

EDITORIAL NEWS
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PIZZA CHAIN ADDS EXTRA INGREDIENT – A “DOUGH CAM” FOR PIZZA LOVERS

FARMERS BRANCH, TX--What makes that pizza you pickup or have delivered taste so good?

Mr. Jim's Pizza, Inc., headquartered here, says it's the crust! And just to prove that they make their dough for their original crust pizza right in their stores, the pizza chain recently equipped its Carrollton, TX, unit with a webcam that they call the “Dough Cam.” It shows the walk-in refrigerator where each day's fresh dough begins the transformation from spring wheat flour to finished pizza crust. The 24-hour live camera shows online visitors the rising dough that becomes Mr. Jim's original crust pizzas.

Why the fixation on dough?

“I discovered in the late Seventies the importance of a proper bake, which means you cook the pizza long enough at the right temperature so the entire crust develops its full cell structure,” says the chain's founder, Jim Johnson, more commonly referred to as Mr. Jim.

“That, in turn, depends on well-risen dough.

“And we let it rise twice, in fact,” he says proudly. “After it rises the first time we form it into portions for the pizzas, and then set it out so it can rise again. Then we have to let it cool for another twelve hours, which produces the uniform large cell structure that gives the crisp outer layer its nutty flavor.”

This obsession with dough, he says, is what can make pizzas taste different.

“Some pizza chains keep the dough already stretched out in pizza pans in their coolers. We make our hand-stretched dough every day, in every one of our seventy-four kitchens.

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“It is made just twelve hours before we can use it, and thrown away if not used within 96 hours. Most other chains get their dough shipped in already made, and some even use dough that has been frozen, a practice we use only with our thin crust pizzas.”

The problem with old dough? “It gets spotted with dark spots which cause off flavors.”

Why webcam dough coverage now, over 30 years after the first Texas Mr. Jim’s opened in Garland?

“One hundred percent of our franchise locations provide online ordering. In fact, we were the first major pizza chain to offer online ordering in all of our stores,” Mr. Jim explained. “For all the customers already clicking their orders instead of phoning or driving, we realized we could add something extra to our website. “

That extra, a website where customers can watch dough rise daily, is at www.mrijims.com/doughcam.cfm. A website Mr. Jim sees as a gift.

“I know to some people it might seem like nothing except staring at dough. But for me and our staff, it’s the bread of life, a daily miracle that we can share with the world.”

Mr. Jim’s Pizza is a chain of pizza delivery and pick-up restaurants located in Texas, Louisiana, Wyoming and North Carolina. For the past 30 years, Mr. Jim’s honesty has pushed him to be obsessive about using quality food ingredients, adding lots of toppings and incorporating craftsmanship in the creation of each pizza. For more information, visit the Website www.MrJims.com.

Mr. Jim’s works with AdWise Group, a full-service Dallas advertising agency specializing in retail/consumer marketing communication and Google search marketing. For more information, visit the Website www.AdWiseGroup.com.

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