



**THE HIGHEST QUALITY.
THE STRONGEST PARTICIPATION.**

THE #1 STUDENT-PREFERRED PIZZA IN K12



SEE WHY IT'S PREFERRED ►



WHY PIZZA?



PIZZA IS THE #1 SCHOOL LUNCH ITEM FOR STUDENTS OF ALL AGES¹

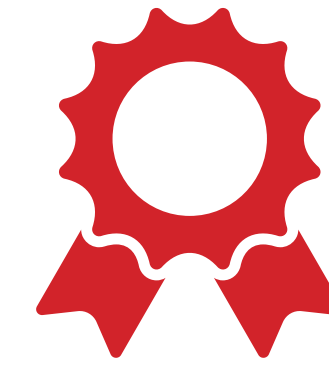


76% OF OPERATORS SAY PIZZA NOTICEABLY INCREASES MEAL PARTICIPATION²



78% OF K12 OPERATORS REPORT PIZZA BEING AN 'EASY CROWD PLEASER' AS A PRIMARY BENEFIT³

WHY BIG DADDY'S™ ?



BIG DADDY'S™ IS THE #1 RATED PIZZA AMONG TOP K12 COMPETITORS⁴



75% OF STUDENTS WOULD CHOOSE SCHOOL PIZZA MORE OFTEN IF IT TASTED BETTER²



ADDED BENEFITS

- PREMIUM QUALITY INGREDIENTS
- **THE KITCHEN CIRCLE™** REWARDS PROGRAM
- EXCEPTIONAL MARKETING SUPPORT
- #1 IN COMMODITIES MAXIMIZATION

¹ SNA 2013 Back-to-School Trends Report

² Schwan's Pizzapedia 2.0, 2016

³ Datassential – Schwan's K12 Conjoint, October 2015

⁴ CN Pizza Student Taste Test, 2017





BIG DADDY'S™ PRIMO RISING CRUST



**THE OVERALL #1 CHOICE
IN SCHOOL PIZZA***

BIG DADDY'S™ PRIMO PAR-BAKED



**HIGHEST RATED
PAR-BAKED PIZZA IN K12***

BIG DADDY'S™ PRIMO VARIETIES



**PROVEN FLAVORS
KIDS LOVE**

*CN Pizza Student Taste Test, 2017





THE OVERALL #1 CHOICE IN SCHOOL PIZZA



RISING CRUST BENEFITS

RISING CRUST FEATURES

STUDENT BENEFITS

- **Primo rising crust is the #1 liked CN pizza¹**
- **Pizzeria style for a taste students prefer**
- **86% of students would choose Primo Rising Crust for lunch²**

OPERATOR BENEFITS

- **Menu days that drive participation**
- **Premium, scratch-quality ingredients for a homemade taste**
- **Culinary versatility with minimal effort**
- **Marketing support**
- **The Kitchen Circle™ Program**

¹ CN Pizza Student Taste Test, 2017

² Schwan's Food Service Sensory and Product Guidance Research Report, May 2015





THE OVERALL #1 CHOICE IN SCHOOL PIZZA



RISING CRUST BENEFITS

RISING CRUST FEATURES

PREMIUM QUALITY INGREDIENTS

- Crust made with a proprietary blend of four different whole grains (51% WG)
- **Big Daddy's™** sauce that's student tested and approved, made from vine-ripened tomatoes
- Premium, 100% real four-cheese blend of mozzarella, Parmesan, provolone and white cheddar

LESS ON THE LABEL

- **NO ARTIFICIAL COLORS**
- **NO ARTIFICIAL FLAVORS**
- **NO HFCS**
- **PRESERVATIVE-FREE CRUST**

Code	Variety	Serv./ Case	M/MA (oz.)	Grain	Veg.	Cal.	TKC Points
Big Daddy's™ 16" Primo Rising Crust WG Pizza							
78637	Four Cheese	72	2	2	1/8	360	4
78638	Pepperoni	72	2	2	1/8	370	4
78639	Buffalo Chicken	72	2	2		390	4
78640	Four Meat	72	2	2	1/8	370	4
78653	Pre-Sliced Four Cheese (8-cut)	72	2	2	1/8	360	4
78654	Pre-Sliced Pepperoni (8-cut)	72	2	2	1/8	370	4
68622	Pre-Sliced Buffalo Chicken (8-cut) NEW	72	2	2		390	4
68623	Pre-Sliced Four Meat (8-cut) NEW	72	2	2	1/8	370	4

