



For more info and/or images, or a scheduled walking tour of the truck, contact Carmelle Druchniak, 603-785-8027, carmdru@gmail.com

'Pizza-to-go' Takes on a Delicious New Meaning, with the Maiden Voyage of Rustic Crust's Customized Pizza Truck

Vehicle with custom-made wood-fired oven means warm, toasty 'crust you can trust' at special events throughout New England.

Winner of Facebook "Spot the Truck" promo gets month's supply of Rustic pizza

PITTSFIELD, NH – August 24, 2010 – “Pizza-to-go” takes on a whole new meaning with the maiden voyage this weekend of Rustic Crust’s custom-made pizza oven-on-wheels.

The New Hampshire company -- the #1 U.S. national brand of all-natural prepared, ready-made pizza crusts – has announced the new truck will make its public debut at the Lowell (MA) Summer Music Series Saturday, Aug 28. The vehicle is outfitted with a wood-fired pizza oven and features chalkboard side panels, so pizza fans can write instant reviews of Rustic Crust pizzas.

“There’s nothing like warm, toasty pizza right out of the oven, and thanks to this truck, you can get that ‘hot out of the oven’ taste anytime, anywhere,” says Rustic Crust founder and president Brad Sterl.

Sterl also announced Rustic is marking this first road trip with a special Facebook promotion.

Pizza lovers who spot the truck on the road should visit www.facebook.com/rusticcrust. “Become a friend, tell us where and when you saw the truck, and we’ll choose someone at random to win a month’s supply of Rustic Crust products.”

The truck bears the logos of Rustic Crust and American Flatbread Company. Rustic earlier this year acquired the worldwide exclusive license rights to the American Flatbread Company, Inc. brand, one of the top-selling natural and organic pizza lines in the U.S.

Rustic Crust designed the truck, adding the custom-built wood-fired copper topped pizza oven. Image4 of Manchester worked with graphic designer Amy Plourde of Henniker to create the graphics.

About Rustic Crust

Rustic Crust is the #1 U.S. national brand of natural prepared, ready-made pizza crusts, 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 crusts and frozen topped flatbread pizzas, each crafted with dough formed by hand, allowed to slowly ferment, double proofed, and baked in custom ovens for rich flavor.

Committed to using the highest quality, RC sources fresh, local and organic foods from small New England farms whenever they are available; healthy all natural ingredients such as whole grain wheat flour, fresh herbs, cold-pressed olive oil, vine-ripened tomatoes, and handpicked vegetables. No artificial preservatives, trans fats, hydrogenated oils, GMOs, or added sugar are ever used in any delicious Rustic Crust products.

For more information, visit www.rusticcrust.com