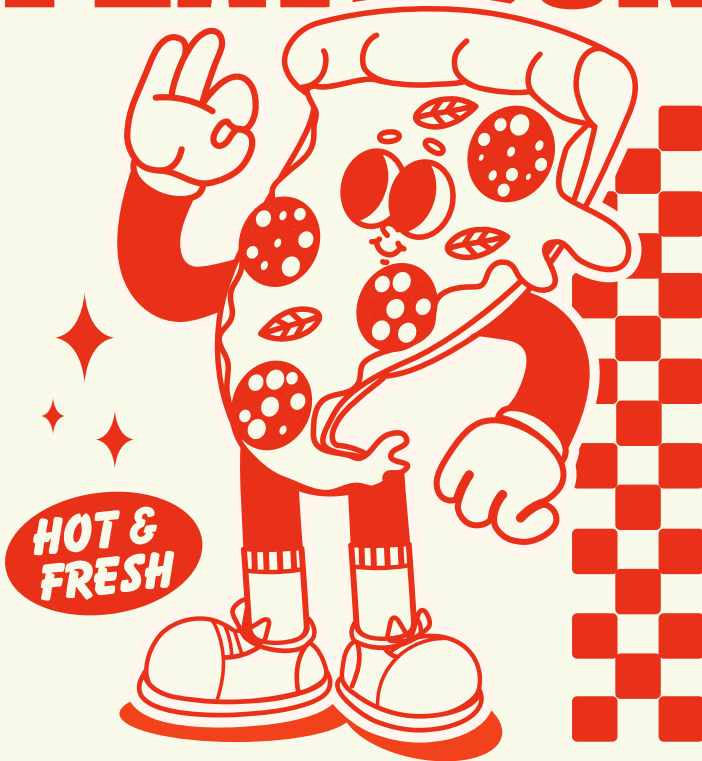


PIZZA PLAYBOOK



**A NO NONSENSE GUIDE TO
SERIOUSLY GREAT PIZZA**



BUILT FOR **BETTER PIZZA**

Pizza is simple. Until it isn't.

It's flour, water, heat, and a little patience, but we all know the difference between fine pizza and order-another-one pizza comes down to the details. The dough. The bake. The build. The timing. The little moves that turn something familiar into something memorable.

This book isn't about chasing trends or overthinking the pie. It's about what works - in real kitchens, with real ovens, during real rushes. It's about crusts that hold up, toppings that pull their weight, and flavor combinations that make people stop mid-bite and say, "Yeah... that's good."

Inside, you'll find ideas meant to be mixed, matched, and put straight to work. Some are classic. Some push things a little. All of them are built with intention, from dough choice to final slice. No gimmicks. No filler. Just smart plays for better pizza.

Whether you're dialing in a staple, building a new special, or looking for your next crowd favorite, think of this as your go-to reference - a collection of moves you can come back to again and again.

Fire up the oven and let's make some really good pizza.





DOUGH BALLS

CRAFTED IN DETROIT

Every recipe in this book starts with Gala Dough Balls - and yes, they're exclusive to Van Eerden Foodservice. Made by hand in Detroit using an authentic Italian recipe, this dough doesn't cut corners. Garlic is blended right into the dough (because flavor matters), there are zero preservatives, and every batch delivers the kind of taste you only get from true small-batch craftsmanship.

They show up frozen, pre-portioned, and lightly oiled - so there's no sticking, no wrestling, and no wasted product. Pull exactly what you need, thaw overnight, bring to room temp, and you're in business. The dough holds its shape, stays fresh up to four days in the cooler, and turns out consistent results every single time.

Pizza, breadsticks, calzones, sandwiches, desserts—you name it, this dough can handle it. It's versatile, dependable, and built for real-world kitchens that don't have time for drama.

Behind it all is family-owned Dough & Spice, crafting small-batch dough since 1996 with a simple focus: big flavor, reliable performance, and dough that works just as hard as you do.

