



GLUTEN FREE DETROIT STYLE PIZZA CRUST HANDLING GUIDE

A descendant of the Sicilian style pizza, the Detroit style pizza's roots trace back to a 1946 Motor City Italian immigrant's recipe. Its key ingredient? We'll give you a hint – it's not exactly edible. It's the deep steel pan it's baked in. A thick, yet airy crust and the Detroit style pizza's reverse layering of pizza ingredients, makes for a uniquely indulgent upside down pizza eating experience, admired around the country. And now, Rich's 7" X 9" Gluten Free Detroit Style Pizza Crust makes it easy to serve up the popular comeback pizza just the way fans love it.

DEEP DETROIT ROOTS.

1 of 4 pizza menus
feature Gluten Free –
one of the fastest
growing pizza crust
styles, whether plant or
other-flour based.

DATASSENTIAL MENU TRENDS, 2022



MOTOR CITY MUNCHIES.

STEEL STATUS.

1. For authentic taste, texture and thickness, use a steel, deep-dish Detroit style pizza pan to bake your crust.

EASY AS PIE.


2. Preheat a conveyor oven to **425°F** **218°C**
Remove your Gluten Free Detroit Style Pizza Crust from the freezer. Place the frozen parbaked crust in a pre-seasoned Detroit style steel pan, after removing the plastic wrap.

NO DETROIT STYLE PAN? NO PROBLEM. *You can still bake up a delicious thick crust pizza without the Detroit style steel pan – it just won't bake like a traditional Detroit style pizza.*

PUT IT IN REVERSE.

3. Add your toppings first. Sprinkle on the cheese, edge to edge. Spread 2 thick stripes of pizza sauce with a spoon down the length of the pan, on top of the cheese.

BAKE AND AMAZE.

4. Bake in a conveyor oven.  **9 MINUTES**
Loosen baked edges from the sides of the pan with a spatula to protect the crispiness. Transfer to a serving tray or box, slice and enjoy!

PRODUCT CODE	PRODUCT DESCRIPTION	CASE COUNT/ SIZE (oz)	SHELF LIFE (DAYS FROZEN/ REFRIGERATED)
20981	7" X 9" Gluten Free Detroit Style Pizza Crust	20/9	240/7

#4

Detroit style pizza was ranked the 4th most popular menu item on Grub Hub's Dining Trends in 2021.

FOOD TRENDS DETROIT PIZZA, 975 NOW, 2021



CLASSIC CHEESE AND PEPPERONI



A NON-TRADITIONAL TAKE ON DETROIT STYLE VEGGIE GARDEN PIZZA



SPICY CHICKEN BACON RANCH PIZZA



MEAT LOVER'S PIZZA