



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



DELIVERY/ FROZEN PIZZA

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!

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

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!

HOMEMADE PIZZA



You can mix, knead, shape and bake your homemade pizza in just **30 minutes.**²

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

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.**

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