VEGGIE POWER™
Real Cauliflower THIN Crispy
NY Style Gourmet Pizza Crust
•Vegan •Keto Friendly •Plant-Based
Gluten Free Non GMO
GLUTEN FREE
GMO FREE
Violife
100% Vegan
100% NATURAL
CERTIFIED PLANT BASED ®

As a famous private investigator…

…I was on hundreds of television shows, from Oprah to the Today Show.

My cases took me around the globe, where I learned to appreciate great food — especially pizza.

But as I became more health-conscious, I knew the only way to enjoy really delicious but healthful pizza was to create my own…

…and Veggie Power was born!

VEGGIE POWER™

HEALTHY EATING & HEALTHY PROFITS!

43% OF PEOPLE EAT PIZZA ONCE A WEEK.*

VEGGIEPOWER™

HEALTHY EATING & HEALTHY PROFITS!

*Foodbusinessnews.net

43% OF PEOPLE EAT PIZZA ONCE A WEEK.

61% OF PEOPLE PREFER A THIN PIZZA CRUST.*

VEGGIEPOWER™

HEALTHY EATING & HEALTHY PROFITS!

*eatoutwell.com

43% OF PEOPLE EAT PIZZA ONCE A WEEK.

61% OF PEOPLE PREFER A THIN PIZZA CRUST.

36% OF PEOPLE PREFER EATING PEPPERONI PIZZA*.

*pizza.com/funfacts

VEGGIEPOWER™

HEALTHY EATING & HEALTHY PROFITS!

VEGAN FOOD MARKET OUTLOOK — 2026

THE VEGAN FOOD MARKET SIZE WAS VALUED AT **$14.2 BILLION IN 2018** AND IS EXPECTED TO REACH **$31.4 BILLION BY 2026**, REGISTERING A COMPOUND ANNUAL GROWTH RATE OF **10.5% FROM 2019 TO 2026**.

Allied Market Research

PLANT-BASED FOODS SALES ROSE 77% IN THE PAST 3 YEARS.*

VEGGIE POWER PIZZAS WILL EXPAND YOUR CATEGORIES FOR PLANT-BASED & NATURAL SELECTIONS!

