

# the**slice**™

in it. on it. beside it.

**Maximize your toppings to create flavorful pizzas for post-holiday offerings your customers will love.**



**Turn your produce into irresistible, fresh-roasted vegetable pizza toppings.**

BRIEF PIZZA VIDEO



## POST-HOLIDAY PIZZAS

**NEXT**

<sup>1</sup>2020 Food and Health Survey, 10 June 2020  
<sup>2</sup>CDC State Indicator Report on Fruits & Vegetables 2018

<sup>3</sup>Boston Medical Center Weight Management 2020  
<sup>4</sup>Technomic Pizza Consumer Trend Report 2018



**80% of consumers are trying to eat more healthy<sup>1</sup>**



**People don't eat enough vegetables.**  
Only 9.3% of adults meet the daily vegetable intake recommendation.<sup>2</sup>

Guidelines = 2.5 cups of vegetables daily diets but the average American falls far short consuming 1.4 cups of vegetables per day.



**45 million Americans go on a diet each year.**  
Many of them right after the hyper consumption of the holidays. In fact, vowing to lose weight is one of the most common New Year's resolutions.<sup>3</sup>



**39% of Millennials & 35% Gen Zs would be more likely to visit restaurants if they offered healthier options.<sup>4</sup>**

**Tyson**  
FOODSERVICE

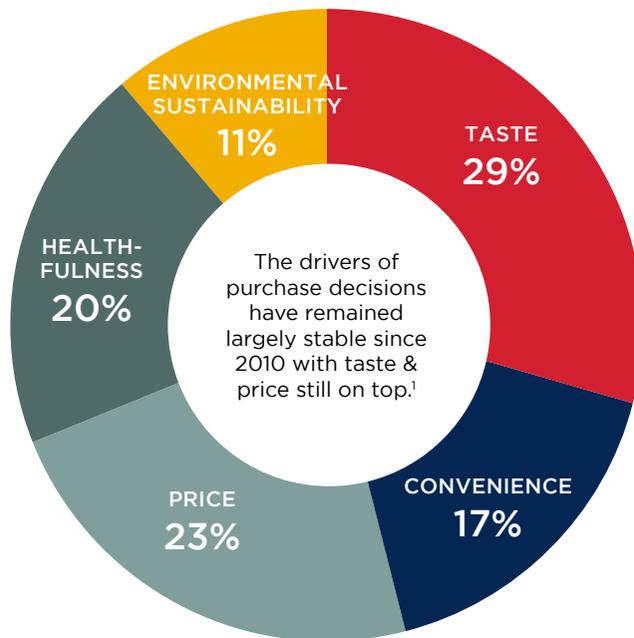


# More people are following a diet as a result of the COVID-19 pandemic.



Pizza is a crowd-pleasing comfort food that is affordable, delicious & great for takeout & delivery. Offer a variety of beneficial, flavorful options and capture more occasions as customers start New Year's diet resolutions. Help alleviate the so-called "quarantine 15" weight gain and start the New Year on a positive note.

## Drivers of Purchase Decisions<sup>1</sup>



## Type of Diet Followed<sup>1</sup>



Offer diet-friendly & familiar menu items your customers love, but in a **tasty & flavorful** way.

## POST-HOLIDAY PIZZAS



# The high heat of your pizza oven imparts delicious toasted notes to vegetables.



## Drive menu interest by offering signature, **made-from-scratch** roasted veggies.

Leverage New Year's resolutions & overall desire to eat healthier by inventing new vegetable menu options.

- ▶ Look to a medley of vegetables that are varying colors for visual appeal.
- ▶ Create signature vegetable combos that fit your brand & consider naming it something fun.
- ▶ Roasting veggies turns them into new, premium ingredients with minimal prep work.
- ▶ Roasting improves the quality of veggie-heavy pizzas & eliminates the typical “steamed” effect.
- ▶ Whether you use olive oil, garlic butter or vegetable oil, you can ramp up the flavor & even add a premium name to the veggies such as “garlic herb roasted mushrooms.”



**\$** 53% of consumers would be more likely to purchase something that is “made from scratch”. 16% are willing to pay up to a 5% price increase & 9% are willing to pay more than a 5% increase.<sup>1</sup>

POST-HOLIDAY PIZZAS

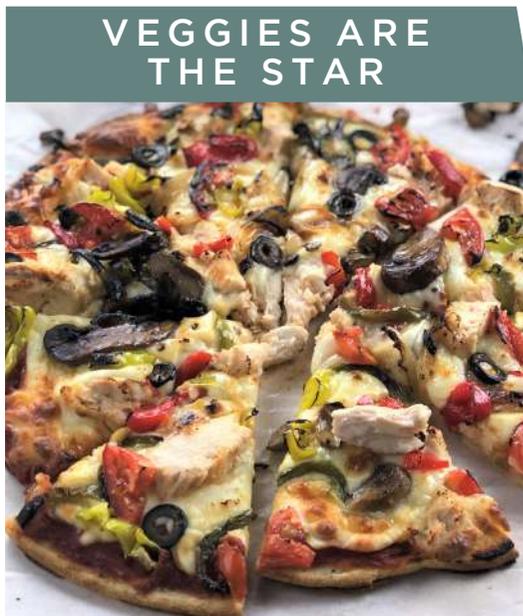


## Something For Everyone

Meet the post-holiday pizza lover's need for healthy & flavorful options by using your unique ingredients in new ways.

