



Pizza Crusts



“Toppings often appear to be the star of a pizza...but now crusts are in play. Operators are experimenting with sourdough starters, slow-rising dough-making techniques, different flour-to-water ratios and more to create different flavors and new combinations of crunch and pull that result in unique eating experiences and keep customers coming back for more.”

– Tara Fitzpatrick, Nation’s Restaurant News

83%

of consumers eat
pizza at least once
per month

43%

of consumers eat
pizza
at least weekly

49%

want more
authentic pizza
offerings

44%

choose operators
who have the best
crust
Up from 40% in 2016

44%

choose operators with
high quality / fresh
toppings
Up from 40% in 2016

Stonefire® Pizza Crusts

- Dough is fermented in small batches for 2 hours in a temperature and humidity controlled environment
- Percentage of fermented dough (sponge) and a unique dry sourdough incorporated into each batch
- Low-stress dough process and gentle sheeting maintain the cell structure developed during fermentation
- Baked directly on stone in our patented high-heat oven
- ✓ Complex flavor and chewy texture develop naturally
- ✓ Crispy exterior with a soft, chewy interior
- ✓ High heat develops bubbles, char, and authentic stone-baked flavor
- ✓ Artisan-inspired process mimics hand touch to maintain tenderness
- ✓ Recipes bake up in minutes