See full nutritional info





HIGHEST RATED PAR-BAKED PIZZA IN K12



PAR-BAKED BENEFITS

PAR-BAKED FEATURES

STUDENT BENEFITS

- **Students overwhelmingly choose Primo Par-Baked over top, competitive par-baked products¹**
- **70% of students would choose Primo Par-Baked for lunch²**

OPERATOR BENEFITS

- **Easy to prepare and handle**
- **Consistent results for consistent high quality**
- **Faster bake time**
- **Marketing support**
- **The Kitchen Circle™ Program**

¹ CN Pizza Student Taste Test, 2017

² Schwan's Food Service Sensory and Product Guidance Research Report, March 2016





HIGHEST RATED PAR-BAKED PIZZA IN K12



PAR-BAKED BENEFITS

PAR-BAKED FEATURES

PREMIUM QUALITY INGREDIENTS

- Artisan-style par-baked crust brushed with garlic oil to maximize flavor (51% WG)
- **Big Daddy's™** Sauce that's student tested and approved, made with vine-ripened tomatoes
- Premium quality toppings, with meats and herbs optimally placed to ensure exceptional taste in every bite
- Premium, 100% real four-cheese blend of mozzarella, Parmesan, provolone and white cheddar

LESS ON THE LABEL

- **NO ARTIFICIAL COLORS**
- **NO ARTIFICIAL FLAVORS**
- **NO HFCS**
- **NO DATEM**

Code	Variety	Serv./Case	M/MA (oz.)	Grain	Veg.	Cal.	TKC Points
Big Daddy's™ 16" Primo Par-Baked Crust WG Pizza							
68591	Four Cheese	72	2	2	1/8	360	4
68592	Pepperoni	72	2	2	1/8	370	4
68586	Pre-Sliced Four Cheese (8-cut) NEW	72	2	2	1/8	360	4
68582	Pre-Sliced Pepperoni (8-cut) NEW	72	2	2	1/8	360	4

See full nutritional info





PROVEN FLAVORS KIDS LOVE



VARIETIES BENEFITS

VARIETIES FEATURES

STUDENT BENEFITS

- **59% of students would choose pizza more often if offered more varieties¹**
- **70% of students would select Primo Rising Crust Buffalo Chicken if offered for lunch²**
- **75% of students would select Primo Rising Crust Four Meat pizza if offered for lunch³**

OPERATOR BENEFITS

- **Get them excited with increased menu variety**
- **Participation-driving menu days**
- **Fresh-baked, pizzeria-style appeal**
- **Marketing support**
- **The Kitchen Circle™ Program**

1 Schwan's Pizzapedia 2.0, 2016

2 Schwan's Food Service Sensory and Product Guidance Research Report, January 2016

3 Schwan's Food Service Sensory and Product Guidance Research Report, December 2015





PROVEN FLAVORS KIDS LOVE



VARIETIES BENEFITS

VARIETIES FEATURES

BIG DADDY'S™ PRIMO RISING CRUST BUFFALO CHICKEN PIZZA

- Crust made with a proprietary blend of four different whole grains (51% WG)
- Made with FRANK'S® REDHOT® Sauce (#1 retail brand hot sauce) and ranch dressing
- Premium quality all white meat seasoned chicken, placed to ensure exceptional taste in every bite
- 100% real mozzarella and cheddar cheese blend

BIG DADDY'S™ PRIMO RISING CRUST FOUR MEAT PIZZA

- Crust made with a proprietary blend of four different whole grains (51%WG)
- Big Daddy's™ sauce that's student tested and approved, made with vine-ripened tomatoes
- Premium quality beef, turkey sausage and pork pepperoni, placed to ensure exceptional taste in every bite
- 100% real mozzarella cheese

