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When it comes to pizza sales, seeing is believing

*American Flatbread's new packaging lets the image of a tasty,
delicious premium pizza do the selling*

PITTSFIELD, NH – November XX, 2011 – Once packaged in a box long on message, but short on showing consumers what they were actually buying, American Flatbread frozen pizzas are now front and center.

“We needed to show that our pizza isn’t a perfect circle – it’s a premium pizza with a little personality,” says Brad Sterl, CEO of Rustic Crust, which produces American Flatbread pizzas. “And since it looks as good as it tastes, we thought we’d show it off.”

American Flatbread is a leader in the natural frozen pizza category and is offered in supermarkets, health, and gourmet stores nationwide. The redesign is the work of Ethos Marketing & Design in Westbrook, ME, and the new packaging should soon be appearing in freezer cases across the country.

The secret to a good frozen pizza isn’t perfection, says Sterl. “We have people making these pizzas – not machines -- and we may have the only wood-fired production line in the country.”

Each pizza is crafted from scratch, made with flour from 100% organically grown wheat, specially milled into unbleached white flour with germ and bran restored.

The dough is gently hand-stretched (“which is why you’ll see a nicely formed, but always uniquely shaped crust,” says Sterl) and once hand-topped, the assembler places the pizza in the wood-fired oven.

Varieties include Cheese & Herb, Revolution, Sun-Dried Tomato & Mushroom, Tomato Sauce & Three Cheese, Ionian Awakening, and the newest in the line, Vegan Harvest.

About American Flatbread (www.americanflatbreadproducts.com)

American Flatbread is a market leader in natural frozen flatbread pizzas and available in supermarkets, health, and gourmet stores nationwide. Learn more at www.americanflatbreadproducts.com.

