

# North Shore University Hospital **grows food revenue & improves staff experience** by adding a Marra Forni pizza oven in its cafeteria.



## Situation

North Shore University Hospital (NSUH) in Manhasset, New York, is the largest and most central hospital of the Northwell Health system. It's difficult for employees to leave the premises to eat due to the location and size of the hospital, so the cafeteria serves approximately 3,000 employees a day in addition to visitors to the hospital.

To offer variety to its staff and visitors, the hospital cafeteria had a steam table, a grill area, and a deli. It aspired to install a pizza oven in an underutilized area, but operationalizing that and getting it installed was challenging.

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Marra Forni arranged for hospital cafeteria staff members to learn how to make a hybrid version of a Neapolitan, New-York-style pizza from an award-winning Pizzaiola in Manhattan.

When Michael Kiley, the hospital's Director of Nutrition and Dining Service, reunited with a classmate from the Culinary Institute of America, the classmate raved about the authentic brick pizza oven he used at the Johns Hopkins Hospital in Baltimore, Maryland. This inspired the hospital's administrator, Chris Boffa, to reach out to Marra Forni to learn more about the oven.

### **ADRIAN ROSS**

Supervisor, Dining Services  
**NSUH**

## Solution

Marra Forni representatives visited North Shore University Hospital to scout a potential location for the pizza oven. They suggested it serve as an intriguing focal point for the cafeteria and replace a circular salad bar that was subpar in terms of functionality, accessibility, maintenance, and appearance.

But the pizza oven that the hospital purchased was so large that it couldn't fit through the doors, so Marra Forni built and installed the oven right there on site. The company also introduced the hospital cafeteria staff to Orlando Foods, a flour and sauce supplier with authentic ingredients grown and packaged in Italy. The hospital was more than confident that Orlando Foods could provide the necessary ingredients to make high-quality brick-oven pizzas.

Marra Forni also arranged for hospital cafeteria staff members to learn how to make a hybrid version of a Neapolitan, New-York-style pizza from an award-winning Pizzaiola in Manhattan. The hybrid pizza would offer a balance of crunch and chew and be able to be served to customers in two minutes or less.



## Solution CONTINUED

From the moment the cafeteria fired up its Marra Forni oven to bake its first pizza, it's been a hit, far exceeding the hospital's expectations.

"Being able to serve fresh-to-order items expeditiously has increased sales and interest in our dining room," said Adrian Ross, Supervisor of Dining Services at the hospital.

Janisa Freycinet, Executive Chef at NSUH, echoes that sentiment. "We received nothing but amazing feedback. We now create different specialty pizzas that our chefs come up with twice a week."

Having the pizza oven was especially helpful during the coronavirus pandemic when employees at the North Shore University Hospital faced stressful conditions and limited grocery store hours and supplies. They relied on hospital food more than ever, and the cafeteria's Marra Forni pizza oven helped provide them with an interesting meal option amid a difficult time.

The Marra Forni oven has also inspired NSUH cafeteria staff's creativity when it comes to making meals that will satisfy anyone who visits or works in the hospital.

"Working with Marra Forni and using the brick pizza oven has opened up a new realm of creativity for our chefs and patrons," said Adrian.

Chef Janisa adds, "This is just the beginning of our innovative creations. Eventually we would like to do house breads, naan pitas, and breakfast pizzas, and in the future, we'd like to have the pizza available in room for our patients."



North Shore University Hospital is so pleased with the results that they are already planning their next oven installation!

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## RESULTS



**Sales 25%  
above  
expectations**

The hospital cafeteria estimates that it's doing 25 percent more business than it intended on doing, even without having the full complement of visitors in the hospital because of coronavirus. The cafeteria anticipated making somewhere around 175 to 200 pizzas a day, but according to Chef Janisa, "We are now serving about 250 pizzas a day."



**High  
customer  
satisfaction**

The reaction from the staff and administration has been overwhelmingly positive. When Northwell Health's CEO and president, Michael Dowling, visited the cafeteria to try the pizza from the Marra Forni oven, he said, "Regardless of the cost of what we invested in building this, it's all about the employee satisfaction. We make our employees happy with this, and that sometimes is more important than what we've invested in the money."



**Quick pay off  
of capital  
expenditure**

Because the hospital cafeteria is exceeding its budget with the same level of staffing, the Marra Forni oven has boosted the hospital's bottom line. The hospital even estimates that it will pay off the capital expenditures within the first three years.



**Healthier,  
higher-quality  
product in  
less time**

The oven from Marra Forni that's now installed in the hospital can get to 900°F within two hours and cook a pizza in less than two minutes. Furthermore, a plain, 12-inch Margherita pizza with fresh ingredients cooked in the Marra Forni oven offers the same amount of calories as a single slice of pizza from the pre-made product the hospital used previously, resulting in a healthier, tastier option for employees, patients, and visitors.