



Oven Technology: Key to Accelerating the Growth of 200+ Pizza Franchise

▶ CUSTOMER

- 200+ US Pizza Franchise
(To respect confidentiality, the name of the franchise cannot be disclosed.)

▶ CHALLENGES

- Shortage of skilled labour
- Lack of product consistency
- Food waste costs through the roof
- Increased customer demands for quality
- Serve customer in a timely fashion

▶ GOALS

- Increase capacity to sell during peak periods
- Keep up with Third-Party apps demand
- Increase revenue stream without adding staff
- Cut food costs
- Decrease reliance on employees

RESULTS

A 5% TO 28% INCREASE in weekly sales

OVER 6% HIKE in overall satisfaction scores

OVER 4% INCREASE in food quality scores

20% MORE pizzas produced without hiring

NO MORE BURNT PIZZAS!

“ My sales went from \$35k to \$45 per week after installing the Hot Rocks.

– Pizza Chain Franchisee



► THE CHALLENGE

For many decades, a large US pizza Franchise has been serving up fresh, stone-baked pizzas to local families and friends. Struck with increasing customer demands, a competitive market place, soaring food costs and the lack of qualified labour, the Franchise was eager for a solution that would not only address these challenges but also maximise sales and profits. They decided that adding technology to their baking process would be key to growing the business and attracting new franchisees. Having built their brand around traditional stone-baked pizza, maintaining this quality standard was essential.

THE SOLUTION



The Hot Rocks oven has been great. We have invested in what we consider game changing technology to set us apart from other restaurant operations

– Pizza Franchise Founder

After considering many options, the Franchise decided to focus on oven technology. According to the Founder, there was “*No way in the world*” they would consider a conveyor oven; until they came across the Hot Rocks. They quickly realized how the Hot Rocks **stone** conveyor oven would be an asset to their business. The Hot Rocks would integrate authentic stone-baked taste and quality with speed and consistency; ticking off all the requirements the Franchise was looking for. They then immediately began to transition the Hot Rocks oven to all locations throughout the US.

The art of baking is tricky and removing the human factor was possible by adding technology – a **stone**

conveyor. This enabled the Franchise to offer a consistent product, reduce the need for skilled labour and considerably lower food waste resulting in increased sales and profits and a solid brand image.

Focused on providing the highest quality to customers, it was critical to maintain the crispy crust they would get from baking on stone.

Serving customers in a timely manner leads to happy customers and great reviews. The speed of the oven enabled them to cut baking time by over 50% during rush hours. Large orders, third-party apps, a sports team reservation are no longer a challenge for this Franchise.

► IN CONCLUSION

Not only has this Franchise successfully addressed its initial challenges with Hot Rocks’ innovative technology, it is also reaping benefits such as increased sales, improved profitability and soaring customer reviews allowing them to grow their business to the next level.

Change is scary and demanding but oh so rewarding. Whether it is an oven, other equipment or software, choosing the right supplier to partner with will dictate the success of this change.

ABOUT HOT ROCKS

Hot Rocks is a spin-off of Picard Ovens that is exclusively dedicated to the Pizza Industry. With over 60 years of experience in the baking industry, we manufacture high quality ovens in North America and offer the best service in the industry. Innovation is key to our success and we specialize in improving the pizza restaurant operations. The Hot Rocks oven is the result of many years of R&D combined with concrete customer insight to redesign the conventional pizza oven that is now revolutionizing the pizza oven industry. www.hotrocksoven.com