

PRODUCT COST AND GROSS MARGIN SUMMARY



SUGGESTED RETAIL PRICES:

1 Hunk A Pizza®	\$3.19	1 Hunk A Pizza & Single order of Wings	\$6.59
2 Hunk A Pizzas	\$6.19	1 Hunk A Pizza & Single order of WingBites®	\$5.79
1 12" Pizza	\$10.99	1 12" Pizza & Double order of Wings	\$17.79
Each Additional Pizza	\$9.99	1 12" Pizza & Double order of WingBites®	\$15.79

The Best Pizza Deal In Town™!

Total Food Cost Plus Carry Out Box

Type of Pizza	Food Cost	To Go Box	Total Cost	Selling Price	G.P. \$	G.P. %	Sell 2 Pizzas	G.P. \$	G.P. %
Pepperoni	4.67	0.35	5.02	10.99	5.97	54.32%	20.98	10.94	52.14%
Bacon	5.24	0.35	5.59	10.99	5.40	49.14%	20.98	9.80	46.71%
Beef	5.00	0.35	5.35	10.99	5.64	51.32%	20.98	10.28	49.00%
Sausage	4.96	0.35	5.31	10.99	5.68	51.68%	20.98	10.36	49.38%
Green Peppers	4.54	0.35	4.89	10.99	6.10	55.51%	20.98	11.20	53.38%
Onions	4.63	0.35	4.98	10.99	6.01	54.69%	20.98	11.02	52.53%
Mushrooms	4.61	0.35	4.96	10.99	6.03	54.87%	20.98	11.06	52.72%
Black Olives	4.51	0.35	4.86	10.99	6.13	55.78%	20.98	11.26	53.67%
Banana Peppers	4.52	0.35	4.87	10.99	6.12	55.69%	20.98	11.24	53.57%
Jalapeno	4.55	0.35	4.90	10.99	6.09	55.41%	20.98	11.18	53.29%
Pepperoni/Sausage	4.89	0.35	5.24	10.99	5.75	52.32%	20.98	10.50	50.05%
Pepperoni/Beef	4.91	0.35	5.26	10.99	5.73	52.14%	20.98	10.46	49.86%
Pepperoni/ Green Pepper	4.68	0.35	5.03	10.99	5.96	54.23%	20.98	10.92	52.05%
Pepperoni/Onions	4.73	0.35	5.08	10.99	5.91	53.78%	20.98	10.82	51.57%
Pepperoni/Bacon	5.03	0.35	5.38	10.99	5.61	51.05%	20.98	10.22	48.71%
Veggie	4.93	0.35	5.28	10.99	5.71	51.96%	20.98	10.42	49.67%
Lotsa Meat Pizza®	5.44	0.35	5.79	10.99	5.20	47.32%	20.98	9.40	44.80%
Loaded	5.25	0.35	5.60	10.99	5.39	49.04%	20.98	9.78	46.62%
Plain Cheese	4.32	0.35	4.67	10.99	6.32	57.51%	20.98	11.64	55.48%
Breakfast	5.44	0.35	5.79	10.99	5.20	47.32%	20.98	9.40	44.80%
Thin Crust	4.32	0.35	4.67	10.99	6.32	57.51%	20.98	11.64	55.48%
Hunk A Breakfast	1.36	0.16	1.63**	3.19	1.56	48.90%	6.19	2.93	47.33%
Hunk A Pizza®	1.17*	0.16	1.42**	3.19	1.77	55.49%	6.19	3.35	54.12%

*Hunk A Pizza® price based off of 1 topping pepperoni

**Includes 7% waste assumption

INGREDIENT COSTS AND GROSS MARGIN CHARTS



ITEM	COST	OUNCES	COST PER
5 LB. PEPPERONI	\$18.10	80	\$0.2263
5 LB. SAUSAGE	\$12.78	80	\$0.1598
5 LB. BEEF	\$13.60	80	\$0.1700
3 LB. BACON	\$25.75	48	\$0.5365
#10 MUSHROOMS	\$9.83	68	\$0.1446
#10 BLACK OLIVES	\$6.69	55	\$0.1216
GAL BANANA PEPPERS	\$8.08	64	\$0.1263
FRESH ONIONS (LB)	\$2.49	16	\$0.1556
FRESH GREEN PEPPERS (LB)	\$1.75	16	\$0.1094
½ GAL JALAPEÑO	\$5.16	35	\$0.1474
6 OZ. JUST RITE SPICE™	\$2.55	6	\$0.4250
5 LB. DOUBLE CHEESE	\$17.38	80	\$0.2173

WE CAN, AND YOU CAN, BUY CHEAPER PRODUCTS AND SAVE A FEW CENTS PER PIZZA. THE QUESTION IS, HOW MANY EXTRA PIZZAS WOULD YOU HAVE TO SELL, SAVING A FEW CENTS PER PIZZA, TO MAKE UP THE GROSS MARGIN YOU WOULD LOSE WHEN ONE REPEAT CUSTOMER STOPS COMING BACK BECAUSE YOUR QUALITY HAS SLIPPED?

- A. By using the Hunt Brothers® Pizza portion control cup and by following the Pizza Topping Chart, you will always know your cost and gross margin. Ask your Account Manager for cups and a chart if you need them.
- B. Please notice on your topping chart that as the variety of toppings increase on the pizza, the quantity of each topping decreases. This stabilizes your profitability, and at the same time, pleases your customer because they can get all of the varieties of toppings they desire at no extra charge. This is a win-win situation for both you and your customer. Overloaded pizzas are sloppy and do not cook well.

