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Portable pizza oven fires up Market Basket customers

Rustic Crust's wood-fired oven schedules "Pizza Wednesday" stops at New Hampshire locations through the summer

PITTSFIELD, NH – June 28, 2011 – Rustic Crust's wood-fired pizza oven hits the road this summer, making stops at Market Basket stores throughout New Hampshire now through early September.

The Pizza Wednesdays campaign begins tomorrow, June 29, and means free slices of pizza and coupons for those working up an appetite during their weekly grocery shopping.

“There’s nothing like warm, toasty pizza right out of the oven, and thanks to this truck, we can provide that ‘hot out of the oven’ taste anytime, anywhere,” says Rustic Crust founder and president Brad Sterl. “In this case, we’re happy to treat Market Basket customers to a great slice of pizza, with our compliments.”

Rustic Crust Pizza Wednesdays are 11 a.m. to 5 p.m. on the following dates and locations:

June 29	Woodbury Ave, Portsmouth
July 6	Tri-City Plaza, Somersworth
July 13	Calef Road, Lee (Lee Traffic Circle)
July 20	Portsmouth Road, Stratham
August 3	21 Jones Road, Milford



August 10 167 South Broadway, Salem
August 17 261 Daniel Webster Highway, Nashua
August 24 255 Amherst Road, Nashua
August 31 375 Amherst Street, Nashua
September 7 34 Plaistow Road, Plaistow

The New Hampshire company -- the #1 U.S. national brand of all-natural prepared, ready-made pizza crusts -- debuted the truck last summer. The vehicle not only is outfitted with a wood-fired pizza oven, it features chalkboard side panels, so pizza fans can write instant reviews of Rustic Crust pizzas.

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 (www.rusticcrust.com)

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.