



Full Course
Volume 3 | Issue 1 | 2023

Let the
CRUST
be Your
Canvas



INSIDE THIS ISSUE:

PIZZA ELEMENTS

MjKellner
Exceeding All Your Food Service Needs

sales representative SPOTLIGHT

CHRIS MCCULLOUGH

How long have you been with M. J. Kellner?
6 years

What was your first job and how long have you been in the Foodservice industry?

My first real job was working as a dishwasher at the Mattoon A&W. I made it to fry cook my first summer! I have remained in the foodservice industry for 45 years.

What is your favorite part of sales?

It is a relationship business. I feel that I get to see my friends most days!

What is your best advice that you give your customers?

Consistency in their operations and product is KEY!

What do you enjoy doing in free time?

Depends on the time of year! I enjoy yard work in the summer, yard clean up in the fall, then wait to start it all over again in spring. Any other free time is spent planning our next vacation! See my grandchildren any chance that I get!

Do you have hobbies?

Home projects are at the top of my hobbies list, next is riding motorcycles.

What happens in your day to stamp it a good day?

Good communication with my customers. It is a good day when a customer calls me to help, no matter where the problem or question stems from. A good day when not at work is when I get to do things with my children and grandchildren.

What keeps you motivated?

I like to be the person that the customer calls for answering questions and solving problems.

This issue is based around pizza, you have several pizza accounts, what is your favorite pizza topping?

Bacon is good on anything!

Are you a thick crust or thin crust fan?

I like them all from the thin cracker to the medium to the thick and pan pizza. They are all good!!!



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We have partnered with M. J. Kellner for the last six years. We have had a long term relationship of 20 years with our Sales Representative Chris. We have been impressed with all divisions of M. J. Kellner. We are always well taken care of by the Chemical division with our dish machine and chemicals. We also enjoy working with Mike Sbarbati on new equipment and smallwares.

We appreciate the predictable great results from products to transportation. We can rely on M. J. Kellner adjusting to our volume as we grow. M. J. Kellner is willing to grow with us!

*John Arena
Owner
Villa Pizza, Mattoon, IL*



We have been with M. J. Kellner for six years. Chris is our sales representative. We have been impressed with the fill rates within the past couple of years with Covid and all the other hurdles that we have crossed. We have enjoyed working with Rachel on menus and her ability to take us from a manual menu board to a digital one. We appreciate the food shows and getting a chance to see new products. We also like meeting other's in the pizza business and getting their take on the pizza business. We would like to thank the chemical division! They have saved us lots of money and the service is the best I have ever seen.

*Greg Addis
Owner
Pizza Man, Effingham, IL*

IN CRUST WE TRUST



Fontanini Rustic MJK # 67612

This par-baked round crust is made with high protein wheat flour and is baked to a light golden color with light grill marks on the bottom. The crust is dusted with breadcrumbs for an authentic texture.



BONICI Neapolitan MJK # 67692

The quintessential Italian style crust with a small raised edge. Light, slightly crispy with a thin bread-like interior.



Fontanini Flatbread MJK # 67745

This par-baked flatbread crust is made with high protein wheat flour and is baked to a light golden color with light grill marks on the bottom. The crust is dusted with breadcrumbs for texture.



BONICI Thin MJK # 67734

It's super thin, super crispy, and super good. This rich, buttery, pastry-like crust is the ultimate thin crust experience.

TNT Cauliflower Crust MJK # 67843

For those who are looking for a healthy crust option in their diet.... A crispy thin "Better For You" gluten-free garlic herb cauliflower crust. Topped with a blend of Parmesan and romano cheese and flavor-packed with Italian seasonings.



BONICI Readi-Rise MJK # 67738

Ready, rise-in-your-oven crust with a raised edge. Robust flavor, fresh-baked aroma, and a soft, chewy bite are the hallmarks of this crust.



RICHS Oven Rising MJK # 67960

Sheeted freezer-to-oven dough that is designed to rise and develop its airy texture, artisan flavor, and perfect chew in the operator's oven. Use product right from the freezer, add toppings and bake.



RICHS Extra Thin MJK # 67842

A par-baked crust prepared using high protein wheat product. Product has a light baked color with no toast marks on top and no grill marks on the bottom.



LET'S 'SAUCE ABOUT IT



Saporito Pizza Sauce is the thicker, bolder version of Full Red Pizza Sauce. For deeper, bolder “cooked” tomato flavor, we thicken Saporito considerably longer in our proprietary low temperature evaporators than Full Red.

MJK # 13189

Pizzaiolo is an authentic, fully-seasoned chunky pizza sauce, inspired by the artistry of neighborhood pizzaioli (pizza-makers) throughout Italy. A traditional blend of chunky vine-fresh tomatoes, extra virgin olive oil, oregano, garlic, and pepper, Pizzaiolo has a ready-to-use thickness and authentic character enjoyed in real Italian pizzerias.

