SuperTops

ON TOP OF THE WORLD

THE TASTE OF **QUALITY**

MEET PASSIONATE PIZZA MAKERS

Get insights from succesful pizzerias

BUSINESS TIPS

Strategies for pizzeria-success

CLASSIC MEETS CREATIVE

Inspiration for conventional and modern flavours

Elevate your pizza | A safe & tasty choice | Meet the craftsmen

ON TOP OF THE WORLD

In the heart of every pizza lies a story. Tracing its origins to the early flatbreads of Naples, pizza has been on a journey ever since, embracing variations infused with local passions and flavours.

Whether it's a crispy baked thin crust or an airy, deep-pan delight, the personality of the cook shines on every slice of Pizza.. But what truly sets a pizza apart is what's on top.

From the puritanical recipes to the daring and unconventional, there are simply no rights or wrongs. Every topping on a pizza tells a part of this tasteful story, shaped by each country, traditions, local tastes, and culinary free-thinking.

What is on top of your world?

CELEBRATING THE CRAFT OF PIZZA MAKING

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To create the ultimate pizza experience, it is crucial to choose the right toppings.

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With cherry tomatoes and fresh rosemary. Recipe for a flavourful pepperoni pizza!

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A delightful blend of fresh thyme and smokey bacon that is simply irresistible.

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BETTER FOOD. BRIGHTER FUTURE

Our journey from farm to fork embodies dedication, focusing on collaboration, innovation and responsibility at every link in the chain.

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THIS IS WHAT MAKES OUR WORLD TURN AROUND

ELEVATE YOUR PIZZA WITH SUPERTOPS

To create the ultimate pizza experience, it is crucial to choose the right toppings. The right topping products can contribute to enhance the taste and quality of the pizza experience.

Danish Crown proudly stands on the shoulders of more than 130 years of rich history. Rooted in tradition and driven by innovation, we celebrate our heritage as an international food company owned by 4850 Danish farmers. This strong foundation enables us to deliver premium brands like SuperTops, offering high-quality products such as pepperoni, bacon, meatballs, and ham, trusted in QSR, B2B, and wholesale markets worldwide.

The exceptional quality of our SuperTops range is a result of meticulous care throughout our value chain and over 40 years of experience supplying the UK market. Our comprehensive control over every aspect of the operation, from ‘farm to fork’, ensures we consistently deliver high-quality and sustainable products.

PEPPERONI PIZZA

with cherry tomatoes and fresh rosemary

INGREDIENTS

For the toppings:

- ½ cup tomato sauce
- 1 ½ cups shredded mozzarella cheese
- ¼ cup fresh rosemary
- ½ cup cherry tomatoes
  a few slices of red onion
- ¼ cup SuperTops Pepperoni

INSTRUCTIONS

Roll out the dough

- Roll out the dough thin on a flat surface.

Assemble the pizza

- Spread tomato sauce on the dough, leaving a border for the crust.
- Sprinkle mozzarella and ricotta evenly over the sauce.
- Add SuperTops Pepperoni.
- Insert the pizza in a preheated oven or onto a pizza stone.

Bake

- Bake for 12-15 minutes or until the crust is golden and the cheese is bubbly.

Garnish

- Sprinkle the hot pizza with fresh basil before serving.

HAM COURGETTE DELIGHT

INGREDIENTS

For the toppings:

½ cup tomato sauce
1 ½ cups shredded mozzarella cheese
½ cup ricotta cheese
¼ cup sliced courgette cut in two
½ cup SuperTops Ham Stamps
¼ cup fresh rocket

INSTRUCTIONS

Roll out the dough

- Punch down the risen dough and roll it out on a floured surface to your desired thickness.

Assemble the pizza

- Spread tomato sauce on the dough, leaving a border for the crust.
- Sprinkle mozzarella and ricotta evenly over the sauce.
- Add SuperTops Ham Stamps and slices of courgette.
- Place the pizza in a preheated oven or onto a pizza stone.

Bake

- Bake for 12-15 minutes or until the crust is golden and the cheese is bubbly. Keep an eye on the squash.

Garnish

- Sprinkle the hot pizza with fresh rocket before serving.

