

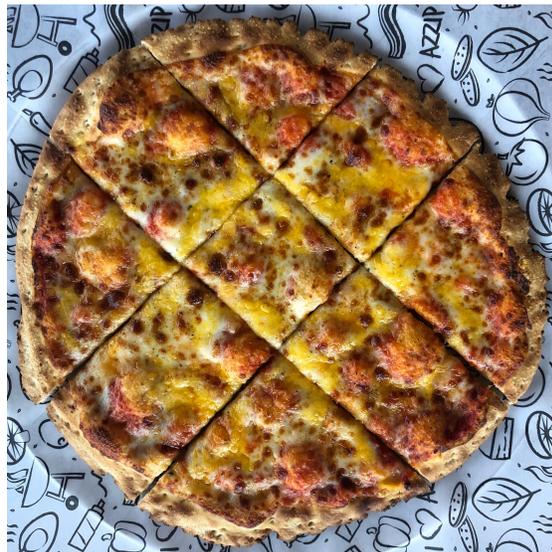
Pizza Making

The Saucer and The Loader

Finally, making pizzas! It goes without saying that making good pizzas is an important part of our business. Before we get into too many of the details of the pizza itself, it is important to talk about how the Azzip Mindset plays into the pizza making process. Quite simply, Azzip wants every guest to “Create Something Delicious”. This means a few things:

It's Personal - The guest gets to make the exact pizza they would like through the Azzip team and through each employee. In order to do this, it is critical our team is listening very closely to the guest. As a pizza maker myself, I love it when a guest gives me detail for how they would like their pizza because it can help keep pizza making from being monotonous. It also gives us a chance to really impress that guest. If someone does have a special request such as light red sauce or extra mushroom, they are going to be watching what our pizza maker does when the ingredients are applied so we have a great chance to rise to the occasion!

Uncommonly Great Pizza - We want to exceed the guest's expectations when they take their first bite. If someone chooses to eat at Azzip, they likely believe it will be good but they likely don't think they will have the best pizza they have ever had. As pizza makers, we have an opportunity to wow them with our product. However, in order to do this, we must be intentional about how we make the pizza and pay attention to the details. Even if it is just a cheese pizza, we have an opportunity to make it the best cheese pizza the guest has ever had. However, in order to do that, we must nail the basics! Below is an example of how a cheese pizza at Azzip can be average or amazing.



On the left is what I would say is a fine cheese pizza. A customer would eat that and not complain. It is cooked properly and with a quick glance there doesn't appear to be anything wrong with it. The problem is we aren't going for fine. We are going for uncommonly great pizza! That is the level that the cheese pizza on the right has been taken to. So let us dive a little deeper.

First, the pizza maker on the right didn't miss any spots with the cheese and left none hanging off the edge to be cooked onto the black mat whereas if you look closely at the pizza on the left you can see a handful of spots with bare sauce or bare crust. Next, the pizza maker on the right offered the guest some suggestions that helps take the cheese pizza to the next level. An extra piece of cheese because the guest is not getting any meat? Yes, please. A sprinkle of cheddar to really get cheesy? You bet. Some Zip Dust to give it a third type of cheese and some great Italian flavor? Why not. Boom, now you may have just created someone's favorite cheese pizza.

I cite this example not to suggest that every customer would rather have cheddar and Zip Dust on their cheese pizza, but only to point out that a few extra questions and details can really make what would seem like just another average pizza an uncommonly great pizza. As a member of the Azzip team, challenging yourself to notice those little details on each is critical because it helps us exceed our guest's expectations.

Cleanliness - Another important consideration for anyone on the line is to keep the make station clean. If our make station is dirty, a detail minded guest will immediately associate our pizza with that of our lesser quality minded competitors and it can even have an effect on their perceived taste of the pizza. Cleanliness on the make station includes a clean area for the pizzas the slide across, no mixed ingredient or crumbs, clean gloves and clean utensils.

Speed - Making pizzas quickly is not the most important thing at Azzip but being quick and not wasting time is critical to getting customers through the line in an efficient manner. A couple things to keep in mind that will help with increasing speed on the line:

- Practice - the more you practice intentionally, the faster you will get. Your hands will more naturally grab the correct portions, you will know where to reach, etc.
- Work smart - no one should ever have idle hands on the line. If you are working as the loader, as soon as you finish making a pizza and place it in the oven, take the next pizza from the saucer. It is very normal as part of an efficient line that the loader will help put meat,

cheese and even sauce on a pizza, especially when a single customer orders multiple pizzas.