MJK # 13184



Full Red Marinara features sweet, chunky, crushed tomatoes, delicately seasoned with extra virgin olive oil, onion, black pepper, oregano, and parsley. It is bursting with fresh aroma and flavor for use as is or with your own added signature seasonings.

MJK # 13247

For those preferring a smooth ready-to-use pizza sauce, our Full Red Fully Prepared Pizza Sauce is mildly seasoned with classic “old-school” ingredients, including extra virgin olive oil, oregano, pepper, and garlic. It is 100% packed from fresh tomatoes to give this sauce an exceptionally vibrant flavor that is dependably consistent, day after day, year after year!

MJK # 13186



Full Red Pizza Sauce with Basil is our flavorful fresh base sauce designed to give your signature pizza sauce recipe maximum “vine-fresh” flavor and aroma! With bright “fire engine” red color and thick velvety texture, Full Red has long been a New York favorite.

MJK # 13187

From the small farms of Liguria and Tuscany to California. The Stanislaus family proudly provides fresh-packed tomato products across the United States and Canada. They take pride in knowing that their customers rely on Stanislaus tomatoes for their own recipes.

Say CHEESE!

MOZZARELLA

MJK # 75234

MJK # 20372

CHEDDAR

MJK # 20326

50/50

MOZZARELLA & PROVOLONE

MJK # 20384

PARMESAN

MJK # 20466

TOP IT OFF

Fontanini Cooked Italian
Gourmet Meatball
MJK # 64613

Fontanini Cooked
Italian Sausage
MJK # 64225

Hormel Sliced
Pepperoni
MJK # 65128

Fontanini Sliced Rope
Italian Sausage
MJK # 67600

Hormel Canadian
Bacon Slices
MJK # 64820

Hormel Fine
Beef Crumble
MJK # 64220

Hormel Large
Sliced Pepperoni
MJK # 65642

Hormel Bacon Bits
MJK # 64544

Smithfield Pork
Sausage Bulk
MJK # 65410

Farmland Bias Cut Smoked
Maple Sausage
MJK # 67702

Smithfield Smoked
and Diced Ham Cubes
MJK # 63631



Provel Cheese

St. Louis is known for their uniquely flavored pizzas topped with Provel cheese. But what exactly is Provel cheese? It is a mixture of white cheddar, Swiss, and provolone cheeses with an addition of liquid smoke. If you have ever tried this St. Louis delicacy, you know that Provel Cheese tastes nothing like any of these three cheeses and has more of a smoky flavor. The reason this cheese was created was due to the fact that owners of St. Louis's Costa Grocery (now Roma Grocery) did not like the stringiness of mozzarella cheese after it was melted. Provel melts just as well as mozzarella, without the strings attached.

Provel Supreme
MJK # 61004

Mozzarella Cheese

Mozzarella (which is well-known as the staple cheese of pizza-making) is more milky and stringy than provolone. The famous pizza cheese pulls can only be accomplished with the traditional mozzarella cheese topping. Unless you go to St. Louis, it is a rare occurrence that you will order a pizza with cheese other than mozzarella (unless it is a restaurant's specialty pizza).

Mozzarella Mega Meat
MJK # 61025

Veggie Deluxe

INGREDIENTS

- Bonici Redi Rise Crust
- 1 ½ Cups of Pizza Sauce
- 2 Cups Mozzarella
- ½ Cups Sliced Onion
- ½ Cups of Broccoli
- ½ Cups of Black Olives
- ½ Cups of Sliced Mushrooms
- 1 Green Pepper
- 1 Cup of Baby Spinach

INSTRUCTIONS

- Preheat oven
- Place crust on a pizza pan and spoon sauce over crust leaving ½ inch of crust is showing
- Spread half of the cheese
- Place veggies on top
- Top veggies with cheese
- Bake until crust is golden and cheese melted



GET FRESH PRODUCE

Get Fresh Produce bases what they do on "Fresh Thinking." By doing this they are working on always meeting their clients needs.

They have now been in service for over 37 years from their headquarters in Barret, Illinois.

With their moto being "We feed people" to be a consistent reminder that they are doing more than just delivering food but are providing food to children and families all over the area.

VEG OUT!



did you know?

- There are 350 slices of pizza consumed every second in the United States.
- The average American eats pizza at least once a month.
- Pizza has been a staple in the American diet since the late 19th century.
- Pizza was named the fastest growing segment of casual restaurant chains in 2017.
- Idea of how much America loves pizza - \$45.1 billion in annual sales is the rough idea.



what do you need?

- Pizza Pans •
- Pizza Screens •
- Pizza Peels •
- Pizza Stone •
- Deep Dish Pizza Pan •
- Sheet Pan •
- Cast Iron Skillet •
- Pizza Cutter •
- Pizza Server •
- Kitchen Scale •
- Dough Scraper •
- Pizza Steel •
- Dough Docker •
- Oven Brush •
- Stone Scrubber •
- Pan Gripper •
- Rocking Cutter •
- Pizza Server •
- Pizza Tray Holder •
- Dough Mixer •
- Pizza Garnish: Parsley, Cilantro, Thyme, Oregano, Dill, Basil, Mint Leaves, Chives, Chervil, Spinach, Coriander, Bay Leaves, Spring Greens, Endive, Butter Crisp •



THE SPICE IS RIGHT



Meatball Pizza

INGREDIENTS

- Neapolitan Crust
- 8 Ounces Pizza Sauce
- ¼ Cup Grated Parmesan
- 1 Small Onion (sliced)
- 16 Meatballs thawed and halved
- 2 Cups of Mozzarella
- 1 Tsp Garlic Powder
- 1 Tsp Italian Seasoning

INSTRUCTIONS

- Preheat oven and place crust on a pizza pan
- Spread sauce over crust, sprinkle with garlic powder, Italian seasoning and Parmesan cheese
- Add meatballs on top and spread Mozzarella
- Bake until golden brown



A hand is shown holding a slice of BBQ Chicken Pizza. The pizza is topped with BBQ sauce, cooked chicken, red or white onion, cilantro, pepperoncini peppers, and shredded Colby-Jack cheese. The background is a light-colored surface with a red brushstroke effect.

BBQ Chicken Pizza

INGREDIENTS

- Rich's Extra Thin Crust
- 1 Cup of BBQ Sauce
- 2 Cups of Cooked Chicken
- 1 Cup Red or White Onion
- ½ Cup of Cilantro
- 1 Cup of Pepperoncini Peppers
- 2 Cups of Shredded Colby-Jack Cheese

INSTRUCTIONS

- Preheat oven
- Place pizza on a pizza pan and spread BBQ sauce on crust
- Top with chicken, pepperoncini's, onion, and cilantro
- Bake until cheese is melted and bubbly

A hand is shown holding a slice of Pig Pizza. The pizza is topped with pizza sauce, precooked sausage, Canadian bacon, pepperoni, pulled pork, and mozzarella and provolone cheese. The background is a dark grey surface with a black brushstroke effect.

Pig Pizza

INGREDIENTS

- Rich's Extra Thin Crust
- 1 Cup of Pizza Sauce
- ½ Cup of Precooked sausage
- 8 Slices of Canadian Bacon
- Pepperoni
- ½ Cup of Pulled Pork
- 2 Cups of Mozzarella and Provolone Cheese

INSTRUCTIONS

- Preheat oven
- Place on pizza pan and spread sauce over crust
- Spread cheese and place pork products on top of cheese
- Bake until the crust is golden brown and pork is heated through

Dessert Apple Pizza

INGREDIENTS

- Fontanini Flat-bread Crust
- 2 Cups of Apples, Cherry or Peach Filling
- 1 Tsp Cinnamon Sprinkled Over Pie Filling
- 1 Tbsp Sugar Sprinkled Over Pie Filling

TOPPINGS

- $\frac{3}{4}$ Cup of Flour
- $\frac{1}{2}$ Cup of Packed Brown Sugar
- $\frac{3}{4}$ Cup Old-Fashioned Rolled Oats
- 1 tsp Ground Cinnamon
- $\frac{1}{2}$ Cups Salted Butter

WHITE ICING TOPPING

- 2 Cups Powdered Sugar
- 1 Tsp Milk
- $\frac{1}{2}$ Tsp Vanilla

INSTRUCTIONS

- Preheat oven and place crust on a pizza pan
- Spread choice of filling on crust
- For streusel topping - combine flour, brown sugar, oats, cinnamon and butter in a bowl. Mix well until texture crumbles. Sprinkle topping over pie filling
- Bake until topping is golden
- For icing - mix powdered sugar and liquids together. Add more milk if too thick, add powdered sugar if too thin
- Bake crust with pie filling until bubbling. Drizzle icing over when removed from oven

Taco Pizza

INGREDIENTS

- Bonici Thin Crust
- 1 Cup of Taco Meat
- $\frac{1}{2}$ Cup of Refried Beans
- $\frac{1}{2}$ Cup of Salsa
- 1 Cup Coarsely Crushed Tortilla Chips
- Optional: Lettuce, Tomatoes, and Sour Cream

INSTRUCTIONS

- Preheat oven and place crust on a pizza pan
- Combine beans and salsa, and then spread over the crust
- Top with taco meat, chips and cheese
- Bake until heated through and cheese is melted



LET'S MAKE THIS A
SLAM DUNK

SAVE THE DATE

FOR OUR
REGIONAL FOOD SHOW

MARCH 13TH
1PM TO 4PM

PEORIA, IL

MJKellner