

Pizza: More Than Just a Slice

In today's fast-paced society of trying to balance busy schedules with family time, it is mealtime that tends to still bring people together. Yet, trying to find a balanced meal and meet the tastes of everyone can be a challenge. The American Pizza Community suggests that you don't need to look much further than the time-honored tradition of sharing pizza with your family as the solution.

As a customized meal,

pizza ordering can be tailored to meet the health, economic, or cultural needs of most consumers.

Dairy, vegetables and grains offered in pizza crust and topping choices contribute essential nutrients to the American diet.

The Dietary Guidelines for Americans as recommended by the U.S. Department of Agriculture calls for increased consumption of low-fat and fat-free dairy foods, vegetables, fruit and whole grains. The chart below shows the percentage that pizza's nutrients contribute to the recommended diet.

FOOD	PERCENT CONTRIBUTION TO THE AMERICAN DIET
Dairy	10%
Vegetables	5%
Tomatoes	17%
Grains	8%

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

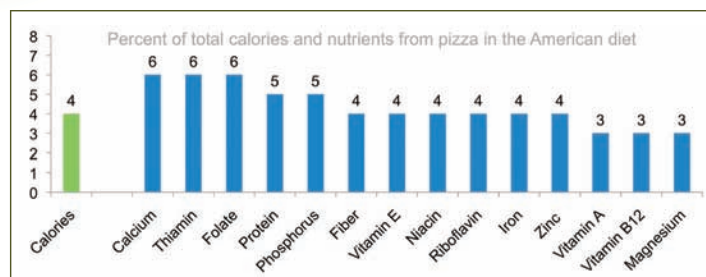


PIZZA MEANS MEALTIME & FAMILY TIME

- Pizza is a **family-based meal** that offers options to suit different preferences while still enjoyed together.
- Pizza is a high-quality, oven-baked **complete meal**. Beyond the topping choices, consumers can choose from a variety of wholesome crust options such as thin crust, gluten-free or whole wheat.

PIZZA IS A BALANCED OPTION FOR ALL

- Pizza can fit into a **balanced, healthy diet** and provide many nutrients such as calcium, protein and fiber, provided it is consumed in moderation. In the American diet, pizza provides:



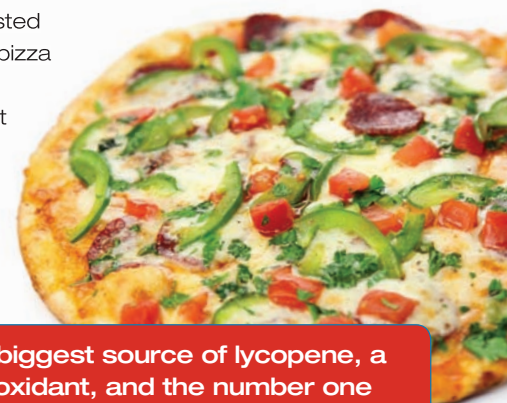
(Source: NHANES 2005-2008; 2 years and older, n=16,587)

- About 1/3 of pizza consumed by adults* contains vegetables or fruit not including the tomato sauce.

(*Subset of people who ate pizza on the day of the survey from NHANES 2005-2008; 2 years and older, n=16,587)

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

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



Tomatoes are the biggest source of lycopene, a potent dietary antioxidant, and the number one consumed red vegetable in the American Diet. Research underscores the relationship between consuming tomatoes and reduced risk of cancer, heart disease, and other conditions.

(Source: a review article in the American Journal of Lifestyle Medicine 2010.)



Pizza is a unique food category, you can make pizza a healthy option based on your topping and crust choices. For example: a veggie pizza with light cheese on a thin crust is a healthy food choice.

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