



2012 Pizza Program

Lyons Specialty Co. LLC has developed an extensive array of baked food programs for your foodservice area, including fresh-baked pizza, Flatbreads, hot deli sandwiches, warmers, and roller grills. Specific information about some of these programs is detailed in the following pages.

When available, we have worked to develop agreements between Lyons and manufacturers that give the retailers the opportunity to purchase equipment at a greatly reduced cost. This may be in the form of volume discounts or perhaps a "free goods" arrangement, but you can rest assured that we are doing everything possible to make you as competitive as possible in this tough economic environment.

The Lyons Food Service Coordinators are Jason Alexander and Cody Stevens. They have successfully conducted numerous food sampling events all across Louisiana with great customer response. If you would like to learn more about the programs detailed in this report or request an in-store food sampling, you may contact them as follows:

Jason Alexander	(225) 603-2202	jason@lyons-aav.com
Cody Stevens	(225) 270-9586	codys@lyons-aav.com

Visit the Lyons website, www.lyons-aav.com, for equipment leasing options or contact Cody Stevens for assistance.



LYONS PIZZA MENU - BELLARICO'S

- Item # 601351 - Bellarico's 12" Pizza Pepperoni 31.75z - CS/12*
- Item # 601369 - Bellarico's 12" Pizza Cheese 29.5z - CS/12*
- Item # 601526 - Bellarico's 12" Pizza Supreme 34.98z - CS/12*
- Item # 601534 - Bellarico's 12" Pizza Breakfast 31.85z - CS/12*
- Item # 602078 - Bellarico's 12" Pizza 4 Meat 37.5z - CS/12*
- Item # 602086 - Bellarico's 12" Pizza Buffalo Chicken 35.6z - CS/12*
- Item # 601393 - Bellarico's Pizza Slice Bags - CS/1000*
- Item # 601542 - Bellarico's Pizza Slice Boxes - CS/250*
- Item# 602722 - Bellarico's Pizza Boxes 12" - CS/50*

General Description:

The easiest and most convenient way to serve delicious hot-baked pizza...with little or no labor. Bellarico's New York Style Pizza is pre-assembled with sauce, cheese and any toppings, flash frozen and shipped in 12 count cartons.

- Serving Size:** 1/4 pizza
- Servings Per Case:** about 48
- Shelf Life:** Holds in pizza display case up to 1 hour

Preparation & Cooking Instructions

Bake pizza from frozen
Take pizza directly from freezer, remove wrapper and cardboard and bake. Retain cardboard circle on which to cut pizza.





LYONS OVEN PRODUCT MENU - FRESCHETTA'S

FLATBREADS

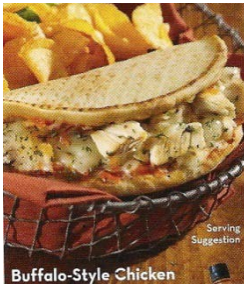
Item # 601914 - Freschetta Flatz Three Meat 6.15z - 24ct

Item # 601922 - Freschetta Flatz Buffalo Chicken 6.16z - 24ct

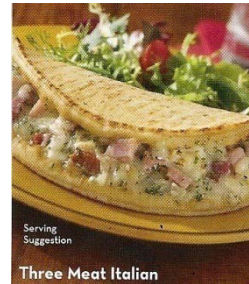
Item # 602482 - Freschetta Flatz Sausage, Egg & Cheese 5.39z - 24ct

General Description:

Creating convenience for your customers and you, Freschetta® Flatz Sandwiches make a great tasting, grab-n-go meal with simple, one-step preparation and no need for special equipment. Entice anyone, anywhere with the taste, texture and aroma of a true Flatbread Sandwich from Freschetta®!



Buffalo-Style Chicken



Three Meat Italian

Serving Size: 1 sandwich
Servings Per Case: 24
Shelf Life: 9 months in freezer

Preparation & Cooking Instructions

Heat and serve in 9-11 minutes in Convection oven, 10-12 minutes in Conveyer Oven

**Sandwich bags included in master case*





LYONS OVEN PRODUCT MENU - FRESCHETTA'S

PIZZA

Item # 600692 - Freschetta 7" Pepperoni Pizza w/Box - CS/36

Item # 600700 - Freschetta 7" Cheese Pizza w/Box - CS/36BX

Item # 600718 - Freschetta Pizza Box 8" - CS/192

General Description:

Tempt your customers with traditional old world flavor straight from the Tuscan countryside. Fully prepared using the finest ingredients and ready to serve in just minutes, this pizzeria-quality pizza features our new self-rising thinner crust specially prepared with help from the Freschetta® Culinary Council. A rolled crust edge brushed with garlic oil adds the finishing touch. Boxes included.

Serving Size: 1 pizza
Servings Per Case: 36
Shelf Life:

Preparation & Cooking Instructions

- Keep frozen until ready to use
Place pizzas in prepared pans for convection oven use.
Rotate pizzas halfway through cooking when using convection oven.
- Convection Oven (low fan)*
- Oven temp 425 F for 8-9 minutes
- Conveyer Oven*
- Oven temp 425 F, set conveyer for 6-7 minutes.



MERCHANDISER ORDER FORM





PIZZA OVEN

Size: 18"W x 8"H x 21"D



CONVECTION OVEN

Size: 19"W x 14.25"H x 18"D



HANGING SIGN MENU BOARD

Size: 21"W x 27.5"H x 1"D



SMALL WARMING CABINET

Size: 13.25"W x 18.25"H x 12.25"D
(7" Pizzas Only)



LARGE WARMING CABINET

Size: 18"W x 28"H x 18"D
(7" Pizzas Only)



PASS-THRU WARMER

Size: 25.5"W x 37"H x 18"D

ITEM #	DESCRIPTION	SIZE	PRICE	QTY.	COST
SCH-FRS-PIZZA	Pizza Oven	18"W x 8"H x 21"D	\$ 229.00		
SCH-FRS-CONV	Convection Oven	19"W x 14.25"H x 18"D	\$ 350.00		
SCH-FRS-HS	Hanging Sign & Menu Board	21"W x 27.5"H x 1"D	\$ 289.00		
SCH-FRS-WRMR-S	Small Warming Cabinet	13.25"W x 18.25"H x 12.25"D	\$ 329.00		
SCH-FRS-WRMR-L	Large Warming Cabinet	18"W x 28"H x 18"D	\$ 485.00		
SCH-FRS-PASS-THRU	Pass-Thru Warmer	25.5"W x 37"H x 18"D	\$ 559.00		

Applicable WI Sales Tax

TOTAL

SHIPPING INFORMATION

Company:

Attention:

Address (No P.O. Boxes):

City, State, ZIP:

Telephone:

E-Mail Address:

Send Orders To:

Food Concepts, Inc.
2551 Parmenter Street
Middleton, WI 53562
Attn: Schwan's Food Service Coordinator
Phone: 800.419.9324
FAX: 608.831.2257

BILLING INFORMATION

Card Number:

Name on Card:

Address:

City, State, ZIP:

Telephone:

Signature:

Expiration Date:

AMEX

Visa

Discover

Master Card

E-Mail Orders To: customerservice@foodconcepts.net

ALL PRICES INCLUDE GROUND FREIGHT CHARGES. Please allow 4-6 weeks for delivery.
Terms and conditions: Pre-payment only; Net 30 upon credit approval. A 15% restock fee applies to all returned items.