



The Fun of Pizza, the Balance of Good Nutrition

.....
Grains, Dairy, Protein and Vegetables by the Slice



Is Pizza *Nutritious*?

Pizza is a delicious food that's easy to prepare and fun to share. This toolkit will simply help you make informed decisions about how to enjoy pizza as a part of a well balanced diet. We'll make it simple, enjoyable and fun!

➔ *Pizza and salad are perfect companions, making meals delicious and nutritious.*

Pizza as Part of a *Well Balanced Diet*

Your diet is crafted over the course of days, weeks and months, and every little decision adds up. Choosing pizza – and how you choose to enjoy it – is one of those decisions.

The information and tips we'll share will help you be smart about the choices you make when it comes to enjoying pizza.



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Pizza Nutrition Questions

Calories?

Portion size?

Serve with a salad?

We hear a lot of dietary advice and for good reason: Smart food choices can substantially enhance your family's health over time. Yet, when it comes to pizza, it can be hard to sort out the advice.

Pizza is what dietitians call a "mixed dish" – and we love that about it. It blends together the flavors of cheese and bread with things like meats and veggies, even fruit. The art of pizza cuisine is to combine those elements creatively.

Pizza contains a mix of nutrients such as protein, carbohydrates, fats and calcium. Grain (sometimes, but usually not, whole grain) is one of the primary ingredients in the crust. The cheese contributes some protein and calcium, but it also delivers significant calories as well as saturated fat and cholesterol, so it should be consumed in moderation.

Pizza is also a leading source of sodium in the U.S. diet. Most of the components of pizza – sauce, dough and toppings – contain sodium in significant amounts. Moderating your pizza portion can help keep your daily sodium intake consistent with government recommendations. For most consumers, that means no more than 2,300mg/day, but the government recommends a limit of 1,500mg/day for those at "high risk" (defined as African Americans, individuals with hypertension, diabetes, or chronic kidney disease and individuals ages 51 and older).

Pizza can also contain trans fats. The Nutrition Facts panel on packaged pizzas allows you to check for trans-fat levels and limit your family's consumption of this unhealthy fat. Nestlé brands of pizza, with few exceptions, contain no added trans fats beyond what naturally occurs in cheese and meats. The best way to avoid other sources of trans fat is to look for ingredient statements that include no partially hydrogenated oils. Experts recommend the removal of these oils from our diets and Nestlé is working diligently to completely remove partially hydrogenated oils from its recipes.

How do you apply all that nutrition information and advice to pizza?



Choose an appropriate portion



Combine pizza with other foods to balance your plate, making half of your plate fruits and vegetables



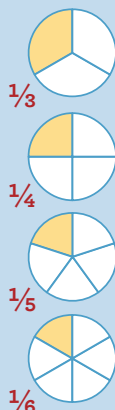
Mix up your diet, making pizza just one of many things you'll enjoy this week

→ *Maybe it's simpler than you thought.*



1/6

In this example, one serving is 1/6th of the pizza



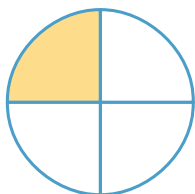
Pizza and Serving Sizes

This guide will help you decide what's right for you. Let's start with the Nutrition Facts that appear on every carton of pizza sold in your grocer's freezer case. Look for the *Serving Size* right at the top of the panel.

Pizza serving sizes are defined by the USDA and FDA so labels are consistent, allowing for comparison between products. (It's not a recommendation for how much to eat.)

The serving size consists of two components, the fraction of a pie and the weight. The weight should be relatively consistent between pizzas, but the fraction of the pie can vary considerably depending on the size of the pizza, toppings, type of crust, etc. Check the Nutrition Facts panel to find the serving size – shown in grams and expressed as a fraction of the pizza (for example, 1/3, 1/4, 1/5 or 1/6).

