

# Specialty pizzas offer 40 percent more cheese, aim to increase sales in Southeast

Southeastern dairy farmers, through their promotion investment, are working to help re-invigorate the pizza category and increase sales for pizza containing more cheese.

SUDIA is working with DMI to assist Domino's in introducing and promoting a line of specialty pizzas that will use up to 40 percent more cheese.

"Our partnership with Domino's is the first step in our effort to increase sales of pizza products containing more cheese," said Janet Grubbs, SUDIA's manager of communications and nutrition.

About 25 percent of total cheese produced in the United States is used on pizza, representing more than 25 billion pounds of annual milk production.

SUDIA will pilot a roll-out in Columbia, S.C. with an aggressive public relations program. Plans include; "cheesy" photo events, links to the SUDIA web site, coupons and sample distribution.

During the pilot, Domino's has purchased radio commercials that include dairy messages. The ads will

run for six weeks. Other print advertising will also include a tagline highlighting the local dairy farm families of the Southeast.

The Legends pizza line includes five varieties fo-



**Pizza sales in the U.S. account for more than \$32 billion a year. About 25 percent of all the cheese produced in the United States is used on pizza.**

ocused on different areas of the country, including Memphis BBQ Chicken, a favorite in local taste tests.

Pizza sales have declined in recent years; some restaurant chains that were once pizza-centric are expanding into non-pizza categories. In response, dairy promotion has begun an overall effort to increase pizza sales in both the short and long term, as part of a comprehensive effort

to increase cheese sales.

The plan will capitalize on pizza's terrific variety and convenience.

Market research indicates that, on average, each American consumes pizza 39 times a year.

"Because pizza sales account for more than \$32 billion annually, we know that increasing pizza sales benefits dairy producers and the dairy industry," said Tom Gallagher, DMI's chief executive officer.

## Community Outreach program offers new farm tour guide

In efforts to extend SUDIA's Community Outreach program a new farm tour guide kit has been developed.

It offers a sample farm tour plan, key messages for frequently asked questions and a farm fact sheet.

The kit provides a step-by-step guide to begin a farm tour, or expand a current farm tour operation.

"By developing new materials and implementing this program locally, we'll continue to protect the positive image of dairy producers and the dairy industry."

said Amanda Trice, SUDIA's integrated communications director.

The farm tour guide is available to all producers in the SUDIA region; please contact Camilla Ellis at 1-800-928-6455 or [cellis@sedairy.org](mailto:cellis@sedairy.org)

For more information about the Community Outreach program or to sign-up for a program in your state please contact Amanda Trice at 1-800-343-4693 or [atrice@sedairy.org](mailto:atrice@sedairy.org).