



Pizza Nova Grows ‘Raised Without Antibiotics’ portfolio by introducing Bacon

September 27, 2016 – Pizza Nova is the first Canadian pizza company to introduce bacon made from pork Raised Without Antibiotics (RWA). The company now offers bacon and pepperoni in the RWA category.

Since 2015, Pizza Nova has led the Canadian pizza industry in a shift toward more responsibly sourced proteins. In May 2015, they were the first to offer RWA pepperoni, and have committed to 100% RWA chicken wings, grilled chicken and ham by the end of 2016.

“There is a definite shift occurring in the food industry,” says Pizza Nova President Domenic Primucci. “Consumers are paying closer attention to what processes and ingredients are going into their food, and people expect better, as they should.”

Product quality is at the forefront of Pizza Nova’s business, and they stand behind the fact that using high quality ingredients will enable customers to ‘Taste The Difference.’ “Quality is in our DNA, and in an industry where standards are always increasing, we continually look for ways to improve. Introducing RWA proteins is one of the ways we’re doing that,” said Primucci.

For further information, please contact:

Vince Ambra
Director of Marketing
Pizza Nova
416-439-0051
vambra@pizzanova.com

About Pizza Nova

Founded in 1963, Pizza Nova started in Toronto and has since expanded to over 140 locations in Southern Ontario. The family-operated business is well known for its quality ingredients, serving 5 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; 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.