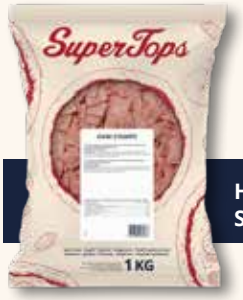
A SAFE & TASTY CHOICE

ALL VARIANTS COME FROZEN

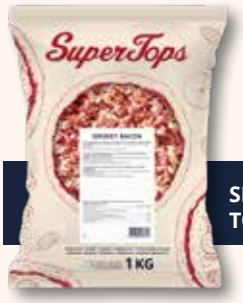
Explore our extensive range of topping products. We have curated the selection to cater to every taste and offer a wide variety of flavour combinations. Our quality products are always created with the end user in mind.

PORK SHOULDER JULIENNE

AMERICAN STYLE SAUSAGE



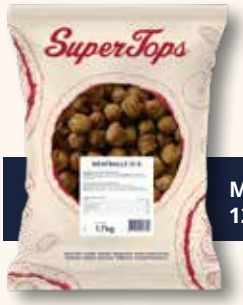
HAM STAMPS



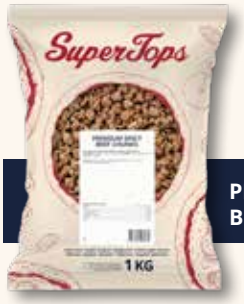
SMOKEY BACON TOPPING

SPICY PIZZA MEATBALLS 7 G

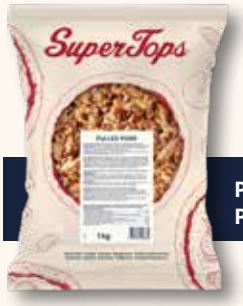
PREMIUM HAM STAMPS



MEATBALLS 12 G

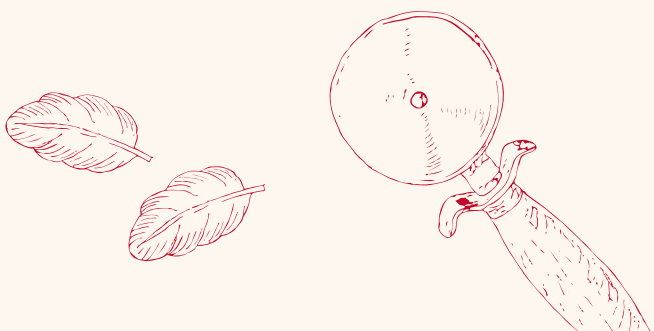


PREMIUM SPICY BEEF CHUNKS



PULLED PORK

HAM JULIENNE



THINLY SLICED PEPPERONI

DICED CHORIZO

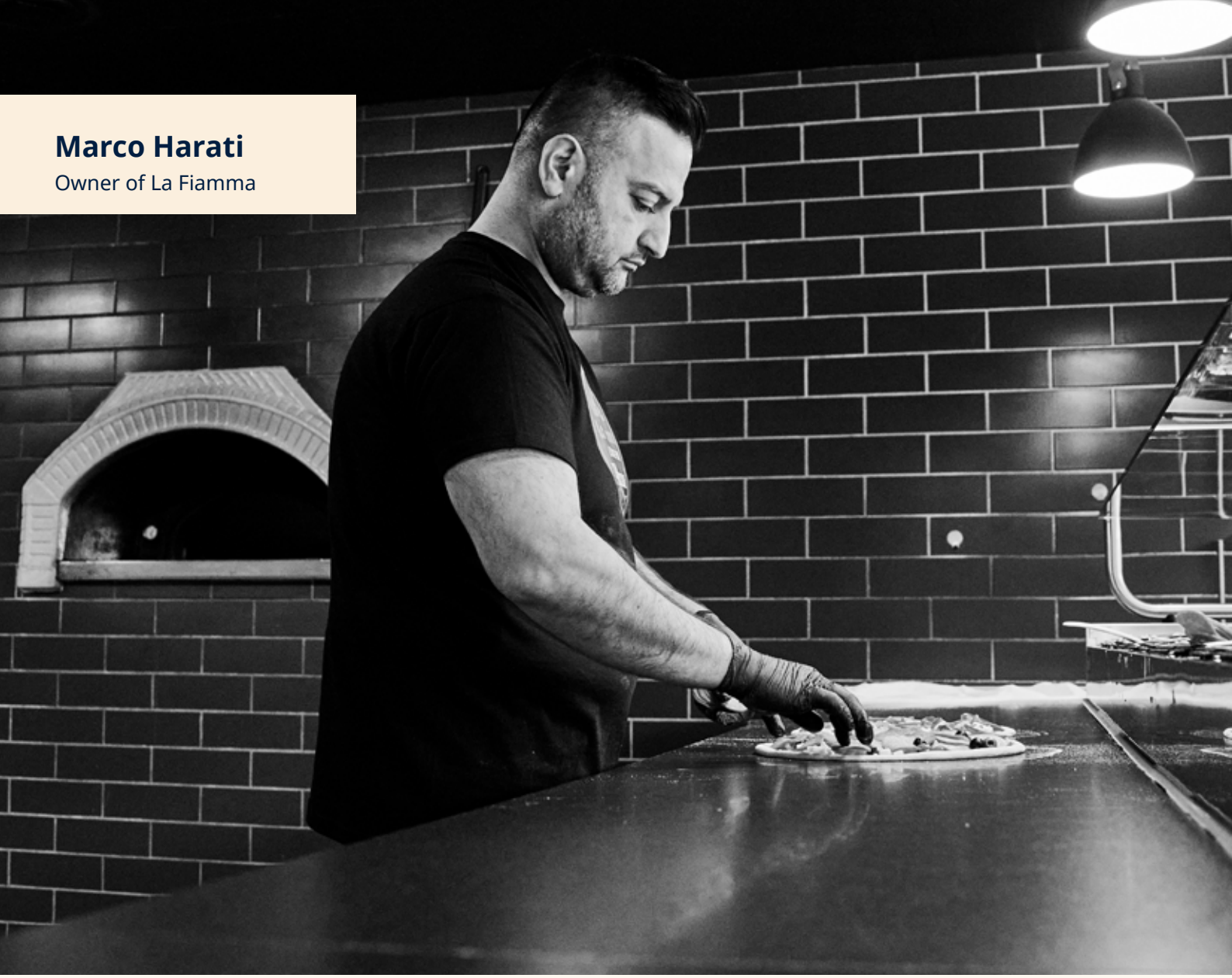
SLICED PEPPERONI

SLICED DANISH SALAMI

SLICED PEPPERONI HOT 'N' SPICY

MINI PEPPERONI

HIGH-QUALITY TOPPINGS



Marco Harati
Owner of La Fiamma

KEEPING IT SIMPLE

Marco Harati is a passionate entrepreneur whose interest in cooking formed during his teenage years. As the founder of the popular Pizzeria La Fiamma, he begins each day with meticulous preparation, where quality is always the guiding star. His inspiration stems from a blend of tradition and innovation, always with the goal of delivering a memorable pizza experience.

At La Fiamma Marco sets a high standard for quality and taste in his pizzas. Every bite should be a memorable flavour experience. He believes that toppings are crucial, both visually and in terms of taste, and therefore, he never compromises on quality. With care, Marco selects products that are easy to handle in a busy everyday environment but also perfectly complements the pizzeria's stone oven.

For Marco, it's crucial that toppings behave consistently when baked to ensure his guests receive the same experience every time.

Embracing simplicity

Marco believes in the power of simplicity and keeps the menu straightforward. He uses a maximum of two to three types of toppings to highlight each flavour nuance. His homemade tomato sauce and pizza dough, made with top-quality olive oil, form the foundation. Marco is always on the lookout for new flavour combinations and insists on trying new things to remain innovative and continuously improve.
Inspiration arises from a fusion of customer demands, new products, and the desire to stand out.

The customer is always right

Marco measures success based on customer satisfaction and advises other pizzerias to focus on high service and simplicity on the menu. He emphasizes the importance of listening to customers, investing in the right atmosphere, and leveraging social media to attract customers and receive feedback for constant improvement.

