

SECURITY CLASSIFICATION

CONFIDENTIAL

LOCATION

WisePies Pizza

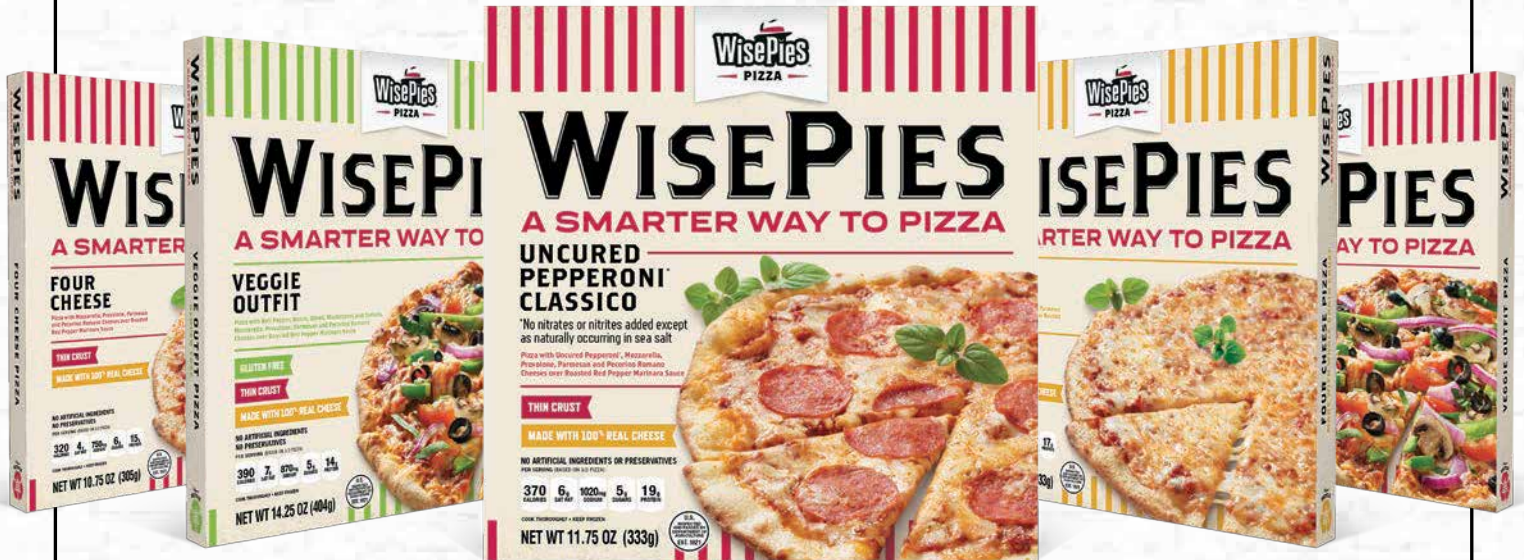


CASE ID 3563-18 PZA

CLASSIFICATION

WP-0211

DECLASSIFIED



NEW TO MARKET

A SMARTER WAY TO PIZZA

**PREMIUM INGREDIENTS • FRESH-FROM-THE-OVEN DELICIOUS
LOWER CALORIES • WHOLE GRAIN* • GLUTEN FREE***





LA COSTA NOSTRA

Starting in 2014, WisePies Pizza & Salad grew from a single store in New Mexico with a dream and a vision of creating personal gourmet pizzas, fresh custom salads and piping hot calzones in a faster than ever way with healthier choices in mind. Add those creations to a fun, Italian family-inspired environment and WisePies Pizza & Salad was born.

WisePies Pizza has now developed a revolutionary new pizza line with WiseChoices in mind. We offer what is arguably the highest-quality product and selection in the category designed for the pizza aficionado in all of us satisfying pizza lover taste buds with savory Italian flavor while keeping our health in mind. We are a smarter way to pizza without the dreaded "this tastes healthy" reaction.

We are committed to food service providers and their customers by providing innovative, unique, ready-to-bake pizza products that support current consumer trends surrounding healthier choices while driving incremental revenue for businesses.

WISEPIES PIZZA FEATURES

- Meets "All Natural" food standards
- Less calories and trans fat free
- No artificial flavors, sweeteners or preservatives
- Free from antibiotics
- Made with 100% real cheese
- High in protein
- Highest-quality toppings including uncured pepperoni with no added nitrates or nitrites*
- Traditional, whole grain and gluten-free crust options
- Proprietary recipes found on no other pizza
- USDA Smart Snack compliant products are available
- A true crossover pizza from the traditional pizza category into the natural foods category

PRODUCT BENEFITS

- High-quality, baked-from-frozen products
- Convenient and efficient product addition to existing menu
- Can be used as a base for customized pizza products
- 2.5 minute cook time in conveyor oven*
- Save time, labor and precious resources
- Cooked pizzas maintain friction preventing "pizza flop" and toppings sliding off
- Up to 12 month shelf life reducing product waste
- Serving in a pizza box will increase product quality, customer satisfaction and GCA
- More than 50 years production experience behind this pizza line

WISEPIES PIZZA - FOOD SERVICE

CASE	DESCRIPTION	UPC	CASE DIMENSIONS	SHELF LIFE: FROZEN
12/10.75oz	Four Cheese	00853507008211	21.1" x 11.3" x 6.9"	12 mo. from manufacture
12/11.75oz	Uncured Pepperoni Classico	00853507008228	21.1" x 11.3" x 6.9"	6 mo. from manufacture
12/13.75oz	Veggie Outfit	00853507008235	21.1" x 11.3" x 6.9"	12 mo. from manufacture
12/11.75oz	Four Cheese - <i>Whole Grain Crust</i>	00853507008242	21.1" x 11.3" x 6.9"	9 mo. from manufacture
12/12.75oz	Uncured Pepperoni Classico - <i>Whole Grain Crust</i>	00853507008259	21.1" x 11.3" x 6.9"	6 mo. from manufacture
12/14.75oz	Veggie Outfit - <i>Whole Grain Crust</i>	00853507008266	21.1" x 11.3" x 6.9"	9 mo. from manufacture
12/11.25oz	Four Cheese - <i>Gluten-Free</i>	00853507008273	21.1" x 11.3" x 6.9"	12 mo. from manufacture
12/12.25oz	Uncured Pepperoni Classico - <i>Gluten-Free</i>	00853507008280	21.1" x 11.3" x 6.9"	6 mo. from manufacture
12/14.25oz	Veggie Outfit - <i>Gluten-Free</i>	00853507008297	21.1" x 11.3" x 6.9"	12 mo. from manufacture

*The WisePies Food Service product line does not come individually packaged. Whole grain crust and gluten-free pizza options are available. No added nitrates or nitrites except for those occurring naturally in sea salt. Oven calibration may vary from oven-to-oven and will determine cook time.

