



## AMERICAN PIZZA — TRADITIONS AND TRENDS

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Developed by foodtrends

*In the course of only a few decades, pizza has become one of America's favorites foods, spawning a multi-billion-dollar industry in the process. Pizza is synonymous with cheese and Americans' love for pizza has played a key role in driving U.S. cheese consumption since the early 1970s. In fact, the two most popular toppings on pizza are cheese and extra cheese!*

### AMERICAN AS APPLE PIE

There is a saying in the United States that something truly American is "American as Apple Pie." Based on consumption, pizza is much more American than the proverbial "Apple Pie." Perhaps the phrase should be "As American as Pizza"; over the last 30 years Americans have had a continuing love affair with pizza, and from the time most consumers first taste pizza, it's "love at first bite."

Over the course of only a few decades, Americans' appetite for pizza has made it a lunch, dinner and snack time favorite. Americans eat almost 175 acres of pizza a day. In one year that converts to an amazing 64,000 acres or 100 square miles. That's more than enough pizza to cover all of Mexico City.



## PIZZA IS BIG BUSINESS

Pizza has grown into a multi-faceted industry that accounts for \$25 billion in sales annually. Presently there are more than 60,000 dedicated pizza restaurants or pizzerias scattered from coast to coast, and thousands more eateries that offer pizza on the menu. With advances in food processing, the retail business has also enjoyed significant growth in recent years. Whether it's ready to make, ready to bake, fresh, or frozen, pizza can be found in any supermarket in the United States.

## PIZZA COMES TO AMERICA

The United States is a nation of immigrants, and many of our culinary traditions come from our immigrant ancestors. During the late 1800s and early 1900s many Italians immigrated to the United States through Ellis Island in New York City. Early on, in communities like New York's famous "Little Italy," Italians created a rich American-Italian culture. These Italian immigrants also brought with them a taste for the foods of their homeland and the family recipes to make them. It is natural that pizza was soon to follow.

## AMERICAN GIs DISCOVER PIZZA IN ITALY

It was not just Italians coming to America that sparked pizza's popularity; it was also inspired by Americans who had traveled to Italy. When American GIs went to Italy during World War II, many tasted pizza for the first time. When soldiers returned home they brought an appetite for pizza and helped to popularize Italian restaurants.

They took their family and friends to neighborhoods like Little Italy in search of pizza. This gave rise to an increase in Italian-American restaurants and pizzerias throughout the United States.



## PIZZA IS CONVENIENT, DELICIOUS

Pizza consumption in the United States really took off in the last quarter-century as time-pressed Americans prepared fewer meals at home and sought out convenient meal solutions. Because pizza is conducive to home delivery, it became the ideal food for quick, no-hassle meals, snacks or party accompaniments.

National chains helped propel pizza's popularity by promoting heavily and developing new products that met the needs of on-the-go families looking for good value. Meanwhile, improvements in processing technology have enabled food manufacturers to offer frozen pizzas that are comparable in quality to take-out in a form that's simple for consumers to store and prepare at home.

The popularity of pizza in America has a lot to do with this country's love of cheese. American menus feature cheese heavily through all foodservice segments. When consumers make food choices, quality of taste is one of their most important criteria. Over the years, cheese on pizza has delivered a taste consumers love. Still today, with all the toppings available, the most popular ingredient on pizza is cheese and the second most popular is extra cheese!

## MOZZARELLA PRODUCTION SOARS

Mozzarella's popularity correlates directly to the popularity of pizza, and pizza consumption made Mozzarella production in the United States an industry unto itself. Mozzarella is now second only to Cheddar as the most popular cheese in the United States.

In 2001, U.S. cheese makers produced over 2.6 billion pounds of Mozzarella to keep up with demand — a three-fold increase in the last 20 years.