VE CULINARY

PRO TIPS

DETROIT

Crunchy edges, soft center, all the attitude

- Cold ferment is your best friend. Extra time in the cooler = that classic airy interior.
- Oil the pan generously. Yes, generously. That's how you get the golden bottom.
- Cheese goes edge to edge. Push it up the sides for that crispy frico crust.
- Sauce last (or late in the bake) to keep the crust crisp and nail that iconic red stripe.
- Let it rest before slicing. Patience = cleaner cuts and locked-in crunch.

HAND-TOSSED

Stretchy, bready, classic pizza shop vibes

- Bring dough to room temp before shaping - cold dough fights back.
- Stretch by hand and leave the rim thicker for a puffy, photo-worthy cornicione.
- Go light on sauce. Think flavor, not flood.
- Dry toppings = better bake. Water is the enemy of crisp crust.
- Finish the crust with olive oil, garlic, or parm for an easy pro move.

TAVERN

Thin, crispy, square-cut perfection

- Cold ferment for flavor, then let dough warm up so it rolls paper-thin
- No rim here - roll it thin from edge to edge for that signature crunch.
- Sauce sparingly, top lightly, and keep moisture low.
- Bake hot until fully crisp with browned edges.
- Rest briefly, then party cut & serve immediately - this one's all about the crunch.

PREMIUM CHEESE

BUILT FOR THE PERFECT MELT

Say hello to cheese royalty, and the backbone of this book.

Fata's Best is the real deal, showing up in nearly every recipe that follows. These authentic Italian cheeses are made from milk sourced from multi-generational, family-owned dairy farms across the Midwest. With high standards for nutrition and animal welfare, every drop of milk earns its place with bold, reliable flavor.

From bold to beautifully balanced, each Fata's Best soft and hard Italian cheese brings its own personality to the pie. Grated, shredded, diced, or loaf—whatever your workflow, there's a format built for speed, consistency, and big flavor. Expert cheesemakers use time-tested methods to make sure flavor always comes first.

And let's talk mozzarella. Made using the traditional pasta filata method, Fata's Best premium mozza delivers exceptional melt, golden browning, and that classic cheese pull that never gets old. Exclusive to Van Eerden - no shortcuts, no compromises. Just seriously great cheese for seriously great pizza.

PREMIUM TOMATOES

THE BASE OF A PERFECT SAUCE

Meet the unsung hero behind your perfect red sauce.

Fata's Best tomatoes are the foundation of our pies. Grown on family-owned farms in Northern California, they deliver naturally sweet, bold flavor thanks to rich soil and an ideal growing climate.

After harvest, the tomatoes travel less than 17 miles to be processed, washed, and steam-peeled with no chemicals. Packed whole, diced, or crushed, every tomato is harvested, processed, and cooled within five hours - locking in fresh color, clean flavor, and real tomato character.

Fata's Best canned tomatoes and sauces show up again and again throughout this book for a reason. They're reliable, full-flavored, and built to be the perfect base for your signature sauce.

Exclusive to Van Eerden. From the can to the crust, this is how great pizza begins.

UNUSUAL

DETROIT STYLE

PIMENTO

- **Pimento Cheese**
- **Mozzarella**
- **Bacon**
- **Pickled Jalapeno**
- **Buttermilk Ranch**



UNUSUAL



DETROIT STYLE

MUFFULETTA

- **Salami**
- **Mortadella**
- **Ham**
- **Mozzarella**
- **Olives**
- **Giardiniera**
- **Roasted Red Peppers**
- **Toasted Sesame**

TAVERN STYLE

AJI VERDE

- **Garlic Pesto**
- **Fire Roasted Peppers**
- **Chopped Flat-iron Steak**
- **Burratta & Mozzarella Cheese**
- **Chimichurri**

RECIPE

INGREDIENTS

¼ c. roasted garlic pesto
½ c. olive oil
½ c. red wine vinaigrette
½ c. cilantro, stems & leaves, chopped
¼ c. parsley, chopped
2 tb oregano, chopped
1 tsp kosher salt

CHIMICHURRI

DIRECTIONS

Combine all ingredients until smooth and fully incorporated.

