

ITALIAN **FOOD** #NET

SPECIAL PIZZA

# The new era of the most iconic Italian dish



# Pizza, a global profitable business

The forecasts for the upcoming three years are excellent. In the United States, chains are growing. Italian and Neapolitan pizza are increasingly popular

 Marianna Notti

Everyone loves pizza and this is not just a flowery phrase. The data released by Coldiretti during World Pizza Day confirms that the global turnover exceeded 100 billion euro in 2019. "Pizza", they say, "holds its ground as a gem of traditional Italian food and a symbol of the success of the Mediterranean diet throughout the world." **Euromonitor International has estimated a turnover of over 150 billion for the total pizza trade in 2019** (including takeaway, delivery, full service and fast food) and forecasts a double-digit growth in the upcoming three years: +23.5% in Eastern Europe and + 23.4% in Asia Pacific. Western Europe and North America will achieve smaller growth rates amounting to 6.4% and 9% respectively. According to the Global Pizza Market Report, in the next three years **the global pizza market will reach 233.3 billion dollars with a growth of +10.2% (CAGR) year after year in the period between 2019 and 2023.** Koncept Analytics, the company that carried out the study, writes in a note: "Factors, such as a growing urban population, escalating disposable income, an increasing youth population, an accelerated fast food pizza market and rising pizza franchisees are expected to drive the market. However, the growth of the industry will be challenged by fluctuations in the price of ingredients and operational risks. A few notable trends include the soaring success of the **online pizza industry** in developed economies, an **increasing demand for frozen pizza**, expanding topping choices by pizza restaurants, **a rising preference for gluten-free pizzas** and the growing adoption of **social media advertising tools**". There is a worldwide demand for Italian products. This phenomenon is particularly true in



## Store chains are growing in the United States

According to the figures released by CHD Expert and analysed by PMQ Pizza Magazine in its annual Pizza Power Report, independent pizzerias have still not caught up with the sales of large groups, even if the first have significantly more locations than the latter. Retail chains recorded an increase of +3.17% in turnover, for a

value of 27.8 billion dollars. Likewise, there was a growth in the number of their premises (+3.51%), amounting to 36,151 in September 2019. In comparison to that, independent pizzerias saw their turnover drop to 18.53 billion dollars (-1.33%) but had no variations in the amount of locations.

### Store chains

**27.80**  
billion dollars ▲ +3.17%

**36,151**  
locations ▲ +3.51%

### Independent pizzerias

**18.53**  
billion dollars ▼ -1.33%

**41,573**  
locations ▼ -0.47%

Jan-Sept. 2019 - Source: Annual Pizza Power Report

## Top 20 chains in the US

	HIGHEST VOLUMES	FASTEST GROWING	TOP TOTAL SALES
1	California Pizza Kitchen	Papa Gino's Pizzeria	Domino's
2	Oregano Pizza Bistro	Bertucci's	Pizza Hut
3	LaRosa's Pizzeria	Pieology Pizzeria	Little Caesars
4	Bertucci's	MOD Pizza	Papa John's
5	Anthony's Coal Fired Pizza	Anthony's Coal Fired Pizza	Papa Murphy's Pizza
6	Dion's Pizza	Marco's Pizza	California Pizza Kitchen
7	Grimaldi's	Domino's	Marco's Pizza
8	Mellow Mushroom	Pizza Ranch	Round Table Pizza
9	Brixx Wood Fired Pizza	Dion's Pizza	Parlor Hungry Howie's Pizza
10	Giordano's	Shakey's Pizza	MOD Pizza
11	Shakey's Pizza	Pizza Factory	Chuck E. Cheese's
12	PizzaRev	Villa Italian Kitchen	Jet's Pizza
13	Pizza Ranch	PizzaRev	Cicis
14	Ledo Pizza	Pizza Inn	Blaze Pizza
15	Gatti's Pizza	LaRosa's Pizzeria	Pizza Ranch
16	Domino's	Peter Piper Pizzeria	Godfather's Pizza
17	Monical's Pizza	Brizz Wood Fired Pizza	Sbarro
18	Blaze Pizza	Hungry Howie's Pizza	Donatos Pizza
19	Donatos Pizza	Lou Malnati's	Mountain Mike's Pizza
20	Lou Malnati's	Ledo Pizza	Lou Malnati's

Source: Pizza Power Report: Top Pizza Chains in the US

New York, as **Bruno Cilio, co-founder of the PizzArte** pizzeria located in the Big Apple tells us: "Traditional Italian food remains an added value for products that are real Italian excellences. The buffalo mozzarella is an example that particularly sticks out here".

### Pizza per capita consumption: USA leads the global list

Americans spearhead the rank list of the world-wide pizza consumption. According to Coldiretti, their per capita consumption equals 13 kg per year, while the Italians lead the list in Europe with 7.6 kg, followed by the Spaniards (4.3 kg), the French and the Germans (4.2), the British (4), the

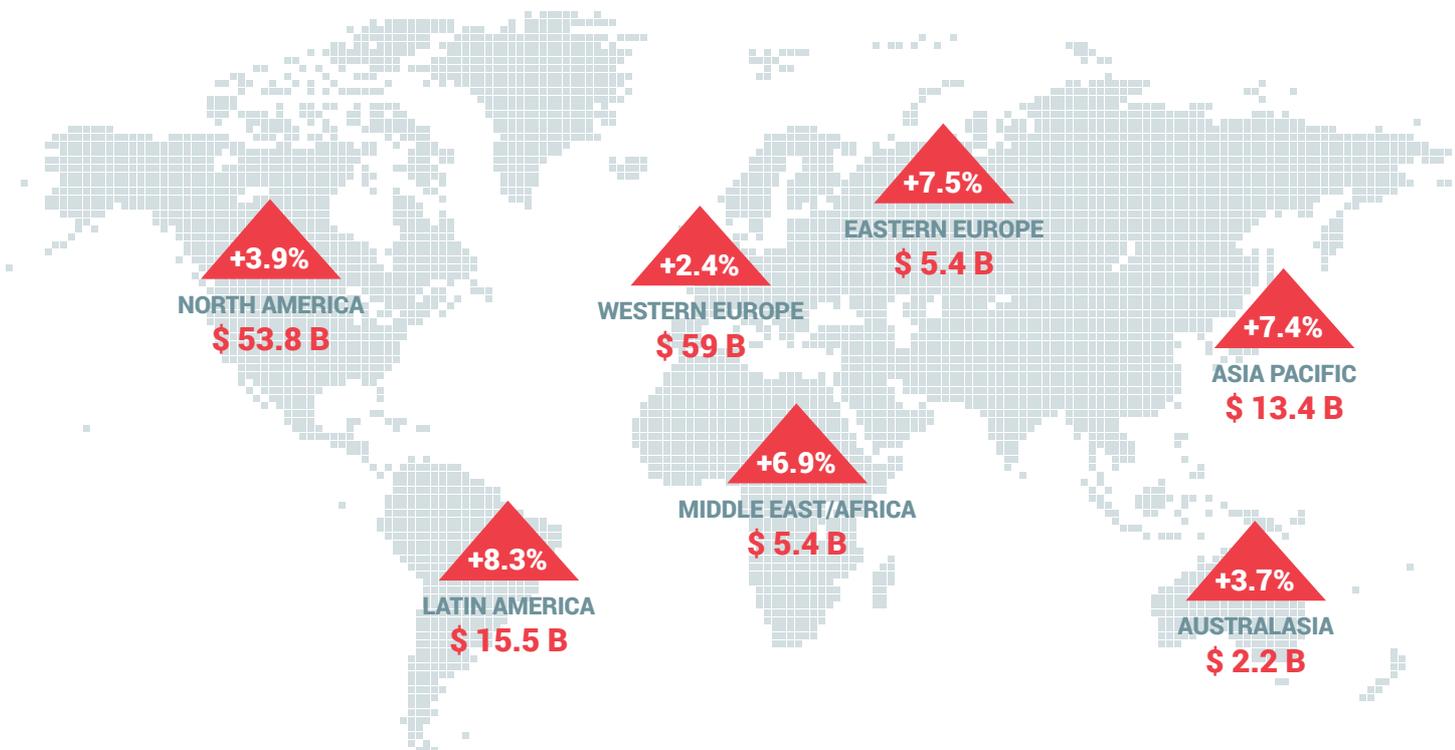
## 2020 quick facts



\*Including takeaway, delivery, full service and fast food - Source: Euromonitor International and CHD Expert

## World pizza market

Arrows indicate the seven region that contribute to the total world pizza market of \$ 154.8 B in 2019 (up 4.6%)



All outlets that specialize in pizza, including fast-food pizza, pizza full service restaurants, pizza 100% home delivery/takeaway. Forecasted annual sales growth through 2023 – Source: Euromonitor International (updated November 2019)

### Pizza is the most instagrammable food

A study conducted on 2,000 adults in the UK revealed that 63% of respondents between the ages of 22 and 35 (Millennials) indicated Italian food as their favourite one. One out of 10 people stated that they appreciated its photogeneity on social media, especially on Instagram. And pizza, with 41% of preferences, was the most appreciated food to be published online.