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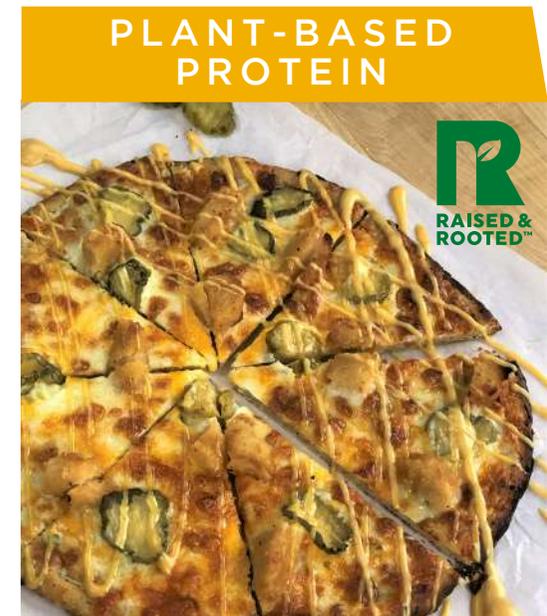
▶ Click on the pizzas below to see more information & menu inspiration!



Roasted Veggie & Chicken Pizza



Hawaiian BBQ Chicken Pizza



Crispy PBP (Plant-based Protein) Sandwich Pizza

POST-HOLIDAY PIZZAS

◀ BACK NEXT ▶





VEGGIES ARE  
THE STAR

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## Roasted Veggie & Chicken Pizza

Use your pizza oven & veggies to create satisfying pizzas guests are seeking post holiday.

Thin crust pizza topped with *Tyson*® Low Sodium Diced Chicken, oven-roasted mushrooms made from scratch, onions, bell peppers & pepperoncini.



### Reasons To Believe

- ▶ 41% of consumers report eating more vegetables than a year ago.<sup>1</sup>
- ▶ Veggie options are a good way to make a menu more inclusive & offer a health-focused item.
- ▶ All Natural\* chicken with no artificial ingredients & low sodium.
- ▶ 51% of consumers are likely to purchase if it is low sodium.<sup>2</sup>

### Culinary Tips

- ▶ Different seasonings can be added to customize your typical vegetables & add layers of flavor.
- ▶ If the operator has the capability, fresh ingredients like chopped herbs can be added to finish a pizza.
- ▶ Ideally, all roasting will be done during prep, allowing operators to use different oven settings to achieve more or less color on the vegetables.

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MORE INSPIRATION

POST-HOLIDAY PIZZAS



\*Minimally processed. No artificial ingredients.  
<sup>1</sup>Technomic 2018 Generational Consumer Trend Report  
<sup>2</sup>Technomic 2018 Macro Foodservice Trends Proprietary Study



VEGGIES ARE  
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## Additional Menu Ideas

Use your pizza oven & veggies to create satisfying pizzas guests are seeking post holiday.



### Chicken Puttanesca

Thin crust pizza topped with *Tyson*® Low Sodium Pulled Chicken, layered with made-from-scratch roasted vegetables with black & green olives and finished with crushed chili flakes—no cheese.

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### Light Side Spinach & Artichoke Chicken Pizza

Thin crust brushed with olive oil, topped with marinated artichoke hearts, *Tyson*® Low Sodium Pulled Chicken, roasted onions, wilted spinach, mozzarella & Parmesan.

TIP: Low fat cream cheese or ricotta can add a rich layer.

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### Tomato Pie

Thin crust brushed with olive oil, topped with tomatoes, oven roasted onions, *Tyson*® Low Sodium Diced Chicken, mozzarella & Parmesan.

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### Leafy 'Shroom

Thin crust spread with Ricotta, topped with *Tyson*® Low Sodium Diced Chicken, wilted arugula, tomato & oven roasted mushrooms.

TIP: Fresh arugula can be added for freshness.

[PRODUCT PAGE](#)

POST-HOLIDAY PIZZAS

[← BACK](#) [NEXT →](#)





## LEAN MEAT TOPPINGS

# Hawaiian BBQ Chicken Pizza

Use your pizza oven & lean meat toppings to create satisfying pizzas guests are seeking post holiday.

