RUSTIC CRUST® ACQUIRES AMERICAN FLATBREAD® BRAND LICENSE

Natural Pizza crust leader to expand Old World bakery and natural pizza market for national retailers.

(Pittsfield, NH) – Rustic Crust, the nation’s leading retail brand for natural and organic pizza crust, is excited to announce it has acquired the worldwide exclusive license rights to the American Flatbread Company, Inc. brand, one of the nation’s top-selling natural and organic frozen pizzas. The agreement will allow Rustic Crust to more than double its natural and organic pizza business in 2010 – 2011.

"With this transaction, we are accelerating our expansion into the natural and sustainable business platform,” said Brad Sterl, Rustic Crust’s president. “This is truly a response to consumers whose appetite for natural and organic food is constantly growing.”

“I am happy to tell the loyal friends of Rustic Crust and American Flatbread that nothing is changing,” said George Schenk, American Flatbread Company, Inc. founder and owner. “Rustic Crust will use the same recipes and time honored baking techniques which have always been associated with the product.”

Friends of American Flatbread will be able to get the product they want when they want it. Rustic Crust’s expanded bakery and natural product presence will allow the company to better meet consumer, distributor, and retailer demand for American Flatbread products. Any demand shortages will be resolved within 30 days and improve the retailers ability to keep up with the growing demand for American
Flatbreads popular pizza offerings.

“American Flatbread and Rustic Crust specialize in using authentic recipes and sourcing the finest all natural ingredients to make products that help people once again come together in the kitchen and at the dinner table,” said Sterl. “This same collaborative and love of quality food is embodied in the warm and friendly work atmosphere in our Northern New England bakery.”

Rustic Crust is 100% committed to producing the American Flatbread products in wood-fired ovens as they have been for years. Rustic Crust’s old world bakery in Pittsfield, New Hampshire will expand to include a custom designed, hand built wood-fired earthen oven synonymous with the American Flatbread promise. The agreement does not pertain to, nor will it affect the American Flatbread restaurants.

The U.S. packaged natural pizza/crust market represents about $5.3 billion in sales and is currently growing at about 4.7 percent annually. Sales of packaged pizza (including pizza crusts and dough, crust mixes and pizza kits, pizza sauce, frozen and refrigerated pizza) grew 26 percent from 2004 to 2009.

American Flatbread will be a strong complement to Rustic Crust, a company bound to artisan, old world pizza making, sustainable business practices and the authentic desire to meet consumer demand in the fast-growing natural pizza category. Despite the company’s modest size, Rustic Crust’s commitment to maintaining the all-natural standards in flavor, texture, and health conscious ingredient choices has allowed the Northern New England baker to quickly become the #1 national brand of natural prepared, ready made pizza crusts.

“Having the two brands under Rustic Crust’s stewardship gives grocery and natural foods retailers one company they can count on to develop their important pizza category,” continued Sterl.

About Rustic Crust

Founded in 1996 Rustic Crust offers a variety of all natural and organic ready-made crusts and frozen topped pizzas, each crafted with dough formed by hand and allowed to slowly ferment, double proofed, then baked in custom ovens for rich flavor. Rustic Crust has pioneered the proprietary technology to preserve freshness without the need
for artificial preservatives commonly found in other shelf-stable products.

About American Flatbread

George Schenk created the American Flatbread concept in 1985 when a personal passion for cooking with wood led him to build an outdoor oven at the Tucker Hill Restaurant. Tuesday nights became Flatbread Nights, and the bread was baked under the stars. With help, he expanded the concept in 1990 to include a wholesale component as well as a retail outlet. From 1991 to 2010, American Flatbread baked and distributed frozen flatbread pizzas out of their Vermont bakeries.

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