



Alive & Kickin' Pizza Crust PRODUCT OVERVIEW





A Little Bit About Alive & Kickin’

30 years ago, our leaders turned their passion for pizza into a business we're still crazy about today. Alive & Kickin’ now sells millions of pounds of dough products every year and helps pizzerias, entertainment venues, delis, manufacturers, and more deliver food customers love.

Our customers come to us because they want to **save time, money and effort**; because they **need ultra-consistent quality**; and because their reputations depend on the **flavor and texture** of every pizza they sell.

Check out what Alive & Kickin’ has to offer in dough balls, crusts, sauces, and custom options for signature creations that are uniquely yours.



Pre-Made Dough Balls

Pre-made dough balls can have a remarkably positive impact on your business: you'll save time, ensure consistency, reduce waste and, often, make more profitable pies.

We offer a variety of dough ball types, each ideal for different applications — you can even get custom dough balls, based on an old family recipe or a specific flavor profile. Best of all? We're pretty passionate about ensuring exceptional flavor and texture, so every crust helps enhance the quality of what you do!

Go ahead! Simplify making your restaurant's signature deep dish pizza recipe. Offer a calzone at your deli. Make New York-style slices available at the next stadium event. The versatility of pre-made dough balls makes whatever you want to do easy and delicious.



Dough Ball Varieties

Custom Dough Balls

Any recipe, any size, from 4 oz. to 32 oz. — we can produce perfectly portioned, proprietary dough balls that create consistent, flavorful crusts with minimum labor, equipment and ingredient handling.

Benefits

- Minimizes labor — just proof, toss, and it's ready to go
- Eliminates the need to buy commercial mixers
- Eliminates inconsistencies
- Reduces amount of inventory needed
- Gives users a product that's proprietary — no one else has the recipe
- Reduces work-related injuries (from the mixer, or lifting heavy flour bags)

Custom Dough Balls (continued)

Oven Type

The best type(s) of oven for baking will depend on the variety of custom dough ball that's developed.

Sizes

Dough balls can be made in weights from 4 to 32 oz.

HG and HR Dough Balls

HG Dough Balls are the most popular dough ball type, known for their crispy-outside, slightly-chewy-inside texture and superior hand tossing or sheeting capabilities. Our HR Dough Balls offer a delicious alternative with a bit less chew and a softer, bread-like texture for thicker pizzas and breadsticks.

Benefits

- HG is our most popular (and versatile) dough ball, ideal for hand-tossing a New York style crust, or sheeted for a crispy thin crust
- HR are more bread-like flavor with a softer, less chewy texture than HG — a good choice for thicker pizzas and breadsticks
- HG cooks up crispy on the outside with a slightly chewy texture and browns nicely

Oven Type

This dough can be baked in any commercial oven.

Sizes

Dough balls can be made in weights from 4 to 32 oz.

Varieties

- **Beer-Infused Dough Balls (BDB)** have a rich, yeasty aroma and flavor
- **Wood-Fired HG Dough Balls (WDHG)** withstand high temperatures and wood-fired ovens
- **HG Dough Balls with Sour (HGR)** have the same characteristics as HG and with a light sourdough flavor
- **Low Moisture HG Dough Balls (LMHG)** have a lower moisture content that works great with sheeters
- **HR Dough Balls with Extra Yeast (HRXY)** are similar to HR dough balls, but with a bit more “pop” and quicker browning
- **HR Dough Balls for Pan Pizza (HRPAN)** are similar to HR dough balls, but designed for pan-style and deep-dish pizzas

Specialty Dough Balls

Customer-pleasing focaccia, take 'n' bake, and classic Neapolitan crusts are available in low-labor dough balls.

Benefits

- Make great table bread served with olive oil or balsamic vinegar
- Work well for gourmet pizzas
- Hand tosses well