Thin crust pizza lightly brushed with BBQ sauce, topped with *Tyson*<sup>®</sup> NAE, Low Sodium Pulled Chicken, mozzarella & oven-roasted pineapple.



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## Reasons To Believe

- ▶ Healthier pizzas are gaining momentum as niche offerings.
- ▶ 33% of consumers prefer hawaiian pizza & 26% of consumers prefer BBQ chicken.<sup>1</sup>
- ▶ Of restaurants serving pizza, 67% offer chicken pizza.<sup>2</sup>
- ▶ Made with All Natural\* ingredients & boneless, skinless white & dark meat chicken raised with no antibiotics ever.

## Culinary Tips

- ▶ Roasting pineapple helps to caramelize & concentrate the flavor as well as add a new level of visual appeal.
- ▶ Changing up the base sauce of a pizza opens up new worlds of flavor combinations.

POST-HOLIDAY PIZZAS



\*Minimally processed. No artificial ingredients.  
<sup>1</sup>Technomic Pizza Consumer Trend Report 2018  
<sup>2</sup>Datassential 2020





## LEAN MEAT TOPPINGS

### Additional Menu Ideas

Use your pizza oven & lean meat toppings to create satisfying pizzas guests are seeking post holiday.



#### Power Protein Pizza

Thin crust pizza topped with *Tyson*® NAE, Grilled Chicken Breast Strips, lean ham & shaved beef.

CHICKEN PRODUCT PAGE

HAM PRODUCT PAGE

SHAVED BEEF PRODUCT PAGE

#### Chicken Pesto Pizza

Thin crust pizza topped with herbed pesto, *Tyson*® Low Sodium Diced Chicken, roasted red peppers & mozzarella.

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#### Chicken Fajita Pizza

Thin crust topped with *Tyson*® Low Sodium Diced Chicken, oven-roasted onions, bell peppers & jalapeños. You can also incorporate a salsa base by brushing crust with a chili-type mix.

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#### Mediterranean Chicken Pizza

Thin crust brushed with olive oil, topped with tomatoes, oven-roasted onions, *Tyson*® NAE, Grilled Chicken Breast Strips, olives, mozzarella & feta.

PRODUCT PAGE

## POST-HOLIDAY PIZZAS



## PLANT-BASED PROTEIN

# Crispy PBP (Plant-based Protein) Sandwich Pizza

Use your pizza oven & plant-based proteins to create satisfying pizzas guests are seeking post holiday.

Garlic butter base, *Raised & Rooted*™ Crispy PBP (Plant-based Protein) Tenders or Nuggets, mozzarella, pickle chips, finished with chicken sandwich sauce after cooking.



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### Reasons To Believe

- ▶ Meat alternatives have moved from “novelty” to “new protein staples.”
- ▶ Contains plant-protein fibers for a bite like real meat muscle fiber; made with a crispy, homestyle breading for amazing texture & taste.
- ▶ 41% of consumers have interest in plant-based meat alternative toppings.<sup>1</sup>

### Culinary Tips

- ▶ For those wanting to stick to a traditional chicken, boneless wings & tenders get similar results.
- ▶ For best results, thaw & chop the tenders or nuggets prior to assembling pizza.
- ▶ Coating the chicken with a sauce such as buffalo prior to cooking increases the flavor dramatically
- ▶ Both Crispy *Raised & Rooted*™ PBP (Plant-based Protein) Nuggets & Tenders offer a unique topping that can lend themselves to a variety of builds.

POST-HOLIDAY PIZZAS



<sup>1</sup>Tyson Foods Plant Based Protein Consumer Understanding Quant, Dec 2018





## PLANT-BASED PROTEIN



### Additional Menu Ideas

Use your pizza oven & plant-based proteins to create satisfying pizzas guests are seeking post holiday.



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#### Buffalo Crispy PBP (Plant-based Protein) Pizza

Buffalo sauce base, Crispy *Raised & Rooted™* PBP (Plant-based Protein) Tenders or Nuggets, shaved red onions, blue cheese & mozzarella.

TIP: This can be finished off with a ranch or Greek yogurt ranch drizzle.

#### Crispy PBP (Plant-based Protein) Parmesan Pizza

Marinara base, Crispy *Raised & Rooted™* PBP (Plant-based Protein) Tenders or Nuggets, mozzarella, Parmesan.

#### Spicy BBQ PBP (Plant-based Protein) Pizza

BBQ sauce base, Crispy *Raised & Rooted™* PBP (Plant-based Protein) Tenders or Nuggets, oven roasted onions, pickled jalapeños & mozzarella.

## POST-HOLIDAY PIZZAS