

New pizza restaurant showcases Tuscan pizza

Pizza Toscana has opened in Wardour Street, Soho, London, not far from Piccadilly Circus on the site of several former well-known Italian restaurant predecessors, and is now making a bid to put Tuscan pizza – namely pizza utilising ingredients sourced from the famous Italian food region of Tuscany – on the map.

Working in conjunction with the London-based Italian, and Tuscan, ingredients supplier, Vinci Wine & Food Ltd, Pizza Toscana opened at the end of November, fitted out with a wood-burning Valoriani oven, traditional furniture crafted from Tuscan wood and an initial menu of five numbered pizzas that can all be described as “100% Tuscan.”

A wider menu – to be influenced by its parent restaurant, La Bussola in Italy (and which claims to be Florence’s most historical and oldest restaurant since 1960), also owned by Pizza Toscana’s founder and Italian restaurateur, Stefano Cresci – will be



A second Pizza Toscana site, also in central London, is already planned for 2017.

launched in due course, while in the meantime the restaurant will be taking further shape in terms of its design details and the designation of upper floors.

It was Stefano Cresci who, early on, reports that he realised that high quality pizza would become one of Italy’s preferred restaurant dishes, so he set about creating five Tuscan pizzas that centred around



premium ingredients from that region (including a pizza topping combination of walnuts, Tuscan honey and Tuscan pecorino cheese, for example). At the same time, he also had an eye to the developing UK market, and in particular, London, with international management consulting firm of Federico Fiorentini and BRD Consulting (who specialise in

developing high quality brands in the retail sector with a particular focus on hospitality), advising.

“I couldn’t have wished for a better location to start in London, this is a high footfall area which is busy almost 24/7. The excellent mix of business, tourist and some residential customers makes it ideal for this new and exciting venture,” said Stefano Cresci.

New HeyMenu welcomes a new chief executive

A fresh new entrant to the UK takeaway market – HeyMenu – has announced that Dave Breith is to become its chief executive officer.

HeyMenu, described as a new ‘disruptor’ to the UK’s takeaway industry food fight, says that Dave Breith – a business leader and technology entrepreneur – is stepping in as chief executive to take the new business model to launch in March 2017.

HeyMenu connects takeaway restaurants and consumers via an easy-to-use and tailored website and app, and aims to provide up to 90% lower costs to takeaway restaurants than competitors, including zero commission. This is in addition to more personalisation and dependable technology that ensures orders are not dropped, payments are secure and reliable and deliveries are tracked from the restaurant to the front door, claim the company. The launch of HeyMenu will see the company on-boarding an average 500 takeaway restaurants per week, developing at a significant fast-pace, and prior to any substantial marketing activity, they add.

Dave Breith’s role is to listen to HeyMenu’s Takeaway Restaurants’ thoughts, ideas and requests to create a model that is beneficial for both restaurants and consumers. Already, say

HeyMenu, they are working on functionality to bring in a ‘booking a table’ option amongst other unique offerings that they feel the current market leaders don’t yet provide.

“It is so exciting to have Dave on board. His experience in starting and setting up successful businesses is extraordinary and with his technology background and ability to understand the market, we have the top expertise on our side to make HeyMenu the best it can be whilst simultaneously challenging the current market, which of late resembles a messy food fight,” said Chris Howard, chairman of HeyMenu.

“I loved the concept from the off and have been working in the background with Chris for a while. It just made sense for me to invest and take the reins to bring HeyMenu to market. The pick-up from Takeaway Restaurants has been incredible. We didn’t expect such a response and as such are tweaking HeyMenu’s usability as we go in response to hearing our restaurants thoughts on the current takeaway models. It’s an exciting time for the industry and I for one can’t wait to launch a refreshing business model that actually benefits both restaurants and consumers alike,” added Dave Breith.

“Takeaway restaurants currently have to pay large percentage fees to be on certain web sites such as Just Eat and Hungry House, but we at Hey Menu believe they are not being empowered for the price they pay. Their businesses are thriving, however not as much as they should be, as they are unable to re-invest profit into their own business. Instead they are working harder and probably for less return. HeyMenu offers a more rewarding experience and provides unique, personalised options for those who love good food.”

HeyMenu’s aim is to provide the most attractive commercial offering to restaurants, ensuring that each retains most of its profits, which can then be re-invested and result in an enhanced quality of service to consumers. With these priorities, HeyMenu says that it aims to become the provider of choice for restaurants and consumers alike. They are currently working to on-board 10,000 takeaway restaurants ahead of its consumer launch, and anticipate on-boarding up to 250 per day from there on (as a sign of confidence, HeyMenu offers a full money-back guarantee to all restaurants that sign up, if they do not save in the first six months).