Oven Type

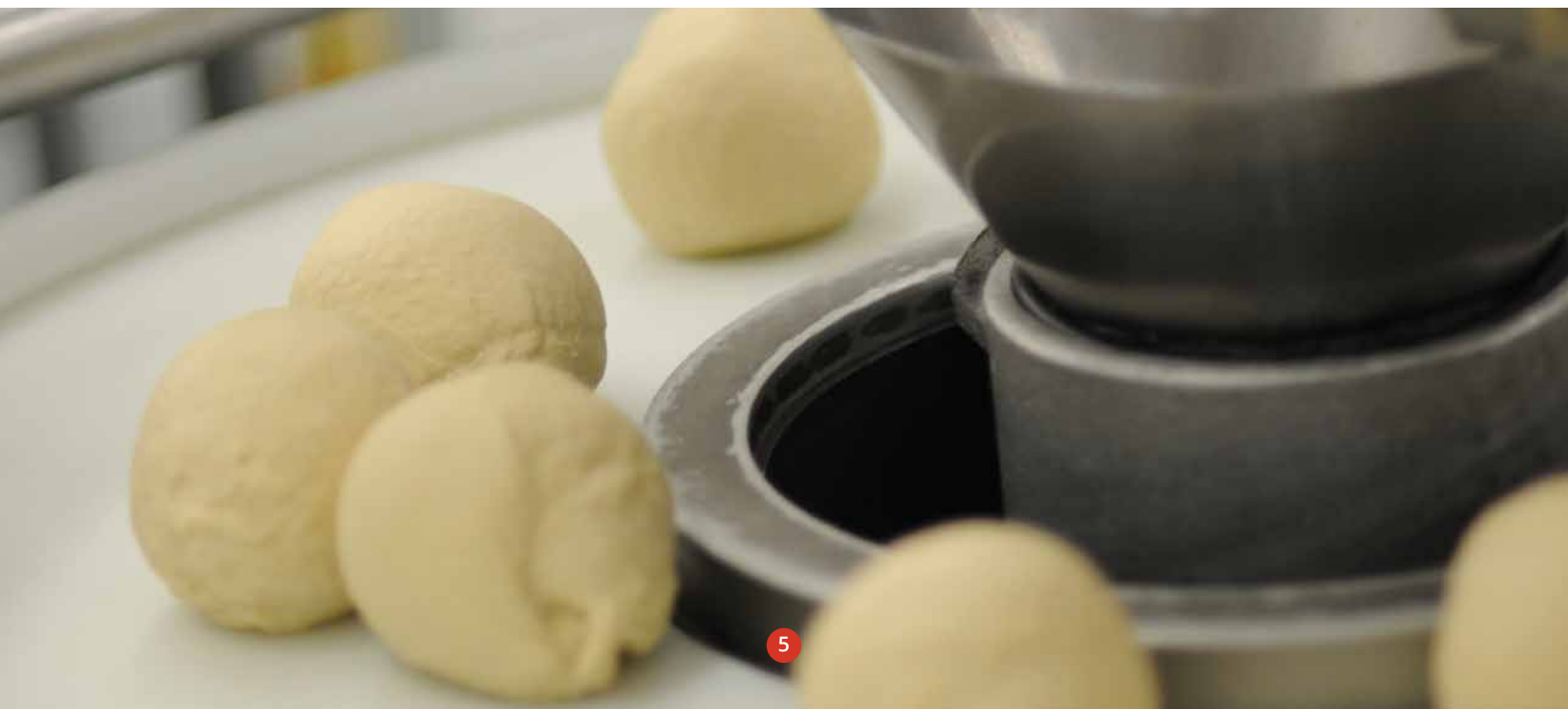
This dough can be baked in any commercial oven, but temperatures vary depending on the variety.

Sizes

Dough balls can be made in weights from 4 to 32 oz.

Varieties

- **Focaccia Dough Balls (FOC)** are versatile dough balls made with classic focaccia seasonings. Makes great table bread, works well for gourmet pizzas, or paired with white sauce and chicken
- **Take 'N' Bake Dough Balls (TNB)** are specially made for take 'n' bake pizzerias since they're made to bake crispy, chewy, and all the way through in home ovens, and have a great proofed shelf life; works well for pre-made pizzas
- **Classic Neapolitan Dough Balls (CPT)** are made from specialty flour and works great with high-heat oven applications of 600° F and up





Authentic Wood-Fired Crusts

Genuine wood-fired pizza crust made using traditional artisanal methods; par-baked on a lava stone deck oven fired with real wood, lending a subtle hint of smoke flavor. Direct heat creates natural bubbling and outstanding texture and structure.

Operational Uses

- Entertainment venues
- Ballparks and stadiums
- Frozen retail
- C-stores
- Delis
- Restaurant chains
- Hospitals
- Schools and colleges

Benefits

Allows operators to offer something trending, unique, and “clean label” that helps transform their menu/brand and provide a competitive advantage.

Oven Type

Authentic Wood-Fired Crusts can be final baked in any oven type (home or commercial).

Sizes

11", 12", 16"





Astoria Rising Crusts

Self-rising crust (also referred to as oven-rising or live dough crust) that uses leavening agents in combination with yeast to create a pizza dough that rises as it bakes in the end user's oven.