Different Pizzas, *Different Serving Sizes*



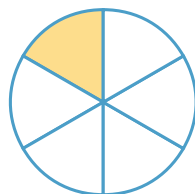
$\frac{1}{4}$

Tombstone® Original
Pizza Pepperoni



$\frac{1}{5}$

Tombstone® Double Top
Pizza Pepperoni

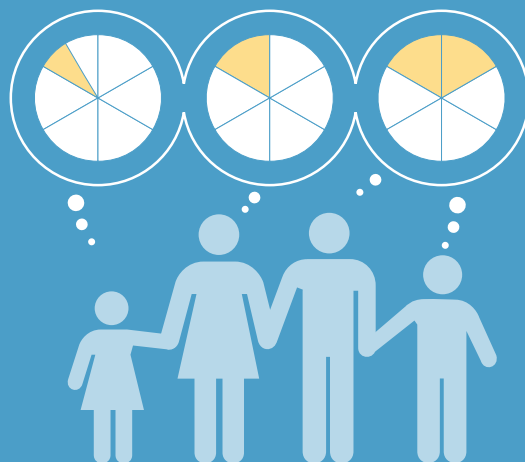


$\frac{1}{6}$

Tombstone® Garlic Bread
Pizza Pepperoni

One Size Doesn't Fit All

The Nutrition Facts shown on food packages are based on an average adult, who needs about 2,000 calories a day. You may need *more* if you're a man, a teenager, physically active or pregnant/nursing. You may need *less* if you're a small-framed woman, a child or managing your weight.



Find your needs: www.cnpp.usda.gov/Publications/USDAFoodPatterns/EstimatedCalorieNeedsPerDayTable.pdf

Servings & Portions

Now you know the size of a *serving*, but how many slices do you want to enjoy? That's what defines your *portion*. Nutrition Facts can help you decide. Just do the math. For example, if you want your portion to be two "servings," just multiply the Nutrition Facts by two.



Pick Your *Portion*

Portion size is highly individual. It’s partly a matter of how many of your daily calories or other nutrients you might want to “spend” on pizza that day. Maybe you had a really indulgent breakfast, or plan a big dinner and decide to go easy on the pizza at lunch? Or maybe pizza is your main meal after playing a big game, and you opt for a second serving. Knowledge gives you the power to choose smartly.



Example: DiGiorno® Rising Crust Four Cheese Pizza (11½")

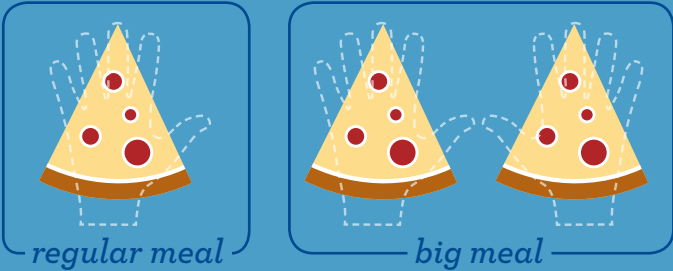
| PORTION OF PIZZA | 1 serving* | 1½ servings* | 2 servings* | DAILY VALUES ARE BASED ON YOUR CALORIE NEEDS* | |
|------------------|---|---|--|---|-----------------|
| | (133g)  | (200g)  | (266g)  | | |
| Calories | 310 | 465 | 620 | 2,000 cal. diet | 2,500 cal. diet |
| Total Fat | 10g | 15g | 20g | 65g | 80g |
| Saturated Fat | 5g | 7.5g | 10g | 20g | 25g |
| Sodium | 870mg | 1305mg | 1740mg | 2400mg | 2400mg |

**As indicated on the Nutrition Facts panel*

Show Of Hands For Pizza!

Dietitians often use a memorable way to think about portion sizes; for example, a protein portion (for an adult) is about the size of a pack of playing cards. Here’s a memory aid for pizza portions: It’s only approximate because every slice is different, but it’s super easy.

Picture your hand as a pizza slice and plan to enjoy only one or two hands’ worth. A child or small woman’s hand is smaller ... and, so are their portions.



Pick *the Perfect Pizza Portion* for You!

It's fairly simple to take a mindful approach to pizza.

