

Toppers Rolls Out a Menu Revamp



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Toppers Pizza, a 50-unit franchise pizza delivery brand, announced a menu makeover. The adjustments to the menu, which will officially launch on November 4, will roll out more of the customizable options for which Toppers has become known, like pizzas with tater tots, pulled pork, diced dill pickles, or French fried onions, in addition to its Mac 'N Cheese Topper and Taco Topper.

“At Toppers, we strive to be pizza pioneers—we focus on experimentation and innovation, vowing to be the best pizza company in the world,” says Scott Gittrich, president and CEO of Toppers. “In order to really deliver on that mission, we are constantly evolving our menu to be the best in the segment by providing unconventional, adventurous, and appealing options for our customers and fans. Our adjustments to our menu are guaranteed to make heads turn and mouths water for Toppers.”

The Toppers menu will feature three new house pizza offerings, including the Three Little Pigs, a pizza topped with smoky BBQ sauce, pulled pork, bacon, Canadian bacon, and Mozzarella cheese, covered with green onions and fried onions; the Loaded Tot-zza, a pizza that starts with ranch sauce, Mozzarella cheese, tater tots, and bacon; and the El Cubano, a twist on the Cuban sandwich that includes bacon honey mustard sauce, Mozzarella cheese, pulled pork, Canadian bacon, fried onions, and diced dill pickles. In addition, the menu will also offer pulled pork, fried onions, tater tots, and diced dill pickles as toppings for any custom-made pizzas. Toppers' MyZA will be offered as a 9" round personal pizza and will be available in thin, hand-tossed, and their signature tall-boy crust.

In order to develop these flavor profiles, Toppers researched the kinds of options consumers wanted to see in a premier pizza experience. The growing pizza brand reached out to their current customer base to see what types of options they wanted, but also to their non-base to determine what they weren't getting from big-box pizza chains.

“Toppers is not only about customization; it's also about customer-ization,” says vice president of marketing Scott Iversen, the individual who spearheaded Toppers' menu changes. “In other words, we want to give our customers the chance to make their own choices when it comes to the food they eat, but also to let us do the work for them. With our made-over menu and new flavor profiles, customers can only expect one thing: to have their minds blown.”

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In addition to new toppings and house pizza offerings, the revamped menu will also amp up Toppers' complementary product offerings. With every pizza order, Toppers customers will get a choice of a Dippin' Sauce, including new flavors like Parmesan Garlic and Bacon Honey Mustard, as well as classic mainstays like Mild and Hot Buffalo, formerly known as Mild Sauce and Hot Sauce. Toppers staff will use their pizza expertise to recommend Dippin' Sauces that will round out the flavor profiles of each pizza and please their customers' palates.

The pizza brand has already made an impact in the industry for its out-of-the-box items, like the Mac 'N Cheese, Smoky BBQ Chicken, and Taco Topper pizzas, as well as its twist on cheesy breadsticks, Topperstix.

"When we say that we are dedicated to 'killing it on every detail of the customer experience,' we take that seriously," Gittrich says. "We're truly committed to serving the signature Toppers style with every house pizza or order of Topperstix we make. Our updated menu will help us continue rising to the top of the pizza market and the competitive, fast-casual industry. "

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