

### PRODUCT

The highest quality pizza cheese on the market. We offer alternatives to the usual, shredded mozzarella.













#### MISSION

Teach people the virtues of great pizzamaking, with cheese as the main component.

#### TARGET GROUP

Young city people who enjoy quality food. Both single and couples with or without kids. They cook at home and care about what they put in their mouths. Pizzalovers.

### MANIFESTO

In the world of cheese it's easy to get lost. There are so many great cheeses out there, but it is still difficult to get proper cheese for pizza. What is available now is mostly poor quality cheese - marketed just as "pizza topping" - and no one even knows what it really is.

Don't spoil your pizza with a boring, low quality cheese. GRATE! offers a range of delicious imported Italian cheeses that you didn't know tasted incredible on pizza.

## KEYWORDS

Quality
Creative
Educational





Pizza Cheese

# PACKAGING



#### Plain mozzarella

Mozzarella has been the number one choice for many cheese loving families for its delicate and fresh taste. This cheese has a soft, moist texture and is full of milky flavor. Mozzarella is high in water content and therefore low on fat. The firm texture of mozzarella has gained popularity as a slicing cheese and especially for use on pizzas. It pairs well with fresh tomatoes, pestos, olives and basil.

STRINGINESS

FLAVOR

TEXTURE

The Barbecue

Mild, milky, fresh Soft, large bubbles

#### GRATE on

The Yankee



smoked mozzarella,

The Cheesy

Chicken breast, spicy arinara, oregano, smoked mozzarella,

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www.gratepizzacheese.com





















### CROSS MERCHANDISING







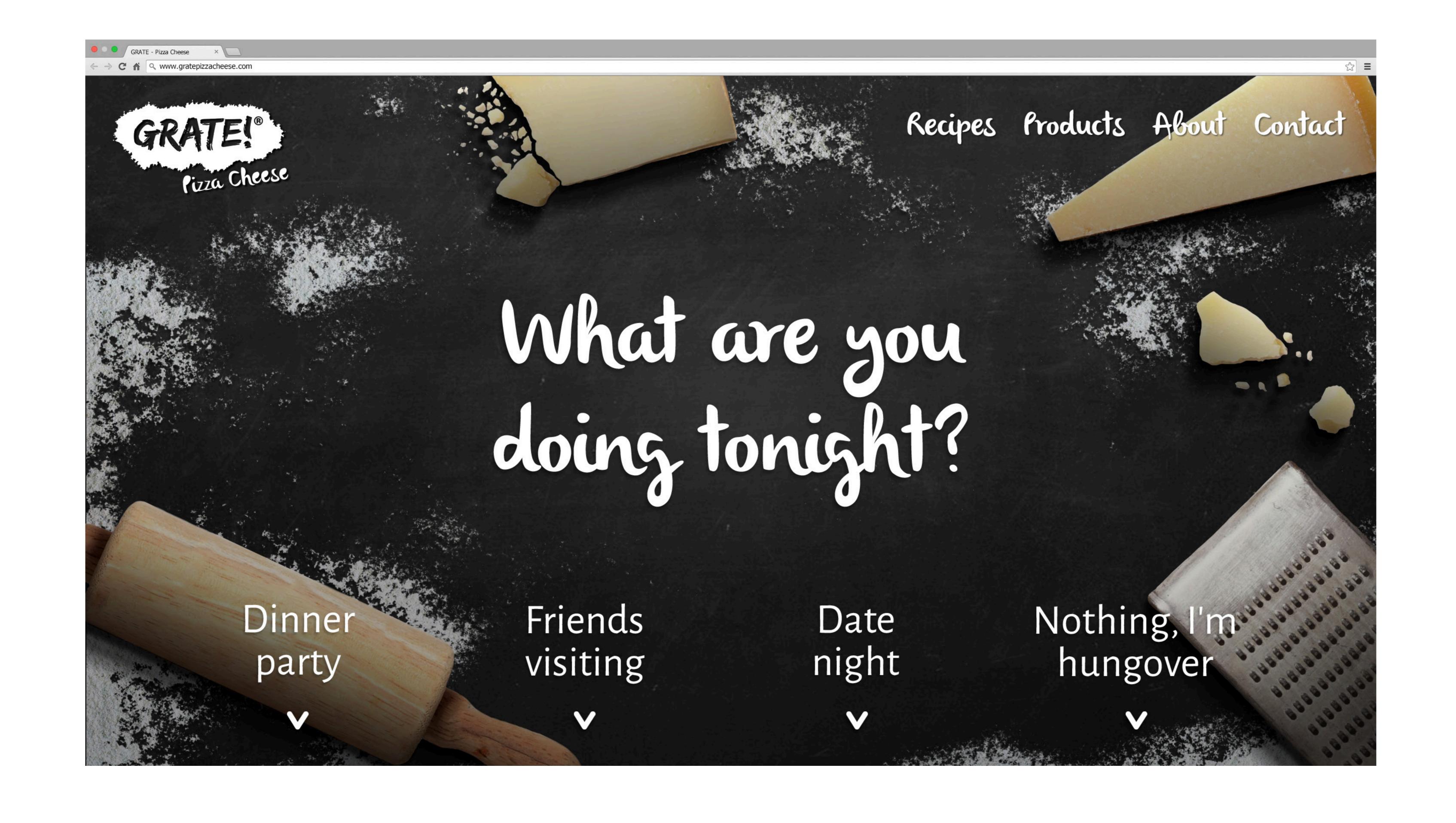








# WEBSITE



# OVERVIEW











