

PRODUCT COST AND GROSS MARGIN SUMMARY

SUGGESTED RETAIL PRICES:

1 Hunk A Pizza® \$2.89
 2 Hunk A Pizzas. \$5.49
 1 12" Pizza \$9.99
 Each Additional Pizza . . . \$8.99
 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.M. \$	G.M. %	Sell 2 Pizzas	G.M. \$	G.M. %
Pepperoni	4.21	0.35	4.56	9.99	5.43	54.35%	18.98	9.86	51.95%
Bacon	4.78	0.35	5.13	9.99	4.86	48.65%	18.98	8.72	45.94%
Beef	4.54	0.35	4.89	9.99	5.10	51.05%	18.98	9.20	48.47%
Sausage	4.50	0.35	4.85	9.99	5.14	51.45%	18.98	9.28	48.89%
Green Peppers	4.07	0.35	4.42	9.99	5.57	55.76%	18.98	10.14	53.42%
White Onions	4.17	0.35	4.52	9.99	5.47	54.75%	18.98	9.94	52.37%
Mushrooms	4.15	0.35	4.50	9.99	5.49	54.95%	18.98	9.98	52.58%
Black Olives	4.05	0.35	4.40	9.99	5.59	55.96%	18.98	10.18	53.64%
Banana Peppers	4.06	0.35	4.41	9.99	5.58	55.86%	18.98	10.16	53.53%
Jalapeno	4.09	0.35	4.44	9.99	5.55	55.56%	18.98	10.10	53.21%
Pepperoni/Sausage	4.43	0.35	4.78	9.99	5.21	52.15%	18.98	9.42	49.63%
Pepperoni/Beef	4.45	0.35	4.80	9.99	5.19	51.95%	18.98	9.38	49.42%
Pepperoni/ Green Pepper	4.22	0.35	4.57	9.99	5.42	54.25%	18.98	9.84	51.84%
Pepperoni/White Onions	4.27	0.35	4.62	9.99	5.37	53.75%	18.98	9.74	51.32%
Pepperoni/Bacon	4.57	0.35	4.92	9.99	5.07	50.75%	18.98	9.14	48.16%
Veggie	4.46	0.35	4.81	9.99	5.18	51.85%	18.98	9.36	49.32%
Lotsa Meat Pizza®	4.98	0.35	5.33	9.99	4.66	46.65%	18.98	8.32	43.84%
Loaded	4.78	0.35	5.13	9.99	4.86	48.65%	18.98	8.72	45.94%
Plain Cheese	3.86	0.35	4.21	9.99	5.78	57.86%	18.98	10.56	55.64%
Breakfast	4.98	0.35	5.33	9.99	4.66	46.65%	18.98	8.32	43.84%
Thin Crust	3.86	0.35	4.21	9.99	5.78	57.86%	18.98	10.56	55.64%
Hunk A Breakfast®	1.2450	0.16	1.50**	2.89	1.39	48.10%	5.49	2.49	45.36%
Hunk A Pizza®*	1.0525	0.16	1.29**	2.89	1.60	55.36%	5.49	2.90	52.82%

*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™	\$2.10	6	0.3500
5 LB. DOUBLE CHEESE	\$14.89	80	0.1861

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	
25 Pieces	\$0.3535
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.2095

Bacon Pizza	
½ cup (1.72 oz.)	\$0.9227
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.7787

Beef Pizza	
1 cup (4 oz.)	\$0.6800
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.5360

Sausage Pizza	
1 cup (4 oz.)	\$0.6390
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.4950

Green Pepper Pizza	
½ cup (2 oz.)	\$0.2188
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.0748

White Onion Pizza	
½ cup (2 oz.)	\$0.3113
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.1673

Mushroom Pizza	
½ cup (2 oz.)	\$0.2891
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.1451

Black Olive Pizza	
½ cup (1.6 oz.)	\$0.1946
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.0506

Banana Pepper Pizza	
½ cup (1.6 oz.)	\$0.2020
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.0580

Jalapeño Pizza	
½ cup (1.6 oz.)	\$0.2359
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.0919

Pepperoni/Sausage Pizza	
Pepperoni 18 Pieces	\$0.2545
Sausage ½ cup (2 oz.)	\$0.3195
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.4300

Pepperoni/Beef Pizza	
Pepperoni 18 Pieces	\$0.2545
Beef ½ cup (2 oz.)	\$0.3400
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.4505

FOOD COST BREAKDOWN (cont.)



Pepperoni/Green Pepper Pizza		Pepperoni/Bacon Pizza		Pepperoni/Onions Pizza	
Pepperoni 18 Pieces	\$0.2545	Pepperoni 18 Pieces	\$0.2545	Pepperoni 18 Pieces	\$0.2545
G.P. ¼ cup (1 oz.)	\$0.1094	Bacon ¼ cup (0.86 oz.)	\$0.4614	Onions ¼ cup (1 oz.)	\$0.1556
12" Pizza	\$3.8000	12" Pizza	\$3.8000	12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560	Just Rite Spice™	\$0.0560	Just Rite Spice™	\$0.0560
Total	\$4.2199	Total	\$4.5719	Total	\$4.2661

