

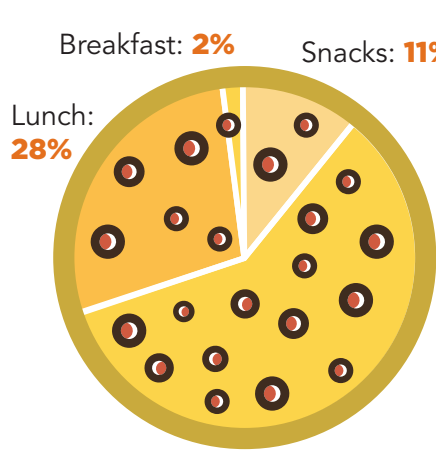
# PIZZA: A SLICE OF LIFE

## IT'S NOT JUST FOR DINNER ANYMORE

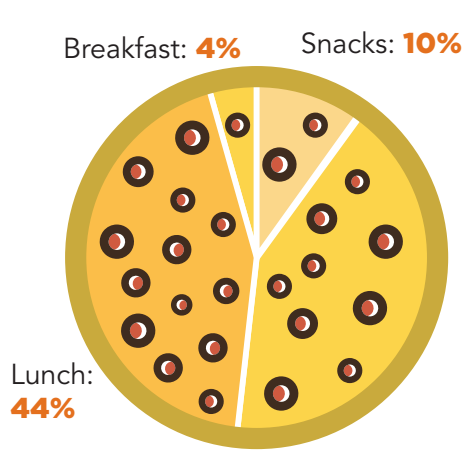
### WHEN DO AMERICAN ADULTS EAT PIZZA?



**15%** of men and **11%** of women eat pizza on any given day.  
Source: USDA



### WHEN DO AMERICAN CHILDREN AGES 2-19 EAT PIZZA?



Source: USDA (Rhodes DG, Adler ME, Clemens JC, LaComb RP, Moshfegh AJ. Consumption of Pizza: What We Eat in America, NHANES 2007-2010. Food Surveys Research Group Dietary Data Brief No. 11. February 2014.)

## STATE OF THE PIZZA



New Hampshire, Iowa and Rhode Island have the most pizza stores per capita.



Mississippi, Louisiana and Hawaii have the fewest pizza stores per capita.

Sources: PMQ.com, CHD Expert

## BIG CHEESE

**1.15 MILES**



The longest pizza ever made extended **1.15 miles**. It was created in Naples, Italy and took **100 chefs** over **11 hours** and **4,410 lbs. of cheese** to make. It was baked using five portable wood fire ovens.

Source: Guinness World Records  
([www.guinnessworldrecords.com/news/2016/5/italian-chefs-create-mile-long-neapolitan-to-break-longest-pizza-record-429657](http://www.guinnessworldrecords.com/news/2016/5/italian-chefs-create-mile-long-neapolitan-to-break-longest-pizza-record-429657))



U.S. pizzerias totaled an estimated **\$44 billion** in sales in 2015.

Source: Pizza Today

In the US, 3 billion pizzas are eaten in a year:

- 100** acres of pizza a day
- 350** slices per second
- 46** slices per year per person

**1948:** The first at-home pizza-making kit was marketed

**1950s:** Frozen pizza first appeared on store shelves

Source: [www.missedinhistory.com/podcasts/a-history-of-pizza-live-at-c2e2/](http://www.missedinhistory.com/podcasts/a-history-of-pizza-live-at-c2e2/)

## GOING GLUTEN-FREE

Given all this information, it's no surprise that Americans with celiac disease crave pizza just as much as everyone else.

Beyond Celiac asked over 1,500 people with celiac disease to write what they missed most about life before their diagnosis.

- Unprompted, **7%** of people missed pizza more than anything else
- **11%** missed bread, the traditional backbone of pizza
- Another **23%** missed eating out in general



## PIZZERIA/BAKERY CAUTION REGARDING AIRBORNE FLOUR AND CROSS-CONTACT

### Avoiding Cross-Contact

At a restaurant that has gluten-free pizza on the menu, gluten-free pizzas should be:

- Prepared on a clean surface using new gloves, dedicated tools and "clean" toppings
- Baked on a clean pizza pan and not baked directly on the pizza oven surface
- Not touched with the pizza peel that is used to remove gluten pizzas from the oven
- Cut with a clean or "first use" cutter

**ASK** about airborne flour

**REQUEST** clean gloves, sauce, toppings

**INSIST** on a barrier being used if pizza pans aren't dedicated

**REMEMBER** to ask for a clean cutter

**CONFIRM** before digging in

### Flour can stay airborne for 12-24 hours.

This causes a risk of ingesting airborne gluten. It is possible that flour particles could settle on gluten-free food, making it unsafe for people with celiac disease. Some restaurants use pizza dough that is prepared off-site and so do not have much airborne flour, reducing risk.