## CHEESEMAKING INNOVATIONS

American cheesemakers are responsible for many innovations that helped support the growth of the pizza industry and make pizza what it is today. First they fostered the production of low moisture Mozzarella, an American original designed for maximum shelf life. They also led the way in customized cheese production for specific performance characteristics, production efficiencies, and consistent, top quality cheese.

Restaurant operators' top concern is a shortage of trained labor, and one of the most important contributions American cheesemakers have made is to offer convenient forms of cheese such as shredded Mozzarella. This provides operators with consistent product quality, 100% yields, and low labor costs for conversion. Another important development is individually quick frozen (IQF) cheeses in shredded and diced forms. Frozen forms greatly increase shelf life and diced IQF cheese is also much easier to distribute evenly on a pizza than fresh shreds.

## ITALIAN PIZZA TRADITIONS

Although there are many different types of pizza in Italy, they fall into two primary categories, Neapolitan style (thin) and Sicilian style (thick). The original Neapolitan style pizzas were made with thin crusts, topped with simple ingredients and quickly baked in hot wood-fired brick ovens. This yielded a thin, cracker-like crispy crust. The original pizzas did not contain pizza sauce as we know it today. One Italian favorite is the classic Margherite pizza, which combines sliced tomatoes, fresh basil, and fresh Mozzarella.

Italy also offers a thick crust pizza, more popular in southern Italy and Sicily.



## AMERICAN PIZZA TRADITIONS

American pizza traditions vary by regions, but the two most popular are traditional New York-style pizza and Chicago-style deep dish. A new wave of specialty or gourmet pizzas have also become popular and are sometimes known as “California-style pizza” based on the use of fresh local ingredients in that style of cooking.

### *New York-Style Pizza*

Because so many Italians who immigrated to the United States came through New York City, “American Style Pizza” was first introduced there. The most popular pizzas in America quickly became something different than their Italian predecessors. Three key ingredients are integral in a New York style pizza: pizza crust, pizza sauce and Mozzarella.

### Pizza Sauce

In Italy’s Mediterranean climate, tomatoes and fresh herbs are available much of the year. Because of year-round availability and taste preferences, fresh, sliced tomatoes are more common than tomato sauce on Italian pizza. But in New York and elsewhere in America, there are four distinct seasons, including long, cold winters. At the beginning of the 20th century in New York, fresh tomatoes were not available year-round. Marinara and other tomato-based sauces were canned and preserved, and using pizza sauce quickly became a tradition. New York pizza sauce uses tomato paste and tends to be sweeter and thicker than marinara. Like fresh tomatoes, fresh herbs were not always available and pizza sauces were typically herbed. The primary herb in New York style sauces is dried oregano.

### Cheese and Toppings

In Italy the most popular cheese on pizza is fresh Mozzarella. Fresh Mozzarella packed in brine has a short shelf life and exudes moisture when cooked. It is typically used on “dry crust” applications like the classic Margherite pizza, which combines thinly sliced fresh tomato, fresh basil, fresh Mozzarella and pine nuts.

The moisture that exudes from the fresh Mozzarella can thin the tomato sauce on a pizza, so New York pizza makers commonly use firmer, low moisture Mozzarella. Many cheeses used on pizza today are blends of different cheeses, and the most popular addition for flavor is a small amount of Provolone.

A range of meat and vegetable toppings are popular but the favorite topping for a New York Style pizza is cheese and pepperoni.



### Foldable New York Crust

One thing in particular defines the style of crust in a typical New York Style pizza. After baking, the dough should be thin and pliable enough to fold without the crust cracking or splitting. You can spot a true New Yorker by the way they eat their pizza — folding the slice in half and eating it like a sandwich. Some people fold the slice in half up the middle, and some fold it in half from tip to crust. Either way, most New Yorkers “do the fold” when they eat their pizza. The fold is also handy for a modern day New York practice of buying pizza by the slice and eating it on the run.

