

Theo's Foods, Inc.

119 North Duke Street • Hummelstown, PA 17036

(717)566-5622 • 1-800-755-THEO (8436) • FAX (717)566-5592

RECEIVED
FSSS DOCKET ROOM

02 JAN 23 PM 3:56



01-018P
01-018P-25
Ted Atanasoff

A handwritten number '23' inside a circle.

December 4, 2001

To Whom It May Concern:

Theo's Foods is a **small** family **owned** business and employs approximately 25 people. Theo's Foods is a **USDA** Plant # 18030. We manufacture strombolis and **pizza** products.

We have **been** producing frozen pizzas since 1957 that are sold retail through **grocery** stores. We also market **our** frozen **pizza** to Fund-raisers (Schools, **Sports Teams**, etc. that **resell** them to make money).

Due to my 40-year experience with frozen **pepperoni** pizza I totally **disagree** with the 10% **standard** rule now in **place** and want this **regulation** dropped. The **standard size** frozen pizza for the **retail** industry is approximately 12 **inch** in **diameter**. From **experience**, 1 ounce of sliced **pepperoni** will adequately cover a 12-**inch** pizza.

There are several **companies** that produce a 1-ounce pack of sliced **pepperoni** with 16 slices for that **reason**.

It takes 4 to 5 ounces of **pizza** sauce and 4 to 5 ounces of cheese to cover a 12-**inch** **pizza**. If you use an 8-ounce crust you would have a minimum weight of 16 to 17 ounces. At the current **rule** of 10% **meat** you would **use** 1.6 to 1.7 ounces of meat which is **much** more than is **needed** to cover the pizza, as would **relate** to a **pizzeria** **pizza** who are not **subject** to this rule.

If you want to offer a thick crust **pizza** that weighs 12 to 14 ounces and add extra cheese **your** weight then becomes 12 to 14 ounces for crust 4 to 5 ounces for sauce and 5 to 6 ounces for **cheese** or a total of around 23 ounces. Your **meat** weight **must** now be 2.3 ounces or more. You **are being** forced to put **over** twice as much **topping** on a 12-**inch** diameter pizza than is necessary. Just **because** you increased the thickness of your crust and added a little more **cheese**.

Pizza producers forced to comply with the 10% rule **start** scaling back on quality (**thinner** crust, imitation cheese, etc.) to offset the cost of the **meat** **topping**.

In the **free** **enterprise** system the market should be consumer **driven**. If a company chooses to put **too** small an amount of **pepperoni** on a **pepperoni** pizza so it **lacks** the coverage or **has** less **topping** than the competition the consumer will not buy that **product**. It would **serve** the **USDA** well to drop this **regulation** and let the **consumer** decide which **product** to buy.

A handwritten signature in cursive that reads 'Ted Atanasoff'.

Ted Atanasoff
President