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Rustic Crust goes organic

Oct 27, 2006 - Organic News Today

Pittsfield, NH - Rustic Crust has announced the launch of its USDA certified organic line of Old World ready-made crusts, leading with two introductory products: Great Grains and Pizza Originale.

The new organic Rustic Crust products are made with the finest organic ingredients, from grains to spices, to cold-pressed olive oil. Organic Great Grains is made with 100% whole grains, including flax-an excellent source of omega-3-whole wheat, and seven others. Pizza Originale is an authentic organic whole wheat crust. Great Grains and Pizza Originale have the same perfect crustal balance Rustic Crust customers expect-crispy at the edge, soft in the middle, as well as the same authentic, delicious flavor. Like their all-natural predecessors, Great Grains and Pizza Originale do not contain any artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or sugar.

"Consumers continue to demand organic," said Brad Sterl, Crust Crusader, founder and president of Rustic Crust. "We already use whole grains and all-natural, authentic ingredients and no short-cuts in our Old World ready-made crusts. USDA organic certification was the logical next step for us. Yet, we're able to offer a premium organic product at a non-premium price. It's all part of our ongoing quest to recreate the purest, most authentic Old World flatbreads."

According to the Organic Trade Association, the U.S. organic foods industry grew 16% to reach \$13.8 billion in consumer sales in 2005. Organic foods have shown fairly consistent annual growth rates of 15% to 21% since 1997, when data was first available. As organic foods become part of the American mainstream, they are increasingly found in more retail establishments.

In less than six months, Rustic Crust has rocketed to become the number one brand in Pizza Shells & Focaccia, a subcategory of Bread & Baked Goods, and accounts for more than 57% of category growth. As a result, Rustic Crust has helped retailers take back business from the \$3 billion Home Pizza category.

Using traditional baking methods, all Rustic Crust pizza crusts are formed by hand, allowed to slowly ferment, double proofed, and then baked in custom ovens for rich flavor. Rustic Crust's organic offerings complement its existing all-natural, Old World ready-made line of pizza crusts, such as Cheesy Herb, Italian Herb, Tuscan Six Grain, Classic Sourdough and Ultimate Whole Grain.

Rustic Crust makes the only ready-made, Old World crusts that store for up to 120 days months in a pantry naturally. All-natural oxygen absorbers preserve freshness without the need of artificial preservatives commonly found in other shelf-stable products.

About Rustic Crust Rustic Crust is a New Hampshire based bakery specializing in all-natural and organic Old World crusts and flatbread pizzas that are as convenient as they are delicious. Rustic Crust was founded on the belief that time-honored tradition mixed with whole grain health bakes the best crusts and flatbreads. Rustic Crust is committed to using the highest quality, all-natural ingredients such as whole grains and fresh produce. No artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or added sugar. For more information, visit www.rusticcrust.com.

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