**The search for eco-friendly packaging, the interest in plant-based proteins and the search for 'made from scratch' products, are all elements that distinguish the world of pizzerias**

Belgians (3.8), the Portuguese (3.6) and the Austrians (3.3). While this wide spread, as reports the association, has favoured the development of imaginative recipes and the use of unusual ingredients, it has also married traditional recipes.

### What's trending in 2020?

What's Hot Culinary Forecast 2020 is the report of the National Restaurant Association that highlights the trends for F&B for the year that has just begun. Pizza Today magazine has highlighted how many of these trends affect the world of pizza. **The search for eco-friendly packaging, the interest in plant-based proteins, the possibility of delivery and the search for 'made from scratch' products,** are all elements that distinguish the world of pizzerias and the strengths that will have to be developed in 2020.

## 50 TOP PIZZA the winners of the 2019 edition

According to the online guide of Italian and world wide pizzerias, which gives a ranking of the best 50 Italian pizzerias every year, giving out special prizes to the best companies in the world. Here are the winners of the 2019 edition:

### Best Pizzeria in Africa 2019:

**Massimo's**

(Cape Town, South Africa)

### Best Pizzeria in South America 2019:

**Sao Paulo**

(Buenos Aires, Argentina)

### Best Pizzeria in Brazil 2019:

**Bráz Quintal**

(Sao Paulo)

### Best Pizzeria in Oceania 2019:

**400 Gradi**

(Brunswick, Australia)

### Best Pizzeria in Asia 2019:

**Kytaly**

(Hong Kong)

### Best Pizzeria in Japan 2019:

**Pizza Studio Tamaky**

(Tokyo)

### 50 Top Europe 2019:

**50 Kalò by Ciro Salvo  
Pizzeria London**

(London, England)

### 50 Top North America 2019:

**Artisan Pizza Breed**

(Jersey City, USA)

### Best Neapolitan Pizzeria outside Italy 2019:

**50 Kalò by Ciro Salvo  
Pizzeria London**

(London, England)

Source: <https://www.50toppizza.it/>

## TOP 10 PIZZERIAS in 2019

According to the online guide BigSeven Travel, here is the ranking of the best pizzerias in the world:

### 1. Spacca Napoli

Illinois, USA

Pizza in authentic Neapolitan style

### 2. The Antica Pizzeria da Michele

Naples, Italy

### 3. Emily

New York, USA

### 4. Starita

Naples, Italy

### 5. Pizzana

Los Angeles, USA

A mix of traditional Italian and ingredients of local production

### 6. Baest

Copenhagen, Denmark

Produces most of the ingredients itself

### 7. 400 Gradi

Essendon, Australia

Italian high quality ingredients

### 8. Del Popolo

San Francisco, USA

Neapolitan-inspired pizza

### 9. La Svolta

Melbourne, Australia

Pizza Napoletana (AVPN accredited)

### 10. Rudy's Pizza

Manchester, England



# The Neapolitan Pizza, *a timeless icon*

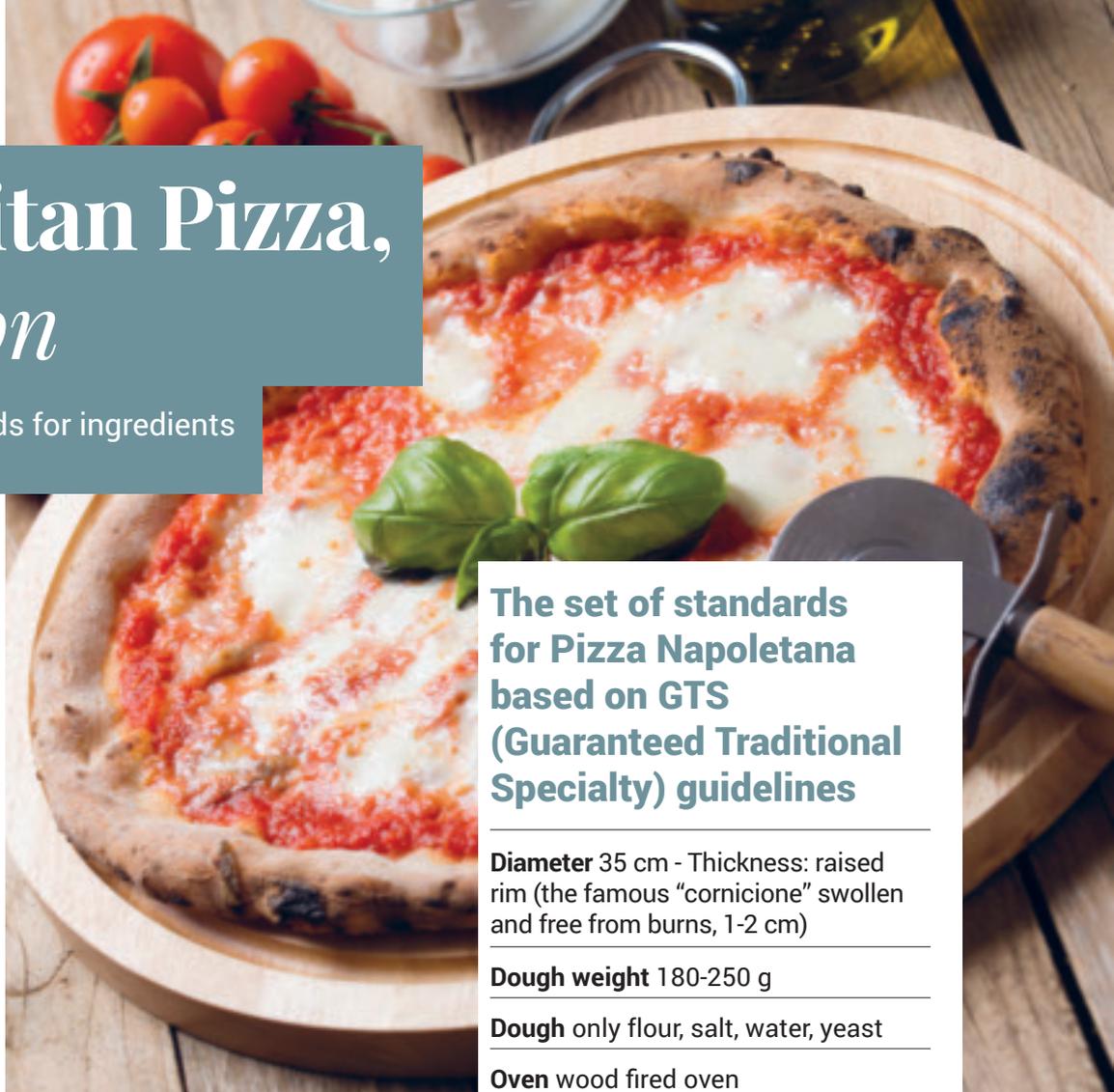
There is a precise set of standards for ingredients and preparation of 'real' pizza

 James Ferguson

The success of Italian pizza abroad continues its unstoppable success and the signs of Italian pizzerias are increasingly taking on the challenge of expanding across the borders. Born 'Margherita', as legend has it, to honour the visit of the Queen of Italy Margherita di Savoia to Naples in 1886, Neapolitan pizza has become one of the icons of Italianness in the world. The parameters of the real Neapolitan pizza are tightly controlled. Several organizations have formed over the past few decades to protect its definition.