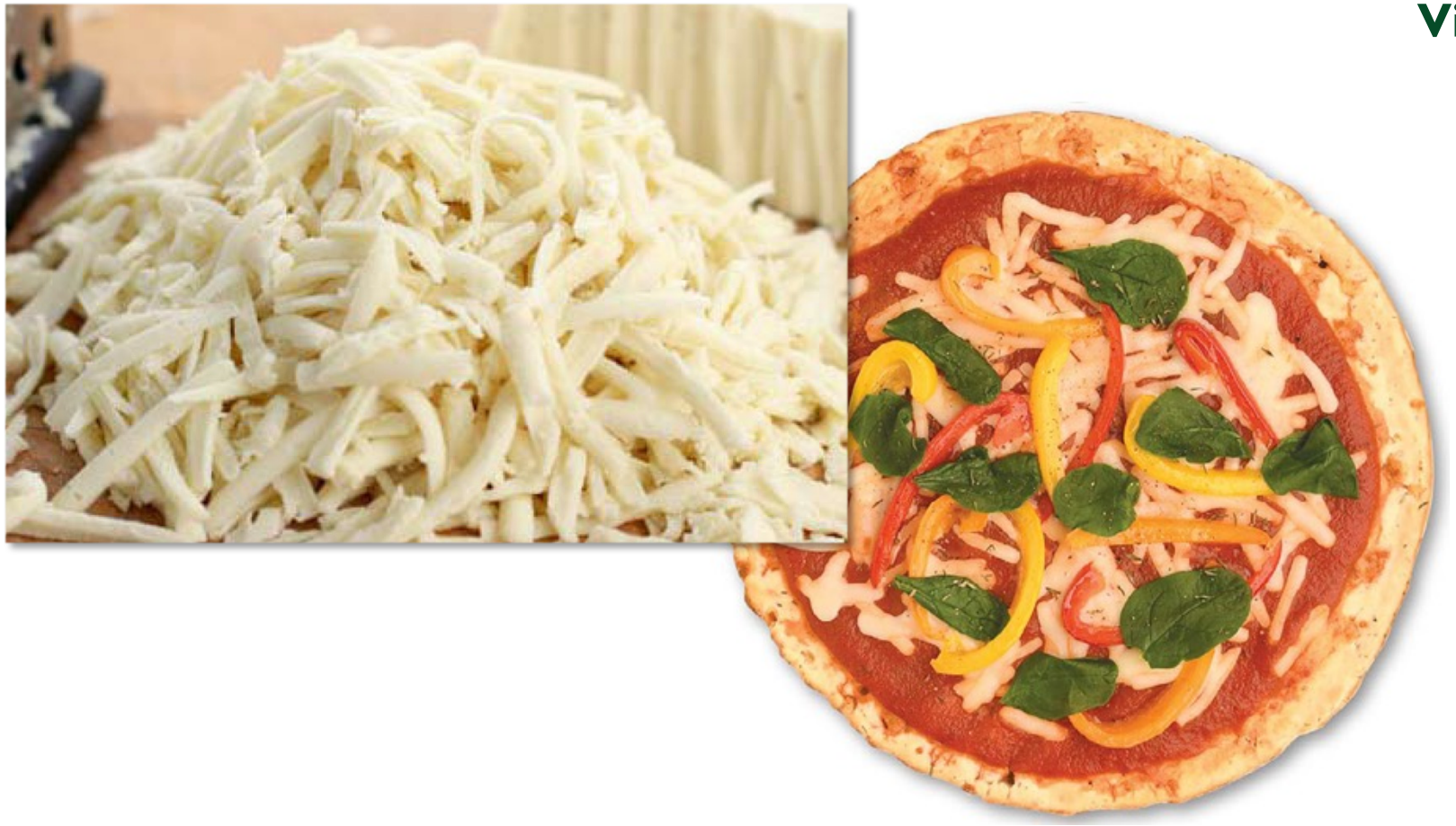
Plant-Based Pepperoni

Delicious Vegetables

Plain Cauliflower Crust

*GFI.ORG

OUR CRUSTS AND TOPPINGS ARE MADE WITH Violife 100% Vegan VEGAN MOZZARELLA CHEESE AND FAVAZZA SPECIALTY FOODS!

