CUPPING PEPPERONI

The curl is the key.

As this tasty, artisanal pepperoni cooks, its edges curl up and crisp, leaving the cupped centers tender, meaty and ready for that perfectly balanced bite. ***Hillshire Farm®*** Cupping Pepperoni brings a unique pizza eating experience that's crunchy, meaty and flavorful—**a combination that will keep people coming back for more**.

Cupping Pepperoni isn't a craze—it's a crave that's here to stay.



Everything customers love about our traditional pepperoni—cupped!

Hillshire Farm® artisan quality cupping pepperoni is made from premium cuts of beef and pork. It performs well in any type of oven and delivers a flavor profile that is the same as our traditional Sliced Pepperoni.

Our pepperoni is robust with Italian-style ingredients, and our slices precisely deliver the crispy texture and cupping effect that enhances the pepperoni craveability. A truly memorable eating experience!

Pepperoni is America's favorite!

PEPPERONI CUPS HAVE HAD

+314%

growth on menus over the last 4 years and are predicted to grow[1]

+155%

over the next 4 years[1]

PEPPERONI IS THE

#1

pizza topping in the US,[2] with menu penetration of

73.8%[3]

With traditional pepperoni having established such a solid presence on menus, *Hillshire Farm®* Cupping Pepperoni is primed to be the next big trend!



Product Information:

Description	***Hillshire Farm®* Sliced Pepperoni for Cupping**	
Product Code	**10000060171**	**10000037705**
Case Pack	**2/12.5lbs**	**2/5lbs**
Net Weight	**25lbs**	**10lbs**
Slice Count	**20 slices/oz**	
Nutritional Serving Size	**21 slices (29g)**	
Calories	**130**	
Total Fat	**12g**	
Trans Fat	**0g**	
Cholesterol	**30mg**	
Sodium	**580mg**	
Carbohydrates	**1g**	
Protein	**6g**	

1 Datassential, Pepperoni Cups Food Profile, Feb 2026
2 Pizza Today, 2026 Pizzeria Industry Trends Report, December 2025
3 Datassential, The World of Pizza, Sept 2025

Contact your Tyson Foodservice Representative or visit TysonFoodservice.com for product information, resources and market-relevant solutions backed by our trusted brands.

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