- Use assistance – know when to call in the float to help whether it is for an additional set of hands to help get through a large group of people or someone to grab a backup pan of an ingredient or perform a wipe down of the make station for you.

Crust – It’s Personal

The first step in the pizza making process is a greeting! This position will likely be the guests first interaction with our team, so it is important to make a good first impression. **Begin with a smile and a greeting such as “hello”, “hi”, or “how are you?”**. Do NOT begin with “what size?”.

Once you have greeted the customer, inquire what size pizza they would like. Then transfer the crust from parchment paper to black mat. This should be done carefully by flipping the pizza on the mat and then carefully peeling the paper off of the dough, doing this too quickly can lead to stretching and crust that look more like footballs than circles.

Azzip also serves a 10 inch low carb cauliflower crust and a 10 inch gluten free crust. Both of these have the same cook time as our normal dough but there are some important things to consider. First, with the cauliflower crust. The cauliflower crust has a tendency to come out dry if the normal amount of sauce is used on it. So when saucing on this type of crust consider that and add extra sauce and ensure you are getting the sauce to within an inch of the edge of the pizza. Portions of the cauliflower crust that do not get enough sauce will be very dry and even more apt to burn. For other toppings on the cauliflower crust use normal big zip portions.

See allergy section of Azzip way for details surrounding the safe handling of the gluten free crust. A gluten free crust gets normal big zip portions of sauce and toppings.

Some other great tips for this first interaction with the customer before you get too far in the process:

- Recognize first time customers and make them feel at ease, offer to explain the Azzip Process and be ready to give them the Azzip Elevator Pitch.
- Be attentive and make good specific recommendations to ensure our customers get exactly what they’re looking for. Offer making two different pizzas on separate halves of the crust to those unsure about trying something. Offer a sample if the guest is unsure about a specific topping or if they would like to try something.

- Always check with the guest before moving on to the next step after a special request to ensure the customer is getting the pizza they intend to.

Sauce Boss

When it comes to saucing the pizza, there are many details a true pizza artist must consider:

- At Azzip, we spiral our sauce on the crust. Lines that zig zag across the crust puddle up on the edges and lead to a very inconsistent pizza eating experience.
- The sauce should be uniform and there should not be any large gaps.
- Each pizza should have a crust about the width of a thumb where there is no sauce.
- We try to use the same spout size across sauces, but the size of the spout (or hole at the top of the cap) will directly affect how hard you need to squeeze to get the sauce out and how much you need to put on the crust. For example, if the spout is large, you will not need to squeeze as hard and you may not need as many spirals to apply the same amount of sauce because the lines will be thicker.
- Sauce viscosity is also a big factor of how hard you need to squeeze and how fast the sauce will come out.
- Azzip Pesto is the most unique of our sauces and also the riskiest. Here are some important things to consider. The pesto must be shaken before use if it has sat for any period of time over 15 minutes, this is because the herbs settle to the bottom after resting and if you do not shake it with your finger over the spout the only thing that will come out when you turn it over the pizza is oil. The pesto is also the only sauce that we need to go lighter on (refer to topping guide for specifics). Too much Pesto will ruin the crust with the excess oil that will not allow the crust to cook properly and ultimately turn out to be soggy.



- When multiple sauces are used it is important to cut back on the amount of each sauce. The same effect that causes the crust to become soggy with too much Pesto will happen if we double or even triple up the amount of sauce going on the crust.

Winning combinations! To be a true sauce boss, you must have a handful of winning sauce combinations up your sleeve to recommend to guest who are tempted to go with a basic Italian Red. You can see a few of our favorites on the prior page.

Cheese

As mentioned earlier in this section, the placement of cheese on a pizza can really make or break the pizza. We use sliced mozzarella cheese because when placed properly it allows for great even coverage without big clumps or cheeseless spots. In order to get this even coverage, it is critical to follow Azzip's golden cheese rule: rip the last piece of cheese. Ripping the last piece of cheese has many benefits but the biggest is that it allows for optimal coverage. Without doing this step, gaps in the crust are inevitable. It also shows the guest that we are crafting their pizza, not just throwing it together.