The Associazione Verace Pizza Napoletana, which formed to counter the growing threat of American fast food pizza, has certified 96 pizzerias in America based on compliance with a detailed list of regulations. Individual pizza makers can seek certification for their mastery of the style through another organization, called the Associazione Pizzaiuoli Napoletani, which requires direct training by representatives from the organization. The most official mark of recognition comes from the Official Journal of the

European Union, which granted Pizza Napoletana name protection in 2010. Now pizzerias in the EU can identify their products with the acronym GTS (Guaranteed Traditional Specialty) if they follow a strict set of rules similar to those of the AVPN. In this special issue you will find some guidelines to discover the characteristics of the real Neapolitan pizza and a map of the pizzerias certified by the True Neapolitan Pizza Association around the world.



## The set of standards for Pizza Napoletana based on GTS (Guaranteed Traditional Specialty) guidelines

**Diameter** 35 cm - **Thickness:** raised rim (the famous "cornicione" swollen and free from burns, 1-2 cm)

**Dough weight** 180-250 g

**Dough** only flour, salt, water, yeast

**Oven** wood fired oven

**Temperature** 430-480 C°

**Tomatoes** whole peeled plump tomatoes

**Sauce preparation** salted uncooked

**Cheese** the buffalo mozzarella (chopped in slices) or the fior di latte (chopped into strips) have to be spread uniformly on the pizza.

**Bake time** 60 to 90 seconds

**Stretch method** gentle extension

### 1889

Chef Raffaele Esposito created a pizza featuring the colours of the Italian flag, with tomato, mozzarella and basil, for Queen Margherita of Savoy who was visiting Naples. It was called Pizza Margherita in honour of the sovereign.

### 2007

The "traditional art of the Neapolitan pizza maker" has been recognized as part of the cultural heritage of UNESCO.



### 2009

Pizza Margherita, together with Marinara and Margherita Extra (with mozzarella di Bufala Campana), has obtained the qualification of Pizza Napoletana GTS (Guaranteed Traditional Specialty).



## Associazione Verace Pizza Napoletana AVPN (True Neapolitan Pizza Association)

The Verace Pizza Napoletana Association was founded in 1984. To obtain the AVPN certification, the pizza is made according to the 200-year-old Neapolitan technique. Only wood-fired ovens are permitted; the dough is made of only four ingredients: 00 Italian flour, sea salt, fresh yeast and water. The toppings for the DOC pizza may only include sauce made of San Marzano tomatoes grown in Italy, fresh cherry tomatoes, fresh mozzarella made with buffalo milk or fior di latte, sea salt, fresh basil and olive oil.

### AVPN in numbers

**Affiliated pizzerias** 793 in 48 countries (Italy, USA and Japan are leading)

**Registered pizza makers** 506 (Italians and foreigners)

**Annual turnover developed by affiliates worldwide (AVPN estimates)**  
€355 million

**Annual volume of supply chain products used by affiliates worldwide (AVPN estimates):**

**Flour** over 5.5 mln of Kg

**Mozzarella/fiordilatte** over 2.3 mln kg

**Peeled tomatoes** over 1.7 mln of Kg

**Extra Virgin Olive Oil** about 205 thousand litres

## The AVPN certified Pizzerias in the world

### NORTH AMERICA

#### UNITED STATES

**La Pizza Fresca Ristorante**, New York City

**Il Pizzaiolo**, Pittsburgh-Pennsylvania

**Il Ritrovo**, Sheboygan-Wisconsin

**Punch**, St Paul-Minnesota

**Tutta Bella (Columbia City)**, Seattle-Washington

**A16**, San Francisco-California

**Via Tribunali (Capitol Hill)**, Seattle-Washington

**Tutta Bella (Westlake)**, Seattle-Washington

**Spacca Napoli**, Chicago-Illinois

**Settebello**, Salt Lake City-Utah

**Vero Amore**, Tucson-Arizona

**The Prospector**, Twain Harte-California

**Pizza e Vino**, Plymouth-Michigan

**Naples 15**, Madison-Wisconsin

**Napoletana Pizzeria**, Mountain View-California

**Cornuto**, Seattle-Washington

**Pizzeria 22**, Seattle-Washington

**Fuoco**, Fullerton-California

**Apizza di Napoli**, Aiken-South Carolina

**Fat Olives**, Flagstaff-Arizona

**Pomo**, Scottsdale-Arizona

**Pirozzi**, Corona del Mar-California

**Doppio Zero**, Mountain View-California

**Pizza Bocca Lupo**, San Jose-California

**Pieous**, Austin-Texas

**Settebello**, Henderson-Nevada

**Spacca Napoli**, Chicago-Illinois

**Settebello** Salt Lake City-Utah

**Vero Amore**, Tucson-Arizona

**Partenope Ristorante**, Dallas, Texas

**Strega**, Branford-Connecticut

**400 Gradi USA**, Dallas-Texas

**Doppio Zero**, San Francisco-California

**Amalfi Pizza**, Atlanta-Georgia

**Song 'e Napule**, New York

**Napolita**, Wilmette-Illinois

**Mast'**, Boston-Massachusetts

**PizzaPlex**, Detroit-Michigan

**Lazzarone**, Kansas City-Missouri

**Pangea Kitchen**, Evansville-Indiana

**Pupatella**, Richmond-Virginia

**Angelina's**, Irvine-California

**Brick Fire Tavern**, Honolulu-Hawaii

**Flour House**, San Luis Obispo-California

**Stone Pizza**, Greenville-South Carolina,

**Flatbread**, Boise-Idaho

**Tutta Bella (Westlake)**, Seattle-Washington

**Flatbread**, Bend-Oregon

**Marco's Coal Fired**, Denver-Colorado

**Via Tribunali (Georgetown)**, Seattle-Washington

**Picolinos Ristorante**, Seattle-Washington

**Pizzeria Pulcinella**, Seattle-Washington

**Smashing Tomato (Fayette Mall)**, Lexington-Kentucky

**Il Lazzarone**, St. Joseph-Missouri

**Ciao Osteria**, Centreville-Virginia

**Parkers'**, Downers Grove-Illinois

**Via Tribunali (Queen Anne)**, Seattle-Washington

**Smashing Tomato (Hamburg Pavillon)**, Lexington-Kentucky

**Dante**, Omaha-Nebraska

**Pomo**, Phoenix-Arizona

**Pupatella**, Arlington-Virginia

**Porta Via**, Nashville, Davidson-Tennessee

**Il Canale**, Washington-District of Columbia

**Settebello**, Pasadena-California

**Caffè Calabria**, San Diego-California

**Ribalta**, New York City

**Terún**, Palo Alto-California

**Forno Rosso (Harlem Ave.)**, Chicago-Illinois

**Ugo**, Culver City-California

**Mozzeria**, San Francisco-California

**A16**, Oakland-California

**Tutta Bella (Crossroads)**, Bellevue-Washington

**Venturi**, Goshen-Indiana

**La Leggenda**, Miami-Florida

**San Giorgio**, Milwaukee-Wisconsin

**Settebello**, Newport-California

**Settebello**, Las Vegas-Nevada

**Crust (Pizzeria Napoletana)**, Vienna-Virginia

**Red Vespa**, Solon-Iowa

**Pasquale's**, South Kingstown-Rhode Island

**Forno Rosso (Randolph St.)**, Chicago-Illinois

Meanwhile in Belfast, Belfast-Maine

**Pomo**, Gilbert-Arizona

**Settebello**, Oxnard-California

**Menomale**, Washington-District of Columbia

**Avvio**, Cranston-Rhode Island

**Basta**, Cranston-Rhode Island

**Pizzeria Orso**, Falls Church City-Virginia

**Pizzaiolo Primo**, Pittsburgh-Pennsylvania

**Prohibition Bistro**, Sheboygan-Wisconsin

**Bufarella- La Pizza di Napoli**,

Fort Lauderdale-Florida

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## The AVPN certified Pizzerias in the world

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**Basil & Barley**, Colorado Springs-Colorado

