

# Pizza & Nutrition



Pizza provides families with a meal option that is **freshly-baked** from the oven, **completely customizable** to meet many different tastes but still shared together, is **affordable and convenient** AND **contributes essential ingredients** to a well-balanced diet.

## PIZZA IS A SOURCE OF DAIRY, VEGETABLES AND GRAINS

Unlike other foods commonly compared to pizza, it is a complete meal that adds essential dietary ingredients such as vegetables, dairy and whole grains.

Consider that in a single serving (approx. 2 to 3 slices), pizza makes the following dietary contributions:



Source: 2010 Dietary Guidelines for Americans National Health & Nutrition Examination Survey/NHANES 2005-2008; 2 years and older; n=16,587

**Chicken** is the top-listed protein in the full-service pizza segment and the third frequently listed protein at limited-service pizzerias.

Source: Technomic's Pizza Consumer Trend Report, April 2012.

Too often, **pizza** mistakenly gets lumped in with **single-item foods that top high-sodium or high-calorie lists.**

### Did you know?

A burrito has four times more sodium than a slice of either cheese or pepperoni pizza.

### Did you know?

A chicken strip basket with fries has twice the calories of two slices of pizza.

### Did you know?

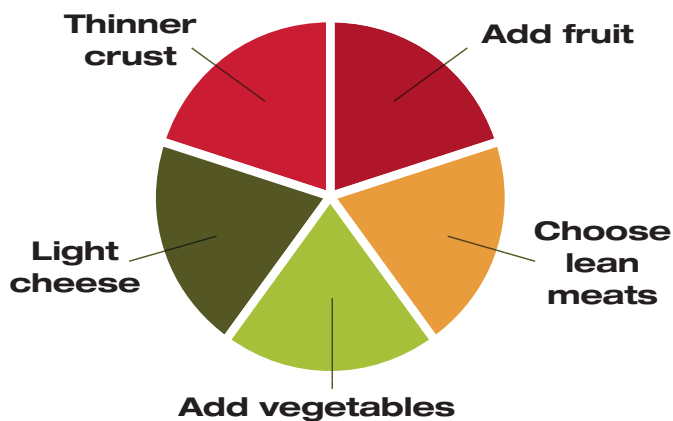
Eating pizza once a week can reduce the risk of some forms of cancer.

# Today, **94%** of the U.S. population eats pizza.

People choose it for group meals and celebratory occasions and families choose it because it's an easy way to satisfy individual tastes.

At the same time, consumers today want to know the nutritional information in their food. That's why many pizza stores offer online nutritional information about ingredients to help consumers choose healthier options, sodium-reduction suggestions and fewer calories by adding better protein and more vegetables.

## CUSTOMIZE YOUR ORDER TO ENSURE HEALTHIER OPTIONS:



About **1/3** of pizza consumed by adults contains vegetables or fruit.

## PIZZA CONTRIBUTES MANY ESSENTIAL NUTRIENTS TO THE U.S. DIET FOR PEOPLE 2 YEARS AND OLDER

**6%**

of calcium, thiamin and folate

**5%**

of protein, phosphorus and monounsaturated fat

**4%**

of fiber, vitamin E, niacin, riboflavin, iron, zinc and polyunsaturated fat.

Percent of Sodium, Calories, Saturated Fat and Nutrients from Pizza in the American Diet

