



# PIZZA PROGRAM

EQUIPMENT GUIDE



HEARTLAND  
REPS





On average, Americans eat nearly one pizza pie every month. For those of us who really love pizza, that number is a bit low, especially when you consider that 350 slices are consumed in the United States every second!

This level of popularity can directly translate to profits, of course, but to create a successful pizza program, it takes more than just great ingredients. Sometimes the most important element is a great oven.

In this Pizza Program Equipment Guide, the experts at Heartland will take you through all the critical equipment components required for efficient and profitable pizza service.

## Quick Facts

98

98 percent of all Americans eat pizza

250

Americans eat 250 million pounds of pepperoni annually

3

More than 3 billion pizzas are sold every year

1/5

Almost 1/5 of all US restaurants are pizzerias

14

Pizza delivery sales topped \$14 billion in 2020

40

Pizza industry sales top \$40 billion every year



## Equipment Solutions By Stage



### Cold Storage

A great pizza program begins with cold storage. From pepperoni to shredded mozzarella, how ingredients are stored will directly impact how they translate to the pie.



### Preparation

Because pizza is often a high-volume operation, *mise en place* is the only way to ensure consistent and efficient production. This makes prep equipment critical to successful service.



### Cooking/Baking

The world's best *pizzaiolos* will often say their most important ingredient is their pizza oven. It's certainly the most profitable one, so choose wisely.



### Takeout & Delivery

Of all restaurant segments, pizza has always been the unquestioned leader in takeout and delivery. Every year, innovations make it easier.



# COLD STORAGE



Refrigeration Products

Walk-In Coolers & Freezers



# Cold Storage



## U-Line

### Refrigeration Products

U-Line's cold food storage solutions go beyond the basics of refrigerators and freezers. Explore U-Line and discover reach-ins, base refrigerators and freezers, pizza prep tables, and blast chillers that can enhance the capabilities of a pizzeria by reducing food waste and maximizing labor.



## Imperial Brown

### Walk-In Coolers & Freezers

Walk-in coolers, refrigerators, and freezers are the building blocks of any commercial or institutional foodservice operation. Everything begins in a walk-in, and when walk-ins are manufactured custom from Imperial Brown, they can fit inside any given space.





# PREPARATION



**Immersion Blender**

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**Auto Saucer**

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**Slicers & Mixers**

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**Dough Sheeters**

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**Steaming Equipment**

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**Proofers**



# Preparation



## Globe

### Immersion Blender

With Globe Immersion Blenders, you can blend, purée, and emulsify anywhere in the kitchen. Blending sticks range from 12 to 22 inches for easy customization, and they're easy to assemble and dishwasher-safe. Immersion blenders are ideal for finishing off the perfect sauce.



## Wunder-Bar

### Auto Saucer

Looking to implement automation in your pizza operation to help solve labor challenges? The Wunder-Bar Autosaucer will accurately apply a precise amount of pizza sauce and spread it out proportionally across the dough -- and you don't have to worry about it calling in sick.

**Wunder-Bar™**





# COOKING/BAKING



**Rapid Ovens & Conveyors**

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**Conveyor Ovens**

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**Deck Ovens**

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**Stone Hearth Ovens**

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**Artisan Stone Deck Ovens**

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**Brick & Stainless Steel Deck Oven**



# Cooking/Baking



## Doyon

### Pizza Ovens

Known to be one of the preliminary brands in the baking industry, Doyon ovens can help drive pizza profits with consistency and reliability. The Piz3 Pizza Oven shown here provides high-production capabilities with the ability to cook both fresh and par-baked dough and can process three 18-inch pizzas at the same time.



## Marsal

### Countertop oven

Sometimes a countertop is the only space where operators can initiate a pizza program, and with Marsal Countertop Pizza Ovens, kiosks, c-stores, food trucks, and other space-limited operations can leverage counter space to pump out pizzas in either single or double-stacked units.





# Cooking/Baking



## TurboChef

### Rapid Ovens & Conveyors

Speaking of countertops, the TurboChef Rapid Ovens and Conveyors provide speed cooking technologies right on the counter without the need for any ventilation. Known to be the leaders in rapid cook oven manufacturing, TurboChef can deliver high-quality pizzas... fast.



## Middleby Marshall

### Conveyor Ovens

Middleby Marshall is synonymous with conveyor pizza ovens that deliver quality and consistency for high-volume operations. The beautiful thing about impingement ovens, though, is they can be used for much more than pizzas. From hot subs to steaks, consider Middleby Marshall Conveyor Ovens for reliable pizza, as well as menu expansion.





# Cooking/Baking



## Marsal

### Steel Deck Ovens

Operators who buy a Marsal SD Series steel deck oven get a classic deck oven with updated power. With an exclusive burner design and a 2-inch brick cooking surface, every pie has part of the burner system underneath it, leading to consistent heat even during the busiest rushes.



## Marsal

### Brick Deck Ovens

Some of the country's first-ever pizzerias used brick ovens to develop a unique flavor and consistency that pizzerias across the country are still trying to replicate 100 years later. Marsal makes those goals easier to attain with brick deck ovens, as well as stainless steel options, that deliver efficiently, consistently, and with the highest quality available.





# Cooking/Baking



## Bakers Pride

### Stacked Deck Ovens

Anyone who knows anything about pizza production has come in contact with a Bakers Pride oven at some point because they're known as the leading manufacturer of deck ovens. The II For, their II Forno and Superdeck Series Double-Stacked Oven show here gives operators the best of both worlds -- the old-world ambiance of a brick oven with the new-world cooking capacity of stacked deck ovens.



## Beech Ovens

### Stone Hearth Ovens

For artisan styles like Neopolitan pizzas, stone hearth ovens from Beech are designed to deliver a great aesthetic to go with other-worldly pizza. Beech's range includes both gas and electric ovens, as well as wood-fired ovens to produce the unique properties that only wood-fired units can create. Beech is an industry leader in artisan pizza ovens providing an Ol World flavor.





# TAKEOUT & DELIVERY



**Pick-Up Cabinets (PUC)**

**Pizza Delivery System**



# Takeout & Delivery



## Carter-Hoffmann

### Pick-Up Cabinets (PUC)

With the fast rise of off-premise dining over the last few years, especially in the takeout sector, providing the ability to keep pizza hot and fresh is the fastest way to repeat business. When the pick-up process is automated, touchless, seamless, and safe, it makes the customer want to return even more. The Pick Up Cabinet from Carter-Hoffmann is the easiest way in the industry to achieve those takeout goals with cabinets specifically designed for pizza.



## CookTek

### Pizza Delivery System

On the delivery side, getting pizza from the oven to the door as quickly as possible is important, but that pizza needs to be hot and fresh, not just fast. While pizza has always been one of the drivers of foodservice delivery, we've come a long way from those basic thermal bags. With the Pizza Delivery System from CookTek, drivers can now use induction heating to keep pizza hot all the way to the doorbell.





# Let's Develop Your Pizza Program!

There's only one way to know which pizza oven is right for you, and that's to test your favorite recipe in a suite of different units. Visit one of our conveniently located test kitchens, and we'll help you craft not only the perfect pizza but the perfect pizza program for maximum profit.



## **Kansas City**

415 East 3rd Street  
Kansas City, MO 64106

[Schedule A Demo](#)



## **St. Louis**

407 Droste Road  
St. Charles, MO 63301

[Schedule A Demo](#)



## **Omaha**

9354 G. Ct.  
Omaha, NE 68127

[Schedule A Demo](#)



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