

2019 NESTLÉ PIZZA PRODUCT GUIDE



Nestlé Pizza Sales Team,

Thank you for all of your efforts to drive our pizza business during 2018!

Our Category 1st approach to Win One Occasion vs. Carry Out & Delivery (CO/D) is driving the frozen pizza category to grow at a faster rate vs. CO/D. We continue to gain momentum and are Winning as One across the Nestlé Sales Organization!

We are extremely excited about the innovation and core d-build items we are focusing on to drive the pizza category. Our key focus areas for 2019 are:

1. **Win vs. Out of Home (CO/D)** drive growth via specific retailer tactics to closing & creating gaps vs. CO/D.
2. **Enhanced Focus on the Frozen Competition**
 - **Sell in New Items & Close D-Build opportunities** by pinpointing the retailer benefit via palate over/under supply.
 - **Fight for Fair Share:** push to properly balance space to sales in the frozen pizza category.
 - **Fight for Share of Frozen Displays:** Display is the number one driver of lift in the frozen aisle; ensure Nestlé is getting our fair share of Pizza displays.
 - **Win the First Digital Basket:** online shopping will increase from 2% to 20% by 2025; getting in the basket early is critical.
3. **Efficiently Use Trade to strengthen presence in our categories**
 - Build 2019 plan on high ROI events. Bundle whenever possible. Leverage total Nestlé investment.

Thank you for all you do day in and day out to drive the business.

Be Safe and Happy Selling in 2019!

Don Catalfu

Steve Kross





california
PIZZA KITCHEN

Product Specifications

Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
NEW! SINGLE SERVE							
	NEW! BBQ Recipe Chicken	USS340B1	12/5 oz.	12366355	 00071921580582	 0 71921 63430 8	71921-311
	NEW! Chicken Fajita Style (70% Organic)	USS340B1	12/5 oz.	12366357	 00071921703950	 0 71921 68229 3	71921-311
	NEW! Five Cheese & Tomato (70% Organic)	USS340B1	12/5 oz.	12366358	 00071921280185	 0 71921 44774 8	71921-311
	NEW! Sicilian Recipe	USS340B1	12/5 oz.	12366356	 00071921858872	 0 71921 84623 7	71921-311
NEW! CAULIFLOWER (GLUTEN FREE)							
	NEW! Artisanal Style Cheese	USS320B7	12/11.8 oz.	12372835	 00071921503130	 0 71921 69257 5	71921-316
	NEW! Uncured Pepperoni, Mushroom & Sausage	USS320B7	12/12.4 oz.	12372836	 00071921772611	 0 71921 65199 2	71921-316

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GLUTEN FREE							
	Gluten Free BBQ Recipe Chicken	USS360E8	12/10.7 oz.	12263940	 00071921518394	 0 71921 18234 2	71921-314
	Gluten Free Margherita Recipe	USS360E8	12/11.8 oz.	12263929	 00071921640835	 0 71921 65421 4	71921-314
CRISPY THIN CRUST							
	BBQ Recipe Chicken	USS310BR	14/14.7 oz.	12224233	 00071921212148	 0 71921 62491 0	71921-312
	Four Cheese	USS310BR	14/13.5 oz.	12146338	 00071921037789	 0 71921 00778 2	71921-312
	Hawaiian Recipe	USS310BR	14/13.8 oz.	12318337	 00071921174507	 0 71921 30936 7	71921-312
	Margherita Recipe	USS310BR	14/15.5 oz.	12224236	 00071921563134	 0 71921 29053 5	71921-312
	Roasted Garlic Chicken	USS310BR	14/13.5 oz.	12318336	 00071921175788	 0 71921 31942 7	71921-312
	Sicilian Recipe	USS310BR	14/15.5 oz.	12224234	 00071921697952	 0 71921 47763 9	71921-312

