

Wolfgang Puck Launches New, All-Natural Pizzas with Schwan's Consumer Brands North America, Inc.
2006-09-27

Wolfgang Puck's Famous Gourmet Pizzas Now Available for Consumers to Enjoy at Home



World-renown chef and restaurateur, Wolfgang Puck, through his Wolfgang Puck Worldwide, Inc. (WPW) corporation, and Schwan's Consumer Brands North America, Inc., an international leader in the frozen foods industry, announced today the launch of Wolfgang Puck All-Natural pizzas as part of their exclusive frozen food partnership. Wolfgang Puck All-Natural pizzas are part of the family of Wolfgang's hand-crafted gourmet pizzas made famous at his legendary Spago fine dining restaurants, and his Wolfgang Puck Gourmet Express fast-casual restaurants. The products will be available in club stores and retail locations nationwide beginning in late September to early October.

"Each Wolfgang Puck All-Natural pizza is carefully crafted using my favorite recipes and toppings," said master chef, Wolfgang Puck. "I always insist on using only the freshest all-natural herbs and spices, vegetables, meats and cheeses. Like in my restaurants, Wolfgang Puck All-Natural pizzas are made by hand, and now consumers can enjoy my delicious, restaurant-quality gourmet pizzas at home."

Wolfgang Puck All-Natural pizzas combine Wolfgang's culinary innovation, popular flavors and simple, unexpected ingredients with artisan quality preparation. The product raises the bar in the frozen pizza category by including fresh, hand-cut toppings and a simple, pure flavor sauce with real tomato taste and texture. All the pizzas feature Wolfgang's honey-infused crusts that are hand-stretched and brushed with olive oil before baking. The resulting crispy center and random yeast-risen edges allow for naturally-baked browning to occur.

Consumers can choose from six varieties of Wolfgang Puck All-Natural pizza, including:

1. Spicy Chicken: Seasoned chicken and roasted red and yellow peppers topped with mozzarella cheese and red pepper flakes.
2. Four-Cheese: Delicious pesto sauce topped with a blend of mozzarella, Fontina, Parmesan and creamy goat cheeses, along with sliced red tomatoes and basil.
3. Barbecue Chicken: Seasoned chicken, red onions and tomatoes topped with mozzarella cheese and Wolfgang's tangy barbecue sauce.
4. Margherita: Farm-fresh tomato slices, basil, mozzarella and Parmesan cheeses placed atop Wolfgang's signature tomato-basil-garlic sauce, then dabbed with pesto sauce.
5. Pepperoni: Wolfgang's tomato-basil-garlic sauce topped with mozzarella and Parmesan cheeses, pepperoni slices and more mozzarella.
6. Cheese: Wolfgang's signature tomato-basil-garlic sauce covered with a delectable trio of cheeses: mozzarella, Fontina and Parmesan, then topped with herbs.

The pizzas will be available as single packs in retail stores and as two-packs in club stores.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article24309.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html