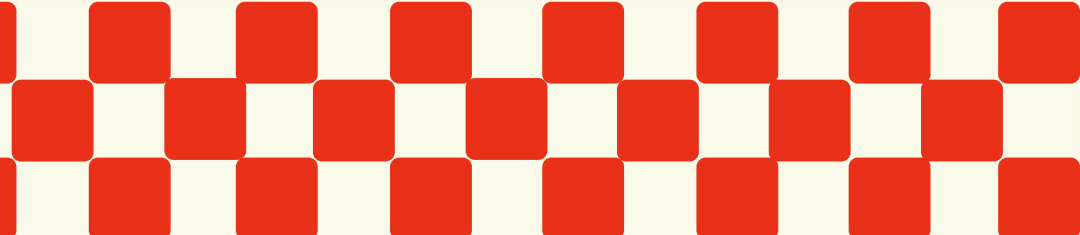
YIELD

Yields 2 cups





TRADITIONAL



HAND-TOSSED

MEATBALL

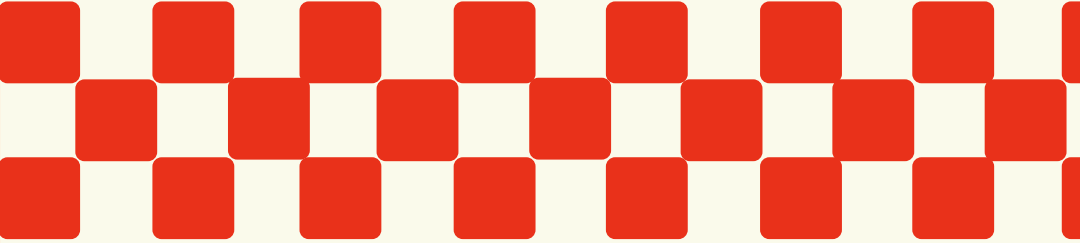
- **Italian Meatballs**
- **Red Sauce**
- **Banana Peppers**
- **Mozzarella**
- **Stracciatella**
- **Fresh Basil**
- **Red Pepper Flakes**

TAVERN STYLE

PICKLED GARDEN

- **Roasted garlic pesto**
- **Mozzarella**
- **Pickled onions**
- **Pickled sweet peppers**
- **Pepperoncini**
- **Crispy prosciutto**
- **Fresh herbs**





UNUSUAL

DETROIT STYLE

PIEROGI

- **Smashed Potatoes**
- **Caramelized Onions**
- **Bacon**
- **Cheddar & Mozzarella Cheese**
- **Sour Cream**
- **Green Onion**
- **Black Pepper**



TAVERN STYLE

FORAGER

- Olive Oil
- Roasted Oyster & Shiitake Mushrooms
- Mozzarella
- Pickled Shallot
- Lemon
- Fresh Parmesan
- Parsley Garlic Pesto

RECIPE

PARSLEY PESTO

INGREDIENTS

2 ½ c. roasted garlic pesto
1 c. fresh parsley, chopped
1/3 c. fresh lemon juice
1 c. olive oil
½ tsp kosher salt

DIRECTIONS

Fold parsley into pesto until evenly distributed. Whisk in lemon juice and olive oil until loosened to a smooth, spoonable consistency.

YIELD Yields 4 cups





TRADITIONAL

HAND-TOSSED

THE BEES KNEES

- **Cupping Pepperoni**
- **Red Sauce**
- **Fresh Mozzarella**
- **Hot Honey**
- **Fresh Basil**

HAND-TOSSED

GOCHUJANG

- Crispy Cauliflower
- Gochujang Sauce
- Mozzarella & Provolone Cheese
- Green Onion
- Toasted Sesame
- Sriracha Ranch

RECIPE

SRIRACHA RANCH

INGREDIENTS

1 ½ c. ranch dressing
¾ c. mayo
¼ c. sriracha
½ c. buttermilk
1 tb fresh lemon juice

DIRECTIONS

Combine all ingredients until smooth and pourable.