If a guest does not order meat, you should ask if they would like an extra slice of cheese instead. This can go a long way in making sure each and every gap is covered on a routine cheese pizza.

When a guest asks for extra cheese, there are a few things to keep in mind. First, the follow up question: would you like the extra cheese on the top or bottom. If they would like it on bottom, you can apply the additional cheese at that time. If they would like it on top (pro move) you will set the cheese on the black mat next to the pizza and let your teammate know that the extra cheese is set to go on top. Second, extra cheese for a little zip means two extra slices, extra cheese for a big zip means three extra slices, and extra cheese for a kid's pizza is one extra slice. Keep in mind this is different than an extra piece for not getting a meat, which is always one slice. Third, extra mozzarella incurs a small upcharge. In order to ensure that extra charge is not forgotten at the register, let the cut/pay side know discretely that a pizza is coming through with extra cheese. If a guest balks at the thought of paying for extra mozzarella, offer some cheddar on top for no extra charge.

We also have a shredded vegan cheese. If this is ordered change your gloves before reaching into the pan as we don't want to contaminate the fresh cheese from the pan, the next customer who orders it could have an allergy.

Topping Tips and Tricks

Here are some universal rules for topping any ingredient coming out of a pan:

- Use two hands to sprinkle the topping on. It allows for much faster and consistent topping.
- Start from the outside and work your way in, this helps us avoid the dreaded center loaded pizza (a pizza with all the toppings in the middle and not enough around the edges).
- Azzip wants every single piece of the pizza regardless of the size to have a taste of every topping. It, however, does not have to be in every bite, that would be overkill with many of the stronger flavored toppings. This all goes back to how intentional the pizza maker is being.
- The appropriate amount of a topping will look like it has been under portioned if it was not spread out well enough, another reason it is critical not to leave any one piece or bite too heavy or lite with toppings.
- We should be able to get multiple meats and every veggie on a pizza while the product still looks like a pizza, not a salad. Here are a couple pictures of a pepperoni pizza with every veggie that are still good-looking pizzas that cook consistently. Obviously if guest continue asking for more of a certain veggie, we can load them up. But this is a great starting spot for the loaded pizza that ensures the crust cooks properly and food cost aren't out of control. We will go through techniques to help with that throughout the rest of the pizza making guide.



The Meat

The way Azzip approaches our pricing model is a bit different than others in the industry. Rather than opt for an all in one pricing model or a charge by every topping model, we have relied on a model that focuses on quality, value,

and simplicity. What this means for the guest; one meat with each pizza purchase. After that, pay by the meat.

I mention this because it has a large impact on a team members mindset when making a pizza. **Because we use a higher quality meat it is critical that we portion the appropriate amount in order to keep our food cost in line and allow us to continue to choose the best tasting option each time.** So, what does that mean when it comes to portioning?

Topping Guide Adherence - When a customer orders one meat the portion of that meat should be in line with what is shown on the topping guide. It is recommended to weigh out the appropriate portion of each meat while training and hold this in hand to get a feel for what that amount should be. Then put it on the pizza and see what the perfect portion size looks like.

There is a long list of reasons not to over portion a pizza, but it is also important not to under portion a pizza. Although this may help the stores food cost, it is also at the guest's expense.

Double the Meats - When a customer orders two or three meats, the customer gets double or triple the meat for a small charge for each additional meat. Use the same portion amounts for each that you would if it were the only meat on the pizza. This is also true if someone gets double the same meat. Whenever this happens, it is best to get one portion of meat out and top the pizza, and then repeat and do the same thing almost separating it into two different actions. Then the customer knows they truly are getting that second portion.

The previous rule on multiple meats has a couple exceptions, Azzip Picks and Employee Pizza of the Month's. Whenever multiple meats are used on these pizzas, it is critical that we only use half portions of each meat in order to ensure our food cost remain in line. This is especially true on a pizza like the T-Rab special that has both chicken and bacon on it (our two most expensive meats). Portioning a T-Rab with a normal portion rather than a half increases the Cost of Goods Sold of that pizza by over 30%.

Proper Handling of Vegan Products - We offer a vegan sausage that we call "zero sausage". If this is ordered change your gloves before reaching into the pan as we don't want to contaminate the fresh vegan sausage from the pan, the next customer who orders it could have an allergy.

