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American Flatbread rolls out three eclectic pizza varieties

"Honestly Delicious" brand broadens its appeal with fun, funky names and ingredients that include maple syrup and red wine

PITTSFIELD, NH – November 8, 2012 – What's in a pizza name? Plenty, says the maker of a line of handcrafted pies he says are the best-tasting frozen pizzas on the market.

"Pizza's a fun food, so why shouldn't pizza names bring a smile to your face?" asks Brad Sterl, CEO of American Flatbread Frozen Pizza, which already boasts varieties like Ionian Awakening and Revolution.

The new American Flatbread frozen pizzas hitting stores this fall:

- ❑ **Farmers Tomato Pie** – A dairy-free pizza with tomatoes, onion, garlic, basil, red wine, balsamic vinegar and a dash of maple syrup
- ❑ **Sliced Tomato & 5 Cheeses** – Ripe tomato complimented by small-batch handcrafted cheeses, including mozzarella, smoked cheddar, sage and asiago cheeses.
- ❑ **Twisted 6 Cheese** – Features small-batch asiago, smoked cheddar, fresh mozzarella and sage cheese from Vermont, topped with red onion slices and a bit of parsley.

All American Flatbread pizzas are made with a 100% organically grown wheat crust and topped with fresh herbs, vegetables and the finest of cheeses. They're all-natural, with no preservatives, artificial colors or flavors, and handcrafted from scratch, hand-formed, and par-baked in wood-fired ovens.

The three new varieties join the family of American Flatbread frozen pizzas that include **Cheese & Herb, Revolution** (caramelized onions, mushrooms, cheeses, and herbs), **Sun-Dried Tomato & Mushroom, Tomato Sauce & Three Cheese, Ionian Awakening** (tomato sauce, four cheeses, red onion, Kalamata olive, garlic, fresh rosemary) and **Vegan Harvest**.

[About American Flatbread \(www.americanflatbreadproducts.com\)](http://www.americanflatbreadproducts.com)

American Flatbread is a market leader in natural frozen flatbread pizzas and available in supermarkets, health, and gourmet stores nationwide. Truly nutritious, light, crisp, and flavorful -- convenience without compromise -- American Flatbread pizzas are honestly delicious. Learn more at www.americanflatbreadproducts.com

And don't forget AFB's sister brand, Rustic Crust! (www.rusticcrust.com)

Rustic Crust is the #1 U.S. national brand of natural prepared, ready-made pizza crusts, each made with healthy all natural ingredients and no artificial preservatives, trans fats, hydrogenated oils, GMOs, or added sugar.

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