



## Ever Better Eating, Inc. d/b/a/ Rustic Crust

31 Barnstead Road  
Pittsfield, NH 03263  
(603) 435-5119  
Fax (603) 435-5141  
[www.rusticcrust.com](http://www.rusticcrust.com)

---

### CORPORATE SUMMARY

Founded in 1996, Ever Better Eating Inc. is a branded consumer packaged goods company manufacturing and selling all-natural and organic pizza crusts, sauce, frozen pizzas, dough balls and other bread products. The company developed a unique manufacturing process allowing its retail crusts to be displayed at room temperature (e.g. “shelf-stable” – not frozen) in stores and at home for up to 150 days from date of manufacture.

As the company grew it became apparent that Ever Better Eating, as a brand name, needed to be changed; and in 2005 RUSTIC CRUST was launched. The new name and packaging, retail displays with merchandising tools, including signage and display racks were launched in September 2005 and the company has never looked back.

In the developing health conscious food environment in which Rustic Crust operates, superior taste, texture and quality have produced a loyal customer base that appreciates the exceptional product attributes – all-natural and organic, heart healthy, chemical free, made with unbleached/unbromated whole wheat flour, pure olive oil with no sugar added and non-GMO.

Today Rustic Crust has moved from a small start-up with very good regional distribution to the **#1 natural pizza crust company\*** in the country with distribution in all 50 states.

Contact: Kathleen Carroll  
Sales & Marketing Coordinator  
(603) 435-5119  
[KCarroll@rusticcrust.com](mailto:KCarroll@rusticcrust.com)

\*SPINS