

A Marra Forni oven **becomes the centerpiece** of a new corporate cafeteria.



Situation

Ed Howard was in the discovery phase of a cafeteria renovation being completed by a corporate dining facility in Hartford, Connecticut. He sought a new gourmet pizza oven concept that would make the dining facility a flagship location.

While at a National Restaurant Association show, Ed spent time at the booths of several pizza oven suppliers. However, he was not impressed with the demonstrations, the production times, or the quality of the finished products.

Then Ed went to Marra Forni's booth. He challenged the Marra Forni team to demonstrate their oven so that he could evaluate its quality as well as the finished product. He was encouraged by what he saw and tasted. What he liked most was the speed of the cooking in the Marra Forni Rotator Oven. Cooking speed was crucial due to the size of the population to be served and the limited serving times.

Ed wanted to appraise the oven further before making a final decision, so he visited a local restaurant that used a Marra Forni oven. Again, he liked how the oven performed, so he decided to order a Marra Forni RT-150, the largest format brick-oven solution featuring a rotating cooking deck.

Solution

As is often the case, the installation of the Marra Forni oven was going to be the primary focal point of the new cafeteria space. The oven would be built into a custom metal facade and surrounded by a 360-degree engagement featuring the Due Bocche pass-through design. Although the oven would be gas-fired during production and service, there also would be a unique fire feature placed in the center of the cooking deck. This unique feature would serve as a hearth, giving the oven a warm, home-like experience.

Since there were high expectations of the oven, Marra Forni hosted the FLIK Culinary Leadership Team and representatives of the corporate dining facility at Pizza University, which is located just outside Washington D.C. at the Marra Forni world headquarters. **CONTINUED**

“Marra Forni really knows how to bring Italian Hospitality to food-service equipment.”

STEPHEN LOPANE
Executive Chef
FLIK Hospitality Group



Solution CONTINUED

There, participants received an immersive education in lieu of an in-depth knowledge about pizza, dough chemistry and formulations, the pizza business, the history of pizza, dough chemistry, ingredient formulation, and proper dough-handling techniques.

They also received extensive training regarding the operation of the Marra Forni ovens. This training included instruction relating to non-pizza menu items and new cooking techniques that would maximize FLIK Hospitality Group's return on investment.



"We all realized tremendous value from the class," said Stephen Lopane, FLIK Hospitality Group's executive chef. "The hands-on, immersive structure of the content and professionally thorough delivery of the information were more than expected. This is a learning opportunity that all of our culinarians should attend in the future."

Stephen has taken the training to heart and relied on the Marra Forni oven to make far more than just pizza.

"This oven is very versatile," said Chef Stephen. "After many years of trial and error when making bagels, I have finally been able to create a product I am truly proud of thanks to the Marra Forni oven. We also bake an array of bread, focaccias, stuffed bread, calzones, and stromboli. We even make casseroles and fire-roasted clams."

Stephen added, "I'm a tough critic, but I strongly believe that when you make a deal with the Marra Forni team and purchase one of their ovens, you become a part of the Marra Forni circle. They really know how to bring Italian hospitality to food-service equipment. You come in a customer. You leave family."

FLIK Hospitality Group has taken the Marra Forni training to heart and uses the oven to make more than just pizza. They also make bagels, breads, and even fire-roasted clams!

"When you make a deal with the Marra Forni team and purchase one of their ovens, you become a part of the Marra Forni circle. You come in a customer. You leave family."

RESULTS



Reliability. "I've been operating wood and gas-fired brick ovens for over twenty years, but I've never found success until I've used the Marra Forni oven," said Chef Stephen. "Most ovens have good aspects as well as bad aspects, but there's nothing negative that I could say regarding what the Marra Forni oven has provided."



Versatility. "The oven is highly versatile," said Stephen. "I can cook a wide range of foods in it. That allows me to add delicious items to my menu."



Top-notch customer service. "As far as customer service goes, it is second to none," said Stephen. "If you have any questions, you get a response right away. I've even spoken with a member of the Marra Forni team on a Sunday."