

Hawkeye Foodservice Distribution, Inc.

Make Your Own Fresh Pizza Project



*It's The Best Kind of Fundraiser:
Fast, Easy, Fun, and Profitable!*

Hawkeye
Foodservice
Distribution



fast • focused • friendly

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Introducing Hawkeye's Make Your Own Fresh Pizza Project

If your organization is in need of a fun and easy way to raise funds, you've come to the right place. Hawkeye can help you coordinate a make-your-own 14" pizza project, and we can provide you with all the information and supplies necessary to make the project a profitable success. With Hawkeye's program there are 14 varieties of pizza to choose from, each with lots of cheese, savory sauce, and trimmings. Additional toppings and crust may be available upon request.

As page 4 shows in detail, the average profit per pizza (using our suggested sell price) is \$4.00 to \$5.00. Therefore, if you have 100 sellers, they need sell only 12-15 pizzas each for your organization to earn approximately \$6000.

Once you've sold your 1500 pizzas, don't panic! We'll show you how to organize a team, and an efficient work space, to help your "Make Day" go smoothly.

This booklet will give you a good start toward understanding what is involved in the Make Your Own Fresh Pizza Project. Your local representative will be available to give you more information and assistance as you get closer to your target date. It is our goal to assist your organization in achieving the highest profitability possible.

In This Booklet...

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Numerous Varieties Available... With All The Traditional Favorites!

<u>Varieties</u>	<u>Suggested Selling Price</u>	<u>Your Estimated Cost</u>	<u>Your Estimated Profit</u>
1. Super Supreme	\$8.50	\$3.48	\$5.02
2. Supreme	\$8.50	\$3.48	\$5.02
3. Pepperoni/Sausage/Mushroom	\$7.50	\$3.04	\$4.46
4. Sausage-Mushroom-Onion	\$7.50	\$2.97	\$4.53
5. Canadian Bacon	\$7.50	\$2.95	\$4.55
6. Sausage and Pepperoni	\$7.50	\$2.74	\$4.76
7. Sausage and Mushroom	\$7.50	\$2.70	\$4.80
8. Ham and Mushroom	\$7.50	\$2.82	\$4.68
9. Pepperoni and Mushroom	\$7.50	\$2.68	\$4.82
10. Ham	\$7.00	\$2.84	\$4.16
11. Pepperoni	\$7.00	\$2.35	\$4.65
12. Hamburger	\$7.00	\$2.61	\$4.39
13. Sausage	\$7.00	\$2.49	\$4.51
14. Cheese	\$6.50	\$2.32	\$4.18

1. 16" Pizzeria Style Pizza Pan	\$6.00	\$4.00	\$2.00
2. 2" Pizza Cutter	\$5.00	\$3.25	\$1.75

Supplies for 200 to 1200 pizzas

1. (2) 32 oz. portion scales
2. (2) 6 oz. ladles
3. (15-20) 8" foil pie pans (or the equivalent)
4. (1) heavy duty can opener (Swing Away makes a good one)
5. (1) rubber spatula.
6. measuring cups: (6) 1 cup, (1) 3/4 cup, (4) 1/3 cup, (2) 1/4 cup
7. (12) bus tubs or plastic dishpans, approximately 6" deep (or the equivalent)
8. (4) 5-gallon plastic buckets or something comparable
9. (6) large serving spoons (not slotted)
10. lots of cleaning rags or heavy duty paper towels
11. masking tape and marking pens (optional)
12. knife or box cutter
13. large trash bags, small plastic bags for clean-up and leftovers
14. visqueen for covering tables (optional)
15. boxes (must be at least 14 X 14) for carrying finished pizzas (The boxes that the cheese, crust and circles come in can be used for this purpose. You may want more.)
16. plastic gloves, hats

Most of the things you will need for pizza making are things from home. If you are lucky enough to be able to use a school or church cafeteria, most of these things will already be there. Some items are not mandatory but are good to have. You may be able to find them locally or have them donated, but if you need to purchase them we do have them at reasonable prices.

It is imperative that you have scales and ladles in order to portion accurately. Diet and postal scales are not accurate for this purpose. If you are in need of these items, talk to us when you are ordering and we can lend them to you at no cost or you may purchase them.

Remember when reading the following pages that all ounces given are weighed out ounces and not fluid ounces. Also be sure you use the required measuring cup (i.e. 1/2 cup, 1/3 cup) in order to insure accuracy.