### Chicago-Style Deep-Dish Pizza

Chicago's nickname is the "Windy City" and it's a bustling metropolis in the nation's heartland. The home of the "Roaring Twenties" and Al Capone, Chicago had its own traditions and so developed its own regional style of pizza. Chicagoans pride themselves on big, thick pizzas, and Chicago style pizza is synonymous with pan-style or deep-dish.



#### The Crust

Deep-dish pizza starts with fairly thick dough that is pre-baked in well-seasoned and browned deep-dish pans. Mozzarella is often placed directly on the crust and slightly pre-baked with the dough. Corn meal or flour is often used in the dough, yielding a yellowish hue and cake-like texture to the dough.

#### The Toppings Come Next

After pre-baking the dough and cheese, vegetable or meat toppings are added and then topped with more cheese. The most traditional toppings are pepperoni and sausage, but vegetables like onion, mushroom and green pepper also are popular.

#### The Sauce Comes Last

A generous layer of tomato sauce tops off a Chicago-style pizza. Typically it is a chunky type of sauce, and not as sweet as traditional pizza sauces, using very little tomato paste.



PIZZA GOES GOURMET

Italian remains the top ethnic food in America and as the popularity of Italian cuisine has grown, so has pizza, even into upscale dining. Over the last several decades Italian style bistros and trattorias have become very popular, not just in the United States but all over the world. Although these restaurants are more upscale than traditional pizzerias, many of them include pizza on their menus. The new twist here, or actually the old twist, is that many of these trattorias feature pizzas baked in traditional wood-fired brick ovens.

Pizza has always had a “comfort food” quality to it, and in this upscale environment, pizza provides a comfortable, casual option. It has even helped bring families back to restaurants; if Mom and Dad don’t want to order pizza, they’re glad it’s available for the kids. Gourmet pizzas also appeal to maturing Baby Boomers looking for new and different twists on familiar tastes. Many of these restaurants have seen pizza become the best seller on the menu, and a driving force in their business. Several chains have prospered combining “brick oven,” “gourmet,” and “ethnic pizza” concepts.

PIZZA IS ETHNICIZED

Through travel and communications, Americans have become exposed to tastes from around the world, fueling the popularity of ethnic cuisines like Mexican, Thai, Indian, and others. To capitalize on these trends, chefs and pizza operators have responded by adding specialty or ethnic pizzas to the menu. At everything from traditional trattorias to Wolfgang Puck, pizza topped with Peking Duck, Thai Chicken or Indian Satay have become fast sellers. The use of fresh local ingredients adds to the gourmet appeal.

REGIONAL SPECIALTIES

Many of the most popular American regional cuisines are also reflected on pizza menus, and each part of the country offers pizza that reflects local food traditions. In Boston, you might find New England Clam & White Cheese Pizza. In New Orleans, it might be Pizza Etouffe or Pizza Jambalaya. In Chicago, maybe a Cheddar Cheeseburger Pizza.

Some regional specialties are popular nationwide, with Southwest and Barbecue flavors topping the list. Barbecue on the grill is a big American tradition, and Barbecue Chicken & Smoked Gouda Pizza has become one of the most popular specialty pizzas.





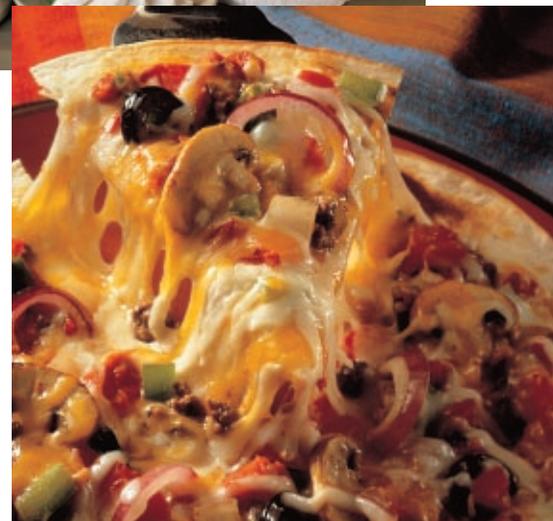
## CHEESE BLENDING FOR FLAVOR AND PROFIT

Just as recipes combine foods that complement or contrast each other with different flavors and textures, blending a variety of cheeses together for their different flavors and textures has become a signature of American pizza chefs. Cheese blending also has been a perfect vehicle for them to transform pizza from comfort food to specialty or gourmet status. For the last decade, four-cheese blends have been a huge hit at food-service. Whether it's a "Four Cheese Pasta" or a "Four Cheese Pizza," the "Quattro Formaggio" concept is a great seller that carries good profit margins.

