

AAA, 4-star resort and private golf club located on Cape Cod, Ocean Edge, solves for COVID-19 dining restrictions and **gains a new, permanent dining experience and popular guest attraction** with Marra Forni's pizza oven.



## Situation

Due to the COVID-19 pandemic, Ocean Edge was facing a business challenge. Similar to many restaurants in the country, they were concerned about how they would succeed under unprecedented limitations on their normal operations. As the summer approached, they were looking for a solution that would take advantage of their 3-acre lawn space for outdoor dining.

"We had to think outside the box to still provide some casual family-friendly fare to our resort guests. When you think of casual, approachable, family-friendly food, pizza comes to mind immediately. That's something we weren't offering at the time," said Philip Flath, Executive Chef/Director of F&B Administration at Ocean Edge Resort & Golf Club.

Ocean Edge wanted to find a way to provide quality pizza for a minimal capital investment, especially given the uncertainty about whether the new approach would be successful.

"We started talking about a food truck or something along those lines. There was a lot of debate. We wanted to get the most bang for our buck. We landed on, 'if we're going to do pizza, we should go with a pizza oven that is a one-stop cooking mechanism,'" said Philip.

**"With Marra Forni, you know you're getting a quality piece of equipment, you know that it's going to be durable, and you know it's going to be consistent. They're very good about their support in terms of their knowledge and imparting that into training you to get your business up and running."**

### **PHILIP FLATH**

Executive Chef/Director of F&B Administration  
**Ocean Edge Resort & Golf Club**

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## Solution

When Ocean Edge Resort settled on a pizza oven, choosing Marra Forni to source the oven was an easy decision.

"I knew Marra Forni and the quality of their ovens. Once we decided to go in that direction, there was no question that was the one I wanted. I knew it would be consistent, durable, and that it was going to give us a presentable look—outdoors and freestanding in the middle of the lawn," said Philip.



Neapolitan NP90 Gas Oven

Marra Forni enabled Ocean Edge to get their pizza business up and running swiftly. The pizza oven installation was very quick and simple. "It came fully wrapped on a flatbed truck. We had a patio built for it. They came in and dropped it on the patio. Very easy," recalled Philip.

In addition to being easy to install, the customer service from Marra Forni has been "fantastic," according to Philip. "They want to see you succeed. I had issues trying to manage the temperature consistently and evenly. I was on the phone with them a few times. They walked me through various scenarios based on what I was doing and how to best use their equipment. They were very, very helpful and willing to support me," said Philip.

Because of high demand, Ocean Edge plans to add an additional oven!

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## RESULTS



**New revenue generation**

The Marra Forni oven has provided new revenue generation, averaging \$4,500 in sales a night with \$225k in sales in August & September (including alcohol). This far exceeded Ocean Edge's expectations. On their top night, during a four hour shift, they produced 163 pizzas.



**Exciting, new dining experience**

Marra Forni's pizza oven is an eye-catching attraction. "It was definitely a topic of conversation for guests that were waiting for their pizzas. They'd come up and pick them up, or the kids would be running around and want to look at it and see what was going on," shared Philip.

Furthermore, having Marra Forni's pizza oven on Ocean Edge's beautiful lawn, provided a safe haven for many looking for "something to do" in the middle of the COVID-19 pandemic. It became an event in itself. "And it may sound crazy, but to go sit on a blanket on a lawn and eat pizza, and have a canned cocktail or a beer, was what [the guests] considered exciting to do. I'll take that every day," said Philip.



**High demand results in plan to add 2<sup>nd</sup> oven**

Thanks to the success of the Marra Forni pizza oven in the summer of 2020, Ocean Edge plans to make this a permanent mainstay. "It was such a hit. It created a new experience for our guests, allowing us to really take advantage of that space. We've made plans to add an additional oven and further enhance the space," said Philip.