

A MORE FESTIVE PIZZA PARTY

ACCORDING TO RESEARCH CONDUCTED BY NESTLÉ IN PARTNERSHIP WITH MARU/MATCHBOX, SEVENTY-FOUR PERCENT OF AMERICANS ORDER CARRYOUT OR DELIVERY PIZZA AT LEAST ONCE A MONTH. BUT THESE PEOPLE MAY BE COMPROMISING THE MOODS OF THEMSELVES AND THE PEOPLE AROUND THEM. TO DETERMINE WHICH PIZZA MAKES FOR HAPPIER GATHERINGS—DELIVERY OR FRESH-BAKED FROM THE OVEN—DIGIORNO® PIZZA CONDUCTED A SOCIAL EXPERIMENT THAT MEASURED AND ANALYZED THE EFFECT ON PARTYGOERS' MOODS. AT A SERIES OF GATHERINGS, DIGIORNO OBSERVED MORE JOY WHEN PIZZA WAS BAKING IN THE OVEN DURING PARTIES THAN AT THOSE THAT ORDERED CARRYOUT OR DELIVERY PIZZA. SEE MORE AT DIGIORNO--DOT--COM--SLASH--POWER-OF-PIZZA.