Thank you for giving us the privilege of serving you. We do everything in our power to stabilize your costs so that you constantly know your costs and profits.

FOOD COST BREAKDOWN PER PIZZA



- Basic cheese pizza comes already assembled and portion controlled to ensure consistent quality for your customers, minimum labor, no waste and assured high gross margins for you.
- Just Rite Spice™ enhances the flavor of all ingredients.

Pepperoni Pizza

Pepperoni (25 pcs)	\$0.3535
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.6715

Bacon Pizza

Bacon 1/2 cup (1.72oz)	\$0.9227
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$5.2407

Beef Pizza

Beef 1 cup (4oz)	\$0.6800
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.9980

Sausage Pizza

Sausage 1 cup (4oz)	\$0.6390
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.9570

Green Pepper Pizza

Green Pepper 1/2 cup (2oz)	\$0.2188
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.5368

Onion Pizza

Onion 1/2 cup (2oz)	\$0.3113
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.6293

Mushroom Pizza

Mushrooms 1/2 cup (2oz)	\$0.2891
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.6071

Black Olive Pizza

Black Olives 1/2 cup (1.6oz)	\$0.1946
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.5126

Banana Pepper Pizza

Pepper Rings 1/2 cup (1.6oz)	\$0.2020
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.5200

Jalapeno Pizza

Jalapenos 1/2 cup (1.6oz)	\$0.2359
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.5539

Pepperoni/Sausage Pizza

Pepperoni (18 pcs)	\$0.2545
Sausage 1/2 cup (2oz)	\$0.3195
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.8920

Pepperoni/Beef Pizza

Pepperoni (18 pcs)	\$0.2545
Beef 1/2 cup (2oz)	\$0.3400
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.9125

FOOD COST BREAKDOWN (cont.)



Pepperoni/Green Pepper Pizza

Pepperoni (18 pcs)	\$0.2545
Green Pepper 1/4 cup (1oz)	\$0.1094
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.6819

Pepperoni/Onion Pizza

Pepperoni (18 pcs)	\$0.2545
Onion 1/4 cup (1oz)	\$0.1556
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.7282

Pepperoni/Bacon Pizza

Pepperoni (18 pcs)	\$0.2545
Bacon 1/4 cup (0.86oz)	\$0.4614
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$5.0339

Veggie Pizza

Banana Peppers 1/4 cup (0.8oz)	\$0.1010
Olives 1/4 cup (0.8oz)	\$0.0973
Mushrooms 1/4 cup (1oz)	\$0.1446
Green Peppers 1/4 cup (1oz)	\$0.1094
Onions 1/4 cup (1oz)	\$0.1556
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.9259

Lotsa Meat Pizza

Pepperoni (12 pcs)	\$0.1697
Sausage 1/2 cup (2oz)	\$0.3195
Beef 1/4 cup (1oz)	\$0.1700
Bacon 1/4 cup (0.86oz)	\$0.4614
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$5.4385

Loaded Pizza

Pepperoni (12 pcs)	\$0.1697
Sausage 1/8 cup (0.5oz)	\$0.0799
Beef 1/8 cup (0.5oz)	\$0.0850
Bacon 1/8 cup (0.43oz)	\$0.2307
Onions 1/8 cup (0.5oz)	\$0.0778
Green Peppers 1/8 cup (0.5oz)	\$0.0547
Olives 1/8 cup (0.4oz)	\$0.0487
Mushrooms 1/8 cup (0.5oz)	\$0.0723
Banana Peppers 1/8 cup (0.4oz)	\$0.0505
Jalapenos 1/8 cup (0.4oz)	\$0.0590
12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$5.2461

Plain Cheese Pizza

12" Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.3180

Thin Crust Pizza

144" Thin Crust Pizza	\$4.2500
Just Rite Spice	\$0.0680

Total \$4.3180

Breakfast Pizza

Breakfast Pizza	\$5.3700
Just Rite Spice	\$0.0680

Total \$5.4380

WHOLESALE PRICING



ITEM #	ITEM DESCRIPTION	COST
1100	Breakfast Pizza	\$5.37
1101	Original Pizza	\$4.25
1112	Thin Pizza	\$4.25
1148	Wings Southern Fried/Baked	\$23.64
1149	Wings Spicy Oven	\$23.64
1150	Wings Spicy Fried	\$22.00
1151	WingBites Home Style	\$23.20
1152	WingBites Buffalo	\$23.20
1206	Just Rite Spice™ - 6 oz	\$2.55
1208	Double Cheese – 5 lb	\$17.38
1202	Sausage – 5 lb	\$12.78
1224	Pepperoni – 5 lb	\$18.10
1204	Beef – 5 lb	\$13.60
1205	Bacon – 3 lb	\$25.75
1240	#10 Mushrooms	\$9.83
1241	Mushrooms – 1 lb	\$2.64
1212	#10 Black Olives	\$6.69
1218	Banana Peppers – 1 gal	\$8.08
1217	Jalapeno – ½ gal	\$5.16
1221	Olives – 7 oz	\$1.19
1222	Red Pepper – 6 oz	\$3.41
1343	Hunk Box	\$0.16
1399	12" Box	\$0.35
1371	Wing Box w/Time Strip	\$0.15