

# Give your gluten-free customers a pizza they can't resist.



## introducing **Tony's®** great-tasting gluten-free pizza.

Expand your menu, build loyalty and attract more customers with new great-tasting **Tony's®** gluten-free pizza. For millions of Americans who suffer from gluten intolerance, wheat allergies or celiac disease, pizza was once a forbidden food. Now there's a unique menu offering designed just for them.



*Tony's® certified gluten-free pizza is made with a rice flour crust, and topped with sauce and cheese and individually shrink-wrapped on a bakeable tray.*

# Gain sales from the growing market for gluten-free products.

## Why gluten-free?

The gluten-free diet is a growing nutritional movement in America, affecting a broad spectrum of people.

- **3 million Americans** suffer from celiac disease\*, resulting in an inability to process gluten found in many foods, including breads and traditional pizza crusts
- **18 million Americans** suffer intolerance or sensitivity to gluten\*
- **Wheat allergies** are reported in 6% of children age 3 and under\*\*

\*Dr. Alessio Fasano Study, 2011

\*\*FAAN, Food Allergy Anaphylaxis Network

## Gluten-free menu options create loyal customers, increased sales and repeat business.

Attract loyal, returning customers by accommodating dietary needs and gain incremental sales from those who dine alongside them.

## Gluten-free and pizza. What's not to love?

Pizza is a perennial favorite among consumers. **Tony's®** gluten-free pizza was created by Schwan's Food Service, the leading pizza supplier in the country. So you can trust this pizza to deliver great taste, consistency, safety and satisfied customers.

- **6.5-inch personal size** is perfect for individuals with gluten-free concerns, and controls waste
- **Tony's® great-tasting gluten-free cheese pizza begins with a rice flour crust**, then is topped with sauce and a four cheese blend, with the option to add more toppings that adhere to a gluten-free lifestyle
- **Each pizza is certified gluten free**, offering a great option for patrons looking for gluten-free items
- **Shrink wrapped on a bakeable tray** to protect against cross-contamination back-of-house
- **With fewer preparation steps** and less handling required, our ready-to-bake gluten-free pizza is easier to use than gluten-free crusts or crust mixes and minimizes the risk of cross-contamination



Schwan's Food Service is offering



a 25% discount on gluten-free food safety training for you and your employees, provided by the National Foundation for Celiac Awareness. To begin training and learn more about the importance of avoiding cross-contamination during preparation of gluten-free products, go to [www.celiaclearning.com](http://www.celiaclearning.com). To receive your discount, enter coupon code 25gFschE11.\*

\* Coupon code valid until July 14, 2012.



PRODUCT CODE	PRODUCT DESCRIPTION	UNIT SIZE	CASE PACK
78519	Tony's® 6.5" Gluten-Free Cheese Pizza	6.6 oz.	24



For more information or for a product sample, call 1-877-302-7426 or visit [tonys.schwansfoodservice.com/glutenfree](http://tonys.schwansfoodservice.com/glutenfree)

