



WHO WE ARE

DiGiorno Pizza is the #1 selling frozen pizza in the United States. It's made with fresh, high-quality ingredients and comes in a variety of flavors, including cheese, pepperoni, and veggie. **IT'S NOT DELIVERY. IT'S DIGIORNO.**

CATEGORY INSIGHTS FROZEN PIZZA

» The US Pizza Industry
is valued at **\$48 billion**, with frozen pizza
representing **\$5.6 billion [11%]**.

Carry Out / Delivery is a
\$27 billion
industry and the main competitor
to Frozen Pizza.

Pizza represents **9%** of all
US eating occasions with usage spiking
during key sporting events and
celebratory holidays



At nearly **5x** the size of
Frozen Pizza,
there is a large growth opportunity for
retailers that can successfully convert
consumers from Delivery.

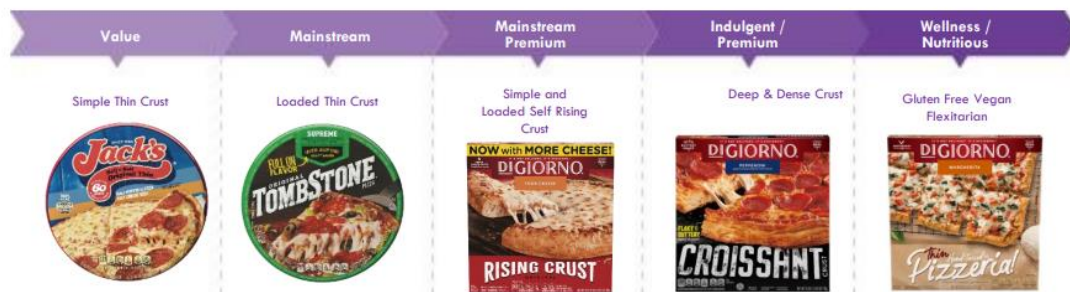
In the US, a
\$550 million

opportunity exists if Frozen Pizza can
convert just **1** Delivery purchase per
household annually.

DiGiorno® has the **#1** dollar share
in the Category and leads across
all key consumer metrics such as
“Brand Awareness” and “Preferred Brand”.











Retailers can only be successful at
stealing **Delivery** occasions if they
have the right brands and products
that deliver authentic **American-
Style Pizza** – like DiGiorno®.


