

THE APPEAL OF REAL



Building Pizza Profit Power
with Real California Cheese



Today's most successful pizza concepts are all about the wow factor. And what's the simplest way to add that wow to any pie? The answer is simple: California cheese.

Consumers are craving bigger, more authentic flavors. They want food that comes from somewhere and tells a story. They want something that sounds and tastes a little special, and they're willing to pay a premium for it. California cow's milk cheeses, like Monterey Jack, Cheddar and Mozzarella, are cornerstones of the pizza industry that you can count on for great taste and performance. But that's just the beginning. Because now more than ever, there's an endless array of California *specialty* cow's milk cheeses that can instantly take any pizza menu to a whole new level of profitability and proven appeal.

What is specialty cheese?

The specialty cheese trend has changed consumer tastes and expectations forever. And it's happening in both retail and foodservice. In fact, artisan cheese was listed among the NRA's *Top 20 Trends* for 2011. Here's a quick guide to the terms and types.

Specialty cheeses are natural cheeses that command a higher price than commodity cheeses because of their high quality, limited production and value-added production techniques or ingredients. They can be unique *varieties*, like Camembert, St. George or Teleme, or specialized *versions* of popular cheeses, such as raw-milk Cheddar, Dry Jack or high-moisture Mozzarella. Specialty cheeses are typically sold as branded products. This category also includes artisan and farmstead cheeses.

Artisan cheeses are handmade in small quantities with respect for the tradition of the cheese. **Farmstead** or **Farmhouse** cheeses are artisan cheeses made on the farm where the milk is produced.

Real Value, Real Appeal.

Real California specialty cheeses deliver a distinct flavor and texture, and that's an important part of their value equation. A little goes a long way toward increasing a pizza's appetite appeal and selling power. One winning strategy is to combine specialty varieties with more familiar cheeses to extend your investment *and* enhance your pizza's flavor profile. Want to add depth to a Pizza Bianca made with Monterey Jack? Add a bit of aged premium Cheddar. Looking to complement the flavor of bacon or mushrooms? A touch of Smoked Mozzarella blended with regular Mozzarella will bring the whole picture into focus.

That kind of flavor excitement is just what these state-of-the-pie recipes are all about. They're tasty proof that when it comes to adding real profit-building appeal, Real California specialty cheeses make all the difference in taking a pizza over the top.



The New Cheddar-Apple

A savory take on the tradition of apple pie with Cheddar cheese. The deep, rich flavor of an 18-month aged California Cheddar really stands up to the aromatic intensity of toasted cumin and the sweet-tart taste of red and green apples.

- 3 oz. traditional pizza sauce
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 4 oz. shredded California Part-skim Mozzarella
- 3 oz. finely minced skin-on red and green apple
- 2 oz. shredded California 18-month Bandage-wrapped Cheddar
- 1 tsp. ground toasted cumin seeds

Spread pizza sauce thinly over crust; sprinkle evenly with half the Mozzarella. Sprinkle with 1 oz. of the apples, reserving the most colorful for garnish. Sprinkle Cheddar and remaining Mozzarella on top; dust with cumin. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned. Sprinkle with remaining apples.



Alpine Cheese & Bacon

Alpine-style cheese, crème fraîche, bacon and caramelized onions give this French-style pizza real California appeal.

- 3 oz. California crème fraîche
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 3 oz. caramelized onions
- 3 oz. thick bacon cut into 1 x 1/2-inch strips and cooked
- 2 oz. shredded California Alpine-style cheese
- 1/8 tsp. freshly grated nutmeg

Spread crème fraîche thinly over crust. Sprinkle with onions; arrange bacon evenly on top. Top with cheese. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned. Dust lightly with nutmeg.

The Smokin' Thai

Sweet Thai chili sauce mixed with traditional pizza sauce is all it takes to add a Southeast Asian twist. The flavor of Smoked Mozzarella is the perfect contrast to the winning combination of sweet and heat.

- 3 oz. Asian pizza sauce (50/50 Thai Sweet Chili Sauce and traditional pizza sauce)
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 2 Tbsp. minced dried brine shrimp
- 2 oz. shredded California Smoked Mozzarella
- 4 oz. shredded California Part-skim Mozzarella

Spread Asian pizza sauce thinly over crust; sprinkle evenly with shrimp. Sprinkle Smoked Mozzarella evenly on top, then sprinkle with Part-skim Mozzarella. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned.

