



## Time for a TAKEOVER!!!

July 2010

Have you had an AC LaRocco Pizza lately? If you have, you know just how delicious they are ... if you haven't, it's probably because you can't find it in your grocery store. Here is how we fix that, become a member of the "Healthy Pizza Takeover"™ and follow the 4 easy steps to get our pizzas into your favorite grocery stores. If all goes as planned and the store picks up our pizzas we will send you all the fixin's for an AC LaRocco pizza party for you and your friends and family. To learn more and get the 4 easy steps head to [www.healthypizzatakeover.com](http://www.healthypizzatakeover.com).

## Ellen's Story ... "Rice Cakes aren't the only option!"

A loyal AC LaRocco fan just recently shared a very special story with us and she has allowed us to share it with you. Enjoy...

Ellen came across AC LaRocco Pizzas one day, the same way many of you probably found them, standing in the pizza aisle craving some Italian goodness ... only she was in the naughty pizza aisle, not the natural pizza aisle where AC LaRocco is found.

At the time she was standing 5'2" 184 pounds and was well on her way to her goal weight after already losing 50 pounds, but on that day in the grocery store Ellen says the Gino's East Deep Dish Pizza was calling her name ... buckling under the pressure she reached in the case, feeling the chill on her arm and the bomb in her gut, and put the calorie crushing pizza into her cart. Walking away in guilt something caught her eye "artichoke", Ellen thought to herself, "I love artichokes, what is this?" What Ellen found was AC LaRocco's Spinach and Artichoke Pizza made with all natural ingredients with mozzarella and feta cheese, cheddar and parmesan cheese, spinach,

Join the Movement  
Be a part of the  
"Healthy Pizza Revolution"™



[healthypizzarevolution.com](http://healthypizzarevolution.com)

## Featured Articles

It's summer time and we want to make healthy livin' easy, so check out these articles ...



[Pritikin Pizza Party](#)



[Looking for a little extra ZING?](#)

artichokes, onions and fresh herbs all on a organic whole wheat and honey crust. She thought well it sure sounds good, but the true test is on the back of the box and to her surprise she was blown away by the nutritional value in AC LaRocco Pizza. She immediately threw the Gino's back in the freezer and stocked her cart with AC LaRocco Pizzas. Ellen was shocked at the fact that she could eat an entire AC LaRocco Pizza for a fraction of the calories compared to the amount in a *single slice* from any other brand on the market and she was getting the added bonus of fiber. Ellen says all of those things combine made her a believer in the Pizzas when it came to helping her lose weight, but the fact that they tasted so good and satisfied her "pizza" cravings was the cherry on top... or should I say the *cheese* on top!

For the last couple of years Ellen has been at a comfortable weight of 130, losing over 100 pounds in the course of her weight loss and while struggling for so long to keep the weight off and trying diet after diet she knew she had to make a change. Her change came with allowing herself to eat the things she wanted, but she told herself she had to look at the nutritional value and calorie count in each serving before she put it in her mouth. She says once she started doing that she was shocked with the things she had been eating and began looking for healthier alternatives.

Ellen tells us when she tasted AC LaRocco Pizzas and found how satisfying they were, she knew there had to be other foods out there that would satisfy her cravings and from there the hunt was on. She now has several "staples" in her kitchen, like most of us we crave chocolate every now and then, yes I know, some more than others ... Ellen found "Vitalicious Vitatops" to satisfy her chocolate cravings. For the salt lovers out there she recommends "Guiltless Gourmet" chips and for all of you pizza lovers she swears by AC LaRocco Pizza. Ellen says she keeps her freezer stocked with them.

God Bless Ellen for her honesty, she admits to us that she HATES exercising! But she knows the importance of it when it comes to maintaining her weight and her health, so she made a plan. She forced herself to look at exercise through rose colored glasses, she didn't have to go to boot camp, she just had to MOVE ... and move she did. She started wearing a pedometer to hold her accountable to 10,000 steps a day. How'd she do it you ask... she'd walk around the house while she was on the phone, she'd walk



[Dessert anyone?](#)

### Upcoming Events

Want to TRY it, before you BUY it? We'll let you know where we are going to be next!

**Get it while it's HOT  
Seattle!!!**

**We have AC LaRocco Pizza  
Demos planned at Whole  
Foods!**

**July 2 10am-2pm  
Bellevue location**

**July 2 3pm-7pm  
Redmond location**

**July 11 3pm-7pm  
Westlake location**

**July 18 11am-3pm  
Roosevelt location**

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**Hello Idaho, how does  
Pizza sound? We're  
headed to Winter Ridge  
Natural Foods!**

**July 10 11am-3pm  
Sandpoint location**

**Hope to see YOU there!**



### Upcoming News

**Hey Healthy Pizza Junkies,  
do you remember BOB? If  
you do we have an update**

in place while cooking dinner or while letting her dogs out. As she reached her goal she'd up the ante by a thousand steps each time. She says slowly but surely the weight began coming off and more importantly staying off. When Ellen reached her next weight loss plateau, been there done that right, she decided to use the point system through Weight Watchers, which an AC LaRocco pizza is between 4 - 5 points depending on variety and serving size.

Ellen tells us she is comfortable with her weight now and feels good living one day at a time. She wants everyone to know that healthy-eating alternatives have come a long way and no longer are rice cakes a health conscious persons only option. She loves the fact that she doesn't have to live without great tasting food for the rest of her life and she says that AC LaRocco Pizzas are a testament to this fact.



Before



After

**You GO Girl!!!!!!**

**Hold on to your hats... there's a storm a brewin' healthy pizza junkies!**

The Healthy Pizza Revolution is up and running and we want YOU to be a part of it. Join our Blog and tell you friends, the more the merrier!

**We want to hear from YOU!**

**on his weight loss success  
... if you don't, we'll  
introduce you!**



How do you eat your Healthy Pizza?

What do you want to know about us?

Do you have a weight loss success story that AC LaRocco Pizza had a hand in?

Send us pictures of YOUR "Healthy Pizza Takeover" and we'll post them on our website.

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## CHECK OUT OUR WEBSITE

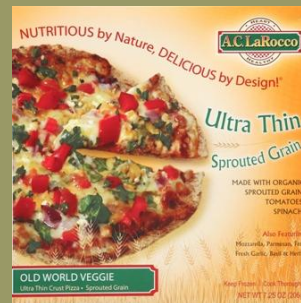
[www.aclarocco.com](http://www.aclarocco.com)

## JOIN THE REVOLUTION, BE A PART OF OUR BLOG

[www.healthypizzarevolution.com](http://www.healthypizzarevolution.com)

## CALL TO ACTION, TAKEOVER TEAM ASSEMBLE!

[www.healthypizzatakeover.com](http://www.healthypizzatakeover.com)



COUPONS!  
COUPONS!  
COUPONS!  
COUPONS!  
COUPONS!



WOULD YOU LIKE SOME COUPONS FOR AC LAROCO PIZZA???  
GIVE US A CALL, OR SEND US AN EMAIL AT  
[CUSTOMERSERVICE@ACLAROCO.COM](mailto:CUSTOMERSERVICE@ACLAROCO.COM) AND WE WILL GET  
SOME OUT TO YOU!



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