

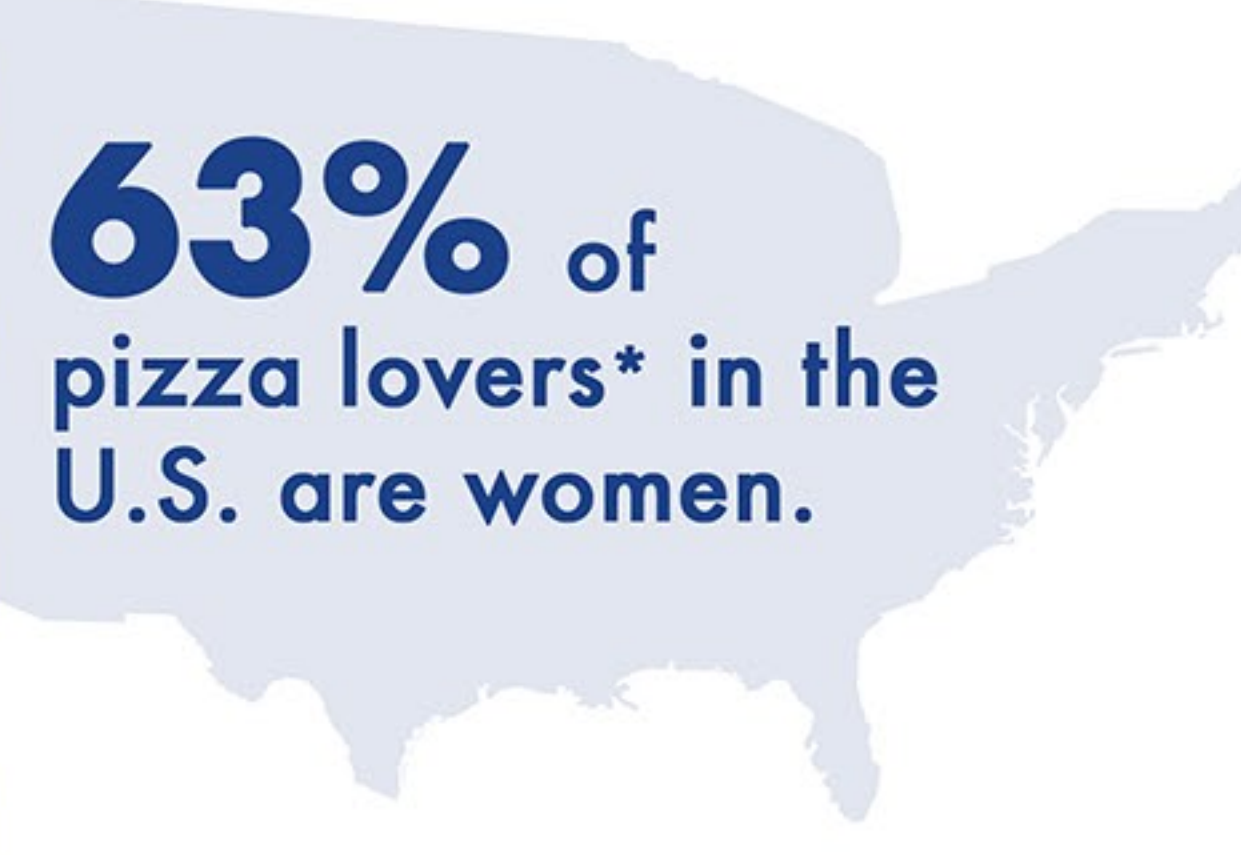


8 WAYS TO UNDERSTAND THE PIZZA LOVER

Retailers, grocers and restaurants know that America loves pizza. But what does today's pizza consumer really look like? The findings will surprise you! Smart Flour Foods and The Center for Generational Kinetics researched who buys and enjoys pizza across America, what they care about, and how to reach them! #PIZZASTUDY2015



63% of pizza lovers* in the U.S. are women.