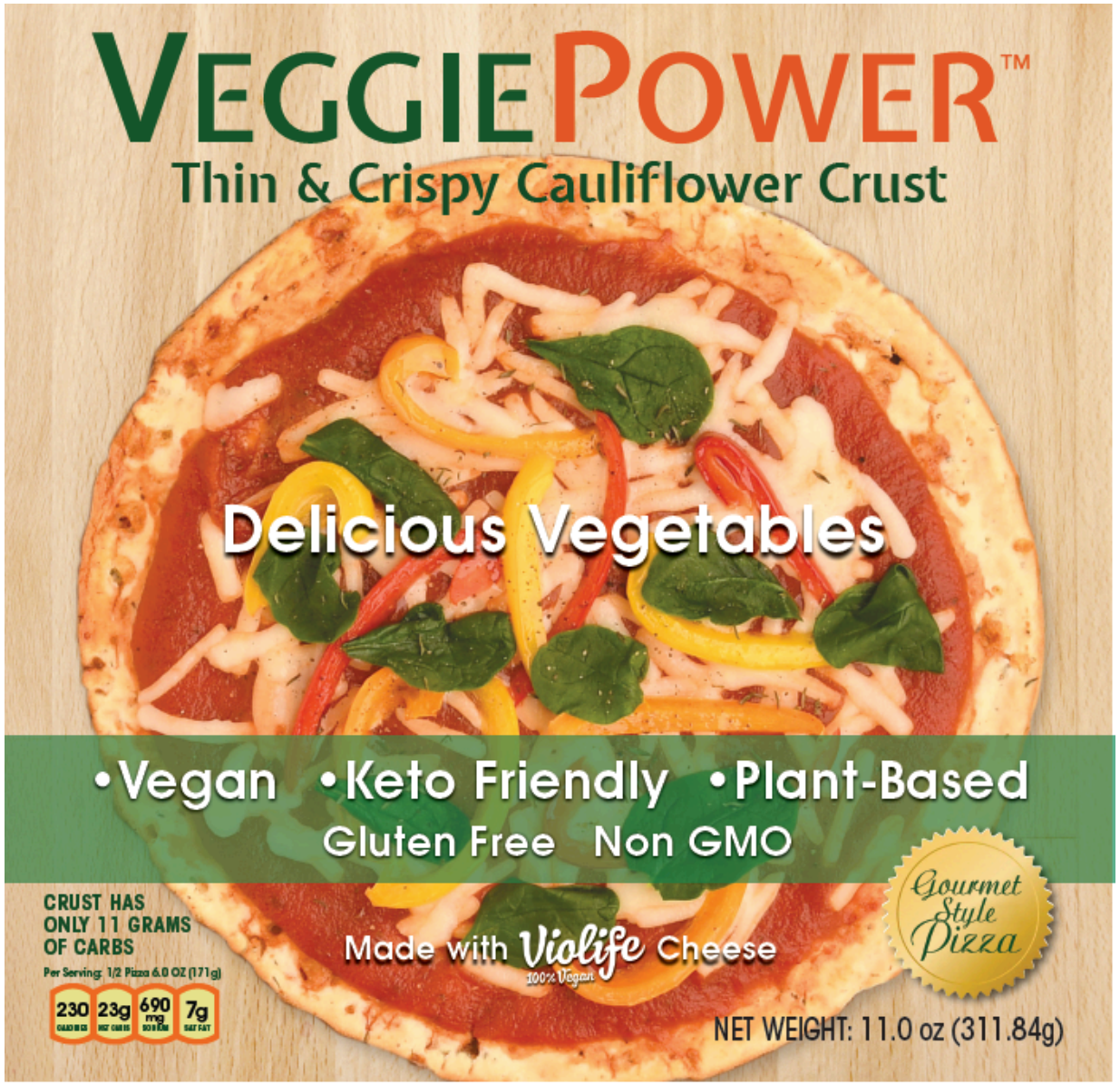


Violife Vegan Mozzarella Product
is the perfect option for vegans and vegetarians everywhere, this great tasting product is GMO-free, dairy-free, lactose-free, soy-free, gluten-free and preservative free and approved by the Vegan Society.

It stretches and melts to make a truly indulgent dish that tastes and cooks just like real cheese!

(Our sauce is made from our family's secret Italian recipe!)

VEGGIE POWER IS THE PLANT-BASED VEGAN PIZZA THAT HAS EVERYTHING YOUR HEALTH-CONSCIOUS CUSTOMERS WANT!



The Reason "Why" Veggie Power Pizza should be in all your stores!

When consumers compare Veggie Power's Crust to the leading Competitor's Crust, there really isn't any comparison.

VEGGIE POWER™

Nutrition Facts

3 servings per container
Serving size **1/3 crust (2.1oz, 60g)**

Amount per serving	
Calories	**100**
	% Daily Value*
Total Fat 2.5g	**3%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 290mg	**13%**
Total Carbohydrate 13g	**5%**
Dietary Fiber 2g	**7%**
Total Sugars 1g	
Includes 0g Added Sugars	**0%**
Protein 8g	
Vitamin D 0mcg	0%
Calcium 44mg	4%
Iron 3mg	15%
Potassium 232mg	4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Veggie Power has…

Over 40% fewer Calories

1/3 the Carbohydrates

0% Cholesterol vs their 5%

Double the Iron and Potassium

And a much BETTER TASTE

… than Caulipower has.

