



INTRODUCING

CUPPING PEPPERONI

The curl is the key.

As this tasty, artisanal pepperoni cooks, its edges curl up and crisp, leaving the cupped centers tender, meaty and ready for that perfectly balanced bite. New *Hillshire Farm*[®] brand Cupping Pepperoni brings a unique pizza eating experience that's crunchy, meaty and flavorful—a combination that will keep people coming back for more.

Cupping Pepperoni isn't a craze—it's a crave that's here to stay.



Everything customers love about our traditional pepperoni—cupped!



Hillshire Farm® artisan quality cupping pepperoni is made from premium cuts of beef and pork. It performs well in any type of oven and delivers a flavor profile that is the same as our traditional Sliced Pepperoni.

Our pepperoni is robust with Italian-style ingredients, and our slices precisely deliver the crispy texture and cupping effect that enhances the pepperoni craveability. A truly memorable eating experience!

Pepperoni is America's favorite!

**PEPPERONI CUPS
HAVE HAD**

+80%

12-month menu penetration growth and

+440%

4-year growth¹

**PEPPERONI
IS THE**

#1

pizza topping, with menu penetration of

73.4%²

With traditional pepperoni having established such a solid presence on menus, **Hillshire Farm**® Cupping Pepperoni is primed to be the next big trend!



Product Information:

Description	Hillshire Farm® Sliced Pepperoni for Cupping	
Product Code	10000060171	10000037705
Case Pack	2/12.5lbs	2/5lbs
Net Weight	25lbs	10lbs
Slice Count	20 slices/oz	
Nutritional Serving Size	21 slices (29g)	
Calories	130	
Total Fat	12g	
Trans Fat	0g	
Cholesterol	30mg	
Sodium	580mg	
Carbohydrates	1g	
Protein	6g	

Contact your Tyson Foodservice Representative or visit TysonFoodservice.com for product information, resources and market-relevant solutions backed by our trusted brands.



¹ Datassential, MenuTrends, 2023.

² Datassential, MenuTrends, Q4-22.

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