**Brick Fire Tavern**, Honolulu-Hawaii

**Flatbread**, Boise-Idaho

**La Pizza Fresca Ristorante** NYC -New York

**Il Pizzaiolo**, Pittsburgh- Pennsylvania

**Pietro's Pizza**, Lihue-Hawaii

**Ca' Momi Osteria**, Napa-California

**Napolitana**, San Juan-Puerto Rico

### CANADA

**Piatto Pizzeria + Enoteca** (Saint John's Midtown),  
Saint John's-Newfoundland

**Pie'za**, Niagara On the Lake-Ontario

**Pizzeria Libretto** (Ossington), Toronto-Ontario

**Pizzeria Prima Strada** (Fort Street),  
Victoria-British Columbia,

**Pizza e Pazzi**, Toronto-Ontario

**Pizzeria Prima Strada** (Cook Street),  
Victoria-British Columbia

**Nicli Antica Pizzeria**, Vancouver-British Columbia

**Pizzeria Prima Strada** (Cobble Hill),  
Victoria-British Columbia

**Viva Napoli**, Toronto-Ontario

**Pizzeria Libretto** (Danforth), Toronto-Ontario

**Via Tevere**, Vancouver, British Columbia

**Piatto Pizzeria + Enoteca** (Halifax),  
Halifax-Nova Scotia

**Cotto**, North Burnaby-British Columbia

**Piatto Pizzeria + Enoteca**, Charlottetown-Prince  
Edward Island

**Piatto Pizzeria + Enoteca**, Moncton-New Brunswick

## EUROPE

### PORTUGAL

**Forno D'Oro**, Lisbon

**Muti**, Oporto

**Mercantina**, Lisbon-Alvalade

**Come Prima**, Lisbon

**M'Arrecreo**, Lisbon

**Mercantina Chiado**, Lisbon

### FRANCE

**Motorino**, Paris

**Pizzeria Masaniello**, Bordeaux

**Le Ferrari**, Lyon

**Guillaume Grasso-La vera pizza napoletana**,  
Paris

**La Fabbrica di Marco**, Toulon

### GERMANY

**Pergola**, Kaufbeuren/Allg.

**Malafemmena**, Berlin

**Bestia**, Hildesheim-Niedersachsen

**Luigia**, Fribourg

**Il Forno**, Hamburg

### SPAIN

**Pizzeria Nando**, Manresa-Barcellona

**Sciantusi**, Benidorm

**Pizzeria Capri**, Castellon-Comunidad Valenciana

**Madi Alma Napoletana**, Malaga

**i Don**, Valencia

### SWITZERLAND

**Luigia**, Zurich,

**Luigia**, Geneva

**Luigia Lausanne**, Losanna

**Napulè**, Meilen Zurich

**Luigia Nyon**, Nyon

### POLAND

**Forni Rossi**, Poznan

**Zielona Górka**, Pabianice

**La Fontana**, Tychy

**Nolio**, Cracovia, Poland

### UK

**Cal's Own**, NewCastle Upon Tyne

**50 Kalò di Giro Salvo**, London

**OakFired**, Beccles, Suffolk

**A Casa Mia**, Herne Bay, Kent

### BELGIUM

**Pizz'Arti**, Waregem

**Nona**, Bruxelles

**Bellini**, Anversa

### SWEDEN

**Bananas**, Stockolm

**Pane Fresco**, Stockolm

**Lilla Napoli**, Falkenberg

### THE NETHERLANDS

**La Base Pizza**, Weesp, Amsterdam

**Pizza Beppe 4**, Amsterdam

### GREECE

**Napolitivo**, Athens

**Na' Verace**, Mykonos

### AUSTRIA

**Riva Favorita**, Wien

**Pizzeria Italia**, Lauterach-Bregenz

### SLOVENIA

**Pop's Place Pizza**, Ljubljana

**Verace Lubiana**, Ljubljana

### UKRAINE

**Pizzeria Napulè**, Kiev

**Liberty Diner**, Kiev, Ukraine

### RUSSIA

**Pizzeria Luciano**, Moscow

**Pizzot\***, Omsk-Siberia

### DENMARK

**Sticchi's**, Aalborg, Nordjylland

### TURKEY

**Nappo**, Izmir

### CZECH REPUBLIC

**Ambiente Pizza Nuova**, Prague

### MALTA

**Sciantusi**, Sliema

### IRELAND

**Forno 500**, Dublin

### HUNGARY

**Igen**, Budapest

### ROMANIA

**Le Petit Naples**, Satu Mare

### LITUANIA

**Užupio Picerija**, Vilnius

### FINLAND

**Via Tribunali**, Helsinki

## CENTRAL AND SOUTH AMERICA

### BRAZIL

**Napoli Centrale Panamby**, San Paulo

**Abbiamo Fatto Pizza Napoletana**,  
Canela Rio Grande do Sul

**Ciao Pizzeria Napoletana**, Porto Alegre

**430 Gradi Jundiá**, San Paulo

**Napoli Centrale**, San Paulo

**Baco Pizzaria**, Brasilia

**Grazie Napoli**, Santo André, San Paulo

**Artezannale**, Juiz de Fora, Minas Gerais

**Leggera Pizza Napoletana**, San Paulo

### MEXICO

**Il Castello di Frabo**, Ciudad Apodaca

**Ardente** (Condesa), Mexico City

**Ardente** (Pedregal), Mexico City

**Ardente** (Santa Fe), Mexico City

**Napoles**, Guadalajara

### CHILE

**Mattarello**, Santiago

**Brunapoli**, Santiago

**9 Pizzaioli**, Concepcion

### ANGUILLA

**Artisan Pizza Napoletana**, Island Harbour

### SANTO DOMINGO

**Il Caminetto**

### VENEZUELA

**Portarossa**, Pampatar, Isla Margarita

### COLOMBIA

**Napule by Vito Iacopelli**, Bogotá

### ARGENTINA

**Siamo Nel Forno**, Buenos Aires

## ASIA

### JAPAN

**Sakuragumi**, Aki

**Amici**, Tsukuba

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## The AVPN certified Pizzerias in the world

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<b>Aroma Del Sole</b> , Utsunomiya
<b>La Porta Blu</b> , Nagaoka,
<b>Pizzeria Salina</b> , Kanazawa
<b>Cervo</b> , Hokkaido
<b>Il Sol Levante</b> , Fukuoka
<b>Magazzino</b> , Kashiba
<b>Pizza Riva</b> , Hiroshima
<b>La Pala</b> , Tokyo
<b>Alberobello</b> , Isehara
<b>La Piccola Tavola</b> , Tokyo
<b>Cesari</b> , Nagoya
<b>Pizzeria Il Lupone</b> , Tokyo
<b>Campanile</b> , Funabashi
<b>Appetito</b> , Okayama
<b>Pitta 00</b> , Urayusu
<b>Spacca Napoli</b> , Takamatsu
<b>Il Sole Rosso</b> , Osaka
<b>Partenope</b> , Hiroo-Tokyo
<b>Partenope</b> , Ebisu-Tokyo,
<b>Birdland Sakai</b> , Fukui Hokuriku
<b>Pizza Verde Matsumoto</b> , Nagano
<b>Icaro</b> , Nara
<b>Amici</b> , Tokyo
<b>Felix</b> , Hiroshima
<b>Echi Ponte Vecchio</b> , Osaka
<b>Pizzeria Piace</b> , Morioka
<b>Padrino Del Shozan</b> , Sendai
<b>Pizzeria Pilaw</b> , Miyazaki
<b>Pizzeria L'Arte</b> , Tōkyō
<b>Pizzeria Da Gaetano</b> , Fukuoka
<b>Pizzeria Appetito di Heiwacho</b> , Okayama
<b>Pizzeria CA PO LI</b> , Tokyo
<b>Pizzeria Chiacchierone</b> , Yokohama,
<b>Pizzeria La Gita</b> , Mimasaka, Okayama
<b>Pizzeria Polipo</b> , Hatsukaichi, Hiroshima
<b>Pizzeria da Ciruzzo</b> , Fukuoka
<b>Pizzeria da Masaniello</b> , Takarazuka
<b>Pizzeria GG</b> , Kichijyoji Musashino-Tokyo
<b>Da Hachi</b> , Iwakuni
<b>Uwoza</b> , Matsue
<b>Ohsaki 2</b> , Kawaguchi
<b>Per Te</b> , Chiba
<b>'A Fenestella</b> , Nagano
<b>ZiZi</b> , Hokkaidō
<b>Pizzeria Il Blueno</b> , Tsu, Mie
<b>Pizzeria Azzurri</b> , Kobe
<b>Trattoria Pizzeria SUGATTiii</b> , Tokushima
<b>Pizzeria Verde Ischia</b> , Tsuruoka
<b>Pizzeria Tonino</b> , Tokyo
<b>Pizzeria Pancia Piena</b> , Osaka
<b>Pizzeria Hiro</b> , Itami-Hyogo
<b>Pizzeria 21</b> , Shunan-Yamaguchi