### *Cheese Blends From The Menu*

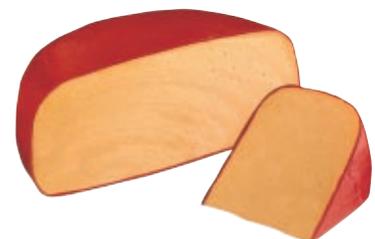
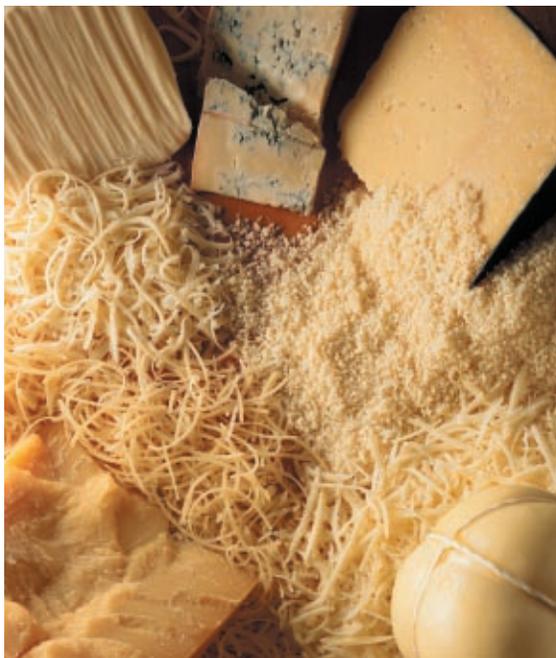
Although many different cheese blends are popular, most blends contain Mozzarella or Provolone. They are in a family of cheeses known as Pasta Filata, which translates in Italian to "spun paste or curd." This refers to a step in the cheesemaking process where the fresh cheese curds are dipped in hot water and kneaded or stretched and pulled like taffy. The stretching process lines up the strands of protein in a parallel direction and gives these cheeses their famous ability to melt and flow to cover a pizza, as well as stretch when pulled.

Each cheese variety has different flavors and functional characteristics. Some have sharper flavors, some milder. Some have better stretch. Some melt faster, others brown more easily. Therefore, pizza operators combine different varieties of cheeses to take advantage of their inherent characteristics and create a desired effect.



Some of the most popular cheese blends that pizza operators use include:

- #1. Mozzarella, Provolone
- #2. Mozzarella, Romano
- #3. Mozzarella, Cheddar
- #4. Mozzarella, Cheddar, Provolone
- #5. Mozzarella, Monterey Jack, Cheddar
- #6. Mozzarella, Fontina, Provolone, Asiago
- #7. Mozzarella, Parmesan, Romano, Asiago
- #8. Mozzarella, Ricotta, Parmesan
- #9. Mozzarella, Feta
- #10. Mozzarella, Monterey Jack



## TESTING A PIZZA CHEESE BLEND

Hot performance refers to the way food responds to the application of heat. When testing cheese on a pizza you should monitor five things in particular: melt, browning, stretch, oiling off and set-up.



