

Step aside Dominoes and Pizza Hut—there's a new pie-tossin' business on the block.

Firewoods Traveling Pizzeria, owned and operated by Dave and Bonnie Dobbs, arose from its humble backyard beginnings over three years ago. Ever since, the pizza truck has been able to draw in swarms of rejoicing pizza fans like bees to sticky sweet Kool-Aid. Between their modest vegetable garden and from-scratch brick oven, the Bloomer couple has succeeded to turn a pie-making hobby into a popular catering service.

But the Dobbs hadn't always had visions of converting their talents into a career. In fact, the notion of running a travelling pizza company was completely off either of their radars. It was only at the suggestion of a close friend (happily munching on a slice of a pie the couple had prepared) that the two decided to take their wood-firing skills to the next level.

Like Cinderella's pumpkin-turned-carriage, the makeshift oven and garden soon transformed into a professional trailer equipped with all of the necessary tools for a thriving mobile business. Thankfully, nobody has to worry about any midnight deadline. On the contrary, Firewoods has grown into a successful and sought-after choice for anyone hoping to get quality party grub or just nosh on some well-made pies. And as made clear by Dave and Bonnie's laundry list of catering requests, nobody can seem to get enough of the couple's char-crusted fare. Whether a simple tomato and basil margarita, a specialty Dave's Fave, or even a sweet and summery S'mores pizza, the couple has developed a menu that will satisfy anybody's flavor cravings.

So what's their secret? What makes a Dave and Bonnie original pie so mouthwateringly desirable in comparison to its chain restaurant and frozen option counterparts? No one will argue that Bonnie's relentless attention to fresh, quality ingredients is one of the many reasons behind each and every perfect pizza creation. From her inclusion of straight-from-the-garden veggies to her meticulous mind for detail and flavor combinations, every step in the production process is taken with care.

"We grow our own asparagus, basil, and garlic and use high-quality Wisconsin made cheese," explained Bonnie. "We have had so many people tell us that the flavors just pop!"

Dave also plays a vital role in the pizza-making process. Not only does he devote ample time to tending their ingredient-packed garden, but the "master of the fire" also has the task of manning the oven responsible for the couple's signature wood-fired crust—the one that forever keeps customers reaching for another slice.

"We are the type of party that people want to gather around and watch the show of the fire and the crafting of gourmet pizzas," said Bonnie. "These parties are served buffet style until everyone's hunger is satisfied."

With sights firmly fixed on the pizzeria's promising next steps, the Dobbs look hopefully to their two young daughters as the future of Firewoods.

“Dave and I were brought up with great work ethic, and we are trying to pass that down to our girls,” explained Bonne. “And also that [Firewoods] is something our children will take over as their college summer jobs.”

And should prospects for the times ahead unfold as planned, the clock will never strike on the Dobbs’ fairytale rise to pizza success. Instead, it is safer to assume that the couple will be dancing in their glass slippers for many years to come.

For more information regarding Firewoods Traveling Pizzeria or to schedule an event, please contact Dave and Bonnie Dobbs at info@firewoodspizzeria.com or 715-933-1553.