

SECURITY CLASSIFICATION

CONFIDENTIAL

LOCATION

WisePies Pizza



CASE ID 3563-18 PZA-R

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 • 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
- A true crossover pizza from the traditional pizza category into the natural foods category

### PRODUCT BENEFITS

- High-quality, baked-from-frozen products
- Unique packaging design is eye-catching to customers
- Convenient, healthier, high-quality pizza option without tasting "healthy"
- 8 minute cook time in conventional oven\*
- Cooked pizzas maintain friction preventing "pizza flop" and toppings sliding off
- Up to 12 month shelf life reducing product waste
- Full product line available catering to consumer dining choices
- More than 50 years production experience behind this pizza line

## WISEPIES FROZEN PIZZA - RETAIL

UPC	CASE	DESCRIPTION	CASE DIMENSIONS	SHELF LIFE: FROZEN
853507008129	8/10.75 oz	Four Cheese	11" x 11" x 11.31"	12 mo
853507008136	8/11.75 oz	Uncured Pepperoni Classico	11" x 11" x 11.31"	6 mo
853507008143	8/13.75 oz	Veggie Outfit	11" x 11" x 11.31"	12 mo
853507008150	8/11.75 oz	Four Cheese Pizza - <i>Whole Grain Crust</i>	11" x 11" x 11.31"	9 mo
853507008167	8/12.75 oz	Uncured Pepperoni Classico - <i>Whole Grain Crust</i>	11" x 11" x 11.31"	6 mo
853507008174	8/14.75 oz	Veggie Outfit - <i>Whole Grain Crust</i>	11" x 11" x 11.31"	9 mo
853507008181	8/11.25 oz	Four Cheese - <i>Gluten-Free</i>	11" x 11" x 11.31"	6 mo
853507008198	8/12.25 oz	Uncured Pepperoni Classico - <i>Gluten-Free</i>	11" x 11" x 11.31"	6 mo
853507008204	8/14.25 oz	Veggie Outfit - <i>Gluten-Free</i>	11" x 11" x 11.31"	6 mo

\*Individual products available that meet these requirements. Images included may not have updated nutritional information. Please see the final pizza box design and updated nutritional information sheets for details. Keep Frozen. For safety and quality, product must be cooked to the internal temperature of 165° F. Preheat oven to 400°. Place frozen pizza on the center rack. Bake for 8-10 minutes until cheese is melted and bubbling in the center of the pizza and the crust edges are golden brown. 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.



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