<b>Maria</b> , Kurashiki -Okayama
<b>Pizzeria Bel Gioco</b> , Hofu-Yamaguchi
<b>Napoli</b> , Hamamatsu-Shizuoka
<b>Tintarella</b> , Kashiwa-Chiba
<b>Da Gino</b> , Saga
<b>Sul Serio</b> , Tokyo
<b>Pizzeria Lucci</b> , Sapporo-Hokkaidō
<b>Passo Avanti</b> , Chita-Aichi
<b>Pizzeria Mamma</b> , Okayama
<b>Pizzeria Ohsaki</b> , Toda-Saitama
<b>Pizzeria e Trattoria da Achiu</b> , Gifu-Tōkai
<b>Il Sole Ten-3</b> , Osaka
<b>Pizzeria Così Così</b> , Akita-Tōhoku
<b>Pizzeria Dal Segno II</b> , Sapporo- Hokkaidō
<b>Pizzeria GG</b> , Kamakura
<b>Pizzeria Antimo</b> , Kiryu-Gunma
<b>Il Ritrovo</b> , Wakayama, Wakayama
<b>Ristorante Pizzeria Dal Segno</b> , Sapporo-Hokkaidō
<b>Pizzeria l'Ape</b> , Shizuoka-Tōkai
<b>Pizzeria Onda</b> , Urasoe-Okinawa
<b>Pizzeria Eigoro</b> , Iyomishima
<b>Pizzeria Beatrice</b> , Akashi -Hyogo
<b>Pizzeria 99</b> , Osaka
<b>Da Zuzu</b> , Tokyo
<b>Pizzeria Trattoria La Cotta</b> , Nagano
<b>Pizzeria Geco</b> , Hannō-Saitama
<b>Trattoria Pizzeria Allegro</b> , Umeda-Osaka
<b>Trattoria Pizzeria Allegro</b> , Ashiya-Hyogo
<b>SOUTH KOREA</b>
<b>Panello</b> , Seoul
<b>The Kitchen Salvatore Cuomo</b> , Seoul
<b>Pizzeria Volare</b> , Seoul
<b>Vera Pizza Napoli</b> , Seoul
<b>Pizzeria Da Ali</b> , Daejeon
<b>Pizzeria B 6ix</b> , Gwangju-si, Gyeonggi-do
<b>Piano</b> , Donghae-si, Gangwong-do
<b>Zione</b> , Daegu, Daegu
<b>TAIWAN/TAIPEI</b>
<b>La Pala Hsinchu</b> , Zhubei-Hsinchu
<b>Stella Italian Bistro</b> , Chiayi City -Southwestern Taiwan
<b>Pizzeria Oggi</b> DunNan-Taipei City,
<b>Pizzeria Oggi</b> MinQuan-Taipei City,
<b>K2 Pizzeria</b> -Taichung City
<b>KUWAIT</b>
<b>Doppio</b> , Salhia-Kuwait City
<b>Solo Pizza Napulitana</b> , Kuwait City-Al Asimah
<b>UAE</b>
<b>Luigia Dubai</b> , Dubai
<b>Ristorante Cavallino</b> , Abu Dhabi

<b>CHINA</b>
<b>The Kitchen Salvatore Cuomo Shanghai</b> , Shanghai - Lujiazui
<b>THAILAND</b>
<b>Peppina</b> , Bangkok
<b>MALAYSIA</b>
<b>Pizzeria Dihyang</b> , Kuala Lumpur
<b>SINGAPORE</b>
<b>Pizzeria L'Operetta</b>
<b>PHILIPPINES</b>
<b>La Nostra Pizzeria Napoletana</b> , Cebu City
<b>OCEANIA</b>
<b>AUSTRALIA</b>
<b>Pane e Pizza</b> , Hadfield, Melbourne
<b>Verace Pizzeria</b> , Macquarie Park, Sydney
<b>Tartufo</b> , Brisbane
<b>Little Michael's Pizzeria</b> , Camberwell
<b>Mozzarella Bar</b> , Melbourne
<b>Lucio Pizzeria</b> , Zetland
<b>400 Gradi Essendon</b> , Melbourne
<b>Anema e Core</b> , Meadowbank
<b>Da Mario</b> , Rosebery
<b>Postcard From Napoli</b> , Oatley-Sydney
<b>Gigi Pizzeria</b> , Sydney
<b>La Svolta</b> , Hampton, Melbourne
<b>Etica Pizzeria</b> , Adelaide
<b>Il Pizzaiolo</b> , Thornbury, Melbourne
<b>Aperitivo</b> , Leichhardt-Sydney
<b>Queen Margherita of Savoy</b> , Cronulla
<b>Gradi Crown</b> , Melbourne
<b>Double Zero</b> , Broadbeach
<b>Circa 900 Pizzeria Napoletana</b> , Melbourne
<b>NEW ZEALAND</b>
<b>Black Sand Pizzeria and Bistro</b> , Oakura
<b>Farina</b> , Ponsonby, Auckland
<b>Pizza Pomodoro</b> , Wellington
<b>GUAM</b>
<b>Crust (Pizzeria e Pasta)</b> , East Hagatna



# Praising *Italian excellence*

A small journey through the best pizzerias in the world, to discover what pizza they offer and what ingredients they choose. Being traditionally Italian is an essential requirement

## Bràz Brazil

 Marianna Notti

### BEST PIZZERIA IN BRAZIL 2019 - 50 TOP PIZZA 16TH PLACE - WORLD BEST PIZZA 2019

Spearheading the 50 Top Pizza rank list in Brazil, Pizzeria Bràz stands out for its lightness given by the long natural fermentation and the choice of quality ingredients that are professionally used for the toppings. "The main ingredients are Italian", says **Rafael Rigotto Cordeiro, coordinator of the brands Bráz and LC**, "ranging from Caputo flours, Gustarosso tomatoes, Cetara anchovies, oil and up to our wines that are exclusively produced for Bràz in Tuscany under the Mazzei brand. We pay close attention to trends and are constantly looking for new ingredients and producers that we occasionally meet in Italy. In some cases we deal directly with them. The ingredients that we buy in larger volumes (flour, oil, tomatoes) are imported by representatives of the companies here in Brazil. Traditional Italian food products certainly represent a gain in the perceived value for our customers. One of Bráz Pizzaria's pillars is the search for exceptional quality ingredients, and when it comes to pizza some of the best are in Italy. Our customers know and value this at Bráz."

**BRÀZ PIZZARIA** [www.brazpizzaria.com](http://www.brazpizzaria.com)

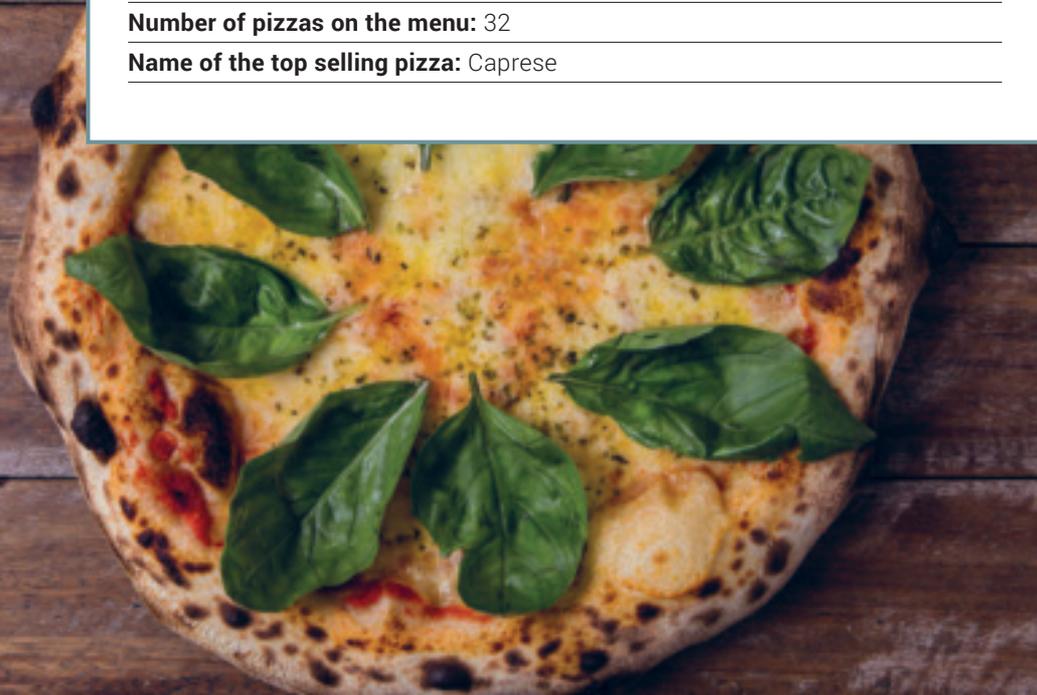
**Locations:** 7 São Paulo, 1 Campinas, 2 Rio de Janeiro

