



Prepared By

Eden Aflalo

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Executive Summary:

In Pizza We Crust (IPWC) is entering Seattle's dynamic food scene with a bold, cheeky brand and a focus on community-driven pizza experiences. This overview highlights what sets IPWC apart, outlines immediate opportunities for grand opening buzz, and lays out strategies for long-term growth. With authentic quality, playful branding, and smart positioning against Seattle's crowded pizza market, IPWC has the potential to become not just a food stop, but a cultural staple.

Pitch Deck / Overview

I. Brand Positioning

What makes IPWC unique?

- **Name & Personality:** A playful, pun-driven brand that instantly feels approachable and memorable.
- **Quality Meets Fun:** Elevated pizza recipes without the pretentiousness.
- **Community-Centered:** A truck-turned-hub for events, local partnerships, and creative engagement.
- **Merch & Memorability:** With a name like IPWC, the potential for shirts, stickers, hats, and fun slogans is unmatched.

II. SWOT Analysis

Strengths:

- Distinctive brand name with instant recall.
- High-quality, crowd-pleasing menu (pizza = universal love language).
- Flexibility of a food truck/mobile model.
- Growing social media presence with visual storytelling opportunities.

Weaknesses:

- New entrant to a saturated Seattle pizza market.
- Limited menu compared to larger competitors.
- Website and digital presence still underdeveloped.

- Awareness gap beyond immediate circles.

Opportunities:

- Grand opening hype: leverage events, influencers, local media.
- Partnerships with breweries, festivals, and arts/culture events.
- Playful, viral-friendly social media content.
- Expand offerings into catering, late-night service, and limited-edition specials.
- Build loyalty programs (“Crust Club” or “Slice Society”).

Threats:

- Established Seattle pizza staples (Serious Pie, Tutta Bella, Big Mario’s, Breezy Town, Breezy Town, etc.).
- Food truck competition for permits/foot traffic.
- Rising food costs and labor shortages.
- Trend burnout if brand doesn’t balance fun with substance.

III. SMART Goals

Specific: Generate buzz by attracting 1,000+ unique customers in the first 30 days post-grand opening through targeted events and promotions.

Measurable: Grow Instagram & TikTok accounts to 5,000+ followers each within 6 months, with 8%+ engagement rates.

Achievable: Launch a series of partnerships with at least 5 Seattle-based breweries, food festivals, or community events in the first year.

Relevant: Focus on strategies that emphasize IPWC’s approachable personality and pizza quality, ensuring differentiation from Serious Pie’s upscale vibe or Big Mario’s late-night identity.

Time-Bound: Achieve customer loyalty milestone of 500+ “Crust Club” sign-ups (email or punch cards) within 6 months.

IV. Short-Term Focus: Grand Opening Buzz

- **Countdown Campaign:** Daily posts teasing menu items, pizza-making reels, and behind-the-scenes prep.
- **Event:** Block party-style launch with music, collab beer, and free slices for the first 100 customers.
- **PR & Media:** Local Seattle food blogs (Eater Seattle, Seattle Met, The Stranger) + influencer tastings.
- **Street Team:** Stickers, flyers, and cross-promo with nearby breweries and coffee shops.

V. Long-Term Focus: Sustained Growth

- **Community Hub:** Host trivia nights, pizza-making workshops, and “create a pie” contests.
- **Rotating Specials:** Seasonal pizzas inspired by local ingredients.
- **Digital Presence:** Weekly TikToks/Reels, daily IG Stories, fun banter on Threads/X.

- **Loyalty Programs:** Rewards for repeat customers, with cheeky tier names (“Extra Cheese,” “Deep Dish VIP”).
- **Expansion Vision:** Grow from truck → permanent shop → regional staple while keeping the brand playful and consistent.

VI. Closing Thought

Seattle’s pizza market is competitive, but no other brand combines cheeky personality, quality food, and community energy quite like In Pizza We Crust. With the right blend of buzz-worthy launch tactics and sustainable long-term strategies, IPWC can carve out a permanent (and delicious) slice of Seattle culture!