INTERVIEWER …traditionally stadium food, hospital food, and dorm food, uh, hasn’t been associated with high quality, flavorful.

RICK ROSENFIELD: When we -- we had our introductory year last year at Dodger stadium. Uh, the fact that we were selling our brand of pizza doubled the previous years’ pizza sales and so I, you know, is I think the way I would describe it is we don’t ever say that it, what we’ll do in the stadium is exactly the same as we can do in the restaurant. That’s not intuitive, okay, but it’s a lot better than, hey, number one, it clearly meets our threshold, which is it’s got to be something where people go this is darn good for stadium food and I think that’s our threshold. You know, that’s what we need you to say. I don’t need you or expect you to be able to say, boy, it’s just as good as walking into a California Pizza Kitchen restaurant and having it made to order, but it’s, but we’re pretty darn proud of the quality that we’re able to deliver, uh, in, in these venues.

LARRY FLAX: Well in a general sense all food is rising. I mean across the board the, uh, consumption of healthier, better, greater, better tasting foods, uh, people want that and, and every segment it’s on the rise so it isn’t as though the casual dining industry is going to keep going forward but the fast food industry is going to stay still. In fact a very interesting point is we created a salad at California Pizza Kitchen, which we do sell a lot of salads too, uh, called a Thai crunch salad, and in 2005 the Thai crunch salad won the award for the best new menu item, uh, in the industry. And at the same time in that same award ceremony, McDonald’s was given an award for a best new line extension, which was an oriental chicken salad, which, uh, they presented at the same show as we presented our salad. And it was really very good and the bottom line is, is all ships are rising so why not bring our premium pizza into the segments that, like you said, aren’t known for having premium products.