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CRISPY THIN CRUST (continued)							
	Signature Uncured Pepperoni	USS310BR	14/13.6 oz.	12146339	 00071921037796	 0 71921 00779 9	71921-312
	The Works	USS310BR	14/14.2 oz.	12318338	 00071921732189	 0 71921 24537 5	71921-312
	White Recipe	USS310BR	14/13.4 oz.	12224235	 00071921343453	 0 71921 95259 4	71921-312
70% ORGANIC							
	Chicken Fajita Style (Made with Organic Chicken & Tomatoes)	USS363ZC	14/14.8 oz.	12345758	 00071921427047	 0 71921 46139 3	71921-315
	Chicken Pesto (Made with Organic Chicken & Tomatoes)	USS363ZC	14/14.8 oz.	12345757	 00071921901271	 0 71921 71452 9	71921-315
	Five Cheese & Tomato	USS363UA	14/15.2 oz.	12316712	 00071921386979	 0 71921 74819 7	71921-315
	Mushroom & Green Onion	USS363UA	14/14.8 oz.	12316713	 00071921823740	 0 71921 46283 3	71921-315

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Product Specifications

Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
ORIGINAL 12"							
	Canadian Bacon	USS100AG	12/20.7 oz.	12241376	 00071921764425	 0 71921 59013 0	71921-111
	Classic Sausage	USS100AG	12/22 oz.	12241534	 00071921962609	 0 71921 26132 0	71921-111
	Deluxe	USS100AG	12/22.6 oz.	12241372	 00071921318796	 0 71921 84648 0	71921-111
	Five Cheese	USS100AG	12/19.8 oz.	12241352	 00071921296773	 0 71921 37760 1	71921-111
	Four Meat	USS100AG	12/22.1 oz.	12241384	 00071921462789	 0 71921 62052 3	71921-111
	Hamburger	USS100AG	12/20.8 oz.	12241375	 00071921384371	 0 71921 28883 9	71921-111
	Pepperoni	USS100AG	12/20.6 oz.	12241507	 00071921278977	 0 71921 67217 1	71921-111

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
ORIGINAL 12" (CONTINUED)							
	Pepperoni & Sausage	USS100AG	12/20.6 oz.	12241506	 00071921480080	 0 71921 56197 0	71921-111
	Sausage & Mushroom	USS100AG	12/22 oz.	12241382	 00071921910051	 0 71921 96764 2	71921-111
	Supreme	USS100AG	12/22 oz.	12241380	 00071921818159	 0 71921 91198 0	71921-111
	Veggie	USS100AG	12/22.1 oz.	12241379	 00071921176389	 0 71921 18288 5	71921-111
HALF & HALF and GARLIC BREAD							
	Half Cheese & Half Pepperoni	USS100AG	12/20.6 oz.	12241378	 00071921906788	 0 71921 42057 4	71921-111
	Half Pepperoni & Half Sausage	USS100AG	12/20.5 oz.	12241377	 00071921770280	 0 71921 22812 5	71921-111
	Pepperoni	USS100AG	12/27 oz.	12241355	 00071921892371	 0 71921 14208 7	71921-111
	Supreme	USS100AG	12/28.4 oz.	12241385	 00071921803131	 0 71921 51310 8	71921-111

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Product Specifications

Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code
	Herb Lover's 5-Cheese	USKD07BE	12/14 oz.	12375553	 00016741001671	 0 16741 00067 4
	Protein Lover's	USKD07BE	12/15.2 oz.	12375551	 00016741001633	 0 16741 00063 6
	Truffle Lover's	USKD07BE	12/15.2 oz.	12375554	 00016741001695	 0 16741 00069 8
	Veggie Lover's	USKD07BE	12/15.3 oz.	12375552	 00016741001640	 0 16741 00064 3

Notice: SWEET EARTH Pizza case codes will be changing in 2019. An *Item Guide* e-version of the updates will be posted to Source, Orderfront and emailed directly to everyone that had placed an order for *Guides* as new information is available.