CAULIPOWER

Nutrition Facts

6 servings per container
Serving size **1/3 crust (52g)**

Amount per serving	
Calories	**170**
	% Daily Value*
Total Fat 5g	**6%**
Saturated Fat 0.5g	**3%**
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 4g	
Cholesterol 15mg	**5%**
Sodium 180mg	**8%**
Total Carbohydrate 29g	**11%**
Dietary Fiber 1g	**4%**
Total Sugars 1g	
Includes 1g Added Sugars	**2%**
Protein 3g	
Vit. D 0mcg 0% • Calcium 17mg 2%	
Iron 1mg 6% • Potas. 104mg 2%	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

VEGGIEPOWER™

CAULIFLOWER PIZZA CRUSTS

Nutrition Facts

3 servings per container

Serving size **1/3 crust (2.1oz, 60g)**

Amount per serving

Calories **100**

	% Daily Value*
Total Fat 2.5g	**3%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 290mg	**13%**
Total Carbohydrate 13g	**5%**
Dietary Fiber 2g	**7%**
Total Sugars 1g	
Includes 0g Added Sugars	**0%**
Protein 8g	
Vitamin D 0mcg	0%
Calcium 44mg	4%
Iron 3mg	15%
Potassium 232mg	4%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Cauliflower, Chickpea Flour, Pea Protein, Plant based Egg (Filtered Water, Lupin Protein Concentrate, High Oleic Sunflower Oil, Gluten Free Beta Glucan, Natural Flavors, Calcium Lactate (vegan source), Vegan Enzyme, Tetrasodium Pyrophosphate, Agar, Xanthan Gum, Natural Extractives of Turmeric, Natural Extractives of Carrot, Nisin (a natural preservative), Vegan Mozzarella cheese (Filtered Water, Coconut Oil, Food starch-modified (Potato & Corn), Corn Starch, Salt (Sea Salt), Mozzarella flavor (vegan sources), Olive Extract, Beta Carotene (Color), Vitamin B12, Contains 2% or less of: Baking Powder (Sodium Acid Pyrophosphate, Baking Soda, Corn Starch, Monocalcium Phosphate), Granulated Garlic, White Distilled Vinegar, Xanthan Gum, Brown Rice flour, Basil, Oregano. **Contains Allergens:** Coconut Oil.

VEGGIE POWER™

DELICOUS VEGETABLES

Nutrition Facts

2 servings per container

Serving size **1/2 pizza (157g)**

Amount per serving

Calories **230**

	% Daily Value*
Total Fat 9g	**12%**
Saturated Fat 7g	**35%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 690mg	**30%**
Total Carbohydrate 27g	**10%**
Dietary Fiber 4g	**14%**
Total Sugars 2g	
Includes 0g Added Sugars	**0%**
Protein 13g	
Vitamin D 0mcg	0%
Calcium 89mg	6%
Iron 5mg	30%
Potassium 435mg	10%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Cauliflower, Chickpea Flour, Pea Protein, Plant based Egg (Filtered Water, Lupin Protein Concentrate, High Oleic Sunflower Oil, Gluten Free Beta Glucan, Natural Flavors, Calcium Lactate (vegan source), Vegan Enzyme, Tetrasodium Pyrophosphate, Agar, Xanthan Gum, Natural Extractives of Turmeric, Natural Extractives of Carrot, Nisin (a natural preservative), Vegan Mozzarella cheese (Filtered Water, Coconut Oil, Food starch-modified (Potato & Corn), Corn Starch, Salt (Sea Salt), Mozzarella flavor (vegan sources), Olive Extract, Beta Carotene (Color), Vitamin B12, Contains 2% or less of: Baking Powder (Sodium Acid Pyrophosphate, Baking Soda, Corn Starch, Monocalcium Phosphate), Granulated Garlic, White Distilled Vinegar, Xanthan Gum, Brown Rice flour, Basil, Oregano. Pizza Sauce [Tomato Puree (Water, Tomato Paste), Salt, Spices, Dehydrated Garlic and Onion, Citric Acid, Violife Vegan Cheese (Filtered Water, Coconut Oil, Food Starch, (modified Potato and Corn), Corn Starch, Sea Salt, Mozzarella Flavor, (Vegan Sources), Olive Extract, Beta Carotine (color), Vitamin B12, Spinach, Red Sweet Peppers, Yellow Sweet Peppers, Orange Sweet Peppers. **Contains Allergens:** Coconut Oil.