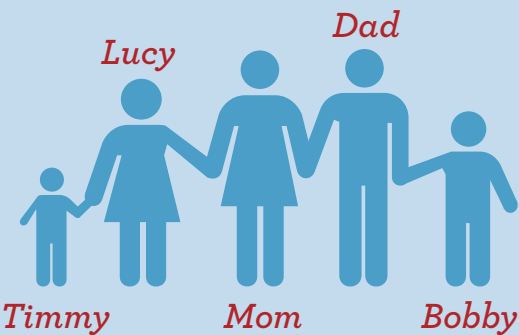
- ① Select your favorite kind of pizza
- ② Reference the Nutrition Facts on the carton (shown per "serving size")
- ③ Limit your personal portion based on your calorie requirements for the day (our toolkit will help guide you)
- ④ Build a thoughtful meal around your pizza portion to include fruits, vegetables, salad and lowfat dairy
- ⑤ Savor your selection knowing that you are enjoying a food you love in the right amount for you!

Our sure-fire recommendation

Here's an even simpler way to make a mindful selection. Enjoy one slice (about six ounces and 300-400 calories) along with a salad, roasted vegetables, fresh fruit and glass of water or low-fat milk. That's a perfectly sensible plan for almost anyone!

Match the Pizza Portion to *Individual Needs*

Let's say it's "Pizza & Salad Night" for the Johnson family of five and it's their biggest meal of the day. Here's how they might enjoy a six-serving pizza (labeled with a serving size of 1/6th) to account for their individual needs.



→ This is just an illustration to help you think through how very different needs can be at each place around the table. What are the individual needs of *your* family?

| FAMILY MEMBERS & THEIR PORTION CHOICE | TYPICAL DAILY CALORIE NEEDS | INDIVIDUAL PORTIONS | COMMENTS |
|---|-----------------------------|---------------------|--|
| Dad , 45, works at a desk but works out weekdays | 2,600 | | Men can eat more, especially if they are active |
| Mom , 42, is lucky to fit in yoga on Saturday after teaching school all week | 1,800 | | Smaller women need less, especially those who aren't active |
| Lucy , 15, just home from her soccer game | 2,400 | | Active, fast-growing teens, including girls, need more calories |
| Bobby , 13, a confirmed bookworm | 2,000 | | Teens need calories for growth, but how many depends on their level of physical activity |
| Timmy , 5, a preschooler who plays at recess but loves his video games | 1,600 | | Younger children need fewer calories |

Source: www.cnpp.usda.gov/Publications/USDAFoodPatterns/EstimatedCalorieNeedsPerDayTable.pdf

Pizza *for Two?*

Plan ahead to eat a smart portion. Maybe you'd like to split a small pizza between you and a friend or family member. Or if you have a bigger appetite, choose a large pizza, eat the portion you'd like, then refrigerate or freeze the leftovers for later.



Pizzas come in all sizes, including small ones. Packaging for these small sizes often shows Nutrition Facts for both a whole and divided pizza. They are perfect for sharing.

Pizza & *Managing a Healthy Weight?!*

Everyone needs to understand their perfect pizza portion – even those of us trying to lose weight. Dietitians have some simple advice: You'll probably run into pizza occasionally when you're trying to reduce your calories. Or you might simply want some after a great workout. Fear not!

It's fine to have a slice of pizza and complement it with a large, lightly dressed salad and/or vegetables. After all, learning portion control is a secret to achieving and maintaining your healthy weight long term.



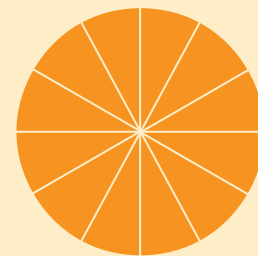
Join in the fun of pizza, but have it your way.

Tip: Cut Your Pizza into Smaller Slices

Make it easy for you and others at the table. After baking, carefully slice your pizza into half-serving sizes – based on the serving size shown on the carton. That gives your family members more control to eat the amount they prefer.



