



# America Eats Pizza

The first American pizzeria opened in New York City in 1905 and Americans have been turning to their local pizza stores for a slice of this beloved American food product ever since. In fact, 94 percent of the population of the U.S. eats pizza (Parade Magazine, March 2012). Whether you have a favorite pizza topping or a favorite pizzeria, chances are you are passionate about pizza.

## Look at the numbers:

### 3 billion

Number of pizzas sold in the U.S. each year. (Source: National Association of Pizza Operators)

### 70,000

pizzerias in the U.S., 57 percent of which are independent pizza chains. (Source: Pizza Monthly 2011 Industry Report)

### 85%

of pizza today is consumed at home as families turn to the convenience of delivery and carry out to share family meals.



### 7 minutes

Average amount of time to make a pizza from scratch, including hand stretching the dough, saucing, adding cheese and toppings and baking it.

### 34 million

Ways that you can order a pizza, with the size, crust, sauce, cheese and topping options.

### 4

The rank Americans give pizza on the most craved food list, according to an American Dairy Association random sampling survey.

From the oven to your plate, consumers can choose from a variety of wholesome ingredients to enjoy as a slice or as a meal together with the entire family. Pizza remains a top choice because of its convenience and uniqueness – made-to-order, handmade and freshly baked.



#### PIZZA OFFERS QUALITY INGREDIENTS

- 87 percent of pizza stores use fresh dough or make their own dough. (Source: PMQ 2011 census)
- Chicken is now the best-selling protein topping at full-service pizza restaurants. (Source: Technomic, April 2012)

#### PIZZA BRINGS VARIETY

- 86 percent of pizza lovers would choose their own toppings rather than order a pre-customized pizza, according to PMQ Pizza Magazine survey.
- From personal pizzas and large pizzas to square-cut and traditional slices, pizza offers a wide variety of

serving sizes, portions and toppings to meet the preferences of an individual or a group meal.

- Pizza is a canvas of choices:
  - Thin crust, whole wheat or gluten-free options
  - Veggie toppings
  - A wide variety of lean meat offerings such as chicken and ham
  - Lighter portions or low-fat cheeses

#### PIZZA CREATES FAMILY TIME

- Saturday is the biggest night of the week for pizza.
- The average family eats pizza at home 30 times a year. (Source: PMQ Monthly)

#### PIZZA PROVIDES CONVENIENCE

- Pizza is a go-to choice for many households because typically with leftovers, a family can get more than one meal out of a single order.
- 73 percent of Americans have no idea what they'll feed their family for dinner at 4:30 p.m. on an average afternoon, according to Roper Center for Public Opinion Research.
- 25 percent of consumers polled in a recent Technomic survey chose pizza as a meal because it was more convenient than cooking at home.

With pizza, you can feed a whole family for very little money per person. Pizza provides so much variety, there's something for everyone. Plus, pizza brings people together – almost all of us think of pizza whenever there's something to celebrate. That's why the phrase 'pizza party' is so ingrained in our culture.

Don Copus, franchise owner of 23 Hungry Howie's throughout Michigan, Indiana and Utah