For Marco, the ultimate pizza experience is not just about taste but also about atmosphere, authenticity, and the right ambiance. At La Fiamma, they prioritise details, including Italian beverages on the menu, to complete the authentic experience. According to Marco, it's the small details that make the crucial difference in delivering a pizza experience that the customer remembers - and returns for.

Secrets of the chef

Scan the QR code to view the chef's favourite + spicy pizza.

A TRUE PIONEER

Behzad Ganji is not just your average pizza maker – he is a master of his craft, and his passion for pizza shines through in every bite.

With his background as the winner of Best Pizza Dough and Tomato Sauce at Denmark's Best Gourmet Pizza in 2022, he is a true trailblazer in the industry.

With Italian music playing in the background, Como Pizza exudes Italian ambiance from the moment you step through the pizzeria's door. We have delved into Como Pizza's world of flavour and quality to understand what makes this pizzeria so extraordinary. Behzad Ganji's journey began years ago when his fascination with pizza took shape. Over the years, he has perfected his craft and created a pizzeria known for its authentic Italian pizzas. His mantra of quality and continuous improvement has made Como Pizza a must-visit destination for pizza lovers everywhere.

Behzad Ganji
Owner of Como Pizza

The key is quality toppings

For Behzad, everything revolves around quality. He does not compromise on ingredients and only chooses the best for his pizzas. With a preference for Italian ingredients and fresh produce, every bite is a flavour sensation. Behzad believes that toppings are an essential part of a pizza, and he carefully selects products that complement each other and bring out the best in his creations.

The ultimate pizza experience

Inspiration comes to Behzad Ganji from a variety of sources, including travel, videos, and visits to other restaurants. He is always on the lookout for new flavour combinations and strives to create the ultimate pizza experience for his customers. Because it’s not just about making a good pizza; it’s about creating an experience – from the first bite to the last crumb.

Hard work, quality, and service

Behzad Ganji believes that the success of a business cannot be measured solely by financial gain but also in satisfied customers and a positive atmosphere. He highly values hard work, quality, and good service, and is always looking for ways to improve his business. With a focus on constant innovation and attention to customer needs, Behzad has managed to create a pizzeria that stands out from the crowd.

Secrets of the chef

Scan the QR code to view the chef's bestseller + inventive pizza.

THE BESTSELLING CLASSIC

A trio of ingredients comes together on this bestselling pizza. It exemplifies simplicity and quality, capturing the essence of traditional flavours with every bite.

INGREDIENTS

Tomato sauce
Mozzarella
SuperTops Sliced Pepperoni

THE INVENTIVE PIZZA

Behzad presents a distinctive pizza that marries traditional roots with inventive twists. Crafted with an eye for harmony and a flair for the unexpected, this creation comes to life with a special touch of basil pesto, added post-bake for an extra burst of flavour.

INGREDIENTS

Tomato sauce
Mozzarella
SuperTops Thinly Sliced Pepperoni
Aubergine
Mushroom
Basil pesto
(add after baking)

A BURST OF BOLD FLAVOURS

This spicy recipe is a reflection of Marco's love for experimenting with flavours, offering a gentle nod to those who enjoy a touch of heat and tradition with a touch of greens.

INGREDIENTS

Tomato sauce
Mozzarella
SuperTops Hot 'n' Spicy Pepperoni
Red onions
Bell pepper
Fresh basil

CLASSIC ELEGANCE

Sometimes, the secret to an extraordinary pizza lies in the simplicity of patience, the selection of the right ingredients, and a deep passion for the craft.

INGREDIENTS

Tomato sauce
Mozzarella
SuperTops Sliced Pepperoni
Red onions
Olives

QUALITY STARTS IN THE PRODUCTION

At the heart of any great pizza lies a sublime topping, and behind our topping products stands a dedicated product development team, elevating the pizza experience to new heights. Step behind the scenes and gain insight into the thoughts behind the development of our topping products.

The art of development

Customer requests guide our development process. When it comes to the development of our topping products, it's a delicate balance between innovation and customer needs. We always listen to our customers, and their requests guide our development process. From the classic pepperoni to special varieties, it's the customer's desires that help drive development.