*Standard
Serving Sizes*



*Half-Serving
Sizes*

Eating Out: A Whole Different Ballgame

Compared to pizzas from your oven, pizzas served in restaurants or delivered to your house can differ in size and weight, so the guidance you see here won't necessarily apply. Also, menus may or may not offer nutritional information. If they don't, it's worth asking, because restaurant and delivery pizzas can vary widely in fat, sodium and calories, according to industry data.



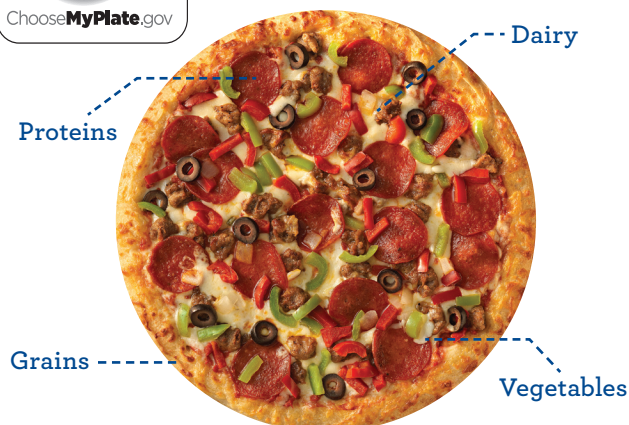
MyPlate & Pizza

MyPlate is a simple system the USDA developed to depict the variety and moderation of food groups recommended for a balanced diet that contributes to health and wellness. The MyPlate icon illustrates the five food groups in recommended proportions using a familiar image – a place setting for a meal.

Some foods fit neatly into one category. Others, like pizza, are crossover artists, combining several food groups in every slice. Let's break it down!



This pizza includes every food group except fruit.



MyPlate describes pizza as a “mixed dish” – one that contains several different food groups. While every pizza is different, here’s how the USDA analyzes a few common choices and how those slices compare with recommended daily amounts:

| FOOD AND SAMPLE PORTION | GRAINS GROUP (OZ. EQ.)* | VEGETABLE GROUP (CUPS) | FRUIT GROUP (CUPS) | DAIRY GROUP (CUPS) | PROTEIN FOODS GROUP (OZ. EQ.)* |
|---|-------------------------|------------------------|--------------------|--------------------|--------------------------------|
| Pizza with cheese and extra vegetables, thick crust (1 piece) | 3 | ½ | 0 | ¾ | 0 |
| Pizza with sausage, pepperoni, or other meat, thick crust (1 piece) | 3 | ¼ | 0 | ¾ | ¼ |
| SEE HOW PIZZA FITS INTO THE DAILY NUTRITION NEEDS OF AN ACTIVE MOM AND DAD If you exercise less frequently, you likely need fewer servings from each food group. | | | | | |
| Recommended daily for a 40-year-old woman, 5'6" and 150 lbs. who exercises 30 to 60 minutes daily | 7 | 3 | 2 | 3 | 6 |
| Recommended daily for a 35-year-old man, 6'0" and 180 lbs. who exercises 30 to 60 minutes daily | 10 | 3½ | 2½ | 3 | 7 |

*Ounce-Equivalent (OZ EQ) defined:

www.health.gov/dietaryguidelines/dga2005/document/html/appendixA.htm

Source: <http://www.choosemyplate.gov/myplate/index.aspx>

Daily Food Plans

Daily Food Plan

Want to know the amount of each food group you need daily? Enter customized Daily Food Plan.

NOTE: Daily Food Plans are designed for the general public ages a specific health condition should consult with a health care provider. Tailored Daily Food Plans are available for preschoolers (2-5y) and

Age:

Sex:

Weight:

How much you need daily from each food group depends on many factors, but it's easy to calculate that for every family member. Just [click here](http://www.choosemyplate.gov/myplate/index.aspx) to calculate the personal plan recommended by the USDA.

MyPlate is meant to help consumers build a healthy plate. One key MyPlate strategy is to make at least half your plate fruits and vegetables. With pizza, that's easy and fairly commonplace for many consumers. In fact, the number-one food served with pizza is salad.

