



Meet Dr. Tom Rifai!

AC LaRocco Pizza endorsed by  
Board Certified Physician Nutrition Specialist  
and  
Professor of Medicine



Dr. Tom Rifai is both board certified by, and a member of the Board of Directors of, the American Board of Physician Nutrition Specialists as well as board certified by the American Board of Internal Medicine. He is a recognized expert in the management of cardiometabolic syndrome, obesity and their consequences, including insulin resistance, type 2 diabetes, blood pressure and cholesterol disorders.

AC LaRocco and Dr Rifai have allied together to continue to achieve the ultimate product when it comes to healthy pizza. As it stands AC LaRocco's products receive top reviews and rank more nutritious, lighter in sodium and better tasting when compared to its competitors. But AC LaRocco shoots for the stars when it comes to making healthy pizza and that's another area that Dr Rifai will play a role in as we continue to strive for healthy pizza perfection.

In fact, this relationship truly grew out of Dr Rifai's personal love of pizza and quest to find one that "loved him back!" (his own words!). After searching far and wide, Dr Rifai feels that nowhere on earth has he ever felt the goals of healthy and comfort eating overlap so well. AC LaRocco is the only pizza Dr Rifai recommends his patients have in their homes and he enjoys personally on a regular basis.

Dr Rifai is also a nutrition consultant to public schools, and the restaurant and food industry in helping develop enjoyable foods consistent with longevity and health. In Metro Detroit, Dr Rifai has designed a comprehensive and serious health menu available at 12 gourmet restaurants area-wide (called "Andiamo Lean" ([www.andiamoitalia.com](http://www.andiamoitalia.com))). He is also working intensively with the 15,000 student Warren Consolidated Schools system to launch a truly healthy lunch program in the fall of 2010 beginning in one of

September 2010

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



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

### Featured Articles

**It's back to the hustle and bustle of school days! No more lazy Wednesdays, it's time for homework, soccer practice, dance class, oh yeah and don't forget packing lunches and making dinner!!!**

**Here are a few quick tips to help you calm your crazy evenings with the kids.**



OK, let's start with the old tried and true ...  
AC LaRocco pizzas are a quick, easy and nutritious

their main high schools, and as part of that program they are planning on integrating AC LaRocco as the pizza of choice at lunch.

Dr Rifai is a Clinical Assistant Professor at Wayne University School of Medicine in Detroit, Michigan and presently completing a comprehensive online CME course in Lifestyle Medicine on the management of Metabolic Syndrome for Harvard Medical School Dept. of Continuing Medical Education, which should be available late 2010. He also serves on the Scientific Advisory Committee for the world renowned Pritikin Longevity Center in Miami, Florida ([www.pritikin.com](http://www.pritikin.com)).

After graduating with "Highest Honor" from Michigan State University with a Bachelor of Science in Psychology & Pre-Med in 1992, he then received his M.D. in 1999 from Wayne State University School of Medicine - one of the first medical schools in the US with a medical nutrition education component. He presently serves as Medical Director of Metabolic Nutrition and Weight Management for St Joseph Mercy Oakland in Pontiac, Michigan.

So to sum it all up for you ...

WE  DR. TOM!!!

Check out his videos at [www.healthypizzarevolution.com](http://www.healthypizzarevolution.com)

## Missionary Discovers the Necessity of Eating Right

A very special AC LaRocco fan called us one day to find out how she could order a case of our pizzas. By the end of our conversation she had shared a very touching story with us and now we are sharing it with you.

Last year Alice Sneed, 77, was diagnosed with high cholesterol, Type 2 diabetes, and a life-threatening thyroid problem, but GOD has been healing her through prayer, diet, and rest.

Alice Sneed has been a foreign missionary

dinner for families on the go. Let's face it what kid doesn't like cheese pizza!

See how we compared in this article we found on the web. [www.bukisa.com](http://www.bukisa.com)



Look, it's an apple, no it's a plum, no actually it's a pluots!!! Check out this fun hybrid fruit, it's a cross between a plum and an apricot. Throw one of these into the lunch box and give it a fun name for your kids like "dinosaur egg"! You can read all about this fun fruit at [www.pritikin.com](http://www.pritikin.com)

If you aren't going to be packing your kids lunch this year you still want them to eat a healthy meal right? Here is one way you can get your voice heard and help make school lunches and snacks more nutritional. Visit [cspinet.org](http://cspinet.org) and see how you can urge the house of representatives to improve school meals. AC LaRocco is also doing their part in helping improve school lunches, our nutritious pizza crust will be going into school kitchens, some schools will even be offering our pizzas.