Yellow highlights SKUs with NEW
Globe IDs and oz. weights

Product Specifications

Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
ORIGINAL CRUST							
	Bacon Cheese-burger	USS400BA	12/14.9 oz.	12403912	 00074653820728	 0 74653 97421 6	74653-111
	Canadian Style Bacon	USS400BA	12/14.9 oz.	12403922	 00074653250600	 0 74653 92068 8	74653-111
	Cheese	USS400BA	12/14.5 oz.	12241959	 00074653783993	 0 74653 30890 5	74653-111
	Chicken Supreme	USS400BA	12/15.2 oz.	12403926	 00074653889633	 0 74653 10134 6	74653-111
	Supreme	USS400BA	12/15.8 oz.	12403869	 00074653499566	 0 74653 65243 5	74653-111
	Hamburger	USS400BA	12/14.7 oz.	12403927	 00074653525524	 0 74653 25701 2	74653-111
	Mexican Style	USS400BA	12/16.6 oz.	12403923	 00074653289372	 0 74653 71211 5	74653-111

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Yellow highlights SKUs with NEW
Globe IDs and oz. weights

Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
ORIGINAL CRUST (CONTINUED)							
	Pepperoni	USS400BA	12/15.4 oz.	12241985	 00074653710609	 0 74653 79187 5	74653-111
	Sausage	USS400BA	12/14.9 oz.	12403921	 00074653489741	 0 74653 83393 3	74653-111
	Sausage & Pepperoni	USS400BA	12/15 oz.	12403924	 00074653104965	 0 74653 39393 2	74653-111
	Spicy Italian Sausage	USS400BA	12/14.7 oz.	12403925	 00074653691328	 0 74653 36720 9	74653-111
	Half Pepperoni & Half Cheese	USS400BA	12/14.6 oz.	12403928	 00074653390474	 0 74653 70335 9	74653-111
RISING CRUST							
	Cheese	USS408BR	12/25 oz.	12241958	 00074653266342	 0 74653 29355 3	74653-111
	Combina- tion	USS408BR	12/27.1 oz.	12241957	 00074653319505	 0 74653 35649 4	74653-111
	Pepperoni	USS408BR	12/26.3 oz.	12241953	 00074653181829	 0 74653 65464 4	74653-111

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
RISING CRUST (CONTINUED)							
	Sausage	USS408BR	12/27.2 oz.	12241955	 00074653270257	 0 74653 51044 5	74653-111
	The Works	USS408BR	12/28.6 oz.	12241954	 00074653289471	 0 74653 21343 8	74653-111
	Three Meat	USS408BR	12/27 oz.	12241956	 00074653546468	 0 74653 51399 6	74653-111
PIZZA FRIES							
	With Marinara Sauce	USS408CO	12/13.9 oz.	12241897	 00074653513965	 0 74653 76691 0	74653-113

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OUTSIDERS

PIZZA COMPANY

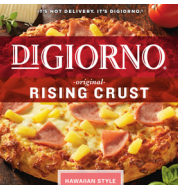
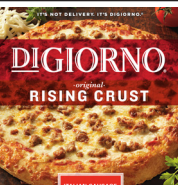
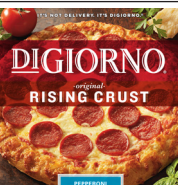


Product Specifications

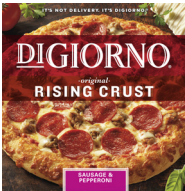
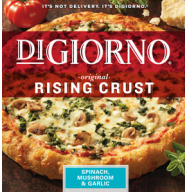
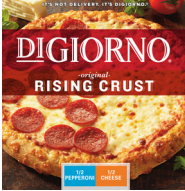
Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
	NEW! Quad Cities Bacon & Jalapeno	USS901ZV	12/20.2 oz.	12359336	 00071921681326	 0 71921 17979 3	71921-151
	NEW! Quad Cities Chorizo & Corn	USS901ZV	12/19.7 oz.	12359335	 00071921272111	 0 71921 20751 9	71921-151
	Detroit Style Genoa Salami & Brick Cheese	USS901ZV	12/28.1 oz.	12325321	 00071921230739	 0 71921 66472 5	71921-151
	Detroit Style Three Cheese	USS901ZV	12/26.6 oz.	12325320	 00071921919450	 0 71921 94203 8	71921-151
	Detroit Style BBQ Pulled Pork & Bacon	USS901ZV	12/26.6 oz.	12350228	 00071921350949	 0 71921 87883 2	71921-151
	Milwaukee Style Pepperoni	USS901ZV	12/18.6 oz.	12350227	 00071921723361	 0 71921 87955 6	71921-151
	Milwaukee Style Spicy Sausage & Cheese Curds	USS901ZV	12/22.4 oz.	12325323	 00071921186043	 0 71921 46286 4	71921-151
	Milwaukee Style Three Cheese	USS901ZV	12/18.3 oz.	12325322	 00071921177072	 0 71921 27417 7	71921-151

