

Case Study: Truly Pizza
Location: Dana Point, California
Website: trulypizza.com
Ovens Installed: PM 1123 and PM 1133
Dealer Partner: Surfas Culinary District
Sales Representative: FEA Team
Training/Support: Eric Long, PizzaMaster USA



CASE STUDY

Truly Pizza scales production with first dual PizzaMaster 1100 Series installation.

Summary

Truly Pizza, a high-profile artisan pizza concept led by World Pizza Champions, sought to significantly increase production capacity while maintaining strict quality standards. By replacing their previous ovens with two PizzaMaster 1100 Series electric deck ovens installed side by side, the Dana Point location has achieved substantial **capacity gains, improved bakes, and a highly optimized workflow**. During initial stress testing, the kitchen produced over 600+ pizzas in a single day, validating the performance capabilities of the new configuration. Today, Truly Pizza is regularly producing over **1,000+ pies a day on weekends**, a testament to the ovens' output potential and a strong foundation for the brand's continued expansion plans.

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The Challenge

The existing oven platform was limiting throughput and operational efficiency, prompting the team to evaluate higher-capacity electric deck solutions. Truly Pizza needed to:

- Increase daily pizza output
- Maintain artisan bake quality
- Improve bake consistency and color
- Optimize kitchen workflow
- Support future multi-unit expansion

The Solution

Working with partner Surfas Culinary District and Frank Casares, Truly Pizza selected two PizzaMaster 1100 Series ovens:

- PM 1123
- PM 1133

Installed side by side, this configuration created a high-capacity electric deck platform while preserving the precise control required for artisan pizza production. This installation represents the first known side-by-side deployment of the PizzaMaster PM 1123 and PM 1133 models, establishing a new benchmark for high-volume electric deck applications.

Implementation

PizzaMaster USA supported the project with full on-site technical guidance. Michael Vakneen, a world pizza champion and owner of Double Zero Pie & Pub remained closely engaged throughout the process, ensuring proper integration into the kitchen workflow. Eric Long Technical Manager of PizzaMaster USA provided hands-on support during startup and optimization.



“We really enjoyed having Eric here, he was incredibly helpful and thorough.”

- Michael Vakneen, Truly Pizza

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Performance Results

Following installation, the team conducted a full operational stress test during normal service hours (11 AM to 8 PM).

Stress test key metrics:

- 600+ pizzas produced in one day
- Seating capacity: 100 guests plus carryout
- Improved crust color and pattern reported
- Highly efficient production line

The kitchen operated with a specialized station model:

- Dough stretching
- Saucing and topping
- Oven operators
- Finishing and cutting



According to dealer partner Frank Casares: "I have not seen a kitchen staffed this well anywhere. The PizzaMaster PM 1123 + PM 1133 supported this structured workflow without bottlenecks."

Operator Feedback

Response from the Truly Pizza team has been strongly positive. Michael Vakneen noted:

- Increased high-volume capacity of over 1,000+ pies a day on weekends
- Improved color and crispy crusts on finished pies
- Strong satisfaction with oven performance
- Confidence in scalability platform for future growth
- Efficient use of kitchen footprint
- Flexible configuration

The side-by-side installation demonstrated how electric deck ovens can support serious production environments traditionally dominated by other oven technologies. The group is already planning to purchase four additional 1100 Series ovens for upcoming locations and their commissary kitchen.

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Looking Forward

With expansion plans underway, Truly Pizza's investment in the PizzaMaster 1100 Series positions the brand for continued growth while maintaining the artisan quality that defines its reputation. This installation provides a strong point for high-volume operators evaluating electric deck solutions for modern pizza production.

About Truly Pizza

Founded by Las Vegas hospitality veteran Donna Baldwin and renowned World Pizza Champion John Arena, Truly Pizza reflects decades of experience in artisan pizza and hospitality excellence. The leadership team also includes World Pizza Champion teammates Chris Decker and Michael Vakneen, creating one of the most technically disciplined pizza operations in the industry.

As business volume grew, the Dana Point location required a production platform capable of supporting both dine-in demand and strong carryout traffic without compromising product quality. **Website:** <https://www.trulypizza.com/>

About PizzaMaster USA

PizzaMaster electric deck ovens are engineered for versatility, consistency, and scalability. With over one million possible configurations, PizzaMaster offers one of the most versatile electric deck ovens available to commercial kitchens worldwide. **Website:** <https://www.pizzamaster.us/>