

# Pizza Pizza Reduces Sodium with Introduction of New Crust

TORONTO, ONTARIO--(Marketwire - August 04, 2009) - Pizza Pizza is now offering customers more options when it comes to reducing sodium levels in their pizza orders. Pizza Pizza has introduced a new whole wheat multi-grain (WWM) crust that has 25 per cent less sodium than the original "Classic" crust and 15 per cent less sodium than the previous WWM crust. A further sodium reduction can also be made by requesting thin crust on an order.

The launch follows previous changes that eliminated all industry-added trans-fats from the menu and, according to company leadership, reflects the company's commitment to improving the nutritional value of its menu, while maintaining taste and variety.

"The Pizza Pizza team spends a lot of time in the test kitchens acting on feedback from the field, industry and customers," said Pat Finelli, Pizza Pizza's chief marketing officer.

The sodium-reduced crust was made possible by a re-formulation of ingredients to ensure a high quality whole-wheat multigrain product. Health-conscious consumers will appreciate the taste, which is accented by extra virgin olive oil, oats and natural honey.

"Across the board, we constantly work to accommodate a healthier lifestyle by providing a menu that's both convenient and nourishing," said Finelli. "We have worked hard to improve the nutritional composition of our crust and will continue to explore new sodium-reduction solutions."

According to Health Canada, the average Canadian consumes more than twice the recommended daily intake of sodium and an increasing number of young Canadians are developing high blood pressure as a result.