



## OUTPERFORMING THE PIZZA CRUST CATEGORY



### PIZZA – JUST THE FACTS!

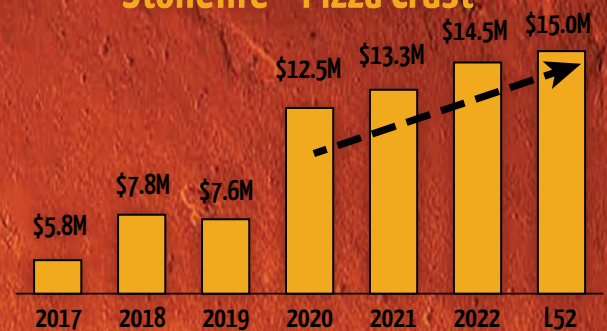
- Pizza is a **\$45.1 Billion** Category in the United States
- **59%** of Americans choose to eat pizza in their homes rather than dine out at pizza restaurants.
- **31%** of Americans prefer Thin-Crust pizza



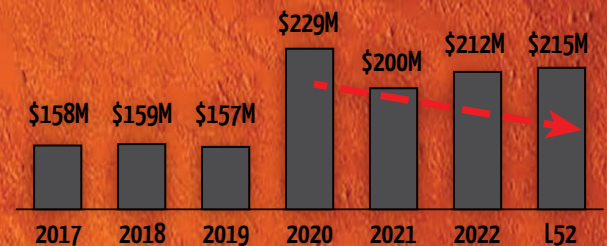
### STONEFIRE® PIZZA CRUST IS THE CLEAR CHOICE FOR PIZZA LOVERS ACROSS THE UNITED STATES:

- Stonefire® is the fastest growing pizza crust in the category
- Stonefire® Artisan Thin Pizza Crust is growing **+75%** in dollars and **+59%** in units vs YAGO
- Stonefire® pizza crust is outpacing the pizza crust category

#### Stonefire® Pizza Crust



#### Pizza Crust Category





# STONEFIRE® CRUSTS ARE PREFERRED 2:1 OVER THE LEADING PIZZA CRUST

## CHARACTERISTICS OF STONEFIRE® PIZZA CRUST (CLICK IMAGE TO ENLARGE)



## GET INSPIRED WITH STONEFIRE® STONE OVEN ARTISAN PIZZA CRUST AND FLATBREAD RECIPES. (CLICK IMAGE TO ENLARGE)



[CLICK HERE FOR THE CHARACTERISTICS OF STONEFIRE® FLATBREAD](#)

RECIPE INSPIRATION →



ARTISAN THIN PIZZA CRUST - Click image to enlarge

Nutrition Facts			
8 servings per container			
Serving size 1/2 crust (58g)			
Calories	Per 1/2 crust	Per 1 crust	
	<b>180</b>	<b>350</b>	
	% DV*	% DV*	
<b>Total Fat</b>	4.5g	9g	12%
Saturated Fat	1g	1.5g	8%
Trans Fat	0g	0g	
<b>Cholesterol</b>	0mg	0mg	0%
<b>Sodium</b>	320mg	630mg	27%
<b>Total Carb.</b>	30g	59g	21%
Dietary Fiber	1g	3g	11%
Total Sugars	2g	4g	
Incl. Added Sugars	2g	4g	8%
<b>Protein</b>	5g	9g	
Vitamin D	0mcg	0mcg	0%
Calcium	20mg	30mg	2%
Iron	1.7mg	3.3mg	20%
Potassium	60mg	120mg	2%



**INGREDIENTS:** ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, ASCORBIC ACID ADDED AS A DOUGH CONDITIONER, THIAMINE MONONITRATE, RIBOFLAVIN, ENZYME, FOLIC ACID), WATER, SOYBEAN OIL, CULTURED WHEAT FLOUR, SALT, SUGAR, DRIED SOURDOUGH (WHEAT FLOUR, RYE FLOUR, YEAST, ASCORBIC ACID, ENZYMES), YEAST, EXTRA VIRGIN OLIVE OIL, MONO- AND DIGLYCERIDES, DURUM WHEAT SEMOLINA.

**CONTAINS:** WHEAT.  
**MAY CONTAIN:** EGGS, MILK, SOY AND SESAME.

Nutrition Facts	
8 servings per container	
Serving size 1/4 flatbread (50g)	
Amount per serving	
<b>Calories</b>	<b>160</b>
	% Daily Value*
<b>Total Fat</b> 4g	<b>5%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 280mg	<b>12%</b>
<b>Total Carbohydrate</b> 26g	<b>9%</b>
Dietary Fiber 1g	<b>4%</b>
Total Sugars 2g	
Includes 2g Added Sugars	<b>4%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 1.5mg	8%
Potassium 50mg	2%



**INGREDIENTS:** ENRICHED WHEAT FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, ASCORBIC ACID ADDED AS A DOUGH CONDITIONER, THIAMINE MONONITRATE, RIBOFLAVIN, ENZYME, FOLIC ACID), WATER, SOYBEAN OIL, CULTURED WHEAT FLOUR, SALT, SUGAR, DRIED SOURDOUGH (WHEAT FLOUR, RYE FLOUR, YEAST, ASCORBIC ACID, ENZYMES), YEAST, EXTRA VIRGIN OLIVE OIL, MONO- AND DIGLYCERIDES, DURUM WHEAT SEMOLINA.

**CONTAINS:** WHEAT.  
**MAY CONTAIN:** EGGS, MILK, SOY AND SESAME.

**CASE PACK / UNIT WEIGHT**  
12 PACKS PER CASE / 16.2 OZ

**CASE DIMENSIONS**  
19.375" x 11.875" x 8.5"

**PALLET CONFIGURATION**  
8 x 11

**SHELF LIFE (AFTER THAW)**  
7 DAYS

**CASE PACK / UNIT WEIGHT**  
10 PACKS PER CASE / 14.1 OZ

**CASE DIMENSIONS**  
13.875" x 13.31" x 7"

**PALLET CONFIGURATION**  
9 x 12

**SHELF LIFE (AFTER THAW)**  
7 DAYS



DOWNLOAD ALL SELL SHEETS