A key component in the process is fermentation, ensuring the unique taste and quality of our topping products. From texture to flavour profile, each element is carefully selected to deliver an unparalleled pizza experience.

Quality and performance

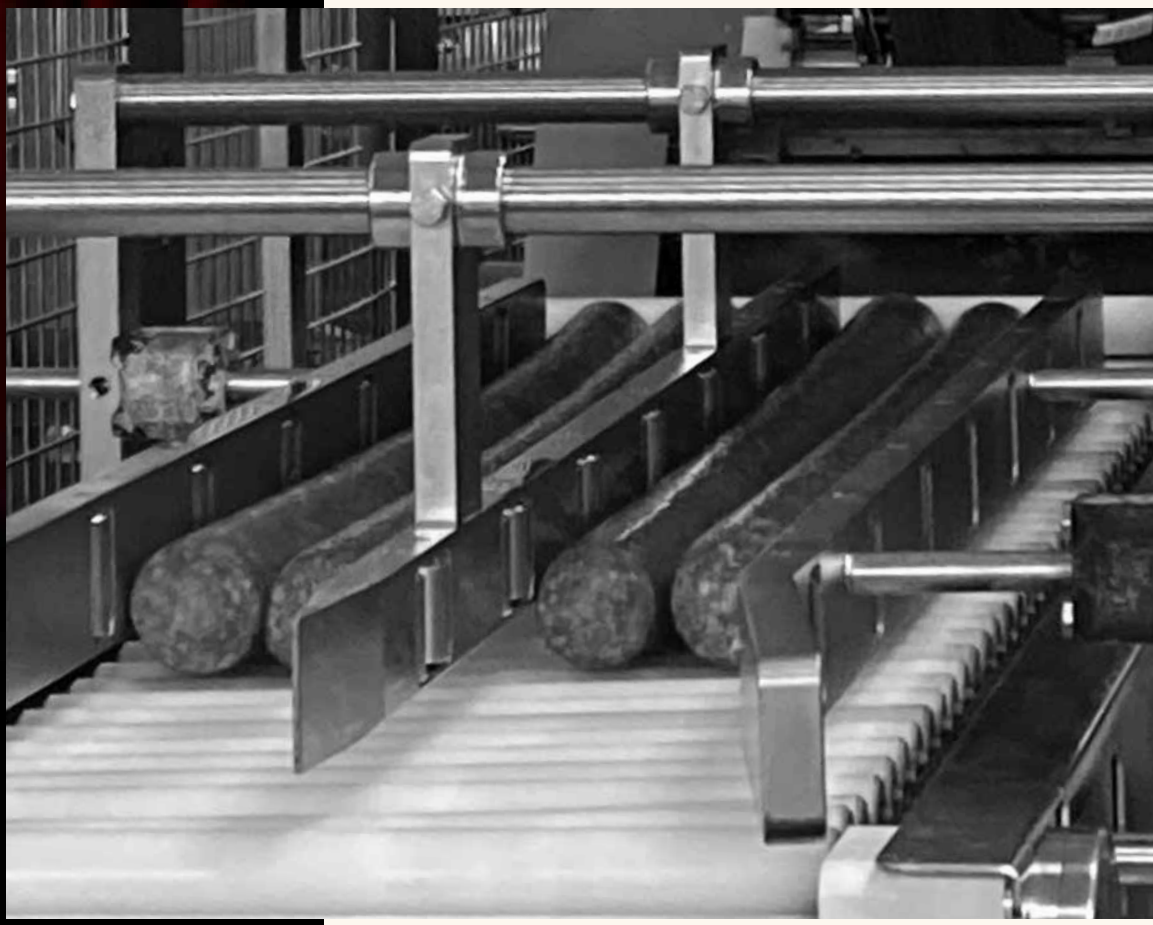
We strive to deliver a high-quality product based on butchery traditions that meet both customer and consumer expectations. Through careful testing and quality control, we ensure that each topping is consistent and satisfying. Another key factor is the product's performance.

From shape to taste to cooking method, every detail is carefully considered to ensure that our products always deliver a perfect pizza experience.

Never compromising

Behind every product is a detailed production process that ensures quality and consistency. From raw materials to finished product, every step is crucial. We never compromise on quality.