YIELD

Yields 3 cups





CHEFFY

SMOKED CHICKEN CAESAR

- **Chili Crisp Pesto**
- **Smoked Chicken**
- **Mozzarella**
- **Shredded Romaine**
- **Roasted Pepper**
- **Caesar Dressing Drizzle**
- **Smashed Croutons**
- **Grated American Grana**

RECIPE

CHILI CRISP PESTO

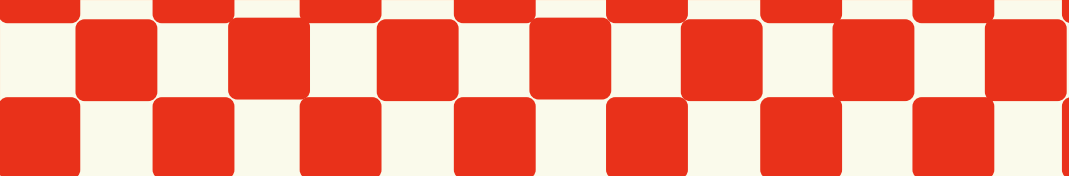
INGREDIENTS

2 ½ c. Armanino roasted garlic pesto
1 c. Mr. Bing mild chili crisp
¼ c. fresh lemon juice
¼ c. olive oil

DIRECTIONS

Fold chili crisp into pesto until evenly distributed. Whisk in lemon juice and olive oil to loosen to a smooth, spoonable consistency.

YIELD Yields 4 cups



TRADITIONAL

HAND TOSSED

BRINNER

- **Sunny side up eggs**
- **Mozzarella & Cheddar cheese**
- **Sausage**
- **Bacon**
- **Potatoes**
- **Green onion**
- **Spicy mayo**

RECIPE

INGREDIENTS

3 ½ c. mayo
1/3 c. sriracha
2 tb lemon juice
1 tsp garlic powder
1 ½ tsp kosher salt

SPICY MAYO

DIRECTIONS

Combine all ingredients until smooth and fully incorporated.

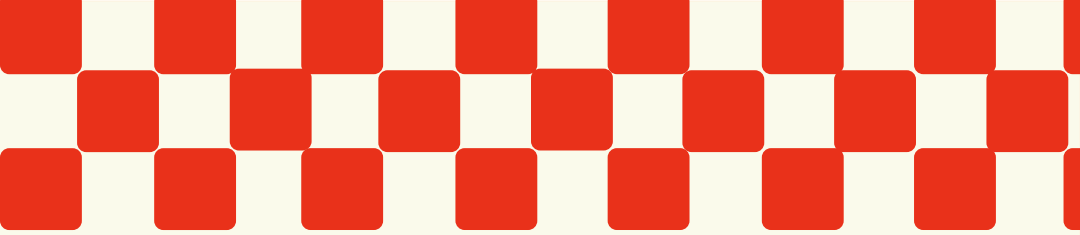
YIELD

Yields 4 cups





GLOBAL



AL PASTOR

- **Pulled Pork in Smoky Chili Sauce**
- **Grilled Pineapple**
- **Pickled Onion**
- **Mozzarella Cheese**
- **Green Onion**
- **Cilantro**
- **Cotija Cheese**
- **Lime**

RECIPE

INGREDIENTS

3 c. pineapple puree
1 c. chicken or pork stock
¼ c. honey
2 chipotles in adobo sauce
3 tb ancho powder
2 tsp cumin
2 tsp oregano
1 ½ tsp powdered garlic
salt & pepper, to taste

AL PASTOR SAUCE

DIRECTIONS

Heat all ingredients to a simmer-cook, stirring occasionally, until slightly thickened- push through a strainer or puree.

YIELD

Yields 3 cups



CULINARY TEAM

CHEF EJ, CORPORATE EXECUTIVE CHEF

Chef EJ is a Grand Rapids native & a classically trained Chef with 20 years of professional cooking experience. She attended the Culinary Arts program at Le Cordon Bleu in the Twin Cities. Following graduation, EJ returned to Grand Rapids to cook in several area restaurants, most recently Olive's Restaurant & Bar, where she served as Executive Chef and GM for almost 15 years.

CHEF PAIGE, EXECUTIVE SOUS CHEF

Chef Paige is also a Grand Rapids native & an executive Sous Chef with over 10 years of experience at some of the most cutting-edge restaurants in Grand Rapids. She attended Grand Valley State University in the heart of GR. Following graduation, Paige worked as a Pastry Chef at Kingfisher & Brewery Vivant before joining Butcher's Union & Gin Gin's as their Executive Sous Chef.



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