



INTRODUCING

Better  
FOR YOU™



A Radical New  
Perspective in  
Crust Innovation.

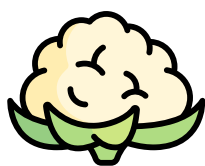


## FORMULATING EXCITING NEW TRENDS IN HEALTH-CONSCIOUS CRUSTS

Some people call it a health food craze. TNT Crust looks at the latest trends and says “been there, done that!”

We look to the future to the next trends in foods and flavors, and we’re reinventing ideas from around the world. Smart crust, veggie packed crusts, protein crusts, exciting new flavor pairings. Nothing is out of our reach.

Innovation doesn’t stop at plant-based recipes. We look at crusts in an entirely innovative light!



### BETTER-FOR-YOU IS GROWING ACROSS FOOD CHANNELS AND IS IN EARLY STAGES OF DISRUPTING THE PIZZA CATEGORY

- » Cauliflower pizza rose in popularity by 650% in 2019
- » Gluten-free offerings on restaurant menus have increased by 54% since 2015
- » 10% of all California Pizza Kitchen pizzas are ordered with cauliflower crust

### SIGNIFICANT GROWTH IN FROZEN RETAIL BETTER FOR YOU BRANDS

Select brands \$M change in retail sales (2017-2019)

CAULIPOWER	+\$89.8
REAL GOOD FOODS	+\$48.5
O THAT'S GOOD	+\$17.9
DAIYA	+\$17.5

## THE HEALTH FOOD CRAZE ISN'T JUST A PASSING FAD

What's TNT's secret to developing tasty, crowd-pleasing crust trends? Science! And talented, trend-seeking chefs working in a kitchen so advanced that it would make any foodie blush. Here, a small team of “taste crusaders” dream up new crust and pizza combinations with the goal of receiving real-time feedback. So, what exactly goes on in the Innovation Kitchen? TNT customers know. Not only do we develop our own proprietary crusts, we spare no expense making our customer requests a savory reality.

Source: Grand View Research, Nielsen, Forbes, Grubhub Year in Food Report 2019, Plant Based Foods Association, Thrillist, Datassentials

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# REAL + GOODNESS

We stray from the crowd by using the finest quality ingredients, especially refined salts & sugars, gluten-free bases, and quality yeasts. Then, we refine those ingredients even further to meet our demanding taste requirements.



**GLUTEN  
FREE**



**BRC  
CERTIFIED**



**TNT'S EXCLUSIVE  
INNOVATION KITCHEN**

## BETTER FOR YOU IS BETTER FOR YOUR PROFITS



**TENS OF THOUSANDS OF FEET DEDICATED  
TO BETTER FOR YOU PRODUCTION**



**CONTRACT MANUFACTURING &  
OUTSOURCING PARTNERS**



**IT'S HERE! INQUIRE ABOUT  
OUR NUT-BASED CRUSTS**



**CHEEZY GLUTEN-FREE**  
10" (2 BAGS OF 12; 24 CT) - 020041-0269  
12" (2 BAGS OF 12; 24 CT) - 120041-0269



**GARLIC, HERB & CHEESE CAULIFLOWER GLUTEN-FREE**  
10" (2 BAGS OF 12; 24 CT) - 020043-0269  
12" (2 BAGS OF 12; 24 CT) - 120043-0269



**CAULIFLOWER HERB FLATBREAD**  
4" X 12" (3 BAGS OF 20; 60 CT) - 020412-0269



**CHEEZY BROCCOLI GLUTEN-FREE**  
10" (2 BAGS OF 12; 24 CT) - 020044-0269  
12" (2 BAGS OF 12; 24 CT) - 120044-0269



**GLUTEN-FREE CAULIFLOWER**  
10" (2 BAGS OF 12; 24 CT) - 020040-0269  
12" (2 BAGS OF 12; 24 CT) - 120040-0269



**CHEEZY CAULIFLOWER GLUTEN-FREE**  
10" (2 BAGS OF 12; 24 CT) - 020042-0269  
12" (2 BAGS OF 12; 24 CT) - 120042-0269



### LET'S TALK PIZZA CRUST!



**WAYPOINT**

For more information,  
contact Waypoint Sales  
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call 888-518-4276.



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