

# Case Study



## *The Hellboy*

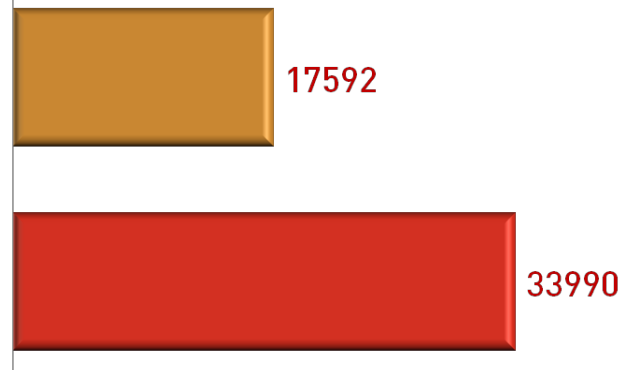
Paulie Gee's *Hellboy* features Mike's Hot Honey on a pepperoni slice. It outsells pepperoni nearly 2 to 1, earning extra profit with just a post-oven drizzle.

### Menu Prices

*Pepperoni \$4.00*

*Hellboy \$4.25*

### Slice Sales\*



- Additional profit vs. Pepperoni/slice(0.28oz drizzle) = **10¢**
- Extra profit earned in 5 months = **\$3400**

\*Approximately 5 months of sales from Paulie Gee's Slice Shop

## *Other Sweet Perks*

- + Social Sharing
- + Positive Reviews
- + Press Attention



**EATER**

"Paulie Gee's Sopressata Honey Hellboy is the Crack Pie of Pizza"