Rhapsody in Blue

Blue cheese mellows when cooked, luxuriously complementing the sweetness of caramelized onions and dates.

- 3 oz. California Mascarpone
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 3 oz. caramelized onions
- 2 Tbsp. diced Medjool dates
- 3 oz. shredded California Part-skim Mozzarella
- 3 oz. crumbled California Creamy Blue
- 1 Tbsp. diced smoked almonds

Spread Mascarpone evenly over crust; sprinkle with onions and dates. Blend Mozzarella and Blue cheese; sprinkle over crust. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned. Sprinkle with almonds.

Molto Basilico

A triple-basil bonanza with pesto sauce, Pesto Jack cheese and a dramatic garnish of fried basil leaves.

- 3 oz. pesto sauce
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 1 oz. minced garlic
- 2 oz. shredded California Pesto Jack
- 3 oz. shredded California Part-skim Mozzarella
- 1 oz. grated California Dry Jack
- 6–8 large basil leaves, fried until crisp and slightly darkened

Spread pesto sauce thinly over crust; sprinkle evenly with garlic. Sprinkle with Pesto Jack, then with Mozzarella. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned. Garnish with Dry Jack and basil leaves.



Mole Olé *(shown below)*

For a Latin lover's pizza, add prepared mole sauce to your pizza sauce and top with California Hispanic-style cheeses.

- 3 oz. mole poblano/pizza sauce blend (use regular pizza sauce or herbed tomato paste, depending on thickness of mole)
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 1½ oz. shredded California Oaxaca
- 1½ oz. shredded California Asadero
- 2 oz. shredded California Queso Quesadilla
- 1 oz. grated California Queso Enchilado
- 3 Tbsp. shredded cilantro leaves and stems
- 2 Tbsp. chopped pepitas (roasted, salted pumpkin seeds)
- 1 tsp. toasted black and white sesame seeds

Spread mole poblano/pizza sauce blend evenly over crust. Blend Oaxaca, Asadero and Queso Quesadilla cheeses; sprinkle over sauce. Top with Queso Enchilado. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned. Top with cilantro, pepitas and sesame seeds.

California Wine Lover's Pizza

Two of California's most acclaimed products—wine and cheese—come together in this upscale pie made with Cabernet-soaked White Cheddar, crème fraîche and a California port wine reduction.

- 3 oz. traditional pizza sauce
- 1 (10-inch) extra-thin pizza crust (tart dough or cracker crust preferred)
- 3 oz. shredded California Part-skim Mozzarella
- 3 oz. shredded California Wine-soaked Cheddar
- 1 oz. California port wine reduction sauce
- 1 oz. California crème fraîche, stirred to thin the consistency
- 1 scallion, green part only, cut into ¼-inch rings

Spread pizza sauce thinly over crust. Sprinkle Mozzarella evenly over sauce. Top with Cheddar, showing as much of the purple, wine-soaked area as possible. Bake at 475°F until crust has golden edge and crisp bottom and cheese is slightly browned. Drizzle with port sauce and crème fraîche; sprinkle with scallions.



The Real California Difference

California's size and unique climate lend themselves to a diverse and robust dairy industry, which means an abundant supply of quality milk to make cheese and other dairy products. California is the nation's leading milk producer and offers a broad range of dairy products to meet every pizza operator's need, from commodity cheeses to specialty and customized blends to serve your individual requirements. California has one of the largest and fastest-growing cheese industries and is the number-one producer of other foodservice staples, including milk, butter, ice cream and yogurt.

The Real California Cheese seal is a certification mark that assures you're buying natural cheese made in California, exclusively from California milk. The Real California Milk seal certifies that milk and dairy products bearing the seal are made exclusively with California milk. The name "California" matters to consumers. California evokes a certain lifestyle that consumers appreciate. According to the Foodservice Research Institute, 12.4 percent of all foodservice operations have at least one menu item mentioning California in its name.

Take your pizzas to the next level—let us help you put the power of Real California cheese and dairy products to work to build your pizza profits.

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Look for the Seals
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