

WiseChoice Foods LLC
WisePies Pizza

News Release



Feelin Saucy? WisePies Pizza Launches New Pasta Sauce Line

Sauces are NM True Certified and Feature Hatch Green Chile and Unique Flavor Profiles

Albuquerque, N.M. – May 9, 2023 – WiseChoice Foods LLC, the parent company of WisePies Pizza and a certified minority owned, female led company based in Albuquerque, N.M., announced today the launch of the new WisePies Pasta Sauce line based on the beloved and unique pizza sauces that have set WisePies Pizza products apart from the competition for years. The new pasta sauce line is made in Albuquerque, NM, is NM True certified, and includes three marinara sauces and one alfredo sauce including:

- Hatch Green Chile Alfredo Sauce
- Hatch Green Chile Roasted Red Bell Pepper Marinara Sauce
- Classic Roasted Red Bell Pepper Marinara Sauce
- Spicy Roasted Red Bell Pepper Marinara Sauce

“Developing these new pasta sauces was a labor of love for our team and a natural extension of our existing products,” stated Season Chavez, president of WiseChoice Foods. “We have a creative team at WiseChoice Foods that truly never stops brainstorming new opportunities. We’re focused on how to create production efficiencies and product cost management to ensure we can still deliver the highest-quality, authentic products at the lowest cost possible. These new pasta sauces are incredibly delicious, have a thicker consistency than the competition and are packed with flavors that will continue to reveal themselves to your taste buds as you experience them.”

To create the new marinara pasta sauces, we started with the original, unique roasted red bell pepper pizza sauce recipe that has differentiated our pizza products from national competition since 2014. We focused on using only natural, premium ingredients like certified Hatch green chile, fresh onions and garlic, and a 14 herb and seasoning blend combined with 100% olive oil allowing these small-batch crafted sauces to deliver a truly robust, New Mexican flavor. The sauce labels feature a spice-level indicator letting customers know how spicy they can expect the sauces to be.

The Hatch Green Chile Alfredo available in September 2023 is a rising star of this new pasta sauce line and really showcases the versatility of the New Mexican Hatch Green Chile. A thoughtful combination of green chile carefully mixed with parmesan cheese, garlic, cream and an additional spice blend has created a decadent alfredo sauce you can find nowhere else.

Each sauce also features a label that has a fun and engaging speech bubble that adds personality to the different flavors, a chile heat indicator and cooking instructions that will make you laugh a little. The new WisePies Pasta Sauces will soon be available for purchase online starting June 1st and at grocery stores across the country. Please visit www.wisepiespizza.com to order direct home delivery or to find a retailer near you.

ABOUT WISECHOICE FOODS LLC:

Started in 2017, WiseChoice Foods LLC launched the revolutionary frozen pizza line, WisePies Pizza – A Smarter Way to Pizza, as a crossover between the natural foods and traditional premium pizza categories that carries a clean label, all-natural promise and is known for the variety of authentic Hatch green chile products. The team at WiseChoice Foods feels like delicious food can and should also support overall consumer health through better food choices by meeting the highest quality food standards and removing more than 200 unnatural and potentially harmful ingredients that can be found in other food products while maintaining the robust and hearty flavors we all crave from our pizza products.

WisePies Pizza now has an expanded line of frozen products including 10” pizzas, 16” pizzas for food service, calzones, pizza bites, and a new line of sauces for pizza and pasta. WiseChoice Foods is locally owned by Steven B. Chavez and operated in Albuquerque, New Mexico, is the first and only frozen pizza company from New Mexico and is certified minority-owned since 2018 by the National Minority Supplier Development Council (NMSDC) Southwest Division. WisePies Pizza is now available in thousands of grocery stores



and through food service distributors across the country. Visit www.wisepiespizza.com to locate the grocery store closest to you that carries WisePies Pizza and to find out more about WiseChoice Foods, WisePies Pizza products and how we're impacting our community.

Instagram - @wisepiespizzausa Facebook - @wisepiespizzausa and @wisechoicefoodsnm