



Meet the Grower *Zero Carb Lyfe* *Evansville, IN*

Eating pizza doesn't have to be a cheat meal; we're taking the guilt and carb coma out and putting the comfort and joy back into eating pizza.

Our ZeroCarb Pizza Crust was thoughtfully invented by our chef, Mohamed Aly, who's a diabetic and wanted to create a low carb option for his favorite food: pizza. His crust launched in a Chicago-based restaurant, Eshticken Pizza, in 2012 and made an immediate impact on pizza lovers. The restaurant has since closed but Mohamed's belief in the product, and his past customers' wish to have it back, made him determined to build a team that can - once again - put ZeroCarb Pizza Crust back on a menu.

The Short & Thin:

1. 36% of American consumers are on some sort of diet. 16% are on a low carb diet in some way, ZeroCarb Pizza Crust opens restaurants' doors for the growing amount of consumers looking for keto and low carb options.
2. ZeroCarb is a complimentary crust to restaurants' existing offerings that gives customers the opportunity to continue to enjoy pizza without feeling that their dietary goals are off track.
3. The uniqueness of nutritional value serves a great story for your customers who are diabetic, keto dieters, epileptic, and for pizza lovers that are looking for high protein options to build muscle and cut fat.

The Experience:

TASTE: Like a normal pizza crust without the guilt

SATIETY: High in protein so you are more satiated and satisfied

TEXTURE: Thin



ZEROCARB
— LYFE —