



PMQ'S IDEA FORUM

PMQ's IDEA # 221 • PIZZA AND CANNOLI: TOGETHER AT LAST

Italian desserts have satisfied the sweet tooth of people all over the world for centuries, and for your pizzeria, there's no easier way to make a big profit by offering a little extra after the pizza's been ordered. The biggest loss to most businesses comes in the rush and excitement of making a sale. Most employees get so lost in the sell, dessert or appetizer sales, do not occur. That is the turning point for your business, or the difference between thousands of dollars a year. Cannoli is the most frequently served Italian dessert in the United States and is a Sicilian dessert made from a fried pastry shell sprinkled with powdered sugar and filled with sweetened ricotta filling, custard or ice cream.

The Golden Cannoli Company is located in Somerville, Massachusetts, and has a variety of cannoli products from a traditional shell filled with sweetened ricotta to their sinful hand-dipped chocolate covered shells flooded with chocolate chips and sweet ricotta cream. We already know they're delicious, so let's talk about the advantages and methods of offering cannoli at your restaurant. Golden Cannoli offers mini (3-inch) and large (5-inch) cannoli, so they could be served in quantity or as a stand-alone dessert. As a first time buyer of cannoli you may wonder how many you need to get started.

Valerie Bono, Vice President of Golden Cannoli, suggests ordering a case of the traditional large and a case of the chocolate covered large cannoli, but says it's imperative to let people know you have them. "I've seen a lot of our customers place small flyers on the box tops of every pizza that

goes out to delivery customers, and I've also seen them sit a filled shell on the countertop with a little sign that says 'try our fresh filled cannoli,'" she suggests. Because the unfilled shells have a six to eight month shelf life when stored in a cool, dry place, you shouldn't have any worries that your stock will go bad before they're sold. The profit margins on Golden Cannoli products depend on where your location is, but profits will always be in the 200% to 300% range.

Valerie says that some areas, such as Alabama, Tennessee and Utah or other locations where cannoli are not commonly found, often have the highest profit margins because they are a rarity. The large chocolate cannoli could sell from three to four dollars, and cost much less than one dollar each, including the filling to create. "I have not heard of one pizza shop that didn't have customers raving over them," Valerie admitted. Golden Cannoli has distributors throughout the United States, but if they're not in your area, they will gladly ship the cases directly to you and help arrange for a distributor in your area to start carrying the product. Along with a case of shells, you can also receive their premium cannoli cream filling, which comes in six 2.5 lbs easy-to-use pastry bags.

To find out more about Golden Cannoli, or to place your order, visit them online at www.goldencannoli.com or give their sales department a call at (617) 868-2826.

Pizza Magazine

Golden Cannoli Shells Company

CANNOLI



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Compromise

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