

OUR
OLD ITALIAN[®]
Deli Style
 BRAND



100% REAL CHEESE

GROWING CATEGORY

Refrigerated Pizza is the third fastest growing category!* Increase velocity through your deli area with Our Old Italian Brand[®] Deli Style pizzas loaded with ingredients and REAL cheese.

VARIETIES

- Pepperoni
- Pepperoni and Sausage
- Cheese

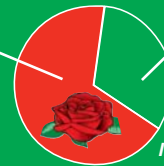
WHY OUR OLD ITALIAN BRAND?

Pizza is consistently one of the most important home meal selections, and continues to grow in popularity among time constrained consumers. Families are important to retailers, and Our Old Italian Brand is a family favorite. Family shopping habits include large baskets, strong year-round sales and desire for value, taste and convenience.

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Branded Refrigerated Pizza Unit Sales

68% - MaMa Rosa's
 (includes Our Old Italian Brand)



includes deli take and bake

IRI 52 weeks 10-04-09

1910 Fair Road, Sidney, OH 45365
 Call MaMa Rosa's Customer Service at:
 1 - 800 - 477 - 8720
 www.mama-rosas.com
 Product of U.S.A.



ALL NEW DELI PIZZAS!

Large Deli Style Pizzas

Item	Case Pack	UPCs	Unit Dimensions (LxWxH) in.	Case Dimensions (LxWxH) in.	Case Cube (Cu. Ft.)	Cases/ Layer	Layers/ Pallet	Cases/ Pallet	Case Nt WT (lbs.)	Case Gross WT (lbs.)
Our Old Italian Large Deli Cheese Pizza	10 / 31.5 oz.	Item: 77387-40054 UPC: 0 77387 20051 4 Case: 200 77387 40054 3	14" x 14" x 1.4"	14.82" x 14.82" x 13.13"	1.667 cu. ft.	9	6	54	19.68	24.06
Our Old Italian Large Deli Pepperoni Pizza	10 / 32 oz.	Item: 77387-40055 UPC: 0 77387 20052 1 Case: 200 77387 40055 0	14" x 14" x 1.4"	14.82" x 14.82" x 13.13"	1.667 cu. ft.	9	6	54	20	24.43
Our Old Italian Large Deli Pepperoni & Sausage Pizza	10 / 32 oz.	Item: 77387-40056 UPC: 77387 20053 8 Case: 200 77387 40056 7	14" x 14" x 1.4"	14.82" x 14.82" x 13.13"	1.667 cu. ft.	9	6	54	20	24.68



Our Old Italian Brand Large Deli Cheese Pizza



Our Old Italian Brand Large Deli Pepperoni Pizza



Our Old Italian Brand Large Deli Pepperoni & Sausage Pizza