VEGGIE POWER™

PLANT-BASED PEPPERONI

Nutrition Facts

2 servings per container

Serving size **1/2 pizza (142g)**

Amount per serving

Calories **240**

	% Daily Value*
Total Fat 10g	**13%**
Saturated Fat 7g	**35%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 810mg	**35%**
Total Carbohydrate 27g	**10%**
Dietary Fiber 4g	**14%**
Total Sugars 1g	
Includes 0g Added Sugars	**0%**
Protein 13g	
Vitamin D 0mcg	0%
Calcium 87mg	6%
Iron 5mg	30%
Potassium 432mg	10%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Cauliflower, Chickpea Flour, Pea Protein, Plant based Egg (Filtered Water, Lupin Protein Concentrate, High Oleic Sunflower Oil, Gluten Free Beta Glucan, Natural Flavors, Calcium Lactate (vegan source), Vegan Enzyme, Tetrasodium Pyrophosphate, Agar, Xanthan Gum, Natural Extractives of Turmeric, Natural Extractives of Carrot, Nisin (a natural preservative), Vegan Mozzarella cheese (Filtered Water, Coconut Oil, Food starch-modified (Potato & Corn), Corn Starch, Salt (Sea Salt), Mozzarella flavor (vegan sources), Olive Extract, Beta Carotene (Color), Vitamin B12, Contains 2% or less of: Baking Powder (Sodium Acid Pyrophosphate, Baking Soda, Corn Starch, Monocalcium Phosphate), Granulated Garlic, White Distilled Vinegar, Xanthan Gum, Brown Rice flour, Basil, Oregano. Pizza Sauce [Tomato Puree (Water, Tomato Paste), Salt, Spices, Dehydrated Garlic and Onion, Citric Acid Violife Vegan Cheese (Filtered Water, Coconut Oil, Food Starch, (modified Potato and Corn), Corn Starch, Sea Salt, Mozzarella Flavor, (Vegan Sources), Olive Extract, Beta Carotine (color), Vitamin B12, Pepperoni (Water, Soybean Oil, Isolated Soy Protein (Contains Soy Lecithin), Gum Blend (Agar, Konjac Gum), Carrageenan, Salt, Contains 2% or less Paprika, Dry Vinegar, Yeast Extract, Methylcellulose, Spices, Citric Acid, Garlic Powder. **Contains Allergens:** Soy, Coconut Oil.

RETAIL/FROZEN FOODS

FOB

LINE #	GTIN-12 UPC	BRAND	DESCRIPTION	SIZE	CASE PACK	UNIT SIZE	PRODUCT	UNIT COST	CASE COST	# ON PALLET	PALLET COST	SRP	GP%
1	860003801208	Veggie Power	Seasoned Cauliflower Pizza Crust-2 pack w/ Violife Vegan Cheese	12.8 oz.	12	10x10x1.0	FROZEN	$6.75	$81.00	72	$5,832	$9.99	32.5%
2	860003801215	Veggie Power	All Veggie Cauliflower Pizza-1 pack w/ Violife Vegan Cheese	11.0 oz.	12	10x10x1.0	FROZEN	$6.75	$81.00	72	$5,832	$9.99	32.5%
3	860003801222	Veggie Power	Plant Based Pepperoni Cauliflower Pizza-1 pack w/ Violife Vegan Cheese	10.0 oz.	12	10x10x1.0	FROZEN	$6.75	$81.00	72	$5,832	$9.99	32.5%
4	860007342080	Veggie Power	Seasoned Cauliflower Pizza Crust with Violife Vegan Cheese & Sauce	9.4 oz.	12	10x10x1.0	FROZEN	$6.75	$81.00	72	$5,832	$9.99	32.5%

	2 Pack	PB PEPPERONI	VEGGIE	CHEESE & SAUCE
Shelf Life Frozen:	12 months	12 months	12 months	12 months
Shipping Carton Size	20 3/8x10 1/4x 7 3/8	20 3/8x10 1/4x 7 3/8	20 3/8x10 1/4x 7 3/8	20 3/8x10 1/4x 7 3/8
Case Cubed:	0.92	0.92	0.92	0.92
TxH	8x9	8x9	8x9	8x9
Master Case Weight	9.6 lbs.	7.5 lbs.	8.25 lbs.	7.0 lbs.
Gross Pallet Weight:	691 lbs.	540 lbs.	594 lbs.	504 lbs.
Unit Weight	12.8 oz	10.0 oz	11.0 oz	9.4 oz

