



The United Arab Emirates Market Opportunity

When Quality & Consistency Matters



The United Arab Emirates

market opportunity

Dough products continue to witness strong value growth in the UAE, and are expected to maintain their dynamism, with GlobalData forecasting a robust annual growth rate of 7.00% from 2023 – 2028. This momentum is expected to drive the market size for dough products beyond AED 190 million by 2028.

According to GlobalData, the pizza and pasta category has a 36% share of all restaurant types in the UAE, signalling strong consumer demand and the popularity of pizza outlets. As consumers have become more price-sensitive in recent years, pizza operators in the UAE are looking for ways to optimise costs.

Another key trend is the demand from UAE consumers for artisanal, authentic pizza products. Consumers are increasingly seeking novel experiences, forcing food operators to innovate by offering products with superior taste, requiring the finest quality ingredients.

RDM Pizza is well-placed to leverage these trends in the market, with their snap frozen dough balls and par-baked pizza bases acting as a great alternative for pizza operators who want to offer authentic, hand-made Italian pizza products while saving time, money and waste in the preparation process.

In a similar trend to dough products, ready pizza is also poised for sustained growth, with a 4.55% compound annual growth forecast between 2023 and 2028, driving a market size of AED 30 million by 2028 for the category.

With consumers now leading busier lives post-pandemic, they're turning to convenient foods from foodservice operators to consume on-the-go. RDM Pizza's Grab&Go Pizzetti is the perfect solution for operators seeking to play into this trend by offering a convenient and delicious pre-prepared mini pizza with a short cooking time that customers can eat on the go.

DOUGH IN THE UAE
CAGR (2023 – 28) **7.00%**

DOUGH IN THE UAE
MARKET SIZE (2028) **AED 190
million**

READY PIZZA IN THE
UAE CAGR (2023 – 28) **4.55%**

READY PIZZA IN THE UAE
MARKET SIZE (2028) **AED 30
million**



Our Story

Made simple, traditional, lovingly prepared and **utterly authentic.**

The step from Calabria, Italy to Sydney, Australia is a surprisingly small step in kitchen miles. Having been brought up and immersed in a culture that celebrates the act of cooking and eating every day, it's only natural that we share these traditions.

Since inception in 2016, RDM Pizza has been building on its Italian-Australian heritage to become a market leader in authentic pizza products. From our award-winning dough to the highest quality pizza ovens, to specialty products we've developed to satisfy gaps in the market. We are passionate at our core. Lovingly made, all our pizza products are made by hand in our Sydney factory using ethically sourced, premium Aussie ingredients to our authentic family recipe.

Our award-winning pizza dough is made by hand using a slow fermentation process, with our special recipe dough rested and a marginal amount of yeast that's activated before mixing (so it isn't activating in your gut!). During a slow fermentation process, the gluten proteins break down. This process also allows the flavours to develop and achieve a light and fluffy dough. This means a light and easy-to-digest pizza just like you enjoy in Italy!





Why Us?

Australian made, authentically **Italian**.

PROUDLY MADE IN AUSTRALIA

We're proud of the things that set us apart. From the way that we produce and locally manufacture our products, to the carefully sourced and selected quality ingredients that go into our products; and the promise of no additives or preservatives in any of our pizza bases. Because of this, we've moved to a first-class manufacturing facility in Gregory Hills, NSW to meet rising demand.

AUTHENTIC ITALIAN PIZZA

We use an authentic, traditional Italian family recipe for all of our hand-made pizza dough. For customers that care about provenance and authenticity. Everything that RDM does links back to the simple traditions and honesty of the Moretti family home, where founder Riccardo spent his childhood on the farm watching his mamma lovingly make delicious pizza right from scratch.

A MARKET LEADER IN PIZZA

As market leader, RDM Pizza has instituted many firsts in snap frozen dough, manufacturing, packaging, and training and this has led to RDM Pizza being a highly visible and successful Australian brand. We exist to be an end-to-end solution for those businesses seeking quality in their pizza needs. We combine our knowledge and experience to bring you authentic, leading quality pizza.



When Quality & Consistency Matters

Our product range

Par-Baked Rustic Edge Pizza Bases

Made with only the finest sourced Australian ingredients to our authentic Italian family recipe and with the aim of saving you time in your busy kitchen and saving you money on your bottom line. Our bases don't require any proofing, don't have any preservatives or additives and are high in protein.

Each pizza base provides modern Italian wood-fired results with a rustic edge line. Pre-prepared and ready to serve, RDM pizza bases ensure there's no room for any error, no fuss, no waste and no time lost to prepping. Every pizza base is slow fermented and comes with our RDM family promise of quality and consistency.

AVAILABLE IN: 8" (QTY 50), 10" (QTY 40) & 12" (QTY 25)

SHELF LIFE: 12 MONTHS FROZEN. UP TO 14 DAYS REFRIGERATED

COOKING TIME: 2 MINUTES 10 SECONDS AT 300°

- ✓ Quick cooking time - Saving you time and money
- ✓ Consistent pizza bases every time
- ✓ Maximises your bottom line
- ✓ No wastage
- ✓ Labour saving
- ✓ 100% premium Australian ingredients
- ✓ 100% Australian made
- ✓ Perfect for inventory control



Our product range

Par-Baked Square Pizza Bases

Made with only the finest sourced Australian ingredients to our authentic Italian family recipe and with the aim of saving you time in your busy kitchen and saving you money on your bottom line. Our bases don't require any proofing, don't have any preservatives or additives and are high in protein.

