



PRESS RELEASE

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SURVEY: PIZZA EATING HABITS IN NEW ORLEANS

August 30, 2007 (NEW ORLEANS) – Do people in New Orleans eat pizza? How often? Do consumers in New Orleans know which part of the pizza contains the most calories? Would people in New Orleans shell out a few extra bucks for a healthier pizza with quality ingredients? A recent survey by **World's Healthiest Pizza** asked these and other questions in an online survey in which **517 people responded**. The results may surprise you.

And The Survey Says. . .

Between August 26 to August 29, **517 consumers** responded to an online survey emailed to thousands in the New Orleans area. The large number of respondents revealed "general patterns" in behavior among the population emailed and therefore considered statistically representative.

- **How often do residents in NOLA eat pizza?**
While 32% of the respondents eat pizza 1-2 times a month, 27% eat pizza 2-3 times a month. A whopping 28% of NOLA residents eat pizza at least once a week and 7% eat pizza twice a week.
- **Which part of the pizza was most important to NOLA residents?**
A total of 44% of the respondents said the crust, 33% said toppings and 12% liked the sauce best. Only 11% indicated that cheese was important.
- **For a single slice of their favorite pizza, which part did they consider contained the most calories?**
While 35% thought the crust contained the most calories, 48% said the cheese contained the most calories. And 14% picked the toppings and 3% said the sauce.

- **What makes NOLA residents decide where to order your pizza?**
Quality of pizza topped the list at 38% followed by price and coupons (combined) accounted for 34% of the decisions. 19% said location mattered most, 5% said a referral and 3% because of an ad.
- **Would NOLA residents pay an extra buck or two for a pizza with fewer calories, less fat, and overall better ingredients?**
70% of the respondents revealed they would pay a little extra for a “healthier” pizza, compared to 2% who would not. 28% were neutral (on the fence) on the subject.

Summary: NOLA residents eat a lot of pizza, are heavily influenced by coupons and pricing (34%), and lean towards places they perceive as having quality pizza. A whopping 70% of the respondents are willing to shell out a few extra bucks for a healthier pizza. However, the majority of the respondents (48%) identified the cheese as the largest contributor to the caloric count in their favorite slice of pizza. The reality is that the crust, which 44% identified as the most important part of the pizza, contains the majority of calories in most pizzas in NOLA – for a given cheese pizza, the crust can account for 50- 70% of the calories. In other words, the crust for “most” delivery and pick up pizza places in NOLA contains 3 to 4 times as many calories as the cheese.

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World’s Healthiest Pizza (WHP) is a New Orleans-based business established in late 2006. With a mission to improve the quality and nutritional profile of pizza, WHP offers only a multi-grain crust (>10 sources of whole grains), low calorie (40 to 60% less than most other brands in NOLA), and loaded with much-needed dietary fiber (one slice of large cheese pizza contains 12 grams of fiber). WHP has demonstrated through its growing client base that a healthy pizza is what consumers want and also possible make taste good. WHP hopes to set an example for all restaurants in NOLA to follow. With national expansion plans, WHP believes it time the pizza industry took an active role in curbing our national epidemic of obesity – be part of the solution and not the problem.

www.worldshealthiestpizza.com