### Melt

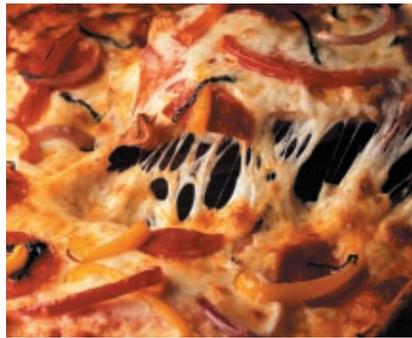
Whatever your desired cooking time, a cheese should melt and flow well enough to cover the pizza. The cheeses that melt and flow best on a pizza are relatively high in moisture and milk fat. Whole Milk cheeses will melt and flow best. Part Skim Mozzarella will also melt well but not as quickly as Whole Milk Mozzarella.

### Browning & Color

When we talk about color and browning we are referring to the amount of browning the cheese exhibits from cooking. Some pizza operators prefer no visible browning on the cheese, and some prefer the cheese slightly browned. Some chains even make sure that some of the cheese on the pizza is on the outside edges of the crust where it imparts a very distinct brown color.

You should also consider the actual color of the cheese when testing blends. For example, Cheddar in a cheese blend produces a more golden color in the finished pizza.

In general, Whole Milk cheeses exhibit little or no browning, while Part Skim cheeses yield some browning during cooking. Hard cheeses like Parmesan will brown easily. However, they don't melt well. Therefore, place them on top of the pizza to achieve browning; place them under the other cheeses to prevent browning.



### Stretch

The most famous image of pizza is when a slice is pulled away from the pan and hot cheese stretches out in strings as the slice is pulled away. All cheese will stretch to some degree, but the most famous for stretch are cheeses in the Pasta Filata family, including Mozzarella, Provolone, and String cheese. Having Mozzarella in a cheese blend helps ensure the blend stretches properly.

### Oiling Off

Cheese made with whole milk has the highest milk fat or butterfat content. As the cheese melts during the cooking process, some of this milk fat may come to the surface of the cheese. When cheese melts there will always be a small amount of oiling off and this is normal. It is only of concern when excessive amounts of oil are apparent on the surface. To avoid this, whole milk cheeses are often used in combinations with part-skim cheeses. Together they yield good melt and flow to cover the pie, and do not oil off as much in the cooking process.

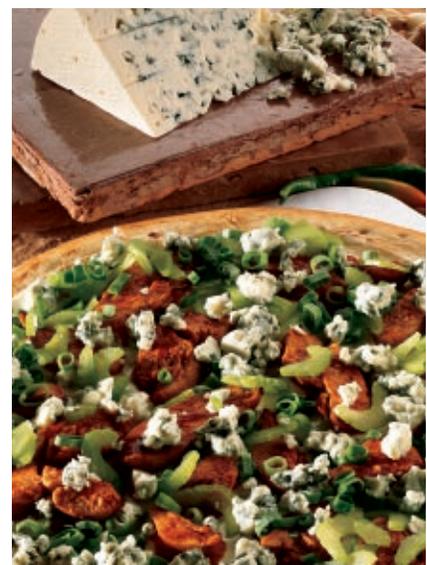
When testing a new cheese blend on a pizza, first test it with just sauce and cheese. Meats like pepperoni or sausage may also oil off and you may be fooled into thinking it is the cheese.

After the pizza comes out of the oven, let it rest several minutes before testing it. In the brief time it takes to cut a pizza and deliver it to the table, much of the milk fat recedes back into the pizza crust. The longer the wait, the more oil will draw back into the pizza. In the case of delivery, it is rare that oil off will be apparent by the time the pizza is delivered.



### Cooling Down - Set-Up

As the pizza rests and cools down, the cheese will begin to set up and become firmer. This is quite natural and will occur with all cheeses. This reaction will vary depending on the types of cheeses used in the blend and the relative proportions of the different cheeses. Cheese blends containing a large proportion of hard cheeses will set up much more quickly.



## CHEESE PROFILES

### Soft Fresh Cheese

Cheeses in this family are only one step removed from milk itself and are intended to be eaten fresh. They range in milkfat content and flavors vary from milky to creamy and buttery.



