

Ready-made pizza crust maker debuts organic offerings

Already all natural, Rustic Crust says organic certification was 'logical next step'

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Specialty baker Rustic Crust, based in Pittsfield, N.H., is adding two USDA certified-organic, ready-made pizza crusts under its Old World brand.

Both the Organic Great Grains and Pizza Originale products contain organically certified whole wheat, spices and cold-pressed olive oil. The Organic Great Grains is also made with nine, 100 percent organic whole grains, including flax. The Pizza Originale product boasts an organic whole wheat crust.

Neither product contains artificial preservatives, trans fat acids, hydrogenated oils, GMOs, or sugar.

"Consumers continue to demand organic," said Brad Sterl, founder and president of Rustic Crust. "We already use whole grains and all natural, authentic ingredients and no short-cuts in our Old World ready-made crusts. USDA organic certification was the logical next step for us. Yet, we're able to offer a premium organic product at a non-premium price."

Rustic Crust's existing all natural, Old World brand ready-made line of pizza crusts includes: Cheesy Herb, Italian Herb, Tuscan Six Grain, Classic Sourdough and Ultimate Whole Grain.

The products store for up to 120 days months in a pantry naturally. All natural oxygen absorbers preserve freshness without the need of artificial preservatives commonly found in other shelf-stable products, the company said.