



OUTPERFORMING THE PIZZA CRUST CATEGORY



PIZZA - JUST THE FACTS!

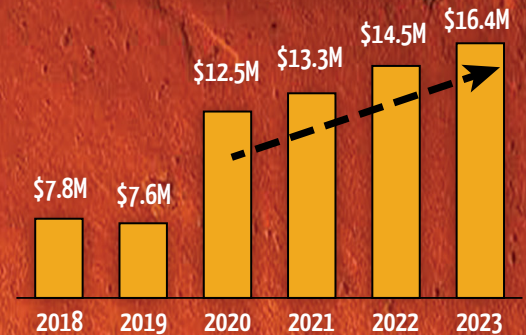
- Pizza is a **\$45.1 Billion** Category in the United States
- **59%** of Americans choose to eat pizza in their homes rather than dine out at pizza restaurants
- **61%** of Americans prefer Thin-Crust pizza



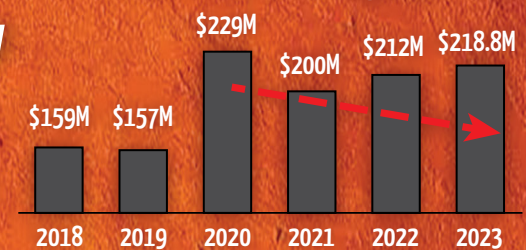
STONEFIRE® PIZZA CRUST IS THE CLEAR CHOICE FOR PIZZA LOVERS ACROSS THE UNITED STATES:

- Stonefire® driving **32%** dollar CAGR growth in last 4 years in the pizza crust category
- Stonefire® Artisan Thin Pizza Crust is experiencing double digit growth in dollars and units in the past 52W
- Stonefire® pizza crust is outpacing the pizza crust category

Stonefire® Pizza Crust



Pizza Crust Category



Source: IRI Unify - Total US Food; Data ending Latest 52 Weeks 12, 31, 2023
<https://www.pmq.com/popular-pizza-toppings/>
<https://pizzaneed.com/pizza-statistics/>
<https://blog.gitnux.com/pizza-consumption-statistics/>
 Proprietary Study by SSI International

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

ARTISAN FLATBREAD - Click image to enlarge

Nutrition Facts			
8 servings per container			
Serving size		1/2 crust (58g)	
Calories	Per 1/2 crust	Per 1 crust	
	180	350	
	% DV*	% DV*	
Total Fat	4.5g	6%	9g 12%
Saturated Fat	1g	5%	1.5g 8%
Trans Fat	0g		0g
Cholesterol	0mg	0%	0mg 0%
Sodium	320mg	14%	630mg 27%
Total Carb.	30g	11%	59g 21%
Dietary Fiber	1g	4%	3g 11%
Total Sugars	2g		4g
Incl. Added Sugars	2g	4%	4g 8%
Protein	5g		9g
Vitamin D	0mcg	0%	0mcg 0%
Calcium	20mg	2%	30mg 2%
Iron	1.7mg	10%	3.3mg 20%
Potassium	60mg	2%	120mg 2%



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



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

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
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

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.



DOWNLOAD ALL SELL SHEETS

