

SECURITY CLASSIFICATION

CONFIDENTIAL

LOCATION

WisePies Pizza



CASE ID 3563-18 PZA-FS

CLASSIFICATION

WP-0211

DECLASSIFIED



• **NEW TO MARKET** •

A SMARTER WAY TO — PIZZA —

ALL NATURAL PRODUCT LINE • NEVER ARTIFICIAL INGREDIENTS
SUPERIOR QUALITY • FRESH FROM THE OVEN DELICIOUS
ZERO LABOR & ZERO WASTE • 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 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 National School Lunch Program compliant products 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	BEST BY
12/10.75oz	Four Cheese 10"	00853507008211	21.06" x 10.69" x 5.25"	12 mo
12/11.75oz	Uncured Pepperoni Classico 10"	00853507008228	21.06" x 10.69" x 5.25"	6 mo
12/13.75oz	Veggie Outfit 10"	00853507008235	21.06" x 10.69" x 5.25"	12 mo
12/11.75oz	Four Cheese - <i>Whole Grain Crust</i> 10"	00853507008242	21.06" x 10.69" x 5.25"	9 mo
12/12.75oz	Uncured Pepperoni Classico - <i>Whole Grain Crust</i> 10"	00853507008259	21.06" x 10.69" x 5.25"	6 mo
12/14.75oz	Veggie Outfit - <i>Whole Grain Crust</i> 10"	00853507008266	21.06" x 10.69" x 5.25"	9 mo
12/11.25oz	Four Cheese - <i>Gluten-Free</i> 10"	00853507008273	21.06" x 10.69" x 5.25"	6 mo
12/12.25oz	Uncured Pepperoni Classico - <i>Gluten-Free</i> 10"	00853507008280	21.06" x 10.69" x 5.25"	6 mo
12/14.25oz	Veggie Outfit - <i>Gluten-Free</i> 10"	00853507008297	21.06" x 10.69" x 5.25"	6 mo
9/39.5oz	Three Cheese - <i>Whole Grain Crust</i> 16"	00853507008389	16.56" x 16.56" x 7.875"	9 mo
9/39.75oz	Uncured Pepperoni Classico - <i>Whole Grain Crust</i> 16"	00853507008402	16.56" x 16.56" x 7.875"	6 mo

*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. Keep Frozen 0° F (-18° C) or below. Ovens vary so use the suggested guidelines and optimize time and temperature for your operation. Remove desired number of pizzas from the case, reseal the case and place remaining product back into the freezer. For safety and quality, product must be cooked to the internal temperature of 165° F and baked until cheese is melted and bubbling in the center of pizza and crust edges are golden brown. Conventional & Deck Oven: 400°-425° F for 8-11 min Conveyor Oven: 550° F for 3-3.5 min. After baking, allow pizza to set for 3 minutes, then cut, serve and fill your pie hole. (c) 2019 WiseChoice Foods, LLC. WisePies logo, design and "A Smarter Way to Pizza" are registered trademarks of WiseChoice Foods, LLC.



WiseChoice Foods, LLC | 4020 Vassar Dr NE Suite H, Albuquerque NM 87107
505-884-3505 | wisepiespizza.com/smartzpizza | [@wisechoicefoodsnm](https://www.facebook.com/wisechoicefoodsnm)