

Urban Bricks **builds a pizza empire** around the Marra Forni Rotator oven.



Situation

At Urban Bricks, CEO Sammy Aldeeb prides himself on the quality of all of his products. So, when he set out to open a chain of pizza restaurants, he looked for the best pizza oven he could find to build his business around.

"Urban Bricks is all about our oven," said Sammy. "Everything we have on the menu is baked in our oven. If it doesn't fit in my oven, it doesn't fit on my menu. When we were developing our business model, we needed to make sure we had the Ferrari of ovens."

Sammy wanted a way to create the highest quality pizza but at an affordable capital investment. After conducting exhaustive research, he found Marra Forni.

"I say to anyone thinking of investing in a Marra Forni oven, give me a call and come into Urban Bricks. Taste my product and tell me why they shouldn't purchase one of these ovens."

SAMMY ALDEEB
Chief Executive Officer
Urban Bricks

Solution

Sammy considered the variety of ovens that Marra Forni offers before selecting the Marra Forni Rotator oven as the centerpiece of his restaurants. Efficient and easy to use, the Marra Forni Rotator oven is explicitly engineered to accommodate baking a high volume of pizza.

According to Sammy, "the oven combines both the consistency of a conveyor belt oven and the authentic taste of an Italian brick oven."

Sammy formed a close relationship with the Marra Forni team during his first purchase.

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Solution CONTINUED

"They were very genuine," said Sammy. "I could feel their passion for pizza baking. They really cared. Anyone can give you a song and dance about a product. But they didn't talk to me like salespeople. They wanted to make sure I was being taken care of."



Initially concerned about the performance of the oven, Sammy bought two ovens for his first store.

"The only question in my mind was whether the oven was going to sustain the business," said Sammy. "But sure enough, six years later, we've purchased the same style oven for each of our 33 restaurants. And over that time, we haven't had one issue. Not a single one. They may perform like Ferraris, but they maintain like Toyotas."

As a testament to the high quality of the pizza baked in the Marra Forni oven, the

Urban Bricks empire continues to grow. Sammy plans to launch Urban Bricks Go and bring the baked pizza experience directly to the customer on the street.

"The people at Marra Forni are my friends, they made me successful," said Sammy. "I would not be where I'm at today if it was not for Marra Forni."

The company's new food truck, Urban Bricks Go, will bring the Marra Forni oven-baked pizza experience directly to the customer on the street!

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RESULTS



Authentic-tasting pizza. "The oven gives us a competitive advantage—one-hundred percent," said Sammy. "Grab a tortilla and throw it in a conveyor-belt oven, and then grab the same tortilla and throw it in a Marra Forni brick oven. Then you tell me which one tastes better."



Speedy high-volume pizza baking. Depending on the location, Urban Bricks bakes 300 to 500 pizzas each day. "The beauty of the oven is its speed," said Sammy. "We bake pizzas in two minutes compared to the six to eight minutes it takes for other pizzerias. We also bake pasta in three minutes."



Business expansion opportunities. Sammy will soon launch Urban Bricks Go, bringing the baked pizza experience directly to the customer on the street.