



## FACT SHEET

### **Background:**

Rustic Crust is a New Hampshire based bakery specializing in all-natural, Old World crusts and flatbreads that are as convenient as they are delicious. Founded in 1996 as Ever Better Eating, Rustic Crust offers a variety of ready-made and frozen crusts and topped pizzas, each crafted with dough formed by hand, allowed to slowly ferment, double proofed, and baked in custom ovens for rich flavor.

### **Management:**

Crust Crusader Brad Sterl founded Rustic Crust on the belief that time-honored tradition mixed with whole grain health bakes the best crusts and flatbreads. As president, Brad challenges the processed food mentality and takes the time to do things right.

### **Description:**

Rustic Crust is committed to using the highest quality, all-natural ingredients. Rustic Crust recipes are simple and healthful, with a short list of ingredients that are easy to pronounce.

Rustic Crust bakers have searched the globe to develop recipes that meet their standards of flavor and textures. Rustic Crust seeks the perfect crustal balance—crispy at the edge and moist in the middle.

Quick and convenient, Rustic Crust products help consumers cook again. In the same amount of time it takes to order and pick up a pizza, consumers can make Rustic Crust meals fresh the way they want it.

Rustic Crust products are the only ready-made, Old World crusts that store for up to four months in a pantry naturally, thanks to all-natural oxygen absorbers that preserve freshness without the need of artificial preservatives commonly found in other shelf-stable products.

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Make-your-own meals with Rustic Crust serve a whole family of disparate palates and meet consumer demand.

**Ingredients:**

Whenever possible, Rustic Crust sources fresh, local and organic, such as whole grain wheat flour, fresh herbs, cold-pressed olive oil, vine-ripened tomatoes, handpicked veggies, and cheese from small New England farms. No artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or added sugar.

**Rustic Crust products include:**

Ready-made Old World Crusts

- Cheesy Herb 12”
- Italian Herb
- Tuscan Six Grain
- Classic Sourdough
- Ultimate Whole Grain
- Cheesy Herb 7”

Frozen Old World Flatbread Pizzas

- Basil Pesto & Roasted Pepper
- Ultimate Cheese & Herb
- Cheese & Vine-Ripened Tomato

**Market Segment:**

Unique and innovative, Rustic Crust is poised to be the leader of the Home Pizza category. Home Pizza is now over 2.8 billion with a 6.8% growth from 2000-2004.\* And with cross over into the skyrocketing natural foods category, Rustic Crust has huge market potential.

Rustic Crust takes a slice of the restaurant business, winning back consumers who might otherwise be going straight to take-out instead of their supermarket aisle. The average family eats pizza “at home” 30 times a year.\*

A fresh start to any flatbread meal, Rustic Crust increases transaction size, with additional rings for cheese, sauce, fresh produce, and other toppings. Rustic Crust frozen flatbread pizza has the same Old World Rustic Crust base as our crusts, and better, all-natural toppings than the high-speed, highly processed category behemoths.

*\*Source: National Association of Pizzeria Operators*

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**Distributors and Retailers:**

Major retailers, such as Whole Foods, Shaw's, and Hannaford, as well as specialty food stores across the northeast, sell Rustic Crust products. Buyers are snapping up Rustic Crust because it's an innovative, all-natural, and Old World alternative to plain bread shells.

**Contact Information:**

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