Operational Uses

- QSR
- Take 'n' bake
- Frozen retail
- Convenience stores

Benefits

- Rises as it bakes for the first time – open, airy structure
- Excellent for environments requiring 1-2 hours of holding under a warming unit
- Freezer-to-oven convenience — no kneading, proofing, or resting necessary
- Long shelf life of 180 days frozen

Oven Type

- Conveyor
- Rapid cook
- Convection
- Home

Sizes

5" to 16" rounds; rectangles and squares available in select sizes.

Varieties

Dozens of proven recipes in-house, with custom recipes possible. A wide variety of weights and rim styles is available.



Cobble Hill Raised Edge Par-Baked Crusts

Par-baked crust refers to a dough that has already gone through the baking process once, giving the crust the same essential properties as baked bread. This is the ultimate in convenience and ease of handling. Raised edge par-baked crusts have a traditional look and feel — a hand-tossed style in thickness and recipe.

Operational Uses

- Take 'n' bake
- Convenience stores
- Arenas
- Frozen retail
- QSR
- Hospitals
- Schools and colleges
- Care facilities
- Corporate/institutional dining

Benefits

- Easier to handle since they can be held at refrigerated or ambient temperatures
- Reduced cooking time for the back of the house, helping to ensure quicker customer service
- Extra-long shelf life
- Short bake times and no need for proofing

Oven Type

- Conveyor
- Double-door convection

Varieties

Full range of styles, textures, and tastes from classic Italian bread, to take 'n' bake, to rich and yeasty Sicilian-style dough:

- **Organic and customizable flavors and recipes available**
- **Hand-Tossed Style Pizza Crusts:** Available in sizes from 6" to 17", these crusts have the look and feel of a traditional hand-tossed dough with the convenience of a preformed, par-baked crust



Cobble Hill Thin Par-Baked Crusts

Par-baked crust refers to a dough that has already gone through the baking process once, giving the crust the same essential properties as baked bread. This is the ultimate in convenience and ease of handling. Thin par-baked crusts are a traditional crowd-pleaser — the flaky, crisp texture and light bite keep customers coming back for more.

Operational Uses

- Frozen retail
- Restaurants
- QSR
- Hospitals
- Schools and colleges
- Care facilities
- Corporate/institutional dining

Benefits

- Easy to handle since they can be held at refrigerated or ambient temperatures
- Ultra fast bake time
- Extra long shelf life
- No need to proof
- Delicate, flaky texture

Oven Type

- Conveyor
- Home
- Deck

Varieties

- **Traditional Thin Crust:** Available in sizes from 7" to 16", with a light bite and flaky interior
- **Extra Crispy Thin Crust:** Available in sizes from 7" to 16", featuring a distinctly crunchy short bite and rich flavor



Custom Crusts

With Alive & Kickin' custom crusts, "the sky's the limit" when it comes to what we're able to do — even the replication of age-old family recipes.

Uses

Custom crusts can be tailor-made for a variety of applications or settings. We are also able to create formulations that meet many special recipe or nutritional requirements.

Benefits

- Accurate, consistent replication of a proprietary recipe
- Create unique offerings and a competitive advantage
- Add a signature menu item to enhance customer loyalty

Oven Type

The best type(s) of oven for baking will depend on the variety of custom crust that's developed.

Sizes

Varies based on custom crust project.

Varieties

Varies based on custom crust project.



Arthur Avenue Sauces

Delicious and convenient pizza and pasta sauces made according to authentic Italian recipes using only the highest quality ingredients.

Uses

Use in place of scratch-made sauces on pizzas, in calzones, on pasta, and as dipping sauces.

Benefits

Quality ingredients create sauces that challenge any scratch-made sauces, saving operators time while ensuring consistency.

Sizes

Packaged as either 4 / 5 lb. pouches or 4 / 10 lb. pouches.

Varieties

- **Ready To Use Pizza Sauce:** A smooth, flavor-forward sauce made with a blend of the highest-quality California-grown tomatoes and unique spices. And, it does not contain any artificial preservatives
- **Alfredo Sauce:** A rich, creamy white sauce made with real heavy cream and high-quality Parmesan cheese. Ideal for chicken Alfredo pizzas and a variety of pasta dishes



Ready to Take Your Pizza to the Next Level?

It's easy to add Alive & Kickin' pizza crusts and dough balls to your lineup! Contact your distributor or find an Alive & Kickin' distributor near you by visiting akcrust.com/contact-us#distributor.

Questions about how Alive & Kickin' can assist you with custom recipes or other needs? Reach out to the pizza crust and dough experts today. We're happy to help in any way we can!

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