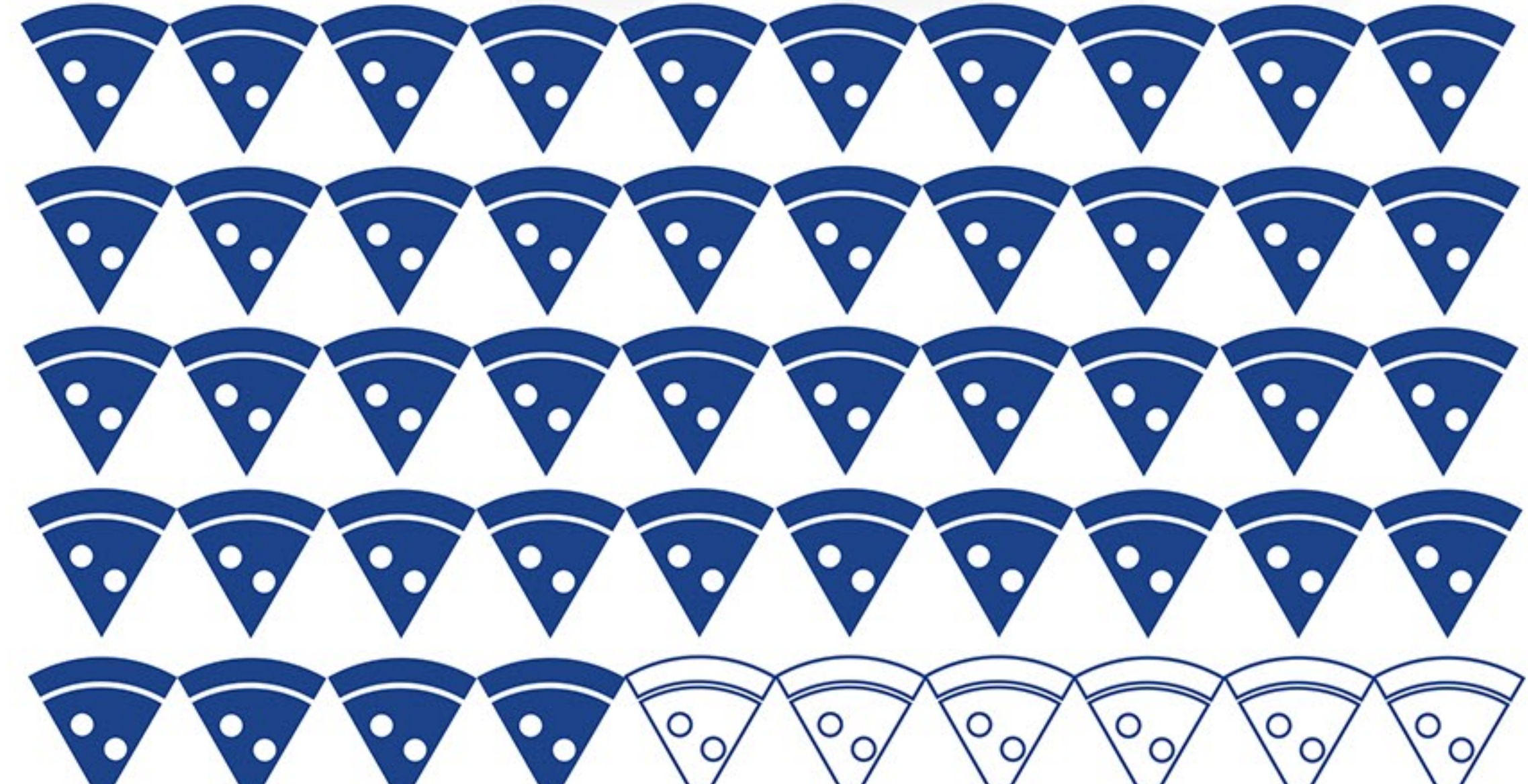


68% of pizza lovers in the U.S. exercise 2x a week or more.