See full nutritional info

LESS ON THE LABEL

- NO ARTIFICIAL COLORS
- NO ARTIFICIAL FLAVORS
- NO HFCS
- PRESERVATIVE-FREE CRUST

Code	Variety	Serv./ Case	M/MA (oz.)	Grain	Veg.	Cal.	TKC Points
Big Daddy's™ 16" Primo Rising Crust WG Pizza Varieties							
78639	Buffalo Chicken	72	2	2		390	4
78640	Four Meat	72	2	2	1/8	370	4
68622	Pre-Sliced Buffalo Chicken (8-cut) NEW	72	2	2		390	4
68623	Pre-Sliced Four Meat (8-cut) NEW	72	2	2	1/8	370	4





NUTRITIONALS

Code	Variety	Serv./ Case	M/MA (oz.)	Grain	Veg.	Cal.	Total Fat (g)	% Cal. From Fat	Sat. Fat (g)	% Cal. From Sat. Fat	Sodium (mg)	Carbs (g)	Sugars (% by weight)	Protein (g)	Pepp Form	Protein Fort.	Meat Type	THE KITCHEN CIRCLE™ Program
Big Daddy's™ 16" Primo Rising Crust WG Pizza																		
78637	Four Cheese	72	2	2	1/8	360	16	40%	7	17%	490	35	6%	21		No		4
78638	Pepperoni	72	2	2	1/8	370	16	38%	8	19%	560	35	5%	21	Coin	No	Turkey & Beef	4
78639	Buffalo Chicken	72	2	2		390	19	43%	7	16%	750	35	5%	20		No	White Meat Chicken	4
78640	Four Meat	72	2	2	1/8	370	17	41%	7	17%	650	36	6%	20	Coin	No	Turkey, Beef & Pork	4
78653	Pre-Sliced Four Cheese (8-cut)	72	2	2	1/8	360	16	40%	7	17%	490	35	6%	21		No		4
78654	Pre-Sliced Pepperoni (8-cut)	72	2	2	1/8	370	16	38%	8	19%	560	35	5%	21	Coin	No	Turkey & Beef	4
68622	Pre-Sliced Buffalo Chicken (8-cut) NEW	72	2	2		390	19	43%	7	16%	750	35	5%	20		No	White Meat Chicken	4
68623	Pre-Sliced Four Meat (8-cut) NEW	72	2	2	1/8	370	17	41%	7	17%	650	36	6%	20	Coin	No	Pork, Beef, Turkey	4
Big Daddy's™ 16" Primo Par-Baked Crust WG Pizza																		
68591	Four Cheese	72	2	2	1/8	360	16	40%	8	20%	490	35	4%	18		No		4
68592	Pepperoni	72	2	2	1/8	370	17	41%	8	19%	560	35	4%	19	Coin	No	Turkey & Beef	4
68586	Pre-Sliced Four Cheese (8-cut) NEW	72	2	2	1/8	360	16	40%	8	20%	490	35	4%	18		No		4
68582	Pre-Sliced Pepperoni (8-cut) NEW	72	2	2	1/8	360	17	42%	8	20%	570	34	4%	19	Coin	No	Uncured Turkey & Beef	4
Big Daddy's™ 16" Bold Rolled Edge WG Pizza																		
78985	Cheese	72	2	3	1/8	400	16	36%	7	15%	440	43	4%	19		No		4
78986	Pepperoni	72	2	3	1/8	410	18	39%	7	15%	580	43	4%	20	Coin	No	Pork & Beef	4
78987	Pre-Sliced Cheese (10-cut)	90	1.5	2		320	13	36%	6	16%	350	34	4%	15		No		4
78998	Pre-Sliced Pepperoni (10-cut)	90	1.5	2		330	14	38%	6	16%	470	34	3%	16	Coin	No	Pork & Beef	4
Big Daddy's™ 16" Hand Tossed Style WG Pizza																		
78398	Cheese	72	2	2	1/8	340	14	37%	7	18%	420	36	4%	18		No		4
78399	Pepperoni	72	2	2	1/8	360	16	40%	7	17%	540	36	4%	18	Coin	No	Pork & Beef	4
Big Daddy's™ 16" Harvest Rolled Edge WG Pizza																		
68543	Cheese	72	2	2	1/8	340	14	37%	6	15%	500	35	4%	18		Yes		4
68544	Pepperoni	72	2	2	1/8	350	15	38%	6	15%	560	35	4%	19	Coin	Yes	Turkey & Beef	4
Big Daddy's™ Original Rolled Edge Pizza																		
73142	Cheese*	72	2	2.5	1/8	400	17	38%	9	20%	580	42	5%	19		No		4
73143	Pepperoni*	72	2	2.5	1/8	410	18	37%	8	19%	730	42	5%	20	Coin	No	Pork & Beef	4

*Product not CN labeled – Product Formulation Statements (PFS) available upon request.

