



## HOW PIZZA KING GENERATED OVER \$37,000 PER YEAR IN SAVINGS & GROWTH WITH HOT ROCKS

### ABOUT PIZZA KING

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Founded in Indiana, Pizza King has grown into one of the region's most recognized pizza chains, operating approximately 70 locations across the state. Since 2020, several Pizza King restaurants have installed Hot Rocks stone conveyor ovens to improve their operations and achieve consistency.

Like many multi-location pizza operators, Pizza King has continually been looking for ways to improve efficiency, solve labor issues, and grow revenue while delivering the quality their customers expect.

Based on operational data collected from locations using Hot Rocks ovens, **Pizza King estimates an annual financial impact of more than \$37,000 per restaurant** through labor savings, reduced employee turnover, lower food waste, and increased capacity.

This case study explores the challenges they faced, the solutions they implemented, and the results they achieved with Hot Rocks.



## THE CHALLENGE

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Many Pizza King partner stores were using deck ovens, which affected both guest experience and profitability. Labor shortages and employee turnover made it difficult to maintain consistent pizza quality while increasing training costs and slowing down service. Food waste caused by baking inconsistencies added to rising costs, and their ovens not being able to keep up with product load was creating bottlenecks during peak hours. Ultimately, Pizza King needed to find a solution to make their partner stores opportunities more appealing, which came through simpler operations and higher profit margins. Hot Rocks was the evident solution.







## THE SOLUTION

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### IMPROVING EFFICIENCY, GROWING REVENUE AND MAINTAINING PIZZA QUALITY

To address these challenges, Pizza King began replacing deck ovens by Hot Rocks stone conveyors in select locations in 2020.

#### KEY FACTORS THAT INFLUENCED THE DECISION INCLUDED:

- ▶ 100% authentic stone bake
- ▶ Consistent results
- ▶ Simplified operation and training
- ▶ Reduced labor requirements
- ▶ Increased production capacity
- ▶ Improved workplace to retain staff
- ▶ Proven equipment reliability

Depending on the store layout, some partner stores went for a Classic 70-33, while smaller stores opted for the Volcano 40-33.



## THE RESULTS

### LOWER LABOR COSTS

By automating much of the baking process, Pizza King reduced the need for highly specialized pizza cooks which was reflected through lower wages.

**Estimated annual labor savings: \$10,000**

### REDUCED FOOD WASTE

Consistent baking performance reduced errors, forgotten pizzas, re-fires and product waste.

**Estimated annual food cost savings: \$15,000**

Since the Hot Rocks can keep up with larger product loads vs their previous ovens, Pizza King partner stores have been able to reduce their average waiting times, capture more sales, and reduce labor costs by a minimum of \$10,000 a year.

### REDUCED EMPLOYEE TURNOVER

Training became faster and easier, allowing new employees to become productive more quickly.

**Estimated annual savings from reduced turnover and training costs: \$5,000 (min 1 employee)\***

### INCREASED PRODUCTION CAPACITY

The Hot Rocks ovens allowed Pizza King to serve more customers during peak periods since the ovens can now keep up with large product loads. Lower waiting times allowed their partner stores to capture more orders and grow their sales.

**Estimated additional annual revenue: \$7,000**



| Annual Financial Impact              | Savings & Revenue       |
|--------------------------------------|-------------------------|
| Labor Cost Savings                   | \$10,000                |
| Employee Turnover Savings            | \$5,000                 |
| Food Cost Savings                    | \$15,000                |
| Increased Sales Revenue              | \$7,000                 |
| <b>Total Annual Financial Impact</b> | <b><u>\$37,000</u></b>  |
| <b>Estimated Payback Period</b>      | <b><u>17 Months</u></b> |

Combined, Hot Rocks advantages helped Pizza King partner stores achieve an estimated **17-month payback period on a double stack oven.**

\*Estimated cost of training 1 employee based on peer-reviewed research.