



FOR IMMEDIATE RELEASE

EUROPEAN DOUGH BRAND RELEASES NEWEST INNOVATION Austrian Company Announces Their Launch of a One Crust, Lard-Free Pie Crust Alternative

April 5, 2018—Wewalka, a leading European fresh dough producer, is introducing their newest refrigerated dough product to the U.S. market – A thicker, home-style pie crust dough that is lard-free. Twenty-five per cent thicker than the leading crust, this product handles easier and is more substantial in taste and texture for true pie crust lovers. Recent research shows that 65% of homemade pies are one crust varieties such as Dutch apple, pumpkin, pecan and custard*, so this option eliminates potential waste of a second crust included in most competitors' packages. And while competitors use lard (pig fat), Wewalka does not, so it can be included in a vegan/vegetarian lifestyle.



New lard-free pie crust dough is sold as one crust per package

Wewalka Pie Crust Dough and all other dough products in the assortment are prepared in the European bakery tradition with high-quality ingredients and contain no artificial colors or flavors, no bleached flour, no hydrogenated oil and no high-fructose corn syrup. Packaged with a parchment paper liner, these products give consumers a new, more convenient way to make bakery style creations right in their own kitchens.

Wewalka is a premium line of ready-to-bake dough products that combine authentic European bakery quality with improved convenience and taste. A pre-launch study showed that 83% of U.S. consumers preferred Wewalka refrigerated dough over their current refrigerated dough brand**.

"Everyone loves baked goods, and Wewalka makes them easy to make at home," said Mike D'Addieco, National Marketing Manager at Wewalka. "The positive consumer response on ease of use, cleaner ingredients, and most importantly, great taste has been inspiring".

All Wewalka's products are available in the dairy aisle of grocery stores. Besides "Pie Crust", the product line includes three innovations new to the U.S. market:

- **Wewalka Flatbread Dough:** It's the first Flatbread dough sold refrigerated and ready to use. Wewalka Flatbread Dough is made with unbleached, pure wheat flour. Simply unroll the dough on the enclosed parchment paper, then sauce, top and bake or grill. One can easily create an authentic restaurant experience at home!
- **Wewalka Puff Pastry Dough:** Wewalka Puff Pastry Dough is the first refrigerated puff pastry dough available in U.S. supermarkets. 64 thin layers of dough bake into an exceptionally airy and flaky pastry, ideal for sweet or savory recipes. Unlike frozen competitors, there is no waiting to thaw before use.

Wewalka Trading Corporation

6500 Tradewater Parkway | Atlanta, GA 30336 | Tel: 678.263.2100

E-Mail: office@wewalka.us | www.wewalka.us

- **Wewalka Bistro Pizza Dough:** Made with European olive oil and real yeast, this thin and crispy crust was the first round refrigerated pizza dough in the U.S.
- **Wewalka Classic Pizza Dough:** Also made with European olive oil and real yeast, this hearty dough is family-sized, and best-selling.

About Wewalka

Wewalka is one of the leading refrigerated dough producers in the world. Headquartered outside Vienna, Austria, the company provides products to more than 30 countries across Europe and Asia, and since 2015 also to the United States. Wewalka is a family-run company driven by a passion for good food and good living. Wewalka never compromises on their recipes and avoids using bromated or bleached flour, animal by-products, high-fructose corn syrup or hydrogenated oil. The company remains firmly committed to producing its products in a sustainable and responsible way. For more information, visit www.wewalka.us.

We love, we bake...Wewalka!

Contact:

Barbara Sprick
Digital Media & PR Manager
Wewalka Trading Corp.
6500 Tradewater Parkway
Atlanta, GA 30336
T 470.719.2108
C 678.557.6777
b.sprick@wewalka.us
www.wewalka.us

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