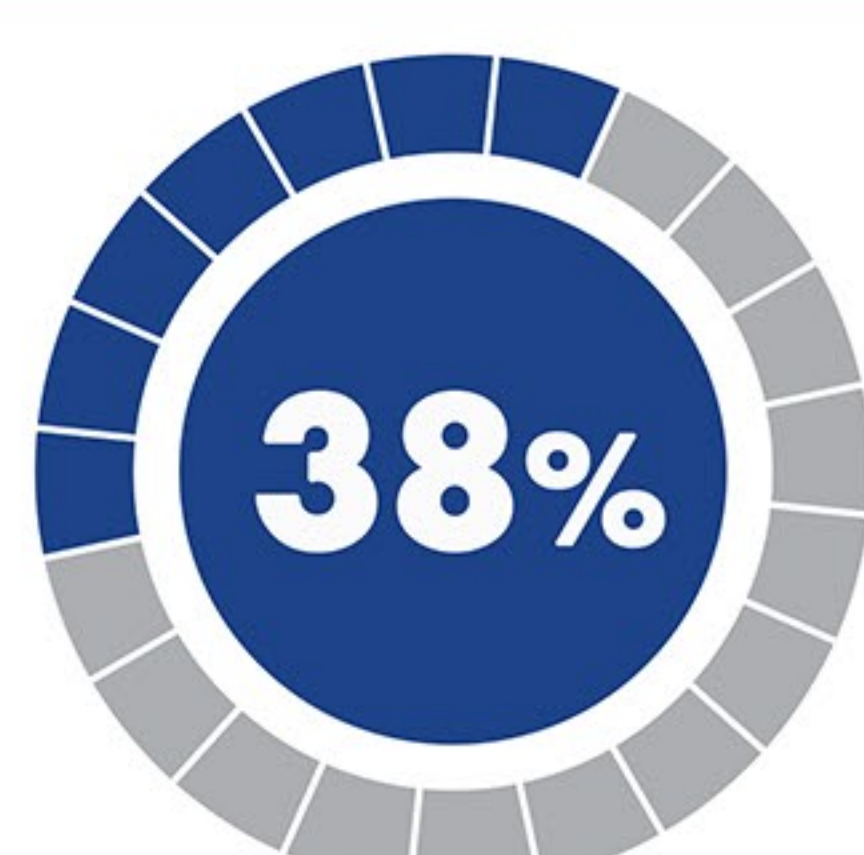


77% of pizza lovers say that natural ingredients are important to them when selecting a frozen pizza.

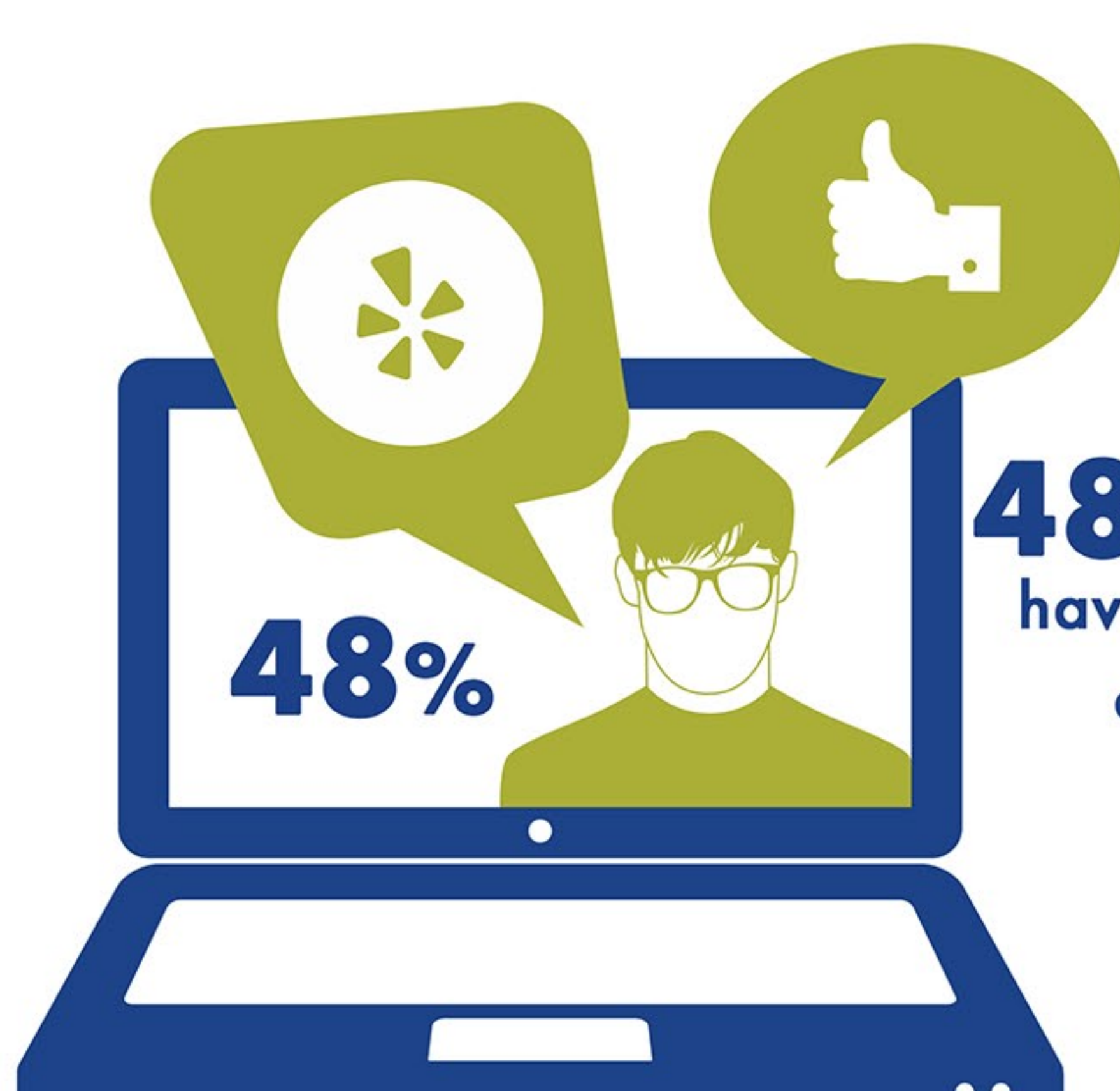
Millennials more than any other generation say **gluten free is important** when selecting a frozen pizza or restaurant option



86% of pizza lovers have recommended their favorite pizza to their friends and family, so testimonials are powerful.