**Number of place settings:** from 150 to 250 for each branch

**Number of pizzas served weekly:** 4,550

**Number of pizzas on the menu:** 32

**Name of the top selling pizza:** Caprese



## 400 Gradi Australia

### BEST PIZZERIA IN OCEANIA 2019 - 50 TOP PIZZA (BRUNSWICK BRANCH) 7TH PLACE - WORLD BEST PIZZA 2019 (ESSENDON BRANCH)

Many ingredients used in this important chain are Italian, ranging from the oil, the tomatoes, the flour, the salami and the cheeses. The 400 Gradi Group has several branches in Australia, but also in the United States, New Zealand, Bahrain and Kuwait. Its founder **Johnny Di Francesco** brought Neapolitan pizza to Australia and his Brunswick venue is the best pizzeria in Oceania according to Top 50 Pizza. "For Australia and New Zealand we buy our ingredients from Food Art, a specialised Australian importer; while the United States and Middle East buy directly from Italy. Fresh products, on the other hand, are purchased locally. Our Group always buys from the same suppliers, who assure us of the highest quality. Australians are travellers and appreciate the possibility of having access to authentic Italian products here in Australia that recall the gained experiences while travelling in Europe".

**400 GRADI** <https://400gradi.com.au/>

**Locations:** 6 in Australia, 1 in New Zealand 1 in Kuwait,  
1 in Bahrain, 1 in the United States

**Number of place settings:** 260 (at the Brunswick branch)

**Number of pizzas served weekly:** Over 1,000 (Brunswick), over 7,000 group total

**Number of pizzas on the menu:** 15

**Name of the top selling pizza:** Margherita  
(World renown for Best Pizza in the World, 2014)



## Pergola Germany

### AVPN ACCREDITED

**Carmine D'Elia** has been a member of the Associazione Verace Pizza Napoletana for 19 years and has worked in Germany for as many to raise the quality level of the pizza offer. "I consider it my calling", he says, "to try to educate the customer on the taste and quality of Italian pizza and I can now see how people are slowly being more knowledgeable about a food product that was formerly only considered a fast food. My ingredients are almost all of Italian and Campanian origin, imported from trusted suppliers, except for the flour I purchase from a Bavarian producer who provides me with an excellent product. My pizza has a higher cost than the local average but my customers, who come from many parts of the country, have got used to this quality".

**PERGOLA** <https://www.pergola-ristorante.de/>

**Location:** 1 Kaufbeuren

**Number of place settings:** about 130-150

**Number of pizzas served weekly:** n/a

**Number of pizzas on the menu** - 45 + special pizzas added periodically

**Name of the top selling pizza:** Bufala, Margherita

# Italian brands *across the borders*

Thanks to their success and notoriety in Italy, more and more chains and independent pizzerias are successfully opening locations abroad

## New openings for **ROSSOPOMODORO**

 Marianna Notti

**CEO Roberto Colombo** confirms an extremely positive trend for all traditional Italian food products in the world and particularly for Neapolitan pizza.

Already present in many countries in Europe and overseas, Rossopomodoro is planning significant new openings in Malta and the United States within Eataly.

“We are eyeing the UK market with great interest, where we have an important presence and a local team. Another target country is the German macro-area where traditional Italian products are highly appreciated. We are also talking to retail operators world-wide.” Colombo, who recognises the cornerstones of the brand’s success in the craftsmanship of the product and in the professionalism of the pizza makers, is convinced that it is crucial to continue to affirm these values: “At a time when many operators are entering the market, the risk is to trivialise the product. This is why we aim at enhancing these differentiating elements, starting from the core ingredients (tomatoes, mozzarella, flour and oil), which we purchase centrally from Italian suppliers with whom we collaborate directly and that are able to develop tailor-made products for our brand.” A systematic list of ingredients and recipes and the presence of adequately trained pizza chefs round off the picture of quality management.

### **ROSSOPOMODORO**

**Countries:** Italy, UK, France, Germany, Iceland, Denmark, Portugal, Sweden, Malta, USA, Brazil, Canada

**Locations:** 24 Rossopomodoro, 1 Rossosapore

**Upcoming openings:** Malta, USA (other markets of interest are also the Germany and the UK)





## PizzArte, New York USA

PizzArte was founded 9 years ago in New York, when the interest in Neapolitan pizza was still in its embryonic state. **Bruno Cilio, co-founder of the PizzArte pizzeria** located in the Big Apple together with Dario Cipollaro de l'Ero, tells us: "Up to ten years ago, pizza here was the classic rigid slice, a sort of container on which to place any type of topping and that you were supposed to consume on the go. There was no pizza culture that involved eating pizza at a restaurant table." Today there is much more knowledge about the product and PizzArte offers a Neapolitan pizza that is not a slice of dough you can put anything on, but must be respected, as an ancient and extraordinary product. Having capable Neapolitan pizza chefs on the team who then trained local staff and the pursuit of quality in each ingredient are the key points: "We use Italian flour, tomatoes from the Nocerino-Sarnese area, Italian oil and Campanian mozzarella di Bufala. As for the mozzarella, we have selected a Brooklyn-based producer who offers us an excellent product at an affordable cost (the Italian one is subject to high duties). The core ingredients are Italian, but what matters is to put your identity on the plate. The New York consumer appreciates us for the digestibility, lightness and organoleptic quality of our pizza. We also offer a gluten-free version, to meet a growing demand that arises also from non-celiac people."

**PIZZARTE** <http://pizzarteny.com/>

**Locations:** 1 (New York)

**Number of place settings:** 70

**Number of pizzas served weekly:** 1,500-2,000

**Number of pizzas on the menu:** 15

**Name of the top selling pizza:** traditional and gluten-free Margherita



## Capri New Style Miami Beach, Florida USA

**Massimiliano Stamerra** opened this pizzeria in Miami Beach, Florida. Massimiliano, who commutes between the United States and Gallipoli, where he has another restaurant, focuses entirely on the Italian spirit. "I use Le 5 Stagioni flour, Dallagiovanna and Caputo (also for gluten-free dishes) and 100% Italian Mutti tomatoes and use Menù for the toppings. I do not buy directly but through importers. As for mozzarella, I have invested in some machines and produce it internally with the collaboration of a cheese maker from Bari. I propose a pizza with a precise identity that is not exactly Neapolitan but has a nice high crust and looks pretty. I have not adapted to the American taste. As a matter of fact, my job also consists in explaining to the customer what I do, the value of the ingredients and the characteristics of the product in terms of digestibility, taste and lightness. This is the only way my client will be willing to pay 15 dollars (plus tax) I ask for my Margherita. Even though this is above average (around 11-12 dollars), the cost does not create any problems, as it is justified by my focus on quality".

**CAPRI NEW STYLE** <https://caprinewstylemiami.com/>

**Place covers:** 96

**Locations:** 1 Miami Beach

**Pizzas served weekly:** around 700

**Number of pizzas on the menu:** 45 of which 15 are special

**Best selling pizza:** Artichoke (pizza with artichoke cream, mozzarella, scamorza and speck at the end of cooking)



### Berberé London

Since opening its doors in 2010, it has increased the number of its restaurants to 12 in Italy (the latest one opened in February 2020) and 3 in London. This pizzeria founded by **Salvatore and Matteo Aloe** continues its advance. The hungry customer will find an artisan, seasonal, light, honest pizza that is above all tasty and can be shared. "Our success derives from several factors", declares Salvatore Aloe, co-founder of Berberé, "namely the craftsmanship of the product based on live mother yeast, the seasonal organic ingredients, the kind and fast service, the dining space with a simple and welcoming design and the possibility of being delivered".