Hawkeye pizza sauce is fully prepared with spices added. However, we include additional seasoning which needs to be added as the sauce is put into the buckets to go onto the tables. This gives the sauce a fresher, brighter taste. If you do not wish to use this, tell us when you call in your order and we will not send it. The recipe for the spices is: 1/2 cup Italian Seasoning for every two cans of sauce. Fold the seasoning into the sauce and stir thoroughly.

Be sure to measure accurately...your profits depend on it!

Pizza Specifications

Outlined on the next two pages are the actual ingredients to be used for each variety of pizza. Please note that each variety of pizza will require one crust, one cardboard circle, one bag and one tie-band. Since these ingredients are common to every variety of pizza, they have not been included in the specifications below. All weights given are weighed out weights, not fluid measurements.

<u>Pizza Type</u>	<u>Ingredients</u>	<u>Amount</u>	<u>Measure</u>
14" Cheese Pizza	Sauce Cheese	7 oz. 10 oz.	6 oz. ladle (level) weigh on scale
14" Sausage	Sauce Cheese Sausage	7 oz. 8 oz. 5 oz.	6 oz. ladle (level) weigh on scale 1 cup (rounded)
14" Pepperoni	Sauce Cheese Pepperoni	7 oz. 8 oz. 2 oz.	6 oz. ladle (level) weigh on scale 26 slices (4-6-6-6-4)
14" Ham	Sauce Cheese Ham	7 oz. 8 oz. 5 oz.	6 oz. ladle (level) weigh on scale 1 cup (level)
14" Canadian Bacon	Sauce Cheese Canadian Bacon	7 oz. 8 oz. 4 oz.	6 oz. ladle (level) weigh on scale 16 slices
14" Hamburger	Sauce Cheese Hamburger	7 oz. 8 oz. 5 oz.	6 oz. ladle (level) weigh on scale 1 cup (rounded)
14" Pepperoni and Mushroom	Sauce Cheese Pepperoni Mushrooms	7 oz. 8 oz. 2 oz. 2 oz.	6 oz. ladle (level) weigh on scale 26 slices (4-6-6-6-4) 1/3 cup (level)
14" Ham and Mushroom	Sauce Cheese Ham Mushrooms	7 oz. 8 oz. 3 oz. 2 oz.	6 oz. ladle (level) weigh on scale 3/4 cup (level) 1/3 cup (level)

<u>Pizza Type</u>	<u>Ingredients</u>	<u>Amount</u>	<u>Measure</u>
14" Sausage and Mushroom	Sauce Cheese Sausage Mushrooms	7 oz. 8 oz. 4 oz. 2 oz.	6 oz. ladle (level) weigh on scale 1 cup (level) 1/3 cup (level)
14" Sausage and Pepperoni	Sauce Cheese Sausage Pepperoni	7 oz. 8 oz. 4 oz. 2 oz.	6 oz. ladle (level) weigh on scale 1 cup (level) 26 slices (4-6-6-6-4)
14" Sausage/ Mushroom/Onion	Sauce Cheese Sausage Mushrooms Onions	7 oz. 8 oz. 4 oz. 2 oz. 1-1/2 oz.	6 oz. ladle (level) weigh on scale 1 cup (level) 1/3 cup (level) 1/4 cup (level)
14" Pepperoni/ Sausage/Mushroom	Sauce Cheese Pepperoni Sausage Mushrooms	7 oz. 8 oz. 2 oz. 4 oz. 2 oz.	6 oz. ladle (level) weigh on scale 24 slices (4-5-6-5-4) 1 cup (level) 1/3 cup (level)
14" Super Supreme	Sauce Cheese Pepperoni Sausage Ham Mushrooms Green Peppers	7 oz. 8 oz. 2 oz. 4 oz. 2.5 oz. 2 oz. 1-1/2 oz.	6 oz. ladle (level) weigh on scale 24 slices (4-5-6-5-4) 1 cup (level) 1/2 cup (level) 1/3 cup (level) 1/4 cup (level)
14" Supreme	Sauce Cheese Sausage Ham Mushrooms Green Peppers Bacon Bits	7 oz. 8 oz. 4 oz. 2.5 oz. 2 oz. 1-1/2 oz. 1 oz.	6 oz. ladle (level) weigh on scale 1 cup (level) 1/2 cup (level) 1/3 cup (level) 1/4 cup (level) 1/4 cup (level)

** 1/4 cup Italian Seasoning for every two cans of sauce.**

First Things First: Organize Your Team!

Everyone wants to run a well-organized project! To do so, it is essential to assign the major responsibilities to specific people. If the group is small, one person may fill several capacities. If the group is large, you may want several people to share each phase. It is also best to have one of these leaders available during delivery to check in the order with the driver.

Key Task Areas:

1. Coordinator

Communicate with the Hawkeye representative to schedule your date, call in orders, arrange for product delivery, and coordinate the program in general. This person is usually the project leader.

2. Sales Leader

Responsible for organizing and motivating the membership for their selling campaign, and distributing order forms. It is important to have every member participate.

3. Production Leader

Obtain a place to make pizzas, gather equipment, set up production line, assign jobs on the day of pizza making, and oversee making of pizzas in general.

4. Quality Control Leader

Work in conjunction with the Production Leader to be sure portions and quality are up to par when making pizzas.

5. Distribution Leader

Organize and oversee the distribution of pizzas, whether picked up or delivered, and be responsible for the collection of money. This person is usually responsible for payment of the invoice.



Ten Steps to a Successful Pizza Project

1. Establish the date and place you want to make pizzas.
2. Call your Hawkeye representative to verify.
3. Take orders for pizzas.
4. Call orders in to Hawkeye representative.
5. Accept delivery of pizza supplies.
6. Make pizzas.
7. Have pizzas delivered to and/or picked up by customers.
8. Collect money.
9. Pay Hawkeye within 10 days of project.
10. Enjoy the fruits of your labor!

Scheduling

Be sure to schedule your Pizza Project with your Hawkeye representative by telephone or letter at least three weeks prior to the day you wish to receive your delivery of supplies. This enables Hawkeye to have sufficient products available and to plan our delivery routes.

Calling In Your Order

When you schedule your project with your Hawkeye representative, we will tell you when to call in your order and when/where to expect your delivery.

Delivery of Supplies - Payment Terms

You will want to have one of your leaders there during the delivery to check in the order. Our driver will bring your invoice with him and you may use it to verify the items he is delivering. This invoice should then be passed on to the person who will be responsible for paying the bill. The bill must be paid 10 days from the date of your project. This should allow time for the pizzas to be delivered, money to be collected and turned in, and a check or money order for the invoice amount sent to us. If your customers write checks to you for their orders, **be sure they make the checks out to your organization.** Hawkeye cannot accept individual checks from your customers as part of our payment.

Under regulations published in the Illinois Administrative Code, we are required to charge tax on sales of food and supplies except where sales are made to exempt organizations which are registered as retailers with the State of Illinois. If there is any question as to your organization's exempt status, we may request a copy of your letter of exemption or your retailer's exemption number. If you do not already have one, you may request an exemption letter from the state. Mail your request to the Legal Service Bureau, Illinois Department of Revenue, 101 West Jefferson, Springfield, Illinois 62708. Telephone (217) 782-7054.

Sales Strategies

What Kinds of Pizza to Sell

We have 14 varieties of pizza available. Most groups will select four to seven kinds from this list. The choice is yours!

What to Charge

We offer suggested selling prices in this manual. Again, the choice is yours. We suggest that you do not collect for the pizzas until you deliver them, but you can arrange the collection procedures as you desire.

Who Should We Sell Them To?

Everyone! On the phone or in person. Visit offices and factories, go door-to-door in neighborhoods (days only, in pairs, and with at least one adult). Sell to friends, relatives, people who sell things to you, and members of other organizations you belong to. Give everyone the opportunity to order. This is a good, wholesome project, offering a great product for a fair and equitable price. Once they have purchased one pizza, they will always reorder. That's why this fundraiser is so terrific!

Information Your Sellers Should Know

1. Prices of pizza and when payment is to be made.
2. Date and place of pick up or delivery date.
3. Types of pizza you are selling.
4. Name of your group.
5. Ingredients on the Supreme Pizza (if it is your own selection).
6. Prices of trays and cutters (if you are selling them).

What Your Sellers Should Ask Their Customers

1. Name
2. Address
3. Phone Number
4. Do they know anyone else who might like to order?

How Long To Sell

Generally ten days to two weeks is sufficient. Too much time is as bad as too little. Suggest that each person go home, pick up the telephone and call 15 people they know right away, while they are thinking about it. If each phone call sells two pizzas, the goal is nearly met.