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↑ RISING CRUST

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A LEADING COMMODITY PROCESSOR IN K12

A DEDICATED COMMODITY PROCESSING TEAM

We'll assist you in managing and processing your USDA commodity foods to make your money go farther

WHAT WE CAN DO FOR YOU

- Help navigate and simplify the process through a K12 commodity specialist
- Provide multiple ingredient commodity processing: mozzarella, flour and tomato paste
- Front load your commodity pounds, allowing full visibility to your diversion at processorlink.com, with 24-hour access to your balance and usage
- Facilitate commodity transfers for your convenience
- Provide value pass through methods: Net Off Invoice, Direct Discount and Rebate

FOR COMMODITY RELATED QUESTIONS,

please contact your commodity specialist at 888-494-5045 or email commodities@schwans.com

[DOWNLOAD COMMODITY PLANNING TOOL](#)





EARN POINTS. GET REWARDS.

- **EARN POINTS ON THE THINGS YOU ALREADY BUY**
Take advantage to enhance your school's pizza experience
- **THE MORE YOU BUY, THE MORE YOU REWARDS YOU EARN**
Students love the pizza. You'll love the rewards
- **REWARDS TO ASSIST YOU IN RUNNING YOUR OPERATION**
From ovens and equipment to apparel, packaging and signage, choose the rewards that best fit your needs

[CLICK FOR MORE INFORMATION](#)



0-500
POINTS



500-
1000
POINTS



1000+
POINTS





CRUNCHY BUFFALO CHICKEN PIZZA



BIG DADDY'S™ CRUNCHY BUFFALO CHICKEN PIZZA

64 servings – 1/8 pizza per serving

INGREDIENTS	WT	MEASURE
Big Daddy's™ Primo 16" Buffalo Chicken pizzas	333.6 oz. (41.7 oz. per pizza)	8-16" pizzas
Celery, diced	14.25 oz. (1.78 oz. per pizza)	1 quart (1/2 cup per pizza)
Ranch dressing	15.8 oz. (1.98 oz. per pizza)	2 cups (1/4 cup per pizza)

PREPARATION INSTRUCTIONS

1. Preheat convection oven to 350°F.
2. Place each frozen **Big Daddy's™** Primo 16" Buffalo Chicken pizza on pizza screen or pan.
3. Bake pizza for 14-16 minutes or until internal temperature is 185°F in center of pizza.
4. Evenly spread 1/4 cup of diced celery over each pizza.
5. Drizzle Ranch dressing (1/4 cup per pizza) over baked pizza prior to serving.

CRUNCHY BUFFALO CHICKEN PIZZA

FOUR MEAT SUPREME PIZZA

BIG DADDY'S™ PIZZA ROLLS

BIG DADDY'S™ DEEP DISH PIZZA

BIG DADDY'S™ STROMBOLI

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FOUR MEAT SUPREME PIZZA



FOUR MEAT SUPREME PIZZA

64 servings – 1/8 pizza per serving

INGREDIENTS	WT	MEASURE
Big Daddy's™ Primo 16" Four Meat pizzas	338.63 oz. (42.39 ozs. per pizza)	8-16" pizzas
Black olives, sliced	12.69 oz. (1.59 oz. per pizza)	2 cups (1/4 cup per pizza)
Mushroom, diced	5.34 oz. (1.98 oz. per pizza)	2 cups (1/4 cup per pizza)
Bell pepper, diced	10 oz. (1.25 oz. per pizza)	2 cups (1/4 cup per pizza)
Onion, diced	8 oz. (1 oz. per pizza)	2 cups (1/4 cup per pizza)

PREPARATION INSTRUCTIONS

1. Preheat convection oven to 350°F.
2. Place each frozen **Big Daddy's™** Primo 16" Four Meat pizza on pizza screen or pan.
3. Evenly spread 1/4 cup of diced bell peppers over each pizza.
4. Evenly spread 1/4 cup diced mushrooms over each pizza.
5. Evenly spread 1/4 cup diced black olives over each pizza.
6. Evenly spread 1/4 cup diced onions over each pizza.
7. Bake pizza for 14-16 minutes or until internal temperature is 185°F in center of pizza.

