



Dogtown Pizza Hits 10-Year Milestone with Large Flash Freezer Installation

The new flash freezer allows Dogtown Pizza to create fresher pizzas more quickly without changing the core of their pizza-making process.

ST. LOUIS, MO, June 04, 2016 **/24-7PressRelease/** -- Dogtown Pizza, a local frozen pizza company, recently experienced a major milestone at their location after nearly 10 years in business. Last month, they installed a new flash freezer on their premises, which streamlines the company's process of making pizzas by allowing them to make fresher pizzas more quickly and in higher volume without needing to change the core of their process.

The newly-installed flash freezer took eight months of planning, four days of installation, and one day's worth of testing.

Dogtown Pizza flash freezes their pizzas after they are assembled in order to preserve the flavor and freshness that the pizzas are known for. The new freezer also locks in the flavors of the pizzas almost immediately.

"Depending on the toppings, our old flash freezer took 15 to 45 minutes to freeze one pizza. While this was effective for a time, it simply wasn't as efficient as we've needed it to be," said Rick Schaper, owner of Dogtown Pizza. "On the other hand, our new freezer will blast-freeze a pizza in just two minutes."

"With this improved technology in our hands, we are now able to produce more pizzas per day with the same crew. In addition, our new freezer has opened up an extra 200 square-feet of space in our facility, giving us room for growth as a business. Our potential seems limitless!" Schaper continued.

Dogtown Pizza has been serving frozen pizzas made of the highest quality of ingredients from local suppliers since 2006. Starting out in Schaper's kitchen, Dogtown Pizza has turned into a business that employs more than 20 people and has 10 different varieties of frozen pizza stocked in every major St. Louis grocery store, including Target. Their commitment to community, family, and local businesses has remained top priority for the company as they have forged partnerships with some of St. Louis' best businesses.

For more information, please visit Dogtown Pizza online at www.dogtownpizza.com.

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