### Cream Cheese

Rich, creamy, and spreadable, Cream Cheese is often used in specialty and dessert cheese pizza applications. When using Cream Cheese on pizza, many operators use pre-baked crust to allow for shorter cooking times.

### Ricotta

Ricotta means “re-cooked” in Italian and originated in Italy. After the production of Mozzarella there was small amounts of liquid whey remaining in the cheese vat. Cheesemakers would add vinegar to the liquid whey and cook them together until the Ricotta floated on the surface. This yielded a springy, firm, curdy cheese. Ricotta is now available in whole-milk, part skim, and whey or non-fat varieties, and is a traditional ingredient in stuffings for dishes like Lasagna. Many traditional or specialty Italian pizzas feature a non-fat or whey Ricotta under the mozzarella. Whey Ricotta does not melt well, but instead maintains its texture and gives the pizza a lumpy, bumpy texture.



### Feta

Even though it is firm in texture, Feta is regarded as a Soft Fresh cheese because of its high moisture content. Feta is typically packed in brine to provide a long shelf life. The salt in the brine slows the ripening action in the cheese, and Feta does not melt well. Like Whey Ricotta, Feta maintains its integrity and texture when used on pizza. It is most popular on specialty “Greek Pizza.”



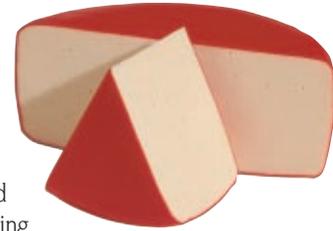
### Semi-Soft Cheese

Cheeses in this family are made with whole milk and have rich, buttery flavors and textures. Whole milk cheeses melt and flow well to cover a pizza, however they do not stretch as much as Pasta Filata cheeses. Therefore, they are typically used together in blends.

Semi-Soft Cheeses also include Washed Rind or Monastery Cheeses like Surface Ripened Brick or Limburger. The washed rind varieties have strong, earthy flavors and are not often used on pizza.

### Fontina

Italian Style Fontina has a rich, buttery flavor that becomes nuttier with age. Its texture is soft and it melts well in cooking applications. Fontina is often included in Italian Style Four-Cheese Blends.



### Blue Cheese

#### Blue

Traditional Blue is firm, crumbly and pungent. When used in cooking it does not completely melt, but softens. For pizza applications, Blue is typically placed on top of the pizza after cooking.

#### Italian Style Creamy Gorgonzola

Italian Style Gorgonzola is less pungent than Blue and has a full, rich, earthy flavor. It is, however, softer than Blue cheese so it melts well in sauce or cooking applications.



### Monterey Jack

First made in California by David Jacks in 1865, Monterey Jack is an American original cheese. It was designed to be a melting cheese and is most popular on Mexican dishes. It has a mild, buttery flavor that makes it a staple on Mexican and Southwest Style pizzas. Monterey Jack melts very well and is available plain or with a wide variety of peppers including Jalapeño, Chipotle and Habañero.



**Edam and Gouda**

Edam and Gouda are in their own family of cheese known for their rich, buttery and nutty flavors. They are also known as sweet-curd cheeses, which means that as they age they do not become sharp but more intense in their buttery and nutty flavors.

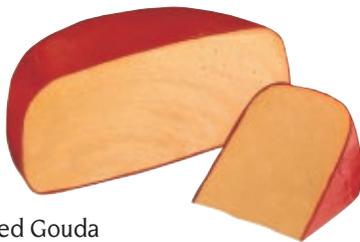


**Edam**

Made with part-skim milk, Edam is firmer than Gouda. Its flavor is similar but it does not melt as quickly as Gouda and yields a little more browning when cooked on pizza.

