



HOMEMADE PIZZA VS. TAKEOUT – Why it Pays to DIY in the New Year

BROUGHT TO YOU BY **Fleischmann's[®] Yeast**

It may be time to get back to the routine of cooking healthier meals at home again, but that doesn't mean they have to be boring! With Fleischmann's[®] Pizza Crust Yeast, you can bring the family together to take this staple to a whole new level by making it as tasty as any restaurant version with as many fresh ingredients as you'd like.

	TIME	COST	BETTER FOR YOU
 <p>DELIVERY/ FROZEN PIZZA</p>	<p>It takes about 20 minutes for delivery chains to go from raw dough to fully baked pizza¹ – then factor in at least another 30 minutes for actual delivery for nearly 60 minutes from order to on your plate!</p>	<p>The cost of frozen pizza has gone up over the last several years, with certain brands priced at as much as \$12³, while the average delivery pizza costs \$16.13. Add a standard \$1.50 delivery fee plus tipping the driver and the total cost is well above \$20.⁴</p>	<p>Many delivery pizza companies do not disclose crust ingredients⁶ and frozen pizzas often include preservatives. Plus you don't know how fresh your ingredients are or where they come from!</p>
 <p>HOMEMADE PIZZA</p>	<p>You can mix, knead, shape and bake your homemade pizza in just 30 minutes.²</p>	<p>Fleischmann's[®] Pizza Crust Yeast costs less than 80 cents per pizza, and when using ingredients on hand, or after a quick trip to the grocery store, the average price of a homemade pizza is easily under \$10.⁵</p>	<p>If you craft your own specialty pizza, you control the ingredients. Use garden-fresh vegetables and even a whole wheat or gluten free crust for a flavorful pizza that's less expensive and better for you.</p>

FUN FACTS

Americans now spend **\$37 billion** a year on pizza⁷ and on average, eat **100 acres** of pizza daily or **350 slices** per second.⁸



93% of Americans eat at least one pizza per month, making pizza the **No. 1** dinner choice in the U.S.⁹



PEPPERONI is the most popular pizza topping in the U.S. - **251,770,000 lbs.** are consumed every year!¹⁰

Pile peppers, mushrooms, spinach, tomatoes and onions on your pizza and you're getting **vitamin C** and **vitamin A**, plus calcium from the cheese! So many nutrients in your tasty, cheesy pizza.¹¹



Sources:
 1. Reader's Digest 2. Pizza Crust Yeast 3. WholeFoods.com 4. The Wall Street Journal 5. MyMoneyBlog.com 6. FoodBabe.com
 7. Department of Agriculture 8. Franchise Disclosure Documents 9. FranchiseHelp.com 10. Pizza.com 11. HealthyEating.SFGate.com