



Brand Guide



Why Pizza?

- Virtually everybody loves pizza with 94% of the U.S. population eating it once per month!
- Pizza is a \$30 billion dollar industry surpassing hamburgers as the #1 entrée in foodservice!
- Pizza is the only food category to show consecutive growth for the past 20 years.
- Pizza's mass appeal comes from its versatility and ability to carry off almost any ingredient and the fact that it's hot, gooey fun!



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Why Red Baron®?

- Red Baron® is a premium national brand with a reputation for high quality.
- Mass television and radio advertising, retail shelf space, a recognizable character, and a strong brand image have made Red Baron® a household name.
- Red Baron sales continue to outpace category growth for retail frozen pizza.

(Source: AC Nielsen 52 week dollar sales, 12/16/00.)

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Premium Pizza



Red Baron® Deep Dish Pizza

- The most popular single ever! This fun, versatile, easy to prepare single serve pizza is one of America's favorite pizzas!
- All varieties feature our unique pastry-style crust, savory Italian sauce, and 100% real mozzarella cheese.

Variety	Code #	Unit Wt.	Case Ct.
Cheese Pizza	78583	6.50 oz.	60
Cheese Pizza	78584	5.85 oz.	60
Pepperoni Pizza	78585	5.95 oz.	60



Red Baron® Deep Dish Pizza - Individually Wrapped

- Get our popular 5" Deep Dish pizza sealed in plastic wrap for Grab & Go convenience.
- All varieties feature colorful, eye-catching graphics of the famous Baron.
- Features a microwaveable tray for a crispy crust!

Variety	Code #	Unit Wt.	Case Ct.
4-Cheese Pizza	73067	6.00 oz.	12
Meat Trio Pizza	73068	6.00 oz.	12
Pepperoni Pizza	73069	6.00 oz.	12



Red Baron® Super Slice

- A super large 11" pizza slice that's a big attraction for pizza lovers!
- To heat up sales, each case includes Red Baron® brand merchandising trays.
- Pre-scored for consistent portioning and efficient preparation.

Variety	Code #	Unit Wt.	Case Ct.
Cheese Pizza	78594	6.23 oz.	48
Pepperoni Pizza	78595	6.46 oz.	48
Supreme Pizza	78599	7.09 oz.	48
Pepperoni Pizza (trays not included)	78598	6.60 oz.	48



Red Baron® The Outer Stuff® Slice

- A 7" stuffed crust pizza slice with edges loaded full of stretchable, delectable real mozzarella cheese!
- Pre-scored for consistent portioning and efficient preparation.
- Features our exclusive time-saving Pan Mate® Handling System.

Variety	Code #	Unit Wt.	Case Ct.
Cheese Pizza Slice	78794	5.73 oz.	72
Pepperoni Pizza Slice	78795	5.95 oz.	72
Sausage Pizza Slice	78796	5.95 oz.	72



Red Baron® Premio

- A fresh new twist on personal pizza!
- This 6" pizza features a unique "twisted" crust and gourmet toppings—a look that commands a premium price!

Variety	Code #	Unit Wt.	Case Ct.
4-Cheese Pizza	63582	6.40 oz.	54
Pepperoni Pizza	63584	6.40 oz.	54



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Red Baron® Personal Pizza

- A 6" round serving that's big on pizzeria look and flavor!

Variety	Code #	Unit Wt.	Case Ct.
Pepperoni Pizza78592	7.10 oz	48



Red Baron® 14" Pizza

- This large 14" deep-dish style pizza is perfect for pizza slice programs that demand a made-from-scratch appeal with minimal preparation and handling.

Variety	Code #	Unit Wt.	Case Ct.
Cheese Pizza78600	46.00 oz.	8
Pepperoni Pizza78603	46.11 oz.	12



Red Baron® Bake to Rise®

- This fully prepared rise-in-the-oven pizza rivals commercial delivery pizza in fresh aroma, eye appeal, and taste!
- Features the same great consumer proven recipe found in grocery stores nationally.
- Each pizza features 100% mozzarella cheese, raised edges brushed with garlic butter, and a corn meal textured bottom.
- Available in both 13" and 15" sizes to fit any menu occasion.

Variety	Code #	Unit Wt.	Case Ct.
13" Cheese Pizza78664	40.20 oz.	12
13" Pepperoni Pizza78665	40.30 oz.	12
15" Cheese Pizza78675	40.90 oz.	12
15" Pepperoni Pizza78676	43.12 oz.	12
15" Cheese Pizza78677	48.90 oz.	8



Red Baron® French Bread Pizza

- Our French Bread Pizza is great featured as the main attraction or as a complement to other entrées.
- Italian half-loaf shape and crispy crust creates an authentic ethnic dining experience.

Variety	Code #	Unit Wt.	Case Ct.
6" Cheese Pizza78511	4.95 oz.	60
6" Pepperoni Pizza78512	4.97 oz.	60
6" Sausage Pizza78513	5.07 oz.	60
6" Multi-Cheese Cheese Bread .	.78514	4.18 oz.	60
6" Cheese Pizza78508	4.95 oz.	60
6" Cheese Pizza78509	5.40 oz.	60

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Premium Pizza (cont.)



Red Baron® French Bread Pizza – Individually Wrapped

- All feature eye-catching graphics of the Baron.

Variety	Code #	Unit Wt.	Case Ct.
6" Supreme Pizza	73045	5.00 oz.	24
6" Multi-Cheese Cheese Bread	73046	3.40 oz.	24
6" Pepperoni Pizza	73047	4.50 oz.	24
6" Multi-Cheese Cheese Bread*	78628	4.18 oz.	60
6" Pepperoni Pizza*	78629	4.97 oz.	60

*ovenable film



Red Baron® Deep Dish Breakfast Pizza

- Serve America's favorite for breakfast!
- Made with cheddar and mozzarella cheeses, creamy gravy sauce, and bacon on a biscuit-style crust.
- A great solution for breakfast, brunch, lunch, and late-night feeding!

Variety	Code #	Unit Wt.	Case Ct.
5" Bacon Scramble Pizza	78530	5.00 oz.	54
5" Bacon Scramble Pizza*	78532	5.00 oz.	24

*individually wrapped

Mainline Specialty Pizza



Red Baron® Rounded Edge Wedge

- Pre-scored for optimum portion control and easy single-serving.
- Eight pre-portioned slices fit into a round pie for added authenticity and appeal.
- One and one-half pies fit on a sheet pan for maximum oven capacity.

Variety	Code #	Unit Wt.	Case Ct.
Cheese Pizza	78496	5.75 oz.	72
Pepperoni Pizza	78497	5.00 oz.	72
Sausage Pizza	78498	5.28 oz.	72



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