DIGIORNO®

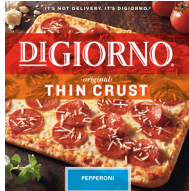
Product Specifications

Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
NEW! STACKED TOPPINGS							
	NEW! BBQ Recipe Bacon Cheese- burger	USS200AY	10/27.8 oz.	12386136	 00071921139261	 0 71921 37189 0	71921-171
	NEW! Meat Lover's	USS200AY	10/28 oz.	12386135	 00071921105495	 0 71921 61460 7	71921-171
	NEW! Piled High Pepperoni	USS200AY	10/26 oz.	12386137	 00071921934088	 0 71921 46243 7	71921-171
ORIGINAL RISING CRUST							
	Four Cheese	USS200AK	12/28.2 oz.	12146170	 10071921003385	 0 71921 00338 8	71921-171
	Hawaiian Style	USS200AK	12/28.5 oz.	12257705	 00071921395698	 0 71921 76312 1	71921-171
	Italian Sausage	USS200AK	12/30.3 oz.	12146164	 10071921003316	 0 71921 00331 9	71921-171
	Pepperoni	USS200AK	12/27.5 oz.	12213991	 00071921534844	 0 71921 96239 5	71921-171

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
ORIGINAL RISING CRUST (continued)							
	Sausage & Pepperoni	USS200AK	12/30.3 oz.	12146165	 10071921003323	 0 71921 00332 6	71921-171
	Spicy Chicken Supreme	USS200AK	12/31.6 oz.	12146166	 10071921003330	 0 71921 00333 3	71921-171
	Spicy Pepperoni & Poblanos	USS200AK	12/27.6 oz.	12303666	 00071921343149	 0 71921 61553 6	71921-171
	Spinach, Mushroom & Garlic	USS200AK	12/30.3 oz.	12146167	 10071921003354	 0 71921 00335 7	71921-171
	Supreme	USS200AK	12/31.5 oz.	12225115	 00071921276249	 0 71921 94947 1	71921-171
	Three Meat	USS200AK	12/29.8 oz.	12225116	 00071921628499	 0 71921 80560 9	71921-171
	Half Cheese & Half Pepperoni	USS200AK	12/30 oz.	12146175	 10071921003798	 0 71921 00379 1	71921-171
CLASSIC THIN CRUST							
	Four Cheese	USS200BU	14/23 oz.	12146280	 00071921017583	 0 71921 00658 7	71921-171

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CLASSIC THIN CRUST (continued)							
	Four Meat	USS200BU	14/23.4 oz.	12146277	 00071921017569	 0 71921 00656 3	71921-171
	Pepperoni	USS200BU	14/22.1 oz.	12146281	 00071921017590	 0 71921 00659 4	71921-171
	Supreme	USS200BU	14/24.8 oz.	12146278	 00071921017576	 0 71921 00657 0	71921-171
CRISPY PAN							
	Cheesy Garlic	USS209D5	8/24.5 oz.	12386314	 00071921848828	 0 71921 93115 5	71921-171
	Four Cheese	USS209D5	8/26.6 oz.	12386316	 00071921258856	 0 71921 77946 7	71921-171
	Pepperoni	USS209D5	8/26 oz.	12386331	 00071921946753	 0 71921 63593 0	71921-171
	Supreme	USS209D5	8/29.6 oz.	12386330	 00071921414283	 0 71921 54816 2	71921-171
	Three Meat	USS209D5	8/28.3 oz.	12386318	 00071921701000	 0 71921 11561 6	71921-171