BRAND INFORMATION



Additional Brand Information: <https://www.goodnes.com/digiorno/about-us/>

MANUFACTURING COUNTRIES	Lead Time	MOQ
United States	10 Days	5000 lbs

PICTURE	SKU	PRODUCT NAME	DESCRIPTION	SIZE FAM	PACK/ WEIGHT	CATEGORY	CASES PER PALLET	CASE PRICE	UNIT PRICE	SHELF LIFE	HTS CODE
	12479174	DIGIORNO Hand Tossed Crust Four Cheese Personal Size Frozen Pizza 9.2oz	Personal-sized pizza crad ed with mozzarella, parmesan, asiago, and romano cheeses.	6 Inches	10/9.2 Oz	Cheese & Vegetarian	75	\$30.33	\$3.03	240	1905.90.9060
	12418155	DIGIORNO Rising Crust Four Cheese Frozen Pizza 28.2oz	Rising Crust pizza crad ed with our signature sauce and loaded with four different cheeses.	12 inches	12/28.2 Oz	Cheese & Vegetarian	48	\$69.00	\$5.75	240	1905.90.9060
	12418173	DIGIORNO Rising Crust Spinach, Mushroom & Garlic Frozen Pizza 30.3 oz	Rising crust pizza crad ed with our signature sauce and loaded with real mozzarella cheese along with spinach, mushrooms, and garlic.	12 inches	12/30.3 Oz	Cheese & Vegetarian	48	\$69.00	\$5.75	240	1905.90.9060
	12526668	DIGIORNO Thin Crust Margherita Frozen Pizza 17.5oz	Margherita pizza with juicy vegetables and cheese on a thin crust with our signature tomato sauce.	12 inches	14/17.5 Oz	Cheese & Vegetarian	48	\$80.51	\$5.75	240	1905.90.9060
	12408045	DIGIORNO Cheese Stuffed Crust Five Cheese Frozen Pizza 22.2oz	Cheese stuffed crust pizza crad ed with our signature sauce and loaded with five different cheeses!	12 inches	12/22.2 Oz	Cheese & Vegetarian	48	\$89.40	\$7.45	240	1905.90.9060
	12408050	DIGIORNO Cheese Stuffed Crust Chicken Bacon Ranch Rumble Frozen Pizza 21.9oz	Bacon and cheese stuffed crust pizza crad ed with our delicious ranch sauce and topped with real mozzarella cheese, applewood smoked bacon and juicy chicken.	12 inches	12/21.9 Oz	Meat, Chicken	48	\$89.40	\$7.45	240	1905.90.9060
	12479170	DIGIORNO Traditional Crust Supreme Personal Size Frozen Pizza 10oz	Personal-sized pizza crad ed with our signature sauce and loaded with mozzarella cheese, sausage, pepperoni, green & red peppers and onions.	6 Inches	10/10 Oz	Meat, Mixed Meat	75	\$30.33	\$3.03	240	1905.90.9060
	12418154	DIGIORNO Rising Crust Three Meat Frozen Pizza 29.8oz	Rising crust pizza crad ed with our signature sauce and loaded with real mozzarella cheese, pepperoni, sausage, and beef.	12 inches	12/29.8 Oz	Meat, Mixed Meat	48	\$69.00	\$5.75	240	1905.90.9060
	12418159	DIGIORNO Rising Crust Supreme Frozen Pizza 31.4oz	Rising crust pizza crad ed with our signature sauce and loaded with real mozzarella cheese and big juicy toppings.	12 inches	12/31.4 Oz	Meat, Mixed Meat	48	\$69.00	\$5.75	240	1905.90.9060
	12408052	DIGIORNO Cheese Stuffed Crust Three Meat Frozen Pizza 24.5oz	Cheese stuffed crust pizza crad ed with our signature sauce and loaded with mozzarella cheese, pepperoni, sausage, and beef.	12 inches	12/24.5 Oz	Meat, Mixed Meat	48	\$89.40	\$7.45	240	1905.90.9060
	12408042	DIGIORNO Cheese Stuffed Crust Supreme Frozen Pizza 26.4oz	Cheese stuffed crust pizza crad ed with our signature sauce and loaded with mozzarella cheese and juicy toppings.	12 inches	12/26.4 Oz	Meat, Mixed Meat	48	\$89.40	\$7.45	240	1905.90.9060
	12479178	DIGIORNO Traditional Crust Pepperoni Frozen Pizza 9.3oz	Traditional crust pizza crad ed with our signature sauce and pepperoni.	6 Inches	10/9.3 Oz	Meat, Pepperoni (Pork, Chicken, and Beef)	75	\$30.33	\$3.03	240	1905.90.9060
	12418157	DIGIORNO Rising Crust Original Pepperoni Frozen Pizza 27.5oz	Rising crust pizza crad ed with our signature sauce and loaded with real mozzarella cheese and delicious pepperoni.	12 inches	12/27.5 Oz	Meat, Pepperoni (Pork, Chicken, and Beef)	48	\$69.00	\$5.75	240	1905.90.9060

	12408043	DIGIORNO Cheese Stuffed Crust Pepperoni Frozen Pizza 22.2oz	Cheese stuffed crust pizza created with our signature sauce and topped with real mozzarella cheese and delicious pepperoni.	12 inches	12/22.2 Oz	Meat, Pepperoni (Pork, Chicken, and Beef)	48	\$89.40	\$7.45	240	1905.90.9060
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Disclaimers

- 1.- Volume MOQ: 5000 lbs (contact your sales rep for more detailed information)
- 2.- Prices Incoterm: DAP (Delivered to USA consolidator near port)