Available Half Portions - It is also important to note that guests may get half meat portions on any pizza for no additional charge. So, if a guest would like half portions of sausage and pepperoni, that would not be an additional charge.

Clump Free Toppings - Be sure not to portion clumped meat. As you are topping the pizza rub your fingers together to ensure it is breaking up. This is especially true for our bacon. Along with being a very expensive meat, it has a tendency to clump together with all of the fat from the cooking process.

Consistency - Inconsistencies in portioning don't just have poor consequences at your store, they have consequences at all Azzip's that come from guest not being able to get the same experience at each of our restaurants.

The Veggies

One of customers favorite parts about Azzip's model is that they are able to get a wide variety of fresh vegetables at no extra charge. As a member of the Azzip team, it is important to recognize and learn all of the different details that go in to making this happen from ordering and preparing the vegetables to putting them on the pizza. In this section however, we will just cover the topping of those vegetables. In order to do that most effectively, we have broken this section up into a number of groups that should allow a new member of the Azzip team to learn the process easier. These groups are oriented by the order at which they should ideally be put onto a pizza in a couple different manners:

- How stackable they are (i.e., how flat they are)
- How the heat from the oven effects them

It is also important to note the philosophy Azzip maintains surrounding topping veggies on a pizza is very different from meat, as the number of veggies that go on the pizza increase, the amount of each veggie should decrease. In a situation in which all the veggies are ordered, it may be necessary to just include a sprinkle of each ensuring just to get a small portion on each slice. When only one is ordered however, use the topping chart to determine how much should go on.

One tip to keep in mind when topping veggies is start with less. It is always easier to add more if a customer asks but removing is not always an easy option (garlic, sundried tomato, etc). We ask that you start with a lite amount in your finger tips and then use different questions and social ques to gauge whether the guest would like more of that topping or not.

Easy to Wilt

Spinach and Mushroom should go on as soon as they are ordered. Both of these ingredients shrivel a great deal as they are cooked in the oven. If spinach is the only veggie ordered, a good recommendation to the customer may be seeing if they would like any additional sauce drizzled on top or cheddar sprinkled on top to keep it from wilting in the oven.

Workhorse

Onions and green peppers, two of our most popular veggies should go next, these ingredients hold up well in the oven and are portioned very similar to each other in amount and placement. These ingredients are also very flat which makes it easy to spread any additional veggies on top of them. When you place either onion or green pepper on the pizza you should have no overlap of the same veggie. If your onions or green peppers are overlapping it is because you are not being careful enough in ensuring they are spread out.

Strong Flavors

1/9th pans are full of our strongest flavored ingredients: hot pepper blend, olives, sundried tomato, banana pepper, pineapple, and garlic. These ingredients are in these pans not just because they are less popular but because these smaller pans serve as a good reminder to portion less of them. Reaching in just with the fingertips to pull these out really helps control how much we put on.

These toppings are a great time to recall the start with less tip. The strength of the flavor of one clove of garlic or even a banana pepper extends beyond just the bite it is eaten with because whenever it cooks on the pizza the juice from those ingredients really spreads. This is another reason we drain many of these ingredients before panning them.

Tomatoes and Potatoes

Potatoes are often topped as late as possible because of their shape. It can be tough to top other ingredients on potatoes without fear of the other ingredients sliding off. They also stand up nicely to the high heat of the oven.

Although tomatoes are flat, we often top them late because they look so nice on the top of the pizza and similar to potatoes, the high heat of the oven can actually enhance the taste of these. The size of tomatoes can vary widely, but we are usually looking for 4 to 5 for a little zip and 6 to 7 for a big zip.

The Finishers

Many Azzip guest will opt for a finishing touch on their pizza. The most popular of these is cheddar but it also includes Zip Dust, red pepper flake, and Romano Cheese. Romano Cheese is similar to Parmesan, but it has a higher moisture and fat contentment and is aged for five months longer. These differences help make it a richer and more flavorful cheese.

When a guest asks for Cheddar on their pizza, we should try to make it the last ingredient to go on the pizza. We do this because it melts nicely on top and can really help hold all of the ingredients together. In order to achieve this, just a big pinch of cheese is necessary. Think of it almost like another 1/9th pan ingredient.

