



# GROWING OUR SLICE OF THE FROZEN PIZZA PIE

At CJJ Food, Americas, we are lighting a fire under efforts to capitalize on the tremendous growth opportunities in the frozen pizza category.

## FROZEN PIZZA POISED FOR GROWTH

**98%**  
of Americans  
eat pizza



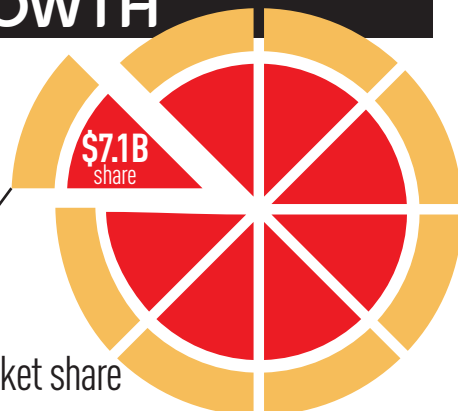
Source: Datassential Flavor™, 5/6/2021

Pizza market represents a  
**\$50.6B** INDUSTRY

Retail Frozen Pizza market accounts for roughly **14%** of that.

**OUR GOAL:** Increase the size of frozen pizza's market share

Source: Technomic Estimates, Information Resources Inc



## ON-TREND, NO MATTER HOW YOU SLICE IT

### Single-Serve for All-Day Convenience



Single Serve saw overall growth in 2020

**17%**  
of Pizza buyers are exclusive to Single Serve

### Premium Ingredients



Toppings are tops with consumers!

- 70% favor fresh ingredients
- 40% want innovative options

Source: Technomic Estimates, Information Resources Inc.



**Like Sandwiches? Try Pizza Melts**

- 29% of at-home lunches are sandwiches

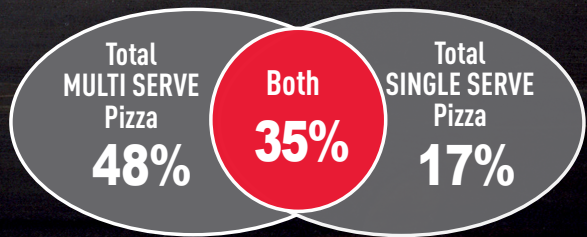
Source: The NPD Group/Eating Patterns in America, August 2020

### Restaurant Quality At Home



During Covid-19 period, 9% of in-home dinners included frozen pizza/pizza snacks/calzones

Source: The NPD Group/next generation National Eating Trends®, YE Feb 2020



Source: IRI MULO Latest 52 wks W/ E 9/8/19

## 3 CATEGORY-LEADING BRANDS & 50+ PRODUCTS

Our portfolio answers consumer needs across the category with a just-right mix of brands, price points and innovative offerings.

**MAINSTREAM**

- Classic Crust
- Stuffed Crust
- Brick Oven
- Thin & Crispy
- Pizza Melts
- Scrambles
- French Bread
- Deep Dish Singles

**#1 BRAND IN FROZEN MAINSTREAM SINGLE SERVE PIZZA**

Source: IRI MULO Latest 52 wks W/ E 6/14/20

**PREMIUM**

- Thin Crust
- Naturally Rising
- Brick Oven
- Gluten Free

**VALUE**

- Original Crust, Flavors For All

## PARTNER WITH US

To learn more about our research and how we can help you build sales in the frozen pizza category, contact your Schwan's Consumer Brands, Inc. representative today!

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