



**October 12-16, 2009**

**Manhattan, Kansas**

### **Learn From a Team of Pizza Experts:**

You may have seen, heard, or read articles from these experts. Here is your chance to learn from them in a hands-on environment in the AIB Pizza lab. Throughout this course you'll discover a vast array of information including:

- Current and Future Trends and Concepts
- Pizza Marketing and Demographics
- About Dough and Sauces
  - Ingredient functions
  - Formulation for different types of crusts
  - Processes
- About Cheese and Toppings
  - Selection and use
  - Traditional and nontraditional
- About Processes
  - Dough processing techniques; handmade, sheeted, cold and hot pressed
  - Baking techniques and types of ovens
- About Doing More
  - Using your pizzeria to generate income during off hours
  - Creating specialty pizzas and how to "romance the description" to guarantee success

### **Enrollment and Additional Information**

- **Mail:** AIB, 1213 Bakers Way, PO Box 3999, Manhattan, KS 66505-3999
- **Phone:** 785-537-4750, 800-633-5137 or 800-242-2534 (enrollments only)
- **Fax:** 785-537-1493
- <https://secure.aibonline.org/php/ecommerce-catalog.php?catalogNbr=377>