→ **Daily Food Plans:**

www.choosemyplate.gov/myplate/index.aspx

Pizza, Fruits & Veggies: *Plate 'em Up!*

There are many ways to fit vegetables and fruits into your pizza meal.



Choose a pizza variety made with veggies



Add your own veggies before baking



Top your pizza with salad – just like in gourmet restaurants



Enjoy fruit for dessert



Try fresh veggies with pizza!

Make Pizza *Part* of Your Meal



Pizza has many elements of a complete meal, but it's even better when enjoyed with other foods that add good nutrition, taste and variety. And you'll leave the table fully satisfied but not stuffed. Picture a few great ideas. What are your favorites?



1 pizza slice + salad + small glass of juice



1 pizza slice + piece of fruit + water



1 pizza slice + broccoli + fat-free milk

While you Bake, *Make the Nutrition Great!*

The most beautiful thing about pizza that you bake in your oven: It's like a canvas that you can paint with your favorite foods. There are many creative options that add great nutrition in the process.

Most frozen pizzas bake in 20 minutes or less – time you can use to make your pizza one of a kind. Open your fridge, your freezer and pantry and use what's on hand. No shopping required. Imagine you're a participant on a TV cooking contest – it's your turn to get creative!





Top It Your Way!

The possibilities end only with your creativity, but these options are definitely worth a try. Try ones that appeal to you and your family. Mix and match to keep the fun and flavor in pizza night.

➔ Cooking times shown on the carton are based on the pizza you purchased. Additional toppings may call for longer baking times. By using a thermometer, you can ensure that every component reaches 160°F to assure food safety. Also, be sure to wash added fresh veggies thoroughly before use, employing safe food handling practices to prevent cross-contact contamination.

Add Halfway Through to Cook or Thoroughly Reheat



Drain canned beans for lean protein

Add cooked chicken, turkey or shrimp to a cheese pizza

Slice and spread, green and red peppers

Tear broccoli into small pieces

Can you have too many onions?

Herbs & Spices—Go wild, adding your favorite flavors

TIP

Skip starchy veggies like potatoes – the pizza crust delivers plenty of delicious starchy goodness.

Add in Time to Heat Up



Microwave frozen spinach, drain for green power



Shred and spread carrots, yum!



Halve and spread cherry tomatoes to add lycopene, flavor and flair



Drain and spread canned mushrooms – the more the merrier



Drain and add jarred hot peppers – you set the temperature!

Add After Baking



Mix fresh salad greens and lightly dress, then use as a topper

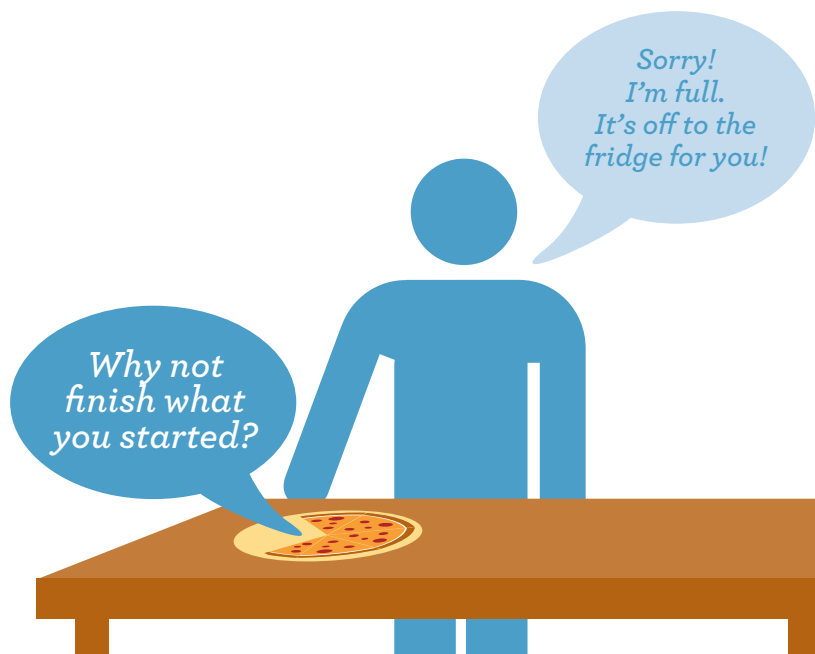


Thinly slice radishes to add crunch and heat.