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GARLIC BREAD							
	Pepperoni	USS200BT	12/27 oz.	12350241	 00071921209636	 0 71921 24584 9	71921-171
	Supreme	USS200BT	12/30.5 oz.	12350242	 00071921392499	 0 71921 17677 8	71921-171
PIZZERIA!							
	Quattro Formaggi/ Four Cheese	USS200BV	12/18.3 oz.	12220392	 00071921722463	 0 71921 48353 1	71921-179
	Italian Style Meat Trio	USS200BK	10/20.5 oz.	12210606	 00071921844363	 0 71921 39144 7	71921-179
	Primo Pepperoni	USS200BV	12/18.7 oz.	12220382	 00071921858636	 0 71921 63896 2	71921-179
	Supreme Speciale	USS200BK	10/21.3 oz.	12210604	 00071921911577	 0 71921 11439 8	71921-179
	Tuscan-Style Chicken	USS200BK	10/19.3 oz.	12241708	 00071921574949	 0 71921 96236 4	71921-179
	Bianca/ White	USS200BV	12/18 oz.	12220394	 00071921513870	 0 71921 91484 4	71921-179

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
PIZZERIA! THIN							
	Margherita	USS200DT	14/18 oz.	12263138	 00071921417796	 0 71921 13389 4	71921-179
	Primo Pepperoni	USS200DT	14/17.2 oz.	12263135	 00071921207755	 0 71921 174321 5	71921-179
	Spinach & Mushroom	USS200DT	14/18 oz.	12263137	 00071921333836	 0 71921 158570 9	71921-179
	Supreme Speciale	USS200DT	14/18.8 oz.	12263136	 00071921443528	 0 71921 145508 8	71921-179
ITALIAN STYLE FAVORITES							
	Chicken Parmesan	USS200AK	12/27.5 oz.	12180661	 00071921938833	 0 71921 184383 0	71921-171
	Meat Trio	USS200AK	12/28.7 oz.	12173749	 00071921165048	 0 71921 16904 6	71921-171
	Meatball Marinara	USS200AK	12/27.9 oz.	12180662	 00071921998189	 0 71921 156426 1	71921-171

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
CHEESE STUFFED CRUST							
	Bacon Cheeseburger	USS219BN	12/23.4 oz.	12302371	 00071921698782	 0 71921 53227 7	71921-171
	Buffalo-Style Chicken	USS219BN	12/20.9 oz.	12302357	 00071921201067	 0 71921 17411 8	71921-171
	Five Cheese	USS219BN	12/22.2 oz.	12302356	 00071921499891	 0 71921 20616 1	71921-171
	Pepperoni	USS219BN	12/22.2 oz.	12302358	 00071921882228	 0 71921 92580 2	71921-171
	Supreme	USS219BN	12/26.4 oz.	12302359	 00071921503659	 0 71921 82588 1	71921-171
	Three Meat	USS219BN	12/24.5 oz.	12302344	 00071921601324	 0 71921 74374 1	71921-171
NON-GMO • GLUTEN-FREE							
	Ultra Thin Four Cheese	USS200EO	12/9 oz.	12323528	 00071921163099	 0 71921 63595 4	71921-171
	Ultra Thin Sausage Supreme	USS200EO	12/10 oz.	12328640	 00071921858544	 0 71921 71145 0	71921-171

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
THIN & CRISPY CRUST							
	Garden Vegetable	USS200BW	12/12.5 oz.	12227590	 00071921165710	 0 71921 14644 3	71921-171
	Pepperoni & Peppers	USS200BW	12/10.6 oz.	12227591	 00071921654870	 0 71921 96143 5	71921-171
	Spinach & Garlic	USS200BW	12/11.9 oz.	12227592	 00071921281212	 0 71921 45143 1	71921-171
	Tomato Mozzarella	USS200BW	12/11.4 oz.	12227579	 00071921290306	 0 71921 72371 2	71921-171
BACON STUFFED CRUST							
	Aloha Bacon	USS219BN	12/23 oz.	12345745	 00071921761738	 0 71921 27270 8	71921-171
	Bacon Me Crazy	USS219BN	12/21.6 oz.	12345746	 00071921363314	 0 71921 64768 1	71921-171
	Better With Bacon	USS219BN	12/22.8 oz.	12345756	 00071921753344	 0 71921 58162 6	71921-171
	Chicken Bacon Ranch Rumble	USS219BN	12/21.9 oz.	12345755	 00071921925222	 0 71921 51038 1	71921-171