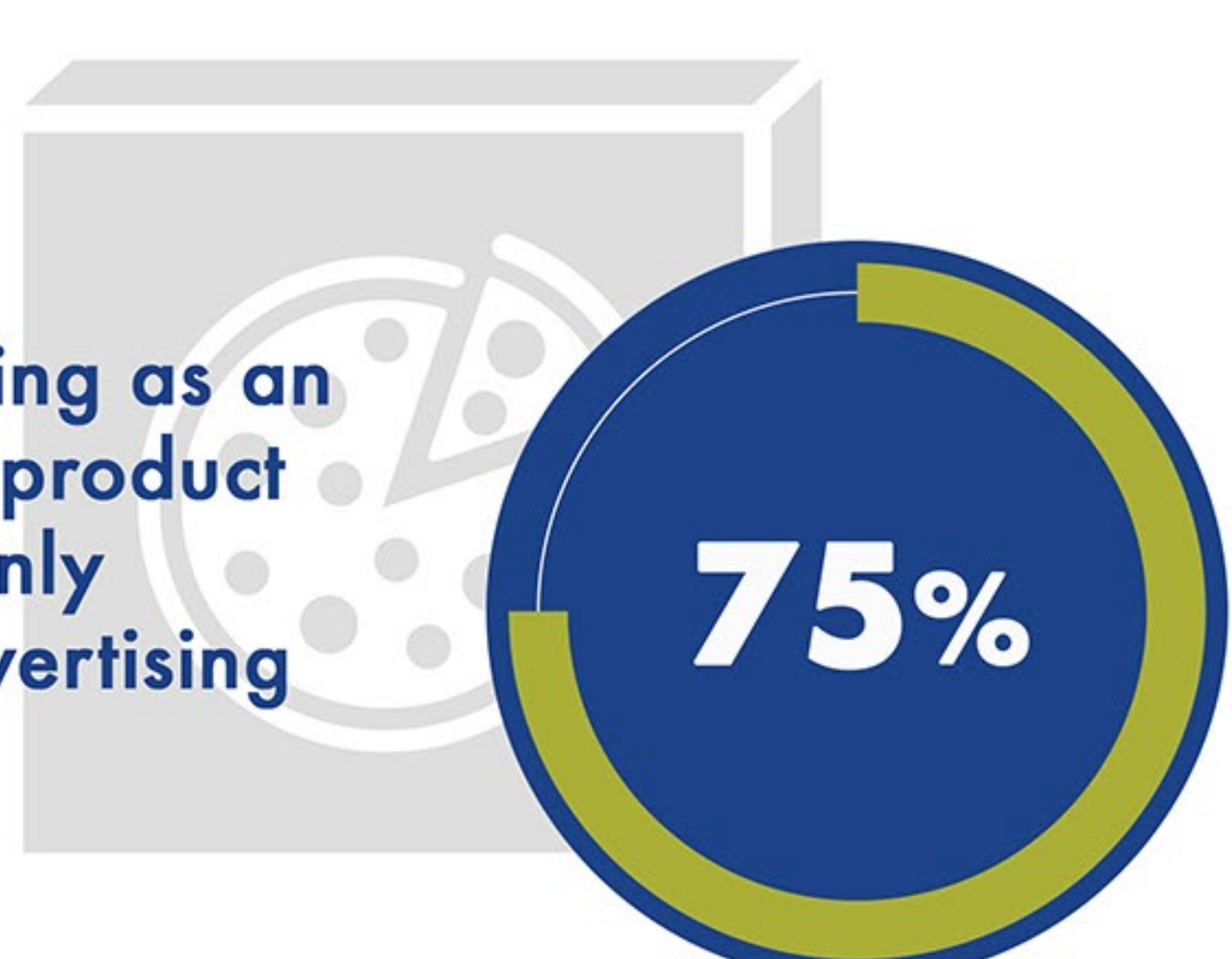


56% of Millennials have followed or "liked" a pizza restaurant on social media vs. **38%** for those over 35.



48% of Millennials have reviewed a pizza online vs. **29%** for those 35 or over.

75% of pizza lovers listed packaging as an important source of product information, while only **18%** listed print advertising as important.



#PIZZASTUDY2015

For media inquiries or more information please contact Shaina Ostroff at shaina@reach-pr.com.

This infographic is based on research results from a new national study by Smart Flour Foods (www.SmartFlourFoods.com) and The Center for Generational Kinetics (www.GenHQ.com). The study was conducted in April 2015 with adult pizza lovers from across the U.S., age 18 and over. The study has a margin of error of +/- 3% against the U.S. Population.

*We defined pizza lovers as customers who bought frozen pizza and ate pizza at a restaurant at least once a month.

Get detailed information on all the study results at www.SmartFlourFoods.com/research