



## **Pizza Nova first in Canada to introduce pepperoni made without the use of antibiotics or hormones**

May 25, 2015 – Pizza Nova has introduced the first pepperoni made without the use of antibiotics or hormones, a first in the Canadian pizza industry, and is committed to extending this category to other products across its menu.

For over 50 years Pizza Nova has built its reputation on quality, and its improved pepperoni is yet another expression of this commitment to providing only the best, freshest and healthiest ingredients.

“Today people are more conscious of what goes into their food,” says Primucci. “It is important for us to pay attention to the needs of our customers. We believe the improved product will be a hit with our customers and hopefully attract more fans.”

The improved healthier pepperoni is made following Pizza Nova’s own recipe with Canadian raised beef and pork which are vegetable and grain fed.

Pizza Nova has been at the forefront of providing the best to customers and you can *taste the difference*. Pizzas are made daily with fresh dough and sauce from vine-ripened California tomatoes and the best ingredients from reputable farmers and producers.

Pizza Nova has also introduced a dairy-free cheese and a gluten-free crust, proving once again that they are leaders in a commitment to quality and industry change. The improved pepperoni is available now at all Pizza Nova locations.

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## **About Pizza Nova**

Founded in 1963, Pizza Nova started in Scarborough and has since expanded to over 130 franchise locations in Southern Ontario. The family-operated business is well known for its quality ingredients, serving 4 million pizzas annually, and offering a wide range of menu items including pizza, fresh salads, lasagna, panzerotti, toasted Panuozzo sandwiches like Veal, Porchetta, Grilled Chicken Caesar and Meatball; amazing chicken wings, chicken pollini and FOCACCIA BARESE™. They are also the official pizza of the Toronto Blue Jays, TIFF and proud supporters of Variety Village, the children's charity and Villa Charities.