

# 7 Reasons to enjoy your FAVORITE FOOD Without Worry

1. Key pizza ingredients, including anti-oxidant-rich tomatoes, have been associated with **improved cardiovascular health** and cancer prevention.

2. Pizza is an ancient food source—cheese and anti-oxidant-rich tomatoes on bread **fueled the Roman legions.**

3. Matt McClellan, founder of the Pizza Diet, **lost 25 pounds in 30 days** eating a slice of pizza every 2 1/2 to 3 hours. He also lowered his cholesterol by 86 points and his body fat by 10%.

4. **“There is no need to deprive yourself.** Follow the ‘calories in calories out’ system. If you eat a slice of pizza, keep moving.”

– **Kelly Murphy**, certified personal trainer and women’s lifestyle coach

5. Breakthroughs in pizza crust sourcing – **whole-grain** and **ancestral-blended dough** and **sprouting, naturally sweet grains**—reflects the next frontier in pizza baking.

6. Many independent pizzerias around the country are putting renewed focus on **locally sourced** ingredients, including **organic toppings** and **all-natural meats.**

7. “It’s **not hard** to make pizza **part of a reasonable and balanced meal.** A couple of slices of pizza with a salad or some fruit and a non-sugary drink offer a nutritious option.”

– **Diane Zych**, registered dietitian, and certified diabetic educator with BJC HealthCare in St. Louis



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is the pizza industry’s leading business and marketing media company, with 17 years’ experience in providing the best marketing strategies for independent pizzaioli.

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