



PETER PIPER PIZZA INNOVATION OVEN CONTEST BRIEF

About Us:

We fired up the ovens and opened the doors to the very first Peter Piper Pizza in Glendale, AZ in 1973 bringing food, family, and fun to life with the mission of "Great Gatherings."

Purpose:

To drive Guest excitement and operational success through innovative menu items that balance creativity, brand relevance, and craveability.

Brand Mission Alignment:

Culinary innovation is at the heart of our "Great Gathering" mission—bringing families and friends together over meals they love by introducing exciting new flavors while maintaining the quality they trust. Innovation fuels this connection by keeping our menu fresh, fun, and forward-thinking.

Culinary Philosophy:

We innovate by combining made-from-scratch techniques, Guest-inspired flavors, and a flair for the unexpected — always staying true to our promise of quality and joy in every bite.

Target Guest Insight:

Families and fun-seekers who are looking for new reasons to visit and new flavors to enjoy — adventurous enough to try something new, but loyal to the classics and kid approved.

Peter Piper Pizza Demographics

- Parents/Adults 23 – 49 years old
- Over index in the Hispanic market
- Kids 8 – 12 years old

Brand Guardrails:

- No ultra-niche or polarizing flavors
- Avoid anything too complex for team execution
- You must use current skewers/ingredients found in our kitchen. Up to 2 additional skewers if needed.
- Must fit within the overall dining experience: fun, family-forward, and flavorful

Innovation Pillars:

- Guest-Loved, Guest-Led, Kid-friendly
- Bold but Familiar
- Operationally Sound

- Seasonal & Trend-Informed
- True to Our Brand DNA

Innovative Areas of Focus:

- Pizza
- Desserts
- Starters/Appetizers

Tone & Storytelling:

Playful, energetic, fun, and deliciously descriptive. Every new dish should be a reason to celebrate — and something Guests want to share with friends (and on social).

CONTEST GUIDELINES

Contest

Unleash your creativity and help shape the future of our menu! Participants are challenged to develop one or two innovative menu items in the following categories:

- Specialty Pizza
- Starter
- Dessert

If submitting two items, they must be from different categories. For example:

- ✓ Specialty Pizza + Dessert
- ✓ Starter + Dessert
- ✓ Specialty Pizza + Starter
- ✗ Two Starters
- ✗ Two Pizzas
- ✗ Two Desserts

Product Development Requirements

1. You must use existing SKUs currently available in Peter Piper Pizza restaurants.
2. You may introduce up to two new SKUs (ingredients) to support your idea.
3. Items must be practical for restaurant execution and align with our brand's flavor profile and fun, family-forward personality.
4. Foods that are baked or fried.

The Prize

The winning menu item will be featured systemwide from November 4, 2025 to January 26, 2026.

A \$1,500 scholarship and a portion of the proceeds from the winning menu item will be awarded to the creator!

Important Dates

- August 26, 2025
Contest kickoff and registration at Arizona Culinary Institute
10585 N 114th St., Suite 401, Scottsdale, AZ 85259
1:00 to 3:00 p.m.
- Registration Period
August 26th – August 31st, 2005
- September 4, 2025
Restaurant tour at Peter Piper Pizza
- September 18, 2025
Product presentations at Arizona Culinary Institute presenting their product to the Peter Piper Pizza team allowing feedback.
- September 23, 2025
Final product presentations on site of Peter Piper Pizza headquarters. Contestants will present their items to a panel of judges stating:
 - Why they chose the item
 - How it fits the Peter Piper Pizza brand
 - How it brings bold, craveable flavor to our Guests

The winner will be selected that day.

Tips for Success

- Think flavor-forward, fun, and family-friendly.
- Keep operational feasibility in mind.
- Make it memorable—this is your chance to create the next Guest favorite!