



WHO IS BELLISSIMO: A CULINARY LEGACY OF QUALITY AND CONSISTENCY

By Matt Catherincchia, BFC

For over three decades, Bellissimo has stood as a beacon of quality and consistency in the competitive world of pizza and Italian cuisine. Founded with a passion for authentic flavors and a commitment to excellence, the Bellissimo brand has become synonymous with top-notch products tailored for the discerning tastes of pizzerias and Italian restaurants. Join us as we delve into the rich heritage of Bellissimo, exploring its journey and the invaluable contributions it has made to the thriving pizza and Italian restaurant segment of the culinary world.

Bellissimo's journey began in the mid 90's, rooted in the idea that great food starts with great ingredients. From the very start, the brand set out to revolutionize the way pizzerias and Italian restaurants source their essential ingredients. Bellissimo's founders, driven by their love for authentic Italian flavors, embarked on a quest to curate a range of products that encapsulate the essence of Italian culinary traditions.

One of the cornerstones of Bellissimo's success lies in its unwavering dedication to quality. Every product that bears the Bellissimo name undergoes rigorous quality checks, ensuring that only the finest ingredients make their way to the kitchens of passionate chefs and pizzaiolos. This commitment to excellence has not only won the hearts of operators but has also earned Bellissimo a reputation as a reliable partner in the culinary industry.

Bellissimo understands that culinary creativity knows no bounds. With an extensive array of products, ranging from premium pizza doughs and sauces to a diverse selection of Italian cheeses and meats, Bellissimo empowers our segment to explore their creativity and craft unique, mouthwatering dishes. This breadth and depth of offerings provide restaurateurs with the flexibility to innovate while maintaining the highest standards of taste and quality.

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BELLISSIMO BRANDS DIVING INTO THE DIGITAL SPACE

By Don Hughes, BFC

In today's rapidly evolving technological landscape, Pizzerias and casual Italian restaurants, while cherished for their timeless recipes and warm hospitality, must adapt to the digital age to stay competitive. The integration of digital solutions offers numerous benefits, from streamlining operations to enhancing customer experience.

Bellissimo Brands has always tried to stay ahead of the digital opportunity growth, offering virtual conferences, virtual item training, downloadable POS, and item informational pieces.

With the abundant technology
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MARKET UPDATE

Dairy	PRICE	LAST MONTH	DIFF
Cheese Blocks	\$1.753	\$1.822	(\$0.069)

Looking at the futures market, the nearby November contracts for both cheese blocks and barrels are trading higher and at a premium to the cash price.

Beef	PRICE	LAST MONTH	DIFF
50% Trimmings	\$0.842	\$1.332	(\$0.49)

CME October live cattle futures and all the out-front contracts were down slightly last week, as the market has been moving more based on the economy and political news than just on the fundamentals of the beef market.

Poultry	PRICE	LAST MONTH	DIFF
Whole Wings	\$1.685	\$1.489	\$0.196

The attention will turn to turkeys for both retail and foodservice. We have the week-of-the-2's approaching, and chicken will be a main feature in the retail segment but we don't see much if any rise in prices.

As of 10/27/23

WHO IS BELLISSIMO: A CULINARY LEGACY OF QUALITY AND CONSISTENCY *(cont. from page 1)*

In the fiercely competitive world of pizza and Italian restaurants, consistency is key. Bellissimo's steadfast commitment to delivering consistent quality empowers businesses to build trust with their customers. Whether it's a classic Margherita pizza or a gourmet pasta dish, Bellissimo products form the foundation upon which chefs can build their culinary masterpieces, ensuring each dish is a testament to the chef's skill and the quality of the ingredients.

While rooted in tradition, Bellissimo also embraces innovation. The brand continuously invests in research and development, staying ahead of culinary trends and evolving tastes. This forward-thinking approach not only keeps the product line fresh and exciting but also helps clients stay ahead in an ever-changing market.

What sets Bellissimo apart is the passion that fuels its every endeavor. Beyond providing top-tier ingredients, Bellissimo fosters a sense of community within the culinary world. They actively engage with chefs, sharing knowledge, hosting events, and providing resources to nurture the next generation of culinary talent.

Bellissimo's remarkable journey spanning more than three decades is a testament to its enduring commitment to quality, consistency, and culinary innovation. As the go-to choice for pizzerias and Italian restaurants aiming to elevate their offerings, Bellissimo continues to shape the landscape of the pizza and Italian restaurant segment, one delectable dish at a time. Cheers to 30 years of culinary excellence, and here's to many more years of Bellissimo flavor experiences! If you would like more information on the Bellissimo brand of products, please contact your local Bellissimo distributor or visit Bellissimo.com to find a distributor near you.

Visit Bellissimo.com to browse our comprehensive product line. Our interactive catalog features simple search by category, product description, UPC, and more!



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BELLISSIMO BRANDS IN THE DIGITAL SPACE (cont. from page 1)

options moving quicker than most businesses can integrate, the industry must be committed to competing for following reasons:

Customer Expectations: Consumer behavior has evolved with the advent of technology. Customers now expect the convenience of ordering online, tracking of their delivery or pick-up, and receiving timely updates.

Expanding Reach and Visibility: Going digital opens new avenues for marketing your business/food offerings and further outreach to customers who may not know about your business.

Customer Engagement: Digital platforms enable direct communication with customers, fostering a sense of community and loyalty.

Streamlined Operations: Digital tools and continually upgraded software solutions can significantly improve the efficiency of operations.

Data-Driven Decision Making: Analyzing customer behavior, ordering patterns, and customer feedback allows businesses to make informed decisions about menu offerings, pricing strategies, and marketing/promotion campaigns to drive customer decisions.

Efficient Delivery and Takeout choices, in-house or 3rd party: Having a strong digital presence is needed for providing efficient delivery.

The available digital resources online to help the independent restaurant stay relevant to our consumers are certainly tremendous. From online ordering support to menuing services promotional reach and marketing abilities, just to name a couple. Bellissimo is certainly on the same path with technology as our Operator customers and continually looking at opportunities to bring the materials needed in the marketplace to further identify, educate, promote, and offer the right products to help drive sales through our customers' operations.

Bellissimo Brands is integrating many of our processes and Brand reach into the marketplace through our online and digital services. Our website, Bellissimo.com now houses our digital product catalog for operators to find the right items and the local Bellissimo distributor to supply their needs. Also, our external marketing is focused on the right items that offer great value and provide the right ingredients.

Taking advantage of all that is available in the digital space is a necessity for all your business to thrive and continue to grow. The benefits are far-reaching, from meeting customer expectations to offering new and exciting items, on trend, and on time.

Remember to sign up for our digital newsletter!

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