

# Donatos Weighs in on Pizza Scales

## How Donatos Delivers Consistent Quality

### A Company Devoted to Quality Pizzas

Donatos Pizza was founded in 1963 by Jim Grote, a college sophomore at The Ohio State University. From the beginning, Jim knew that in order to be successful, he would have to employ three basic fundamentals: create a superior product, surround himself with great people and run a business with strong, identifiable principles. Jim also sought to promote goodwill in the neighborhood and "treat everyone as he wanted to be treated."

To create a superior product, superior ingredients are essential. This includes Donatos' dough, sauce and toppings. Donatos' Pizza dough is made from an original family recipe and every step from mixing to proofing is meticulously controlled. The sauce is then applied with an innovation unique to Donatos which ensures that each pizza receives the perfect amount. Additionally, fresh vegetables are sliced daily, sausage is made from an original family recipe and natural, aged provolone cheese is used for a fuller flavor.



### Portion Control Scales Ensure Product Quality and Cost Control

To ensure Donatos delivers a consistent product to its customers every time, it is critical that portion controls are put into place to manage the quality ingredients used on each pizza. Portion control is necessary for two reasons. The first, and most important reason, is consistent quality. Customers know they will get a great product when they order a Donatos pizza. "Even if you have the best pizza recipe in the world, it only works when each employee making pizza is able to make sure the recipe is followed, each and every time. I don't know how a pizza restaurant can ensure a quality product if they are not using a portion control scale," said Mark Reed, Director of Purchasing and Distribution with Donatos.

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The second reason to use portion control scales is to control food costs. To monitor toppings, the METTLER TOLEDO Pizza Scale has been an essential part of Donatos' quality control for over 10 years. The scale is used to weigh each topping placed on the pizza from edge to edge. Improved food costs are one of the major by-products of Donatos' procedures that ensure absolute product consistency.

Donatos believes that buying the best equipment helps them to create a superior product. "In the past we have used pizza scales from a number of different scale manufacturers, but over time we have found we could rely on METTLER TOLEDO. Now we are purchasing METTLER TOLEDO exclusively," says Mark Reed, Director of Purchasing and Distribution. "METTLER TOLEDO has a durable pizza scale, it works great, provides the resolution we need to weigh all of our ingredients, and METTLER TOLEDO takes good care of its customers."

Today, Donatos has over 190 locations nationwide including stores, take & bake locations and sports venues; and has received numerous awards. After all, "Life's too short to enjoy mediocre pizza."

METTLER TOLEDO is a leading global supplier of precision instruments and is the world's largest manufacturer and marketer of weighing instruments for use in laboratory, industrial and food retailing applications. METTLER TOLEDO provides weighing solutions that help customers by automating processes, increasing yields, controlling product quality and complying with industry standards and regulations.



For more information on Donatos Pizza, please visit [www.donatos.com](http://www.donatos.com)

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