizza Cookie with Bakeable Tray	30/10 oz



221238
Chocolate Chip Pizza Cookie



569101
9" Golden Crispy Panini Crust



DOUGH SHEETS

ITEM NUMBER	DESCRIPTION	PACK SIZE
211944	Flat Sheeted Dough, 16 oz for 12" & 14" Pizza	24 ct
211946	Flat Sheeted Dough, 22 oz for 14" & 16" Pizza	22 ct
500111	6" Pizza Dough Sheet	80 ct

211944
16 oz Dough Sheet

211946
22 oz Dough Sheet

500111
6" Dough Sheet



SAUCE & CHEESE

ITEM NUMBER	DESCRIPTION	PACK SIZE
365262	Prepared Pizza Sauce	6/#10
319698	Golden Creamy Special Blend Cheese	6/5 lb
318855	Mozzarella Shred Whole Milk Cheese	6/5 lb
320548	5 Blend Feather Pizza Cheese	4/5 lb



320548
5 Blend Feather Pizza Cheese



319698
Golden Creamy Special Blend



318855
Mozzarella Shred Whole Milk



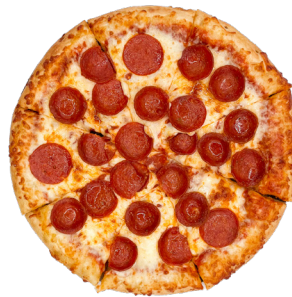
365262
Prepared Pizza Sauce

RETAIL PIZZA

ITEM NUMBER	DESCRIPTION	PACK SIZE
510138	12" Breakfast Pizza - Retail	12/12"
359161	12" Pepperoni Pizza - Retail	12/12"



510138
12" Retail Breakfast Pizza



359161
12" Retail Pepperoni Pizza



ADD ON MARKETING

PANINIS • BREADSTICKS • PIZZA COOKIE • RETAIL PIZZAS



KIOSK



CUSTOM FRABRICATIONS
AVAILABLE



WARMERS & WARMING CABINETS

ITEM NUMBER	DESCRIPTION	PACK SIZE
1	4 Shelf Humidified Warmer	1 each
2	Carosel Humidified Warmer	1 each
3	Dry Heat Warmer, 3 Shelf	1 each
4	Dry Heat Warmer, 2 Shelf	1 each



3 Shelf Dry Heat Warmer



2 Shelf Dry Heat Warmer



4 Shelf Humidified Warmer



Carosel Humidified Warmer

OVENS

ITEM NUMBER	DESCRIPTION	PACK SIZE
1	Moretti Forni Ventless Conveyer Oven	1 each
2	Baker's Pride herthbake Countertop Oven	1 each
3	Wisco 560 Tray Oven 16"	1 each
4	Wisco 421 Tray Oven 12"	1 each



Moretti Forni Ventless Conveyer Oven



Baker's Pride Herthbake Countertop Oven



Wisco 421 Tray Oven 12"



Wisco 560 Tray Oven 16"



PREP TABLES

ITEM NUMBER	DESCRIPTION	PACK SIZE
1	27" Refrigerated Prep Table	1 each
2	48" Refrigerated Prep Table	1 each



48" Refrigerate Prep Table



27" Refrigerated Prep Table

SMALLWARES

ITEM NUMBER	DESCRIPTION	PACK SIZE
561200	Label, Pizza Fresh Made L-Italy	ROLL/250
920101	9" Black Pizza Pan	1 each
920108	7" Aluminum Pizza Pan	1 each
720011	Charge Plate for Custom Boxes	1 each
182419	Little Italy Custom Portion Cup	1 each

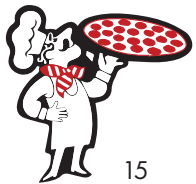


COMPLIMENTARY NON-BRANDED ITEMS

ITEM NUMBER	DESCRIPTION	PACK SIZE
557220	Hot Hand-Pinched Sausage	2/5 lb
557200	Mild Hand-Pinched Sausage	2/5 lb
550047	Cooked Sausage Pizza Topping	2/5 lb
563077	Chicken Breast Strips w/ Garlic	2/5 lb
700080	Generic Clam Shell Pizza Box	250 each
720008	Generic 9" Kraft Pizza Box	50 ct
728018	Generic 10" Kraft Pizza Box	50 ct
720010	Generic 14" Kraft Pizza Box	50 ct
718316	Generic 16" Kraft Pizza Box	50 ct



SHIRTS, VESTS, & JACKETS



SHIRTS, VESTS, & JACKETS



SHIRTS, VESTS, & JACKETS



MARKETING PROGRAM

KNEE PANEL

60" w X 30" t
\$190.00 each



WINDOW CLINGS - INCLUDES 3

10" w X 20" t
17" w X 11" t
14" w X 22" t
qty 3
\$100



MENU FLYERS

5.5" w X 8.5" t
qty. 250
\$60.00



4 WAY STOP
4664 COUNTY ROAD 43 | SECTION, AL 35771
(256) 228-7164

ROADSIDE SIGN

3' w X 5' t
\$150.00 each



Scale: 100% LIVE AREA BLEED

FULL PACKAGE
\$500