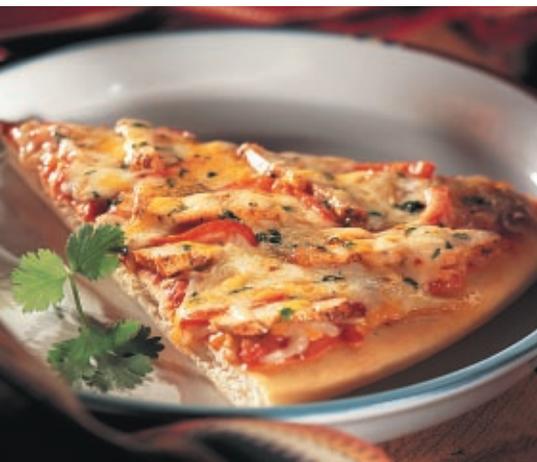
**Gouda**

Made with whole milk, Gouda melts well on pizza and has a buttery, almost golden color. In Japan, Gouda is one of the most popular cheeses used on pizza.



**Smoked Gouda**

Available in natural or process form, Smoked Gouda has become popular with pizza operators for the added flavor it provides. It is often used on specialty or gourmet pizzas and works well on Barbecue Chicken Pizza.



**Pasta Filata**

Mozzarella and Provolone are in a family of cheese known as Pasta Filata, which translates in Italian to “spun paste or curd.” This refers to the process where cheese curds are placed in hot water and kneaded or pulled like taffy to line up the strands of protein, which allows these cheeses to melt and flow to cover a pizza, and to stretch when pulled.



**Low Moisture Mozzarella**

Mozzarella is available from American cheesemakers in a number of styles, including low moisture part skim, low moisture whole milk, and Fresh Mozzarella, which has a higher moisture content. Low Moisture Mozzarellas are an American cheesemaking innovation and preferred by operators for their excellent functionality. They are well-suited for shredding and even distribution on pizzas. They are also popular because of their consistency and excellent shelf life.

**Whole Milk Mozzarella (Low Moisture)**

With a buttery, creamy flavor and texture, Whole Milk Mozzarella melts and flows well to cover a pizza. It exhibits very little browning in the cooking process, and stays soft and melted for long periods. Whole Milk Mozzarella is most often blended with other part-skim cheeses to reduce “oiling off.”

**Part Skim Mozzarella (Low Moisture)**

With a firmer body and texture, Part Skim Mozzarella is well-suited for slicing and shredding. In cooking it yields a little more browning than Whole Milk Mozzarella. Most American pizzas use a blend of Part Skim and Whole Milk Mozzarella.



**Fresh Mozzarella**

Whole Milk Fresh Mozzarella is packed in brine and is very high in moisture. It is often served fresh or uncooked on salads. When cooked it typically exudes moisture and is most often used on drier crusts without a traditional pizza sauce. It is usually associated with gourmet and specialty pizzas. With no pizza sauce, the moisture from the Fresh Mozzarella is absorbed into the crust.

**Mild Provolone**

Made with whole milk, Mild Provolone melts well, but delivers a more robust flavor than Mozzarella. Provolone is available smoked or unsmoked. Historically, Provolone was not smoked intentionally. The cheeses were hung in curing rooms that were heated by wood fires, and this imparted a natural smoky flavor to the cheese.



**Aged Provolone**

In the United States, Provolone must be aged for at least 10 months before it can be marketed as Aged Provolone. As it cures for months or even years, its flavor continues to intensify and its texture becomes firmer and more crumbly. Small amounts of Aged Provolone can be used in cheese blends to significantly increase flavor profiles.



### Cheddar

Cheddar is not only the most popular cheese in the United States but also the most popular cheese in the world. It is available in a wide range of styles and is enjoyed fresh and mild, medium aged, or well aged. Some Cheddars have a golden hue that comes from the addition of a vegetable-based food color added to the milk before making the cheese. This tradition started centuries ago in England. Typically the farmers' wives made cheese and took it to market. At the time, butterfat was rare and any cheese that had a more buttery color was perceived to be richer in butterfat. Often the farmers' wives who made the cheese would add flower petals or carrot juice to the milk to "butter up" the color and fetch higher prices.

