

# America Celebrates Its Century-Old Love Affair With Pizza

(NAPSA)—The pizza craze in America dates back 100 years to 1905, when Gennaro Lombardi opened the first U.S. pizzeria in New York City. At the end of WWII, returning veterans sought out the pizza cuisine they had acquired a taste for in Italy during their tour of duty. The first truly American version of pizza was developed in Chicago in the 1940s.

Since then, pizza has come a long way. Now, consumers have many options for getting their favorite pizza. For example, after years of refinements to the process of flash freezing technology, the quality and taste of frozen pizza has vastly improved to become a huge at-home favorite meal for consumers. Today, Americans eat 1.8 billion slices of frozen pizza each year, making the frozen pizza industry worth more than \$5 billion.

According to Consumer Reports, thin crust is the most popular crust, preferred by 61 percent of the population. For those pizza lovers who prefer a thin crust, the makers of Red Baron® pizza proudly introduce Gold Edition™ Thin Crust Pizza, which delivers a true, tender and crispy crust frozen pizza option to the dinner table that the whole family will enjoy.

For more information on the history of pizza and the full line of Red Baron® pizza products, visit [www.redbaron.com](http://www.redbaron.com).



**Approximately 350 million tons of frozen pizza are sold each year.**

## Did You Know...

- The average American family eats pizza at home 30 times a year, or more than once every two weeks.\*\*
- Americans consume nearly 3 billion pizzas each year, or 350 slices per second.\*\*
- Americans eat an average of 46 slices (23 pounds) of pizza a year.\*\*
- Pepperoni is America's favorite pizza topping, while anchovy is the least favorite. Other popular pizza toppings include mushrooms, extra cheese, sausage, green pepper and onion.\*\*

\* Leading Edge Group of Business Trend Analyst, Ready-To-Eat Report, 2003 ([www.businesstrendanalysts.com](http://www.businesstrendanalysts.com))

\*\* Information provided by National Association of Pizzeria Operators/NAPO ([www.napo.com](http://www.napo.com))

