



DOGTOWN PIZZA INCREASES PRODUCTION & REDUCES LABOR HOURS WITH GROTE PIZZA TOPPING LINE

DOUBLING THROUGHPUT WHILE MOVING TO A FOUR-DAY WORK WEEK AND REDUCED

OVERVIEW

Dogtown Pizza is a family business run by Rick and Meredith Schaper and their three sons in St. Louis, Missouri. The business is named after the neighborhood where they started making pizza in their home kitchen in 2006.

Over the years, Dogtown has grown to produce over 100,000 freshly frozen pizzas monthly. With demand growing, they struggled to keep up using only manual labor. They partnered with Grote Company to automate production with several orders of their pizza topping equipment.



"Grote is the best! It is an incredible company to work with, one of the most responsive and organized companies that we've bought equipment from."

– Rick Schaper, Owner

RESULTS

2x
production rates

To 120,000-140,000 pizzas per month

Up to 50%

Reduction in labor costs by
shortening the work week and shifts.



CHALLENGES

- Lower production rates
- Reliance on manual labor
- Couldn't take on additional orders from new retailers

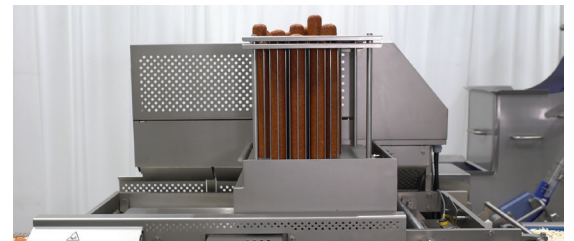
SOLUTION

Dogtown Pizza visited several OEMs at the 2019 Process Expo trade show, including Grote, who demonstrated their pizza topping line. They placed their first order for a **Grote ValueDose Sauce Applicator** and **MC45 Cheese Applicator** shortly after. Then, in 2022, Dogtown added two **Peppamatic pepperoni slicers** and another topping applicator the year after.

The results of the automation speak volumes. Production rates have gone up significantly. Dogtown now produces 120,000-140,000 pizzas per month, more than twice per day before adding the equipment. It's added new products to its line, expanded sales to more retailers, including Walmart and Fresh Thyme, and now sells to a broader geography.

They have also reduced their work week to four days with shorter shifts. Labor costs per pizza have been cut in half for some varieties, while processes have been simplified across the production line.

Based on their success, Dogtown plans to add another line to its manufacturing facility.



"Grote seemed to be the most knowledgeable in the pizza-making industry and to have the most experience compared to similar companies,"

– Rick Schaper, Owner

Grote Company's pizza topping line automates the application of sauce, cheese, seasonings, and IQF toppings onto production lines.

Learn more about our sauce depositors, topping applicators, and slicers at grotecompany.com/Pizza-Topping-Line.