Save and Reheat Your Leftovers!

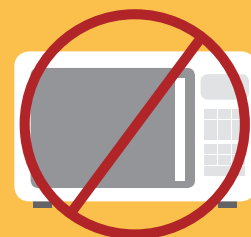
Why eat more than you really want – especially when pizza leftovers are so easy to keep and reheat? You might like cold pizza, but reheating is easy. Hot or cold, pizza can make the perfect addition to tomorrow's meal!

Food safety tip: Refrigerate leftovers within one hour and use within a day or two.



Pizza Leftovers in the Microwave: There Are Better Ways!

While some pizzas are designed for preparation in a microwave, it's not the best method for reheating leftovers. That's because it can make the crust chewy and tough. Instead try these simple but better ways.



GOOD COOKING TIP: You know it will be yummy when the cheese gets bubbly!



The Skillet

For a crispy crust, reheat pizza slices in a large skillet with a vented lid.



The Toaster Oven

To warm only a slice or two, use a toaster oven and heat to your taste.



The Oven

For larger amounts, heat in a oven, arranging the slices on a foil-lined cookie sheet and heating to your taste.



The Grill

Loosely wrap the leftover slice in foil and place it on a preheated grill. Once fully heated, remove the foil and place the slice directly on the grill to crisp the bottom crust. (Place pizza away from direct heat to avoid burning the crust. If desired, brush the crust with olive oil to keep it moist and crisp.)



Good Pizza Habits for Children

Kids love pizza, making it a great teaching tool for parents. Put the tips in this toolkit to use and help them learn to manage their own portions – especially because children are often offered pizza in social settings where you may not be present. If they have learned to right-size their portions at your table, they can apply those lessons at school, while at a friend's house or at an after-game celebration. Think about the guidance that will work best for your child, and you might try these ideas.

TIP

For extra motivation: Keep it positive!

Have one slice of pizza and a big serving of salad – and have fun!

It's OK to politely say, "no, thank you," when you are offered more.

It's a party so you will be offered lots of treats. It's OK to try a little bit of several things.

Have just one slice so you can save room for our cookout tonight.

TIP

Growing kids need calcium and protein. Pizza is just one way to find it. Add a glass of lowfat or fat-free milk for even more of both nutrients.



Family Fun for Pizza Night

Family pizza night is a great time for strengthening family bonds and teaching healthy eating habits that can last a lifetime. The key is to keep it fun, allowing family members an active role in crafting pizza portions tailored to their tastes and needs.



Family Pizza Factory! In Three Easy Steps

- 1) Place one or two pizzas on cutting board(s) and “stake out” each family member’s portion. (Option: Use simple place cards to identify the “owner” of each section.)
- 2) Line up small bowls, each filled with toppings you have on hand – things like sliced mushrooms and canned or jarred peppers. Throw in a few choices for unexpected fun – strawberries, pineapple, blueberries.
- 3) Have each family member dress their own portion, then cook on a baking sheet and serve in small slices – along with your favorite sides. Don’t be surprised if everyone wants to sample your creation!
- 4) Make up prizes – even vote – to add fun at the dinner table: Tastiest, most colorful, wackiest – get creative!