FOB:

FSF
141 Millwell Dr.
Maryland Heights, MO 63043

RC
5 Main St
Pittsfield, NH 03263

CPC
310 Wheat Rd.
Vineland, NJ 08360

VEGGIE POWER™

Real Cauliflower THIN Pizza

VEGGIEPOWER™

Healthy Eating &
Healthy Profits!
Taste the Sales.

DISTRIBUTOR AND WHOLESALE PRICING
CALL TO REQUEST SAMPLES:

Contact : Anthony DeLorenzo
Phone : 732-803-2925
Email : tony@tdspecialtyfoods.com
Headquarters: TD Specialty Foods,
1617 Rt 88, Suite 204, Brick, NJ 08724
Website : www.tdspecialtyfoods.com

GLUTEN FREE · GMO FREE · Violife 100% Vegan · 100% NATURAL · CERTIFIED PLANT BASED®

CAPABILITIES

- **Manufacturing:**
  - Utica, NY
- **Co-Packers:**
  - St. Louis, MO
  - Vineland, NJ
  - Pittsfield, NH
- **Delivery:**
  - H&M Transportation

- Able to manufacture 400,000 crusts per month
- Currently selling to:
  - ShopRite in Ocean County, NJ,
  - Foodtown in Monmouth County, NJ,
  - We are set up in: UNFI, Kehe, DOT, C & S Distributors

- Calorie & Carb Performance:

Our carbs and calories are so low because we are using all low carb flours and a lot of proteins (ie: pea protein.) These ingredients are low in carbohydrates and high in protein. By using a low carb ancient grain blend we were able to increase the amount of water in the recipe as well. The ancient grains absorb a lot of water while contributing no calories or carbohydrates to the overall crust.

The weight of the crust is also on the lower end to allow for it to crisp up nicely in the oven while allowing for a smaller serving size.

VEGGIEPOWER™

Real Cauliflower THIN Pizza

We are:

SQF level 2

GFSI – SQF

GFCO and GFFP Certifications for Gluten Free

TD Specialty Foods has applied for GFCO approval.

VEGGIEPOWER™

Real Cauliflower THIN Pizza

BULK/FOOD SERVICE

FOB

LINE #	GTIN-12 UPC	BRAND	DESCRIPTION	SIZE	CARTON SIZE	PACK	PRODUCT	UNIT COST	CASE COST	# ON PALLET	PALLET Cost	SRP	GP%
5	860003801246	Veggie Power	Veggie Cauliflower Pizza w/ Violife Vegan Cheese	11.0 oz.	10.7X10.3X9.8	18	Food Service	$6.30	$113.40	120	$13,608	$9.99	37%
6	860003801253	Veggie Power	Plant Based Pepperoni Cauliflower Pizza w/ Violife Vegan Cheese	10.0 oz.	10.7X10.3X9.8	18	Food Service	$6.30	$113.40	120	$13,608	$9.99	37%

	2 Pack	PB PEPPERONI	VEGGIE	CHEESE & SAUCE
Shelf Life Frozen:	12 months	12 months	12 months	12 months
Shipping Carton Size	20 3/8x10 1/4x 7 3/8	20 3/8x10 1/4x 7 3/8	20 3/8x10 1/4x 7 3/8	20 3/8x10 1/4x 7 3/8
Case Cubed:	0.92	0.92	0.92	0.92
TxH	16x10	16x10	16x10	8x9
Master Case Weight	14.4 lbs.	11.25 lbs.	12.4 lbs.	10.6 lbs.
Gross Pallet Weight:	1750 lbs.	1350 lbs.	1488 lbs.	1272 lbs.
Unit Weight	12.8 oz	10.0 oz	11.0 oz	9.4 oz