Review the topping chart to gain a better understanding of what this amount looks like, it is probably less than you would think. It is easy to grab a handful when a guest asks for cheddar, but this is not necessary for a few reasons: it can overpower the pizza, it is very dense and can lead to the pizza not cooking properly, and it is expensive. If you put a large pinch of cheddar on and a guest ask for more which is common, always oblige. But it is important to not go for that big handful to start.

When shaking zip dust, be sure not to completely flip the shaker upside down as this will dump the dust onto the pizza. And for all of these finishers, dumping them is not necessary, a light sprinkle will ensure the flavor is spread throughout the pizza. Just make sure when sprinkling all areas of the pizza are hit and no piece is left behind.

Quality Check

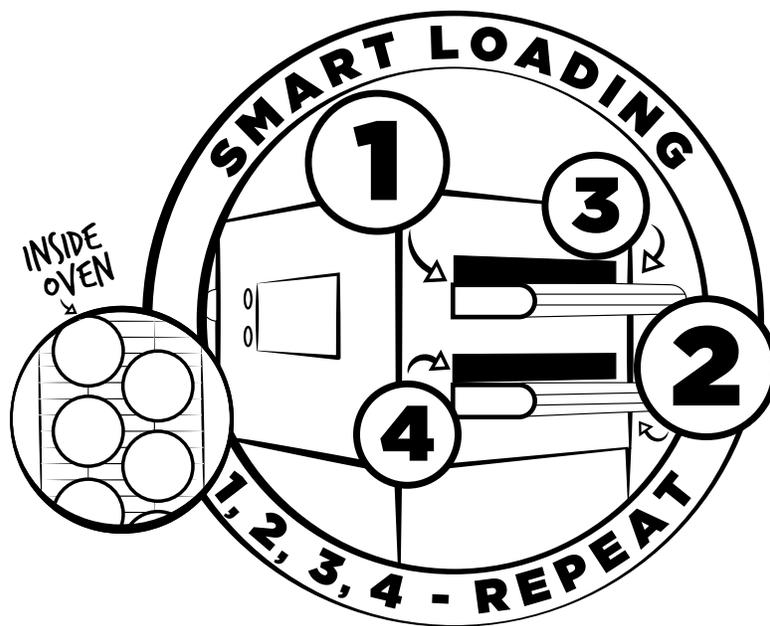
Before you put the guest's pizza in the oven, it is important to ask them how their pizza looks. This final check ensures that the guest is getting the exact pizza they would like. When you ask this question, pay careful attention to the guest's body language and make sure there is no hesitation in their answer. If they do have apprehension, inquire because it is much easier to remake a pizza before it goes in the oven than after. It also helps us avoid any surprises and miscommunications at the register.

Intentional Loading

Loading the pizzas in the oven is the process of moving them from the make station to the oven. It is important to follow a uniform staggered pattern and to go in a standard order when loading like shown below for the following reasons:

- Avoids confusion on cut side of the oven. Confusion leads to guest receiving the wrong pizza and sometimes they may not even realize it until they get home.
- Keeps wear on belts and oven consistent.
- Promotes better airflow with maximum space between each pizza.
- Buys the cut station employee more time because it spaces pizzas out more.

Avoid putting two kid sized pizzas on the same black mat as this can also cause confusion and a sharp increase in necessary pace at the cut station side.



The only exception to the loading of the pizzas this pattern is an allergy gluten free pizza. Gluten free allergy pizzas need to go in the top to ensure that crumbs do not fall on it as it comes out.

Salads

The Azzip Salad is a very nice offering that helps set us apart from other restaurants. Rather than have a premade salad, we offer guest the chance to build their own salad just like they get to build their pizza! So, it is important to keep the same mindset in place for salads as you do for pizzas and work intentionally on building a great salad. When we first opened, we didn't have any idea that the Half & Half would be such a popular offering, but it quickly became a favorite of many Azzip regulars and continues to be to this day.

Side salads, half salads, and zip salads are all built in a very similar manner. The biggest difference is just how much lettuce and spinach are put in the bowl as the base, use the chart below for guidance on that.

The first portion of the salad process for half and half and zip salads is the crust. We put Azzip Pesto and Romano cheese on the crust which turns it into a really nice crouton like addition to the salad. For the pesto portion, go with a slightly heavier portion of pesto than you would when making a pizza. One easy way to think about it is the same portion size or amount of sauce you would use for red sauce on a pizza. This ensures that there aren't any dry spots on the crust. Then finish it off with a sprinkle of Romano cheese.

