

**GRATE!®**

*Pizza Cheese*

## *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



LOGO



**GRATE!**<sup>®</sup>  
Pizza Cheese

**GRATE!®**

*Pizza Cheese*



**PACKAGING**









More than enough  
for one  
**MEDIUM**  
sized pizza











**CROSS MERCHANDISING**

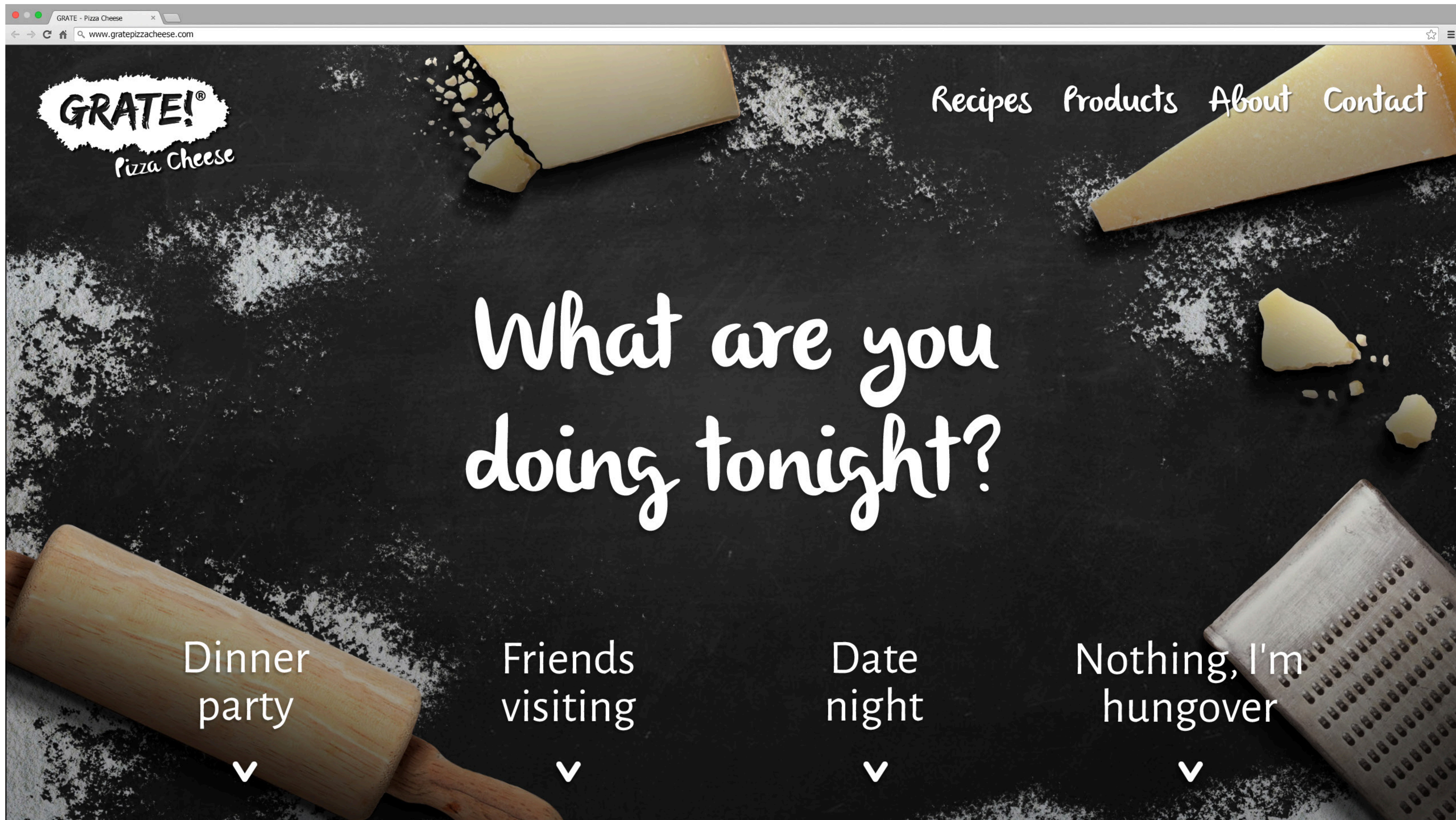






**WEBSITE**





**GRATE!**

Pizza Cheese

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# What are you doing tonight?