FOB:

FSF
141 Millwell Dr.
Maryland Heights, MO 63043

RC
5 Main St
Pittsfield, NH 03263

CPC
310 Wheat Rd.
Vineland, NJ 08360

VEGGIE POWER™

Real Cauliflower THIN Pizza

BULK/FOOD SERVICE

FOB

ORDER	GTIN-12 UPC	BRAND	DESCRIPTION	SIZE	CARTON SIZE	CASE PACK	PRODUCT	UNIT COST	CASE COST	# ON PALLET	PALLET COST
7	860003801260	Veggie Power	Seasoned Cauliflower Pizza Crust-24 pack made w/ Violife Vegan Cheese in the crust- Crust only	6.4 oz.	10.5X10.5X5	24	Food Service	$2.30	$55.20	160	$8,832

FOB: NY
2200 Bleeker St.
Frankfort, NY 13501

NET 30

Shelf life frozen:	12 months	Master Case Weight	10.6 lbs.
Case Cubed:	0.39	Gross Pallet Weight	1600 lbs
TxH:	16x10	Unit Weight	6.4 oz

TERMS: 2/10 NET 30 - 18% LATE FEE

VEGGIEPOWER™

Real Cauliflower THIN Pizza

PMQ
PIZZA MAGAZINE

Tony DeLorenzo (right) with two of his famous friends, Vincent Pastore of "The Sopranos" and Chef Emeril Lagasse

How Did a Private Detective Become the Founder of Veggie Power Vegan Pizzas?

Tony DeLorenzo has always loved pizza, starting with that first slice his father, a matrimonial private detective in New Jersey, bought him when he was six or seven. “I can still taste it, a great sauce and delicious cheeses,” Tony says, adding, “and ever since, I’ve had a love affair with pizza.”

By the time Tony was in his mid-twenties, he still craved pizza, only now he was also president of the private investigative firm founded by his father. From the beginning, Tony knew the best way to build his firm’s reputation was with excellent service, never sharing a client’s secrets, and getting as much publicity for the firm as possible, turning his natural talent for telling a good story into media appearances. At just 25-years old, he was already appearing on national television, including ABC news. In the ensuing years, Tony would become nationally known, with guest appearances on Oprah, 20/20, The Today Show, Anderson Cooper, and dozens more, including interviews on British and Australian television, and hundreds of radio shows.

Tony’s swagger, charm and ability to entertain by explaining how matrimonial private investigators navigate delicate and potentially dangerous cases involving infidelity and deceit, lead to his writing two books on the topic, as well as starring in a reality tv show on TLC. By the age of 35, the kid who loved pizza with his private detective father was now the head of the country’s largest private investigation firm. “But after decades of snooping, I decided I had enough,” Tony explains, “and I went into semi-retirement.”

But for someone with Tony’s love for life, and for great pizza, semi-retirement wasn’t the answer, especially after he had a chance encounter with an associate who was making a cauliflower pizza crust and gave Tony few samples to take home and taste. That crust didn’t meet Tony’s high standards honed from a lifetime of eating all kinds of pizzas. “But what I liked was the health benefits of eating a cauliflower crust,” Tony said. A few years before, Tony had begun to change his diet and lifestyle into a decidedly healthy direction. He became intrigued with the idea of producing his own line of cauliflower pizza crusts.

He set his sights high, in true Tony style, just as he did in building his very successful private investigation firm. He searched for the best manufacturer, giving them strict criteria: the best vegan ingredients, non-GMO, gluten free, with very low carbs and calories — in short, this was to be the best vegan crust made. He was equally demanding on the quality of the vegan cheese, selecting the world’s best brand, Violife Vegan Cheese. Same with the sauce, insisting that the manufacture start with the identical sauce they sell to high-end Italian restaurants. After months of tasting, and tasting, Tony and his wife Dawn selected the final sumptuous candidate sauce. Then the ideal name — Veggie Power — was created and trademarked.

So now, the former celebrity private detective, lifetime pizza lover, and recent convert to healthful eating has a new story to tell, starting with. “Have I got a great cauliflower pizza for you!”