When you begin to make the actual salad, grab two salad bowls. One will be to put the salad in, the other will be used to toss the salad before it is served. For now just keep them stacked, the team member on the cut station will do the tossing. The next step is asking the guest if they would like lettuce, spinach, or both as the base of the salad. If a guest request both, the lettuce should still be the predominate base with the spinach taking up just a fourth of the base portion.

Salad Size	Base Fill Amount of Bowl
Little Zip Half & Half	1/4
Little Zip Salad	1/2
Big Zip Half & Half	
Big Zip Salad	Full
Side Salad	

Once the base is in the salad, additional vegetables should just be a pinch. It doesn't take much for the flavor of those ingredients to really come through.

Meat is included for salads that include a crust like the half and half and zip salad; it is not for a side salad (although it can be purchased for an extra charge). When a guest asks for meat in their salad, the first question we should ask is, “would you like that meat cold or warmed up”. Because all of our meats on the table are cooked, they can receive it cold on their salad. If they opt for cold meat, just place it in the salad bowl. However, if they opt for it to be warmed up ask if they would like it on the crust or warmed up on the side and then put in the salad after. If they would like it on the side, send the meat through on a black mat and wax paper that is used for rolling dough and it can be combined with the salad after it comes out of the oven. Do not send the logo paper through the oven, that will quickly fill the kitchen with smoke.

The portion of meat should be the same as you would give for the corresponding size of pizza. For example, if a guest gets chicken in their big half and half salad we should give them the amount of chicken in the salad that would go on half a big zip crust. Side salad portions should be the same as little zip portions.

The last step to the salad is the Dressing. We offer Zippy Ranch, Our House Dressing (Azzip or Pesto Vinaigrette), Balsamic Vinaigrette, Fat Free Italian, and Caesar. When dressing the salad, spiral a drizzle on the top of the ingredients and then ask the guest, “does that amount of dressing look okay?” Start light similar to the picture on the right with this because you cannot remove dressing once it goes on. Do NOT tell the guest to “tell me when to stop” and start putting the dressing on that way. The ovens are too loud for this to be an effective way to dress the salad and miscommunications happen too often.



Zip Sticks & Sriracha Sticks

Quickly after opening Azzip, it was realized through listening to our customers that we were missing a pizza restaurant classic, the breadstick. Azzip’s answer, the Zip Stick! Our hand rolled crust, topped with garlic butter, Azzip Pesto, and Romano Cheese. Cut into strips and served with a dipping sauce. They instantly gained popularity and are frequently ordered on the side or on half of the pizza.

Zip Sticks are easy to make, normal portion of garlic butter, same heavier portion of pesto that is used on salad crust, and a heavier than normal portion of Romano cheese. Zip Sticks cousin, Sriracha Sticks are made using normal portions of garlic butter, mozzarella, cheddar, and Romano and then drizzled with Sriracha after it comes out of the oven.

Pizza Making Scorecard

	Pass/Fail	Comments
Is the make station remaining clean throughout the day including rushes?		
Is the team minimizing idle hands on the line to increase speed and using the float or assistance properly?		
Crust - It's Personal: Are guests being greeted with a smile and hello before being asked what size? Are first time customers noticed? Are kids being included in engagement?		
Sauce: Is sauce amount appropriate including lighter pesto and lighter when two or more are ordered? Is crust size appropriate?		
Cheese: Is cheese being ripped and spread properly? Is extra cheese offered on veggie pizzas?		
Meat: Are portions appropriate? For double meat and for Azzip Picks with half portions? Are they being spread appropriately?		
Veggies: Are they being placed in the appropriate order? Are amounts appropriate, changing based on amount? Spread appropriately?		
Are guest being asked if everything looks okay before pizza is put in oven?		
Are pizzas being loaded in order?		
Are salads being made appropriately? Including appropriate dressing method?		
Is the Azzip Mindset being considered? Is the team being intentional about their pizza making and paying attention to the details?		
Is the store part of the clean mat club?		
Is the Azzip Allergy protocol being followed? This includes not just gluten free process but dairy free and meat free process as well.		

Score out of 13

Comments: