

Case Study 

From Dough to Freezer:

Streamlining Processes for
High-quality Frozen Pizza Production

Client's Objective

Our client, a major player in the frozen pizza sector, sought to optimize their existing production line for dough pressing, sheeting, and freezing. Their goal was to create a more efficient, cost-effective, and automated line that would minimize production inconsistencies, lower energy usage, and maintain high manufacturing standards.

Our Strategic Approach

We approached this project by focusing on three key areas:

Benchmarking Industry-Leading Machinery

We conducted a thorough evaluation of cutting-edge machinery specific to pizza production lines, particularly in dough pressing, sheeting, and freezing. By benchmarking leading technologies, we identified a few machineries that not only aligned with the client's cost and efficiency goals but also reduced manual intervention, ensuring a high degree of automation.

Integration of Advanced Equipment

Our team recommended advanced machinery with improved production capacity to optimize the client's existing dough pressing and sheeting processes, helping them maintain uniformity and produce stress-free dough sheets.

Collaboration with Freezing Solution Providers

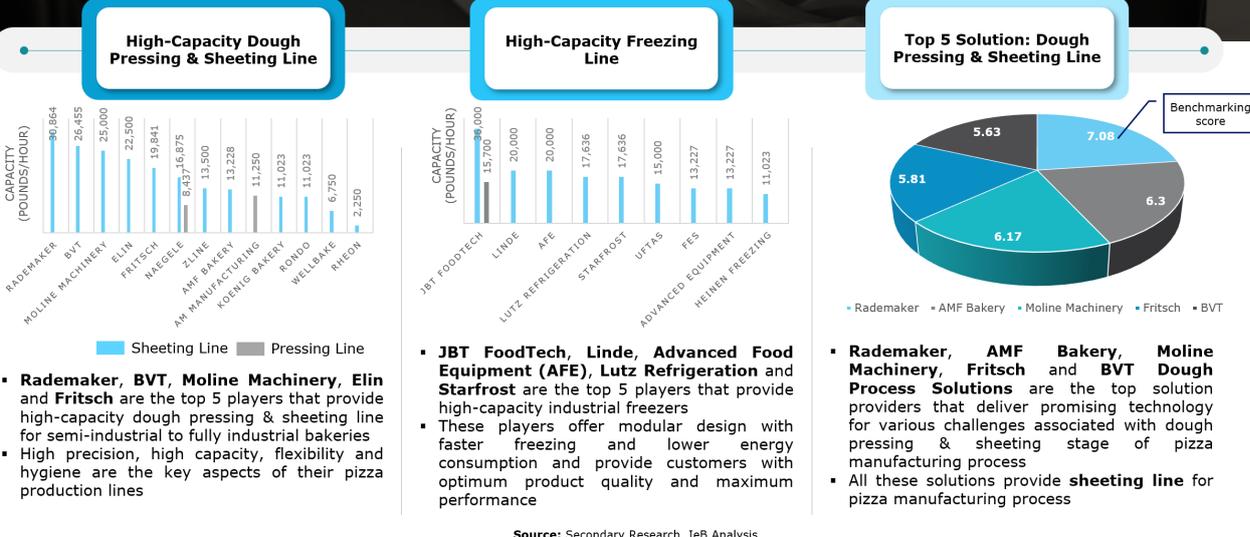
Recognizing the importance of freezing in preserving quality, we collaborated with an innovative freezer solution provider. Their technology, designed for minimal maintenance and extended component life, proved ideal for reducing operational downtime and ensuring consistent product quality.

Snippet

Executive Summary – Dough Pressing & Sheeting and Freezing

Rademaker, BVT, Moline Machinery, Elin, and Fritsch lead in precision-driven dough pressing lines while JBT FoodTech, Linde, AFE, Lutz Refrigeration, and Starfrost provide energy-efficient industrial freezers optimizing bakery production with superior quality and performance

IeB analyzed various solutions for dough pressing & sheeting and freezing stages of pizza manufacturing process to gather these insights



Key Players Operating in this Space Based on their Revenues

Big players such as JBT FoodTech and Linde lead the market with high freezing capacities of 36,000 pounds per hour and 20,000 pounds per hour, respectively; In the small player segment, AFE is also notable, achieving a freezing capacity of 20,000 pounds per hour



Small Player: Revenue up to \$500 million **Mid-Size Player:** Revenue >\$500 million but <\$1 billion **Big Player:** Revenue \$1 billion or above

Note: The companies market cap. M & B denotes "million" & "billion" respectively

Source: Secondary Research, IeB Analysis

Impact

Our strategic optimizations delivered tangible results:

Enhanced Production Capacity

The new setup allows for consistent output at scale with production capacity of 10,000-14,000 pounds/hour i.e., (148-207 pieces/minute), enabling the client to meet high demand without compromising on quality or efficiency.

Improved Product Consistency

With the advanced machinery, issues like uneven dough thickness, stress-induced cracking, and inaccurate cuts were resolved. This improvement in process control enhanced the overall quality and appearance of the pizza bases.

Reduced Downtime and Maintenance Costs

The freezing solution reduced both maintenance requirements and component wear, resulting in significantly lower downtime and a more efficient production cycle.

Conclusion

By implementing these strategic optimizations, Ingenious e-Brain enabled the client to enhance their competitive edge in the frozen pizza market, positioning them to scale production, maintain high quality, and drive profitability.

Ingenious Brain

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