

Pizza Ranch

200 Locations
Limited Time Offer Promotions 2020 - 2022

Who

Pizza Ranch, with more than 200 franchised locations across 15 states, is one of the largest, most recognized pizza chain in the Midwest. Headquartered in Orange City, Iowa, Pizza Ranch is known for its iconic buffet, customer-first mindset, and “pay it forward” attitude.

Why

Pizza Ranch Chief Brand Officer Jon Moss has been open and honest about their tough comeback after the COVID-19 pandemic. He has spoken to supply chain issues Pizza Ranch encountered throughout the pandemic, which resulted in dialing back their limited-time pizzas to focus on “giving guests their favorites.” However, as Pizza Ranch and other businesses built back, he commends the partnership with Midwest Dairy for introducing new take-and-bake breakfast pizzas, which have been successful. Moss says, “That went over so well, we had to bring in an outside supplier to help produce those products.”

Results

Pizza Ranch continues to be a great partner for Midwest Dairy for many other activations. In 2022, we partnered on a promotion to drive incremental cheese sales. Through this activation, Pizza Ranch used more cheese on their popular Cheesy Ranch Sticks offered at the buffet and on the to-go menu. This included a 50 percent increase in cheese on the small order of breadsticks and a 33.3 percent increase in cheese in the medium and large orders. This promotion was so successful that it would go on to be a permanent menu item showcasing Pizza Ranch’s willingness to promote dairy activations that prove successful and drive dairy sales.

Interested in what Midwest Dairy can do for your restaurant?

Contact Mike Denning, Midwest Dairy Demand Manager – Foodservice, for more information at mdenning@midwestdairy.com.