Each square base allows chefs to create the perfect grazing spreads for functions and perfect for 'Pizza al Taglio' or pizza by the slice! Pre-prepared and ready to serve, they ensure there's no room for any error, no fuss, no waste and no time lost to prepping. Each base comes with our RDM promise of quality and consistency.

AVAILABLE IN: 310MM x 310MM (430G) (QTY 25)

SHELF LIFE: 12 MONTHS FROZEN

COOKING TIME: 2 MINUTES 40 SECONDS AT 300°



Cafes



Pizzerias



Bistros/Clubs



Delis



Quick Service Restaurants



Pubs and Hotels



Schools/Tafe/Uni



Independent Grocers





Our product range

Ready-Made Margherita Bases

The secret is RDM Pizza! RDM's Margherita pizza bases have been designed in such a way that everyone can achieve a high-end pizzaiolo result without needing an experienced pizza chef within their business.

Designed for convenience and venues with limited staff and resources as well as venues that would like to add pizza to their offering without the need for skilled labour. A delicious, user-friendly, quick-serve option offering the highest quality and quickest cooking time on the market. Each base is handmade with a rustic-style raised artisanal edge – no one will know it wasn't made behind the scenes.

AVAILABLE IN: 9" (QTY 24) & 11" (QTY 12)

SHELF LIFE: 6 MONTHS FROZEN

COOKING TIME: 2 MINUTES 10 SECONDS AT 300°

- ✓ Time-saving base for your own signature recipes
- ✓ No training required
- ✓ Maximises your bottom line
- ✓ Convenient and quick-serve
- ✓ Ethically sourced high quality ingredients
- ✓ Perfect value-add proposition
- ✓ No wastage
- ✓ Perfect for inventory control





Our product range

Snap Frozen Dough Balls

We're proud to bring you an award-winning product, perfect for maximising efficiencies in the commercial kitchen. RDM Dough Balls are made with only 100% premium Australian ingredients to our secret recipe and then immediately snap-frozen within 15 minutes to ensure that the dough's integrity is maintained.

Ensure that you are using an authentic, high quality and consistent dough every time. Dough can be opened using rolling pins, rollers or hand stretched. Ensure there's no room for any error, no fuss and no waste. Versatile and easy to use, each dough ball comes with our RDM family promise of quality and consistency.

AVAILABLE IN: 200G (QTY 72), 250G (QTY 60), 300G (QTY 45), 350G (QTY 45)

SHELF LIFE: 12 MONTHS FROZEN

COOKING TIME: 3 MINUTES AT 300°

- | | |
|--|---------------------------------------|
| ✓ Labour-Saving: Saving you time and money | ✓ Maximises your bottom line |
| ✓ Perfect for inventory control | ✓ 100% premium Australian ingredients |
| ✓ Minimises wastage | ✓ 100% Australian made |





Our product range

Grab & Go Pizzetti

With an ever-growing demand for convenience and delicious ‘food to go’, as well as a willingness from customers to spend more on high quality and premium offerings, our Grab and Go Pizzetti in six delicious varieties ticks all the boxes!

Pre-prepared, ready to serve, no fuss, no waste and no time lost to prepping. RDM Pizzetti are a firm-favourite. We spend the time where it really matters, doing what others don’t. That’s what makes our pizzas special!

AVAILABLE IN: MARGHERITA, PEPPERONI, SUPREME, WILD MUSHROOM, MEAT LOVERS, HAM & PINEAPPLE

SHELF LIFE: 12 MONTHS FROZEN

COOKING TIME: 8 – 10 MINUTES AT 200°

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| ✓ Cafes | ✓ Petrol Stations | ✓ Convenience Stores |
| ✓ Food Trucks | ✓ Quick Service Restaurants | ✓ Delis/Fruit Markets |
| ✓ Bistros/Clubs | ✓ TAFE/Uni | ✓ Cinemas/Theatres |
| ✓ Pubs and Hotels | ✓ Sports Venues & Kiosks | ✓ School/Office Canteens |





Service Promise

Our customers are our family.

The RDM way has a strong emphasis on quality, consistency, love and care and this is apparent in our products, innovation, and support to our customers. Our passion is delivering on the combined quality and consistency that is now synonymous with the RDM brand. We're proud of the things that set us apart. From our hands-on approach, national distribution network, expert teams, and authentic products to the strong relationships we hold with our customers.

We do things with 'buon senso' (common sense) and maintain our customs with pride. We also believe in being there for you every step of the way – your success is our success. When you come on board with RDM, you're more than just a customer, you become family. We go above and beyond for our family to ensure their success, whether that's having the right equipment, marketing support, the highest quality pizza on the market, free and ongoing training. Because that's what family does.

We are proud of the long-standing relationships with our customers, and together, contributing to the growth of their businesses and our own. So when you partner with us, you don't just receive deliciously authentic Australian-made pizza bases, but the support of passionate business owners, a committed customer service team and digital marketing and promotional support.

"Supply chain issues resulting from COVID led me on a worldwide search for the best quality pizza base. I can confidently say that RDM Pizza stands out for their versatility, unparalleled taste and professionalism. Based on the feedback from my discerning customers, I am certain that RDM Pizza will thrive in Singapore and be a HORECA staple."

– Dallas Restaurant & Bar, RDM customer

The background of the slide is a photograph of an uncooked pizza on a metal peel. The pizza is topped with a layer of red tomato sauce, a generous amount of white cheese (likely mozzarella), and fresh green basil leaves. The pizza is positioned on a light-colored, textured surface, possibly a stone or concrete countertop. The lighting is soft, highlighting the textures of the ingredients.

Contact Us

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