#### Mild Cheddar

Typically aged from 60 to 90 days, Mild Cheddar is mild in flavor and has a firm texture. It is usually colored or golden, but also available white or uncolored. Small amounts of Cheddar in pizza blends bring in new flavors and a more golden color to the finished pizza.



#### Medium Cheddar

Aged over 90 days, Medium aged Cheddar develops heightened flavors that are more brothy or beefy. As it ages, Cheddar's texture also softens and becomes creamier.



### Hard Cheese

Made from part skim milk, Hard Cheeses age for months or even years. During this time they develop a granular texture, which is why they are also referred to as Granas. Traditionally used as toppings for finished pizza, small amounts of hard cheeses bring rich flavors and textures to pizza-cheese blends. Hard cheeses also brown as they cook. If browning is desired they are placed on top of the pizza. If browning is not desired, they can be placed under the other cheeses, but not on top. The three most common hard cheeses used in pizza blends are Parmesan, Romano and Asiago.



#### Parmesan

The most famous of hard cheeses, Parmesan has a mild buttery, nutty flavor that intensifies with age. Parmesan may be aged from 10 months to more than two years.

#### Romano

Originally made from sheep's milk in Italy, Romano in the United States is typically made from cow's milk. It is a full-flavored hard cheese with a very sharp, piquant flavor. It is similar to Parmesan, but has slightly more moisture and fat and may be aged as little as five months.



### Asiago

In Italy, Asiago is most often eaten young as a table cheese. In the United States, the aged variety is more popular. Although Asiago is made from part skim milk, it contains more butterfat and moisture than Parmesan. It's considered a hard cheese, but the increased butterfat gives Asiago a slightly creamier texture that offers a better melt. The higher moisture content leaves the cheese with a pleasant, sharp flavor.



**AMERICANS' FAVORITE PIZZAS**

Here are some of America's favorite pizzas:

**Crust Preferences — Thick versus Thin**

The most popular crust type is regular hand-tossed. In order of preference, pan deep dish, thick crust, and thin crust follow that. In the last several years, cheese-stuffed crusts have emerged as a popular menu item, especially with kids.

|                           |     |
|---------------------------|-----|
| Regular Hand-Tossed Crust | 63% |
| Pan Deep Dish Style       | 13% |
| Thick Crust               | 12% |
| Thin Crust                | 8%  |
| Cheese-Stuffed Crust      | 4%  |



USDEC would like to acknowledge the Wisconsin Milk Marketing Board for their contribution of photo images used in this publication.

**Cheese Favorites**

Cheese is one of the key elements in pizza's rise in popularity and there is no doubt that on pizza, Mozzarella is king. About 96% of the pizzas sold in the United States are topped with Mozzarella. However, most pizzas contain at least one other cheese, such as Provolone, Cheddar, Monterey Jack or one of the hard cheeses.

The table below shows the percentage of pizzas identified on pizza-chain menus that contain various types of U.S. cheeses:

|               |     |
|---------------|-----|
| Mozzarella*   | 96% |
| Provolone     | 18% |
| Cheddar       | 16% |
| Monterey Jack | 11% |
| Fontina       | 4%  |
| Romano        | 3%  |
| Parmesan      | 2%  |

\*Includes Whole Milk and Part Skim Mozzarella

**Favorite Pizza Toppings**

Actually, the favorite topping for pizza is extra cheese. After that the most popular topping is pepperoni, which is followed closely by sausage and pepperoni/sausage combinations. A wide range of vegetable toppings is available as well.

Taken from consumer surveys, here are the 10 most popular toppings for pizza:

|                        |
|------------------------|
| Cheese or Extra Cheese |
| Pepperoni              |
| Sausage                |
| Green Peppers          |
| Onions                 |
| Black Olives           |
| Sliced Mushrooms       |
| Broccoli               |
| Artichoke              |
| BBQ Chicken            |



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