

## **Rustic Crust Launches Line of Wheat-Free, Gluten-Free, Dairy-Free Pizza Crusts**

*All-natural, old world, ready-made pizza crust maker expands offerings: A pizza treat without the wheat!*

Pittsfield, NH ([PRWeb](#)) October 12, 2007 -- Just in time for National Celiac Awareness Month, Rustic Crust (TM) today announced the launch of its new line of wheat-free, gluten-free, dairy-free pizza crusts. Napoli Herb, an authentic Italian crust, is the first product in the new line.

"Wheat is one of the top eight most common food allergies or intolerances, and dairy is not far behind," said Brad Sterl, Crust Crusader, founder and president of Rustic Crust. "We are pleased to offer a pizza crust that is wheat-free, gluten-free and even dairy free, so that everyone can enjoy. And it's still consistent with our commitment to delicious, all-natural ingredients and Old World style authenticity."

Today more than two million people, or 1 out of 133, suffer from celiac disease. Moreover, over 45% of Americans exhibit some kind of food allergy or intolerance.

Rustic Crust's Napoli Herb ready-made pizza crusts come in a convenient package containing two seven-inch crusts which retails for approximately \$5.99. Rustic Crust ready-made pizza crusts are available nationwide in key grocery chains and independent natural food stores across the country.

Rustic Crust launched its ready-made pizza crusts in September 2005. In just six months, Rustic Crust became the number one brand and accounted for more than 57% of category growth. Today, Rustic Crust maintains its leadership position in the category and sells its branded pizza products nationwide in over 1,500 natural food stores, traditional supermarkets and club stores. The pizza industry in the United States is over \$36 billion, with the average American family eating pizza at home 30 times a year.

Rustic Crust ready-made pizza crusts are made with the finest all-natural ingredients, from freshly picked herbs to cold-pressed olive oil. Consumers just add sauce and their favorite fresh toppings and bake for 12 minutes and they have their own authentic Old World style pizza.

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 new wheat-free, gluten-free and dairy-free line complements its existing organic and all-natural, Old World ready-made line of pizza crusts, such as Cheesy Herb, Italian Herb, Tuscan Six Grain, Classic Sourdough, Ultimate Whole Grain, Organic Great Grains and Organic Pizza Originale.

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.

"Pizza night is a great way to bring your family together," continued Sterl. "Who doesn't like make-your-own pizza with friends and loved ones? Just add your own fresh toppings and let the conversation begin."

#### About Rustic Crust

Rustic Crust<sup>™</sup>, Inc. is a New Hampshire based bakery specializing in Old World style pizza products that are as convenient as they are delicious. Products include all-natural, organic, and wheat-free and gluten free pizza crusts, sauces, and frozen flatbread pizzas. 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 fats, hydrogenated oils, GMOs, or added sugar. For more information, visit [www.rusticcrust.com](http://www.rusticcrust.com).

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