The two entrepreneurs are facing the UK market, where the brand was turned into Radio Alice, with the same gastronomic offer as in Italy. It has been faithfully reproduced and allows no room for quality compromises. The staff training is central: "It enables you to safeguard the quality of the product in every branch. We have created a structure of 12 people supporting the restaurants. Most of them are dedicated to people, from recruitment to training and growth of internal resources." Berberé is not a franchise for which procurement management is centralised and the suppliers are all the same for all stores, including London. "For the key elements we have direct relationships with the breeders, farmers and processors. For example, the capers of Salina are by Salvatore D'Amico,



the mozzarella is Fior d'Agerola, the mozzarella di Bufala is Ponte Reale. Today 85% of the ingredients are organic, with a percentage close to 100% for food. Alce Nero, which entered the company in 2015, supplies us with oil, tomato and type 1 flour, while we use Mulino Marino for non-wheat doughs. The supply of fruit and vegetables is managed locally by the chefs of the individual pizzerias."

#### BERBERÉ - RADIO ALICE

**Countries:** Italy, London

**Locations:** 15 (12 in Italy and 3 in London)

### 50 Kalò, London

Spearheading the 50 Top Pizza Europe ranking and having come in third in the equivalent Italian ranking, **Ciro Salvo with 50 Kalò is an illustrious representative of Neapolitan pizza in Italy** and in the world. Tradition,

simplicity, immediate recognisability of flavours and research of raw materials are the restaurant's strengths, which are equally applicable in Naples and London. "Being ambassadors of real Neapolitan pizza abroad fills us with pride", says Salvo. As there are no new openings in sight, the restaurant will focus all the more on its quality offer: "Constant attention, qualified personnel, in-depth knowledge of suppliers and team spirit make it possible that 50 Kalò London perfectly mirrors 50 Kalò Napoli. This is also due to the fact that the suppliers and raw materials are the same, the dough is only made by me or by two of my very close collaborators. This is how we manage to maintain the quality of the offer also abroad. For traceability, quality and control reasons, we

directly buy the ingredients from the manufacturing companies, cutting out the intermediary. As for flour, I personally choose the right blend (low-protein flours) based on my knowledge and experience. We then use tomatoes in their various forms but primarily the organic peeled tomatoes from Casa Marrazzo. Other ingredients are Fior di latte di Agerola, the Mozzarella di bufala and only extra virgin olive oils from Campania. I personally know all our suppliers that I select on the basis of essential criteria. I only work with certified companies that have the highest quality products."

#### 50 KALÒ

**Countries:** Italy, UK

**Locations:** 2



# US pizzerias Pupatella target local diners *with* Italian flavors

The owners of the certified restaurant in Virginia plan more openings in 2020.

 Antonella Ciancio

**Pupatella**  
NEAPOLITAN PIZZA

## LOCATIONS

### PUPATELLA BLUEMONT

5104 Wilson Blvd, Arlington, VA 22205  
571-312-7230

### PUPATELLA SOUTH ARLINGTON

1621 S Walter Reed Dr, Arlington, VA 22204  
703-647-9076

### PUPATELLA RICHMOND

pupatellarva.com

### GLEN ALLEN

10921 W Broad St F, Glen Allen, VA 23060  
804-918-5405

### RVA- THE FAN

1 N Morris St, Richmond, VA 23220  
804-355-3135

### PUPATELLA, WASHINGTON DC

Dupont Circle (next opening in March)



**P**upatella, one of the few certified Neapolitan pizzerias in Virginia and Washington DC, is looking to open more restaurants this year to bring its authentic recipe and 'neighborhood' feel to a fast-growing crowd of travelled American consumers. First opened in 2010, Pupatella has been listed as one of the best pizzerias in DC and in the country by the Washington Post, USA Today, Zagat, Washingtonian, and other news outlets. **Enzo Algarme, who named the restaurant after his beloved grandmother, whose nickname was "Pupatella", or "little doll" in**

**Neapolitan, has built his business with his wife.** They recently found new partners to reach out to a larger audience willing to enjoy authentic flavors at affordable prices.

### From mom-and-pop to more locations

The company has its roots in Virginia, where it has **two restaurants in Arlington and two franchise locations in Richmond.** Algarme and his partners are planning to open a first restaurant in Washington DC, in the elegant central Dupont Circle district, in mid-March. Two more openings will follow in Virginia (in Reston, between the end of April and early May, and Fairfax, between late summer and early fall). Before Virginia, Pupatella's history originates from Algarme's childhood in Naples, in southern Italy. His family's home cooking tradition

**Authentic**  
flavors at affordable prices  
to reach out a large audience

### THE GUIDE TO AUTHENTIC NEAPOLITAN PIZZA

#### HOW HOT IS THE OVEN?

BETWEEN  
800-1,000° F

#### WHAT KIND OF WOOD DO YOU USE?

Oak

#### HOW MANY PIZZAS COOK AT ONE TIME?

4

#### HOW LONG DOES THE PIZZA COOK?

1 minute

#### HOW MANY INGREDIENTS ARE IN THE DOUGH?

4

#### WHAT IS IN THE SAUCE?

Tomatoes & salt only

#### WHAT TOMATOES ARE THE BEST?

San-Marzano heirloom

#### WHY BUFFALO MOZZARELLA?

It is creamier, richer & tangier



ASSOCIAZIONE  
VERACE  
PIZZA  
NAPOLETANA

Pupatella is certified by the Associazione Verace Pizza Napoletana (AVPN). This legal Italian entity defines what true Neapolitan Pizza is, and ensures that each certified pizzeria observes strict traditional Neapolitan pizza making rules.

left a mark, and so did his love for Neapolitan pizza.

"My idea was to make the pizza I love and that I grew up with," the founder told Italianfood.net. Algarme, who came to the United States 22 years ago to study medicine, said he decided to venture in the restaurant business when he realized he couldn't find any authentic pizza in the Neapolitan-style pies available in America back then.

#### The neighborhood pizzeria concept

The idea of a pizza as a cheap meal, that fills your stomach and doesn't break the bank, consumed in a "neighborhood" restaurant where families and friends gather to simply enjoy authenticity and moments together is the philosophy behind Pupatella's strategy - also in America. "In the US, every neighborhood had its local pizzeria. Everyone has fun memories, like when baseball or soccer teams hold parties there," said **Cord Thomas, one of Algarme's partners**. Thomas said the time is perfect now for expanding as American people get a taste of a more global cuisine and want something different from old pizzerias. "Being able to bring Enzo's inspired pizza taste and profile into local neighborhoods is what the customer is looking for," he said.

#### No cutting corners

Algarme said the authentic Neapolitan pizza starts with the flour, the tomatoes, the mozzarella cheese, to go way down to the oven and the mixers. Pupatella



Enzo Algarme, owner of Pupatella

owns two of the seven restaurants in DC and Virginia certified by the Associazione Vera Pizza Napoletana. The association counts a total of 97 members across 32 US states. When it comes to ingredients, Algarme said he tries to find authentic products at the right price. The company buys from distributors.

When in 2007 he started to make and sell pizza with a food cart, there were not many genuine ingredients available in the area, the founder said. "**Now we can find the most organic tomatoes from Italy without any problem.**" Algarme figured out how to replicate the quality of his pizza, teaching his staff a process he worked hard to master and perfect.

"I put everything I had in the pizzeria, I didn't cut any corners, I did everything right. I studied long hours, I practiced long hours," he said.

"What I tell my employees is to care about the product and what you do".