Order Forms - Yours or Ours?

Colored flyers with order forms on the back are available at no charge, or you may prefer to make your own. If you will be using ours, please call and tell us at least one week prior to the start of your selling campaign.

Incentive...Yes or no?

The object of your fundraising is not always enough to motivate your people. If you need the money to go on a canoe trip, or to send the school band to the Rose Parade, everyone involved is motivated by knowing they will get the benefit of the funds. However, if you need the funds to pay for an insurance premium or for a new roof, sometimes that just isn't a visible enough goal to motivate people to sell as much as they can. You may need to have a program to give awards to the top sellers.

Second Time Sales

Keep records of your sales! Next time it will be easy to phone your customers and quickly get a reorder. Build an ongoing clientele, and for each project set a goal of "x" new customers for each member. It is always easy to get referrals from previously satisfied customers.

***Your main objective is to make
as much money as possible, with the least
amount of effort, in the shortest period of time.***

***Remember...Help Is Available
From Your Local Hawkeye Representative!***

Getting Ready For The Big Day

1. Have your key people come in an hour ahead of the rest of your group. They can:
 - Set up tables.
 - Appoint a Kitchen Chairman to supervise the kitchen duties.
 - Start opening the cans in the kitchen. Do not open all cans (you may not need them all). Mix enough sauce to start (one bucket per line plus two backup buckets).
 - Open and drain mushrooms and peppers. Ham contains a lot of water, so it may need to be drained also.
 - Count out the correct number of cardboard circles per type of pizza (white side up) and intersperse them with the crusts (i.e. circle, crust, circle, crust, etc.) This is critical, as it is your control. Be sure the count is accurate! Just because a case of circles says 100 does not mean there is 100. Count them.
2. As cans are opened, they can be washed and used under table legs to raise the table height to working level. This is a great help to the general morale of the group.
3. If meat products are frozen, thaw by immersing in cool water. Warm or hot water will turn the meat gray.
4. Make one kind of pizza per line at a time. Be sure the ingredients are spread evenly to the edge of the crust. Place ingredients in this order:
 - A. Crust
 - B. Sauce
 - C. Cheese
 - D. Meat Toppings
 - E. Vegetable Toppings
5. Arrange pepperoni and canadian bacon in a pattern. Pepperoni should be placed in rows. (See "pizza specifications" for counts.) Canadian bacon: 10 outside circle, 4 inside circle and 2 in the middle.
6. Finished pizzas should be bagged and stacked (untied) in piles of five. This helps to "set" the ingredients. Twist ties are put on from the bottom of the stack up to the top to be sure the air is out of the bags. When you get to the top one, exchange it with the fourth one that has already been tied. Never tie a bag without another pizza on top or it will have air in it (causing shifting and sliding when piled).

7. Do not allow drinks or smoking on or near the assembly line. Play music while you work, and have fun! A general rule of thumb is for every 12 people you can set up one line (you have 5 lines). Each line will average 150 pizzas per hour (you are now making 750 pizzas per hour).
8. As you finish making the pizzas, they should be stacked in separate groups in an area accessible to the pick-up point. Orders then may be pulled and placed together ahead of time or as they are picked up. If you have a good control on the count from the circle/crust stacking referred to previously, you may want to have a crew putting orders together as soon as you have some of each kind finished.

Delivery Methods

There are several types of delivery: One where each member delivers the pizzas that he or she sold; the other where the town is divided into two sectors and a delivery team is assigned to each sector. Either way, the orders need to be pulled by your Control Committee and rechecked as they are handed to the delivery people. Pizzas must be delivered the day of making (or be frozen).

You may have some other delivery system that you feel will work. Be sure that if the pizzas are delivered and the money collected individually that the members know the amount of money they must turn in, when it is due, and who they should give it to.

Payment and Profit

Your fundraising project is a success when you've made a profit. Obviously, the profit is determined when you have collected for all the pizzas you sold and paid for all the products you have used. Be sure that the person who received the order from our delivery person gives the invoice to the proper person to pay. Since service charges can reduce your profits, timely payment is part of the success formula. Invoices are due and payable 10 days from the date of your project.

Pizza Line Set Up - Production Top View

