



MANAGEMENT BIOGRAPHY

Bradford S. Sterl, Jr.
Crust Crusader
Founder and President

Brad Sterl is the Crust Crusader. As founder and president of Rustic Crust, Brad believes in time-honored tradition mixed with whole grain health. Brad challenges the processed food mentality and demands no chemical short cuts. His recipe for success is one part Old World authenticity to one part all-natural taste to two parts passion.

Brad knows the food business. Brad is a chef, restaurant franchise owner, natural products creator and innovative businessman. During his 20 years experience in the food industry, he has led product development, food manufacturing, sales, marketing, and all aspects of corporate and financial management. Prior to starting Rustic Crust, Brad headed up several New England restaurants and served as president of the national franchise Foodee's.

At Rustic Crust, Brad makes sure that all-natural, Old World quality is convenient and fast for today's families. He spends much of his time working directly with retailers and distributors, as well as vendors. But he's never far from the kitchen, leading recipe development and quality control.

"Your family deserves more than the processed food mentality," says Brad. "Time-honored tradition mixed with whole grain health bakes the best crusts and flatbread pizzas. In the same amount of time it takes to order and pick up a pizza, you can make a Rustic Crust meal fresh at home, the way you like it."

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