Dinner  
party



Friends  
visiting



Date  
night



Nothing, I'm  
hungover



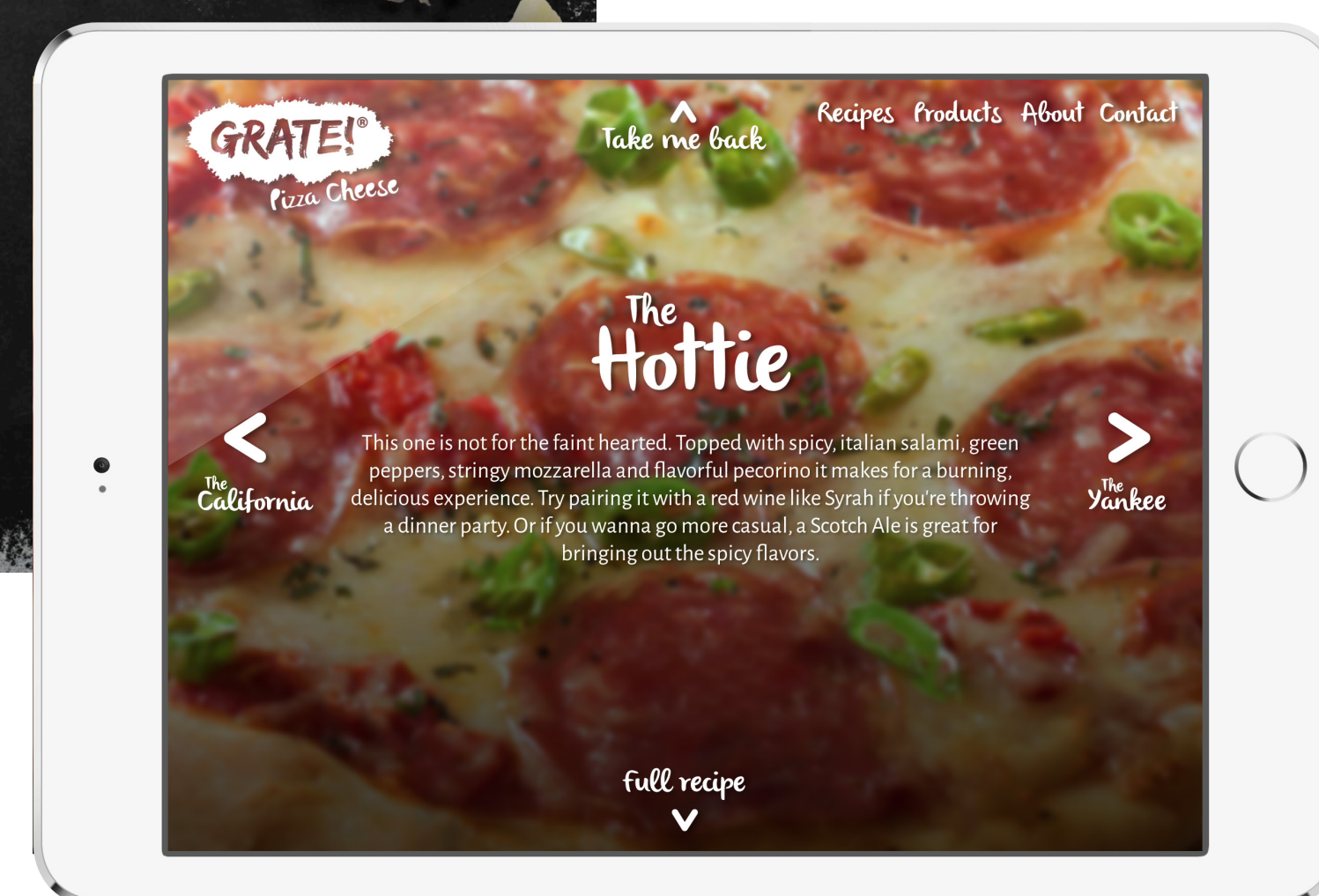