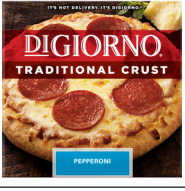
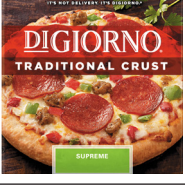
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Package	Product	Segment ID	Pack/ Weight	Globe ID	Case Code	Consumer Code	Mfr ID- Family Code
PIZZA & BREADSTICKS							
	Pepperoni Pizza & Cheesy Breadsticks	USS210DH	10/36.4 oz.	12146293	 10071921020399	 0 71921 02039 2	71921-171
RISING CRUST 2-PACKS							
	Pepperoni	USS209BH	6 (2 x 29.4 oz.)	12146317	 10071921033399	 0 71921 03339 2	71921-172
	Supreme	USS209BH	6 (2 x 31.5 oz.)	12236079	 00071921829896	 0 71921 25091 1	71921-172
NEW! SMALL FLAVOR BLASTED							
	NEW! Garlic Butter Blasted Cheese	USS208EP	12/9.1 oz.	12383197	 00071921532475	 0 71921 11887 7	71921-181
	NEW! Garlic Butter Blasted Pepperoni	USS208EP	12/9.7 oz.	12383196	 00071921437121	 0 71921 68592 8	71921-181
	NEW! Parmesan Ranch Blasted Cheese	USS208EP	12/9.3 oz.	12383195	 00071921600839	 0 71921 31854 3	71921-181
	NEW! Parmesan Ranch Blasted Pepperoni	USS208EP	12/9.8 oz.	12383194	 00071921524982	 0 71921 81141 9	71921-181

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Famly Code
SMALL DIPPING STRIPS							
	Four Cheese	USS208E3	12/9.5 oz.	12206352	 00071921551476	 0 71921 63918 1	71921-181
	Pepperoni	USS208E3	12/9.8 oz.	12206353	 00071921314262	 0 71921 32557 2	71921-181
SMALL CHEESE STUFFED CRUST							
	Four Cheese	USS208C2	12/8.5 oz.	12152934	 10071921016682	 0 71921 01668 5	71921-181
	Pepperoni	USS208C2	12/8.5 oz.	12152940	 10071921016699	 0 71921 01669 2	71921-181
	Supreme	USS208C2	12/8.9 oz.	12300196	 00071921452094	 0 71921 29233 1	71921-181
	Three Meat	USS208C2	12/9.2 oz.	12152933	 10071921016668	 0 71921 01666 1	71921-181

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Package	Product	Segment ID	Pack/Weight	Globe ID	Case Code	Consumer Code	Mfr ID-Family Code
SMALL THIN CRISPY CRUST							
	Four Cheese	USS208BK	12/8 oz.	12180504	 00071921307240	 0 71921 91720 3	71921-181
	Pepperoni	USS208BK	12/8.4 oz.	12146244	 10071921009899	 0 71921 00989 2	71921-181
	Supreme	USS208BK	12/8.5 oz.	12146243	 10071921009875	 0 71921 00987 8	71921-181
SMALL TRADITIONAL CRUST							
	Four Cheese	USS208BK	12/9.2 oz.	12146216	 10071921008281	 0 71921 00828 4	71921-181
	Pepperoni	USS208BK	12/9.3 oz.	12146217	 10071921008298	 0 71921 00829 1	71921-181
	Supreme	USS208BK	12/10 oz.	12146215	 10071921008274	 0 71921 00827 7	71921-181
	Three Meat	USS208BK	12/9.48 oz.	12180878	 00071921528539	 0 71921 53540 7	71921-181

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Happy Selling!

