



Private Label Pizza Flours





Pizza Flour That

Delivery on Every Crust

From family pizza nights to experimental home chefs, shoppers are searching for flour that transforms simple ingredients into pizzeria-worthy results.

Our pizza flour brings professional performance to the retail shelf, empowering bakers to create the crust they crave—light and airy, crisp and chewy, or somewhere perfectly in between.

Because great pizza starts with the right foundation.

The Rise of the At-Home Pizza Baking

Today's bakers are creators. They're investing in pizza stones, outdoor ovens, and specialty ingredients to make pizza nights extraordinary. Pizza flour is meeting them right where their passion lives.



83% of flour shoppers
say variety matters.¹



Pizza flour is growing at +18.6% CAGR, now making
up 6% of the application-specific category.¹

This is more than a product trend—it's a category evolution driven by experience, exploration, and home-cooked creativity.

The Retail Opportunity

Pizza flour is no longer niche—it's the next essential in the baking aisle.

As consumers look for application-specific solutions, private label pizza flour gives retailers the chance to deliver quality, credibility and excitement where it matters most.

Offering a dedicated pizza flour builds baskets, attracts new buyers and keeps your brand top-of-mind for every pizza night.



Bring The Pizza Flour Momentum to Your Shelf

Our pizza flours are milled for precision and performance—designed to hold up to high-heat ovens, long fermentations and ambitious home bakers.

PRODUCT	APPLICATIONS	VARIETIES
Pizza Flour	Sicilian style-pizza, New York-style pizza, flatbreads, focaccia, breadsticks, bagels and garlic knots.	Non-GMO, Kosher, Organic Available, Bleached & Unbleached

Ask us about additional sizes to meet your specific needs.

Private label packaging minimums vary per product.
Standard MOQ: 20,000 - 25,000 bags.

Low volume option for emerging retailers

If you are unable to create or reach standard manufacturer packaging minimums for a private label brand, try BakeHaven® — our consumer-tested, manufacturer’s packer label. BakeHaven® can help support your growth in the baking aisle — available in the most popular and in-demand, traditional wheat- and alternative grain-based flours. **With a minimum order quantity of only three pallets, this gives you the opportunity to expand your offerings, regardless of your size.**



Food safety. It's ingrained in us.

At Ardent Mills, safety is a core value that guides everything we do. To help reduce risks associated with raw flour and support your brand’s commitment to consumer safety, we offer proprietary treatment options on select grains and flours. Our products include industry recommended labeling guidance that reminds consumers flour is not ready to eat.

Ready to expand your category with pizza flour that performs?

To learn more or request a sample, connect with your Sales Representative or contact us at (888) 680-0013 or info@ardentmills.com today.

1 Ardent Mills Proprietary Research/Analysis 2025
2 Our proprietary process is implemented into our traditional, conventional flours, which include the following: All-Purpose Bleached Flour, All-Purpose Unbleached Flour, Self-Rising Flour, Bread Flour and Pizza Flour.
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