CRUNCHY BUFFALO CHICKEN PIZZA

FOUR MEAT SUPREME PIZZA

BIG DADDY'S™ PIZZA ROLLS

BIG DADDY'S™ DEEP DISH PIZZA

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BIG DADDY'S™ PIZZA ROLLS

64 servings – 2 pizza rolls per serving

INGREDIENTS	WT	MEASURE
Big Daddy's™ Primo 16" Buffalo Chicken pizzas	333.6 ozs. (41.7 ozs. per pizza)	8-16" pizzas

PREPARATION INSTRUCTIONS

1. Place each frozen **Big Daddy's™** 16" pizza on sheet pan or cutting board and that at room temperature for 30 minutes.
2. Preheat convection oven to 350°F.
3. Spray muffin pan with pan release
4. Gently stretch each thawed pizza into 16" x 16" square.
5. Roll each pizza jelly roll style pinching dough edge to seal dough.
6. Slice each pizza roll into 16 uniform sized rolls.
7. Place in muffin pan and bake for 18-22 minutes or until internal temperature is 185°F in center of pizza roll.

NUTRIENTS

Total Calories: 390	Carbohydrates: 35g
Sodium: 750mg	Cholesterol: 45mg
Total Fat: 19g	Protein: 20g
Fiber: 3g	

CN CREDIT: 2.00 oz. Meat/Meat Alternate, 2.00 oz. Grains

CRUNCHY BUFFALO CHICKEN PIZZA

FOUR MEAT SUPREME PIZZA

BIG DADDY'S™ PIZZA ROLLS

BIG DADDY'S™ DEEP DISH PIZZA

BIG DADDY'S™ STROMBOLI





BIG DADDY'S™ DEEP DISH PIZZA

64 servings – 1/8 pizza per serving

INGREDIENTS	WT	MEASURE
Big Daddy's™ Primo 16" Four Meat pizzas	338.63 ozs. (42.39 ozs. per pizza)	8–16" pizzas
Olive Oil	15.24 ozs. (1.9 ozs. per pizza)	2 cups (1/4 cup per pizza)
Meatless Spaghetti or Marinara Sauce	74.5 ozs. (9.31 ozs. per pizza)	8 cups (1 cup per pizza)

PREPARATION INSTRUCTIONS

1. Spray each 14" Deep Dish pan with pan release.
2. Add 1 cup of olive oil to bottom of each pan.
3. Place each frozen **Big Daddy's™** 16" pizza on top of 14" Deep Dish pan. Wrap pizza and pan in plastic wrap and allow to thaw in cooler. Allow pizza to settle into the pan.
4. Preheat convection oven to 350°F.
5. Evenly spread 1 cup of spaghetti sauce over each pizza.
6. Bake deep dish pizza for 22-24 minutes or until internal temperature is 185°F in center of pizza.

NUTRIENTS

Total Calories: 450 **Carbohydrates:** 39g
Sodium: 840mg **Cholesterol:** 40mg
Total Fat: 24g **Protein:** 20g
Fiber: 3g

CN CREDIT: 2.00 oz. Meat/Meat Alternate, 2.00 oz. Grains, 1/4 cup red/orange vegetable

CRUNCHY BUFFALO CHICKEN PIZZA

FOUR MEAT SUPREME PIZZA

BIG DADDY'S™ PIZZA ROLLS

BIG DADDY'S™ DEEP DISH PIZZA

BIG DADDY'S™ STROMBOLI





BIG DADDY'S™ STROMBOLI

64 servings – 1/8 stromboli per serving

INGREDIENTS

Big Daddy's™ Primo 16"
Four Meat pizzas

WT

338.63 ozs.
(42.39 ozs. per pizza)