# Big Mamma, *where* Italian pizza *plays the lead role*

## The branches of the Big Mamma Group

### EAST MAMMA

Opened in April 2015

133, rue du Faubourg Saint-Antoine  
75011 Paris

### OBER MAMMA

Opened in June 2015

107, boulevard Richard Lenoir  
75011 Paris

### MAMMA PRIMI

Opened in September 2016

71 rue des Dames, 75017 Paris

### BIGLOVE

Opened in November 2016

30 rue Debelleye, 75003 Paris

### PIZZERIA POPOLARE

Opened in March 2017

111 rue Réaumur, 75002 Paris

### PINK MAMMA

Opened in June 2017

20 bis rue de Douai, 75009 Paris

### LA FELICITA

Opened in May 2018

5 parvis Alan Turing, 75013 Paris

### LA BELLEZZA

Opened in September 2018

126, rue Esquermoise, 59000 Lille

### GLORIA

Opened in February 2019

54-56 Great Eastern Street - London,  
Shoreditch

### CIRCOLO POPOLARE

Opened in June 2019

40-41 Rathbone Place Fitzrovia -  
London, Soho

### LIBERTINO

Opened in December 2019

44 rue de Paradis, 75010 Paris

### CARMELO

Opened in February 2020

7, rue Neuve, 69001 Lyon

Paris, London, Lille, and now Lyon. With the last opening of Carmelo, in rue Neuve in Lyon in February, the Big Mamma Group now counts 11 restaurants

 Marianna Notti

**B**ig Mamma is getting even 'bigger'. The well-known Group of Italian restaurants with branches in France and England, founded in 2013 by Victor Luger and Tigrane Seydoux, offers with its trattorias a revisited Italian cuisine. With each restaurant you delve into a different universe that sports a unique name, menu and decoration. "All our ingredients", the company points out, "are purchased directly from producers in Italy, which requires complex organisation but guarantees us excellent quality and freshness. We highlight our producers, their products and the richness of their craftsmanship. Everything is 'homemade' by a team of Italian chefs. Our kitchens are well in sight and always at the centre of the restaurants because we are convinced that they are the most beautiful part. We now count 1,200 employees in France and England. We have created strong relationships with our



partner schools in Italy and continue teaching the catering profession through continuous trainings in our restaurants."

**Pizza plays the lead role in many of our restaurants and particularly so at Pizzeria Popolare in Paris, which highlights traditional Neapolitan pizza.** Libertino that is also located in the French capital and opened last December, offers Roman pizza for the first time in Big Mamma restaurants.

## Pizza Pilgrims, a slice of Naples in London

This UK chain of pizzerias offering Neapolitan pizza has 11 restaurants in London (one of which has very recently opened near Buckingham Palace) and one in Oxford. The brainchild of the brethren James and Thom Elliot was founded in 2012 and has grown rapidly ever since, thanks to the increasing demand for better quality pizza in the London restaurant scene. La pizza dei pellegrini (literally: the pilgrims' pizza) came into being after the founders' actual 'pilgrimage' to Italy. They dedicated six weeks to understanding the secrets of Neapolitan pizza baking, looking for the best pizzerias and the best producers, who are currently the suppliers of a large part of the used ingredients. **At Pizza Pilgrims you can enjoy a pizza with a double leavened dough, garnished with premium quality toppings and baked for a few moments at 500°C, perfectly aligned with the Neapolitan style.**

# Flours *beyond* commodities

Italian players are betting on items offering high technical performances. The trendiest? Those assuring high fiber content and specific for Neapolitan pizza, in pala and pinsa

 Marianna Notti

As an icon of Italian food in the world, pizza has been evolving in the last years. This process started in Italy and has been closely followed by many professionals internationally. “We have gone from generic flours and fast and rough processes – says **Dario Di Norscia, Head of Commercial Marketing of Molino Iaquone** – to flours and specific and alternative blends and preparations, which, thanks to a greater technical knowledge, are now being turned into pizzas that are increasingly easier to digest, tastier, and with a better nutritional balance. Thus, pizza has been and will continue to climb the ranks of the dining industry.” “Abroad – underlines **Riccardo Agugiaro, Managing Director and Head of Foreign Markets of Agugiaro & Figna Molini**, whose brand Le 5 Stagioni is known all over the world – pizza is considered as a proper meal of fine dining. Generally, there’s a tendency towards products that are easier to digest and made with high-quality ingredients”.



## Key points

Unique taste is the key word: i.e. **ancient grains** from Irpinia (Campania) such as Risciola

**Type “0” and “00” flours** represent the core offering and are diversified and specific for different kinds of dough in terms of hydration, leavening and maturation times.

Experts are increasingly showing interest in **stronger flours** that are suitable for longer processes.

Flours for Neapolitan pizza are still **highly praised**.

In **pala pizza** and **pinsa romana** they are on the rise: as a consequence, ad-hoc blends and preparations are becoming increasingly popular.

The demand for products with **higher fiber contents** and mineral salts is rising: Type 1, type 2 and wholegrain flours meet this trend.

AGUGIARO & FIGNA MOLINI	DI MARCO CORRADO	INDUSTRIA MOLITORIA PERTEGHELLA	ITALMILL	MOLINI PIVETTI
<b>Le 5 Stagioni Oro</b>	<b>Pinsa Romana Expert</b>	<b>StraPizza BellaNapoli Blu</b>	<b>Scrocchiarella</b>	<b>Professional Pizza Rossa</b>
				
Soft wheat type “00” flour, with high protein content, suitable for all direct and indirect dough, with long leavening time, where high elasticity is required. It is recommended also for all the dough with maturation at a controlled temperature.	Flour mix with grain, soy, rice, and dried sourdough. Its characteristics and balance make it tasty, easy to digest and crispy on the outside and soft inside, with an ancient bread aroma. It’s a 100% natural, GMO-free certified. Sacks: 25 Kg	Soft wheat type “00” flour for pizzeria and certified by Associazione Verace Pizza Napoletana. Also available in the Rossa variety, for longer leavening times, up to 24 hours. Sacks: 10 and 25 Kg	Blends for easy and quick pizza in pala alla romana. Available in the following varieties: Classica, Integrale, Riso Venere, Rustica, Grano Duro e Nostrano. Sacks: 10 and 25 Kg	A very versatile product that allows for different types of pizza: from the Neapolitan to the crispy one, romana in pala and teglia, with medium-long leavening times. Sacks: 5, 10, 25 Kg

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**Ingredients: to each dough its flour**

In the last years, “Pizzerias” have been experiencing a very positive trend. “At the same time – says **Antonio Scocca Export Manager Selezione Casillo** – the demand of high-quality ingredients is rising as well as the strengthening in skills and product analysis of the “Maestri Pizzaioli” (don’t call them Pizzaioli anymore!!!). The increasing usage of premium flours, for example, is connected to a greater attention to the maturation time. For this reason, our R&D Dept, recently re-organized with new professionals, in addition to the highly skilled team already based in Corato, is working in our labs to offer to the market new products and mix in order to fulfill the increasing demand of premium ingredients”.

**Molino Dallagiovanna**, for example, in addition to the FarPizza (“0” and “00” type flours) and Nobilgrano (flours with wheat germ) product lines for pizza, offers laNapoletana line. Perfect flours to enhance the excellence of a Neapolitan Pizza. In 00 variant (laNapoletana) and now also 0 (laNapoletana 2.0) for tastier dough, these are real Pizzajuolo flours, approved by AVPN (Associazione Verace Pizza Napoletana). For **Molino Grassi** innovation calls for particular flours such as wholegrain

**Specialties of the Central Italy**

**Pizza romana or pizza in pala** has an elongated shape and is filled and baked directly on an oven peel. It is characterized by a dough with high hydration, long leavening time and temperatures of 280°/300°C. The result is a crunchy pizza on the outside and very airy inside.

**Pinsa**, instead, is prepared with a mix of flours including soy and rice ones. The preparation requires very little yeast and extremely long leavening time. It is filled on the surface only with oil and salt and it is served with cured meat, cheese, and cooked vegetables.



Pinsa

and ancient grain flours, which stand out in a competitive market. However, Type “00” line by Linea Pizza still represents the best selling products abroad, which is a comprehensive product range including flours for dough with different leavening times, ranging from 6 to over 24 hours. The range of professional flours for the pizzeria channel by **Molino Pasini**, besides offering “Farina del mio Sacco” flours, also includes the Primitiva line, including a type 1, a type 2, and a wholegrain flour, studied to rediscover the scent and flavour of the past, “as even abroad there’s a strong demand for high quality grains and flours obtained by the grinding of

the whole body, so to re-discover traditional scents and aroma”, comments **Managing Director Gianluca Pasini**. This trend is confirmed by **Alberto Naldoni, Managing Director of Molino Naldoni**: “If on one side the special type “00” flours represent the core of our offer, we are indeed noticing a greater demand for type 2 flour and in general for wholegrain or other particular ones, such as our 10 Cereali. Another current trend to highlight is the request for Italian grain flours that we can satisfy with our Italian line 100% Grani Italiani”. **Molino Bertolo** positions itself in the ‘special’ flours category with

Following from page 110

MOLINO BERTOLO	MOLINO COLOMBO	MOLINO DALLAGIOVANNA	MOLINO GRASSI	MOLINO IAQUONE
<p><b>Caryopsis</b></p> 	<p><b>Fiore di Napoli</b></p> 