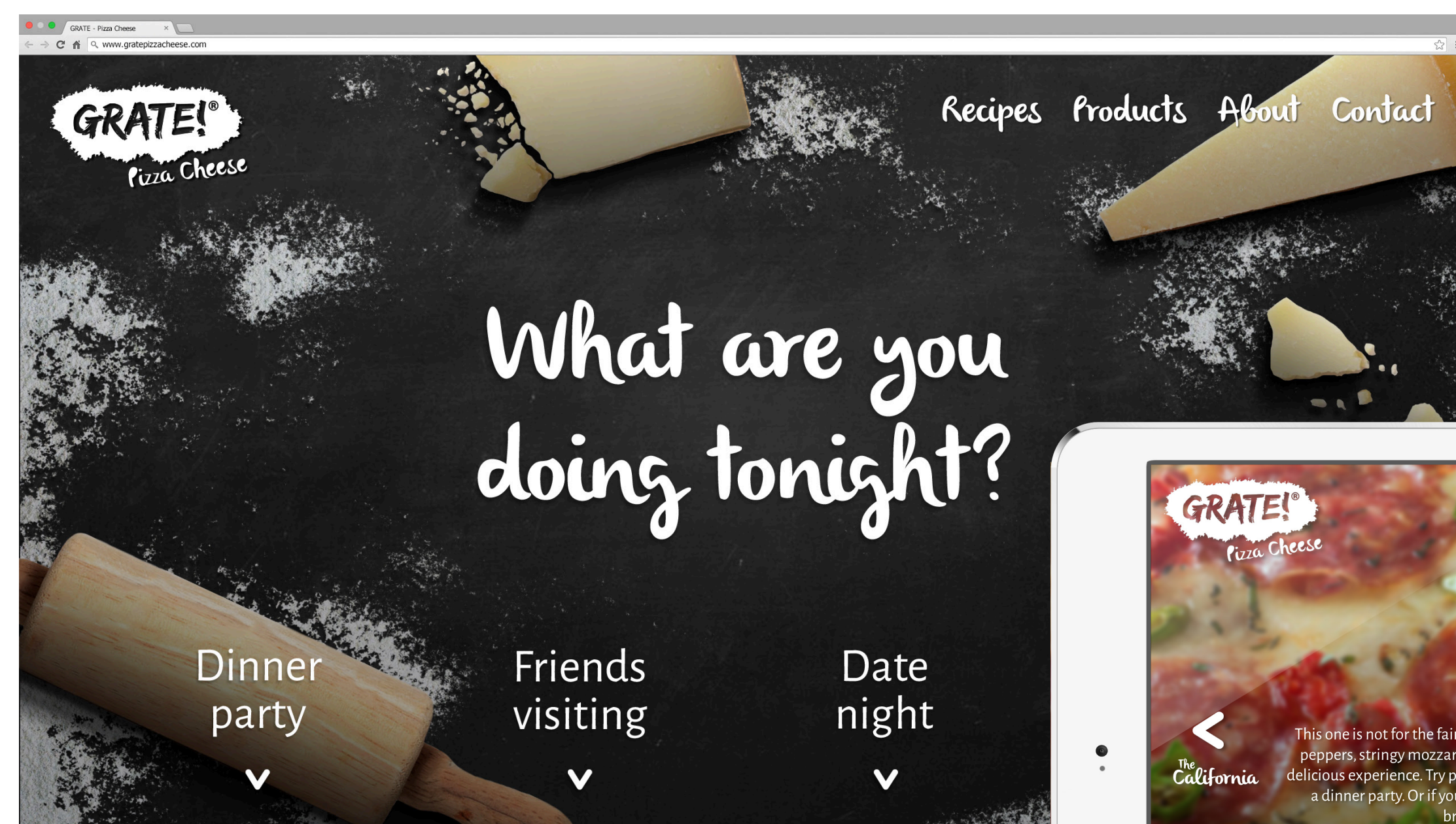


# OVERVIEW





**GRATE!®**  
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THANKS