MEASURE

8-16" pizzas

PREPARATION INSTRUCTIONS

1. Place each frozen **Big Daddy's™** 16" pizza on sheet pan or cutting board and thaw at room temperature for 30 minutes.
2. Preheat convection oven to 350°F.
3. Gently stretch each thawed pizza into 16" x 16" square.
4. Fold opposite edges of each pizza over each other by about 2 inches or enough to pinch dough together.
5. Cut four slits at an angle about 2 inches long on both folded edges.
6. Place each stromboli on parchment lined sheet pan and bake for 24-26 minutes or until internal temperature is 185°F in center of pizza.
7. Cut each stromboli into 8 equal strips to serve.

NUTRIENTS

Total Calories: 370
Sodium: 650mg
Total Fat: 17g
Fiber: 3g

Carbohydrates: 36g
Cholesterol: 40mg
Protein: 20g

CN CREDIT: 2.00 oz. Meat/Meat Alternate, 2.00 oz. Grains, 1/8 cup red/orange vegetable

CRUNCHY BUFFALO CHICKEN PIZZA

FOUR MEAT SUPREME PIZZA

BIG DADDY'S™ PIZZA ROLLS

BIG DADDY'S™ DEEP DISH PIZZA

BIG DADDY'S™ STROMBOLI





CONVECTION OVEN PREP INSTRUCTIONS



1 Preheat convection oven to 350°F. Suggested low fan speed if available.



2 For pans without a nonstick coating, non-stick spray or parchment paper may be used.



3 Remove **Big Daddy's™** pizzas from the case. Center one per baking pan.



4 Place pizzas into preheated convection oven and center on oven racks. Bake pizzas until the center of the pizza reaches a temperature of 185 – 200°F.



5 Check pizzas halfway through baking and rotate pans as needed.



6 Remove pizzas from oven. Place pizzas on cutting boards or clean, dry prep surface.



7 Slice pizza into 8–10 equal portions using an equalizer knife or pizza cutter.



8 Place sliced pies into **Big Daddy's™** boxes or your own serving trays.



9 Place pizza boxes into insulated **Big Daddy's™** delivery bags or place into warming cabinets until ready to serve.

CONVECTION OVEN

IMPINGER OVEN

IDENTIFY PROPERLY BAKED

TYPE	TEMP	TIME (minutes)
Primo Rising Crust and Varieties	350°F	13 – 17
Primo Par-Baked Crust	350°F	12 – 15





IMPINGER OVEN PREP INSTRUCTIONS



1 Set corresponding conveyor oven temperature and belt speed.



2 For pans without a nonstick coating, non-stick spray or parchment paper may be used.



3 Remove **Big Daddy's™** pizzas from the case. Center one per baking pan.



4 Place frozen pizzas on conveyor belt. Make sure pizza travels the entire length of belt. Bake pizza to internal temperature of 185–200°F.



5 Remove pizzas from conveyor belt and place on cutting board.



6 Slice pizza into 8–10 equal portions using an equalizer knife or pizza cutter.



7 If using **Big Daddy's™** pizza boxes, place pizza in boxes.



8 Place pizza boxes into insulated **Big Daddy's™** delivery bags or in warming cabinet until ready to serve.

CONVECTION OVEN

IMPINGER OVEN

IDENTIFY PROPERLY BAKED

TYPE	TEMP	TIME (minutes)
Primo Rising Crust and Varieties	420°F	7 – 9
Primo Par-Baked Crust	400°F	7.5 – 8.5





IDENTIFY A PROPERLY BAKED PIZZA

PROPERLY BAKED

Pizza is properly baked when edge of crust is golden brown and cheese is fully melted and lightly browned.



CONVECTION OVEN

IMPINGER OVEN

IDENTIFY PROPERLY BAKED

UNDERBAKED

Pizza is underbaked if edge of crust looks pale or doughy and cheese has not browned.



OVERBAKED

Pizza is overbaked if edge of crust is burned and cheese is dark brown.



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CONTACT US



CHOOSE THE PIZZA THEY DO

Call 1-888-554-7421 OR VISIT

[SCHWANSFOODSERVICE.COM/CHANNELS/K12/](https://www.schwansfoodservice.com/channels/k12/)



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