### AC LaRocco hit the Airwaves!



Our pizzas were featured on San Diego News 6 in a

since 1992. Prior to that time, she was a middle-class wife and mother. She was active in home missions, her church and in her children's lives. But her children grew up, her husband passed away, and she responded to the call of her Heavenly Husband, JESUS. Usually alone and with few funds, she spread the amazing love of JESUS to the poor in Bangladesh, to a tribal king in Ghana, to Jews and Palestinians in Israel, to an elderly couple in Maui. Alice had been a part of home missions since 1955. Except for a couple of tours her world travels did not begin until age 59 (1992.) Alice is now 77 (2010) and she has traveled to 28 countries.

A few years ago GOD called her to settle down in Maryland. Some health issues arose. The doctor said she must begin taking medication immediately otherwise she could die at any moment. The doctor gave her some sample medicine, but she felt GOD had another plan.

"I must admit," said Ms. Sneed, "the report was overwhelming. But as I thought about seeing my BELOVED JESUS, my heart filled with joy."

After prayer Alice concluded that her physical problems were the result of having neglected her health. She drastically changed her eating habits-not health foods so much as healthier foods. She eats more vegetables and less meat, more fruit and less fat, more water and fewer sweets.

"I have also taken this year off," Alice said, "to give my body time to rest." In just a few months her cholesterol level has been lowered, her diabetes problem has disappeared, and her thyroid count has slowly been dropping-all without medication.

Alice tells us she isn't crazy about health foods, but she loves A. C. LaRocco pizza, she says she loves the fact that she can have something healthy to eat and it doesn't take any time away from her writing. She likes to put it in the oven and go back to composing her autobiography, "GIVE

spot talking all about  
Healthy Frozen Foods!

Check it out!!!

[www.news6.com](http://www.news6.com)



Pacific Northwest keep your eye out for AC LaRocco pizza at Whole Foods. We've gone into stores in Oregon, Washington, Northern California and British Columbia



New Jersey AC LaRocco pizza is coming to a Foodtown near you! We will be on the shelves of selected stores that have natural sections.



New York and Pennsylvania the time has come for AC LaRocco to get into the freezer case at Tops Markets. You can find us at selected tops throughout New York and Northern Pennsylvania

We have a new Store Locator on our web site [aclarocco.com](http://aclarocco.com) so keep checking it to see when our pizzas are going into these stores!

Upcoming News

- "What is a Healthy Pizza"? We'll break it down for you and answer that question.

THANKS," which will be published in November. About that time Alice expects to be traveling again. "I don't know yet where I will be going, but it doesn't matter. Wherever JESUS leads, I want to follow."

## Do YOU want a FREE AC LaRocco Pizza Party???

Help US, help YOU get one! If you are still having a hard time finding our pizzas in your favorite stores let us know and we can work together in getting them in! When the mission is accomplished we'll send you everything you need for an AC LaRocco Pizza Party ... including the PIZZAS!!!

**SO KEEP YOUR EYE ON THE PRIZE ...  
FREE PIZZAS!!!**

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

**Have you told YOUR FRIENDS about  
AC LaRocco Pizza?  
Well what are you waiting for?**

**We want to hear from YOU! Shoot us an email ...**

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.

**FOLLOW US**

- Sure you can eat an AC LaRocco Pizza just how it is, but we have a few tricks up our sleeve that we are going to share with you about some other ways to slice it!

- No, No, GMO!!! Here what the word on the street is.

- theDish.tv Have we got a show for YOU!

### Upcoming Events

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

**Demo @ DILLONS!!!  
Saturday September 4th  
11am - 5pm  
Dillons on NW 25th  
Topeka, KS**

**Cookin' @ KROGER  
Saturday September 4th  
11am - 5pm  
Kroger - Chanel Parkway  
Little Rock, AR**

**Listen Up Sunshine State!**  
We are coming to a Whole Foods near YOU!  
We are planning Demos in Northern California.  
We'll keep you posted on the time and dates!



"My husband and I were recently married and I am now cooking for two. I am not the best cook but I try and I am learning.... My husband is very thankful for your Spinach and Artichoke pizza. It is so

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**CALL TO ACTION, TAKEOVER TEAM ASSEMBLE!**

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yummy and good for us. They don't sell it at stores near us so we stock up when we travel to see my parents. We even bought an extra cooler in order to bring back more. "

-Mary Catherine



**COUPONS!**  
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WOULD YOU LIKE TO GET SOME COUPONS FOR AC LAROCCO 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!.