Veggie Pizza	
Banana Peppers ¼ cup (0.8 oz.)	\$0.1010
Olives ¼ cup (0.8 oz.)	\$0.0973
Mushrooms ¼ cup (1 oz.)	\$0.1446
Green Pepper ¼ cup (1 oz.)	\$0.1094
Onions ¼ cup (1 oz.)	\$0.1556
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.4639

Lotsa Meat Pizza®	
Pepperoni 12 Pieces	\$0.1697
Sausage ½ cup (2 oz.)	\$0.3195
Beef ¼ cup (1 oz.)	\$0.1700
Bacon ¼ cup (0.86 oz.)	\$0.4614
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.9766

Loaded Pizza	
Pepperoni 12 pieces	\$0.1697
Sausage 1/8 cup (0.5 oz.)	\$0.0799
Beef 1/8 cup (0.5 oz.)	\$0.0850
Bacon 1/8 cup (0.43 oz.)	\$0.2307
Onions 1/8 cup (0.5 oz.)	\$0.0778
Green Peppers 1/8 cup (0.5 oz.)	\$0.0547
Olives 1/8 cup (0.4 oz.)	\$0.0487
Mushrooms 1/8 cup (0.5 oz.)	\$0.0723
Banana Peppers 1/8 cup (0.4 oz.)	\$0.0505
Jalapenos 1/8 cup (0.4 oz.)	\$0.0590
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$4.7843

Plain Cheese Pizza	
12" Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$3.8560

Thin Crust Pizza	
144" Thin Crust Pizza	\$3.8000
Just Rite Spice™	\$0.0560
Total	\$3.8560

Breakfast Pizza	
Breakfast Pizza	\$4.9200
Just Rite Spice™	\$0.0560
Total	\$4.9760

WHOLESALE PRICING



ITEM #	ITEM DESCRIPTION	COST
1100	Breakfast Pizza	\$4.92
1101	Original Pizza	\$3.80
1112	Thin Pizza	\$3.80
1148	Wings Southern Fried/Baked	\$23.64
1150	Wings Spicy Fried	\$22.00
1149	Wings Spicy Oven	\$23.64
1151	WingBites Home Style	\$23.20
1152	WingBites Buffalo	\$23.20
1206	Just Rite Spice™ - 6 oz	\$2.10
1208	Double Cheese – 5 lb	\$14.89
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

PRODUCT COST AND GROSS MARGIN SUMMARY

WINGBITES

SUGGESTED RETAIL PRICES:



Single Order \$2.99
 Double Order \$5.49
 Party Size. \$12.99

The Best WingBites Deal In Town™!

WingBites

SINGLE ORDER		DOUBLE ORDER		PARTY SIZE	
WingBites Cost	\$1.45	WingBites Cost	\$2.90	WingBites Cost	\$7.25
Wing Box Cost	\$0.15	Wing Box Cost (2 boxes)	\$0.30	Wing Box Cost (2 boxes)	\$0.35
Total Cost	\$1.71	Total Cost	\$3.20	Total Cost	\$7.60
Retail Selling Price	\$2.99	Retail Selling Price	\$5.49	Retail Selling Price	\$12.99
Gross Margin \$	\$1.28	Gross Margin \$	\$2.29	Gross Margin \$	\$5.39
Gross Margin %	42.8%	Gross Margin %	41.7%	Gross Margin %	41.5%

*Product Cost includes 7% waste assumption

PRODUCT COST AND GROSS MARGIN SUMMARY

BONE-IN WINGS

SUGGESTED RETAIL PRICES:

Single Order \$3.79

Double Order \$7.29

Party Size. \$16.99



The Best Wings Deal In Town™!

WINGS - BAKED

SINGLE ORDER		DOUBLE ORDER		PARTY SIZE	
Wings Cost	\$2.07	Wings Cost	\$4.15	Wings Cost	\$10.37
Wing Box Cost	\$0.15	Wing Box Cost (2 boxes)	\$0.30	Wing Box Cost (2 boxes)	\$0.35
Total Cost	\$2.38	Total Cost	\$4.45	Total Cost	\$10.72
Retail Selling Price	\$3.79	Retail Selling Price	\$7.29	Retail Selling Price	\$16.99
Gross Margin \$	\$1.41	Gross Margin \$	\$2.84	Gross Margin \$	\$6.27
Gross Margin %	37.2%	Gross Margin %	39.0%	Gross Margin %	36.9%

5lb. bag Southern and Hot 'n Spicy Baked Wings \$23.64

WINGS - FRY

SINGLE ORDER		DOUBLE ORDER		PARTY SIZE	
Wings Cost	\$1.93	Wings Cost	\$3.85	Wings Cost	\$9.63
Wing Box Cost	\$0.15	Wing Box Cost (2 boxes)	\$0.30	Wing Box Cost (2 boxes)	\$0.35
Total Cost	\$2.23	Total Cost	\$4.15	Total Cost	\$9.98
Retail Selling Price	\$3.79	Retail Selling Price	\$7.29	Retail Selling Price	\$16.99
Gross Margin \$	\$1.56	Gross Margin \$	\$3.14	Gross Margin \$	\$7.01
Gross Margin %	41.2%	Gross Margin %	43.1%	Gross Margin %	41.3%

5lb. bag Hot 'n Spicy Fry Wings \$22.00

*Product Cost includes 7% waste assumption