From chopping to fermentation to slicing, each product undergoes multiple quality checks to ensure it meets our high standards. And no matter what cooking method the customer prefers, our topping products are designed to impress.



SMOKEY BACON PIZZA

with fresh thyme

INGREDIENTS

For the toppings:

- ½ cup mascarpone
- 1 cup shredded mozzarella cheese
- ½ cup goat cheese
- ¼ cup fresh thyme
- ¼ cup SuperTops Smokey Bacon Topping

INSTRUCTIONS

Roll out the dough

- Roll out the dough thin on a flat surface.

Assemble the pizza

- Spread mascarpone in a thin layer
- Sprinkle mozzarella and goat cheese on the mascarpone layer Add Calabrese evenly.
- Add SuperTops Smokey Bacon Topping
- Place the pizza in a preheated oven or onto a pizza stone

Bake

- Bake for 12-15 minutes or until the crust is golden and the cheese is bubbly.

Garnish

- Sprinkle the hot pizza with fresh thyme before serving.

Danish Crown

Better food. Brighter future

Like you, we share a passion for delivering food that delights, nourishes, and is meticulously prepared.

We know where we want to go, even if we don't yet have all the answers. By working together across sectors and industries, we can develop solutions that make it possible to feed more people while using fewer of the world's resources. This journey has already begun - one that spans the entire value chain, from farm to fork. Success depends on everyone playing a part and embracing new ways of doing things: farmers, food producers, retailers, and consumers alike.

1: Cultivating with care

The farmer cultivates the land to produce feed for the animals. As we take great care of our animals, we also strive to minimise our impact on the land we cultivate. To this end, we collaborate with Danish universities to develop methods that enable us to embrace modern, efficient agricultural practices.

2: Welfare in the barn

At Danish Crown, we collaborate with our cooperative owners, suppliers of slaughter animals and experts, and NGOs within the food industry on giving care to our pigs in accordance with our Policy for Animal Welfare. Our Policy for Animal Welfare includes aspects like routine confinement, transportation, humane slaughtering, use of antibiotics and growth promoters.

3: Thoughtful production lines

In our production, we continually strive to minimise our environmental footprint. We reduce waste and optimise the use of energy, water, and packaging resources. On the international stage, food safety is a crucial competitive factor, which we maintain through robust systems and processes in our production.

4: High-quality products

Our pizza toppings range is the result of meticulous care taken throughout our value chain, bolstered by over 40 years of experience in supplying the UK market. Having complete control over every aspect of the operation from 'farm to fork' enables us to consistently deliver high-quality products.

5: Better food. Brighter future

Today's and tomorrow's consumers demand both a great dining experience and food made with care. We bear this in mind when developing tomorrow's food, where, for example, we may experiment with reducing the carbon footprint of a sausage by replacing some of the meat with seaweed. We always strive to be a little better.

This is What Makes Our World Turn Around

Together with customers and consumers

We strive to earn customers' and consumers' confidence and meet their needs by developing quality food concepts together with customers in retail, food services and the food industry.

Good jobs for everyone

Our employees are our most valuable asset. We aim to attract and retain employees by providing good jobs in safe workplaces for people with diverse backgrounds.

Farming

We aim to secure a strong future for farmers and promote livestock production through attention to climate, biodiversity, animal welfare standards and protection of livestock from harmful viral diseases.

Food production

We strive to run an efficient and high-performing food production operation, setting high standards for ourselves and for our suppliers, and consider efficient resource utilisation to be crucial for reducing emissions.

TOGETHER, WE CELEBRATE THE VERY BEST IN THE INDUSTRY

PAPA INDUSTRY AWARDS 2026

PIZZA, PASTA & ITALIAN FOOD ASSOCIATION

We are honoured to sponsor the prestigious "Pizza Chef of the Year" award at the annual PAPA Industry Awards in London.

For several years, SuperTops and Danish Crown has proudly supported this event, where talented pizzeria chefs showcase their creativity using our high-quality toppings. Six finalists are chosen to present their pizzas, with one emerging as the ultimate winner.

We are excited to continue our partnership with PAPA and celebrate the very best in the pizza industry.

SuperTops

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