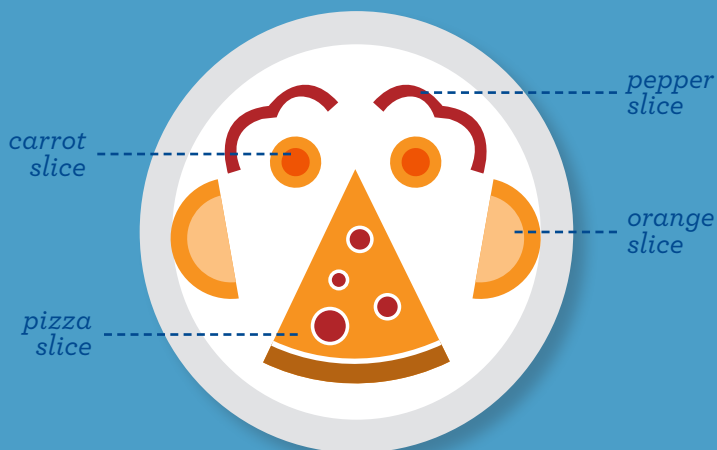


TIP

Use this same activity for parties at school, church or birthdays. It’s fun and food in one!

Pizza Faces Smile for Good Nutrition

It’s the oldest trick in mom’s book. Make a face plate to put a smile in your child’s day. One pizza slice makes the centerpiece – fruit and veggie slices complete the picture.



The Magic of Shared Meals

Eating together with friends or family is not just more fun, it can be really good for our eating habits. Making time for conversation helps us slow down. When we eat more slowly, our body has time to tell us, “Hey, you’re full! That was great, but I’m done!” According to dietitians, it takes about 20 minutes for those signals to kick in. So, take it slow – pizza is too good to rush the experience!



Pizza: Too Good to Rush!

*Enjoy over 20 minutes.
That gives your body
time to say, “I’m full.”*

Additional Resources

Learn more to help you and your family choose food portions that support your health and wellness. Here are just a few to get you started:

The Portion Teller Plan by Lisa R. Young, PhD, RD

Nutrition and portion-size expert Dr. Lisa Young presents a sensible, individualized guide to eating according to your portion personality and food preferences. You'll learn a simple system of visuals – a deck of cards, a baseball or your own hand – to help gauge portion size. You can also follow Dr. Young at www.PortionTeller.com.

ChooseMyPlate.gov, USDA

A rich resource of dietary guidance that recommends a strategy for enjoying a healthy diet day to day. MyPlate illustrates the five food groups that are the building blocks for a healthy diet using a familiar image – a place setting for a meal.



Also available: “Balance Your Plate with Nestlé” helps consumers build nutritious, convenient meals

The goal of “Balance Your Plate” is to help consumers enjoy the foods they love, while encouraging the consumption of more fruits and vegetables. By providing tips and tools, the campaign shows how individuals and families can quickly assemble high-quality, balanced meals using frozen prepared entrees or ready-to-bake pizza as the “center of the plate.”

Using frozen prepared foods as the foundation of a meal has many advantages. A frozen entree can be just as nutritious as a homemade one. Likewise, entrees help you reduce waste by not preparing more than is needed. Additionally, frozen foods like pizza help consumers know what's on their plate. Frozen entrees like pizza are labeled with ingredient statements whereas most restaurant foods are not.

Consumers can use menu models included in the Balance Your Plate toolkit and find suggestions on how to round out each frozen entree or pizza with vegetables, fruits, whole grains and low-fat dairy to create deliciously balanced, perfectly portioned meal experiences.

Each daily meal plan included in “Balance Your Plate” meets energy and nutrient goals for a standard 2,000-calorie diet, based on recommendations from the 2010 Dietary Guidelines for Americans. The toolkit also provides suggestions to reach 1,800- and 1,500-calorie diets.



Download the free “Balance Your Plate” toolkit at www.Nestléusa.com/balance.

Nestlé's Commitment to Nutrition, Health and Wellness



Good Food, Good Life

At Nestlé, we encourage nutritious and balanced food and beverage choices. We also believe that good food sometimes means treating yourself with more indulgent selections. Pizza can be an indulgent choice but we hope you agree, as you have seen in this toolkit, there are many ways to enjoy pizza thoughtfully and confidently with good nutrition in mind. We aim to make your life a little more pleasurable because our foods not only taste great; they provide good nutrition when consumed in moderation and with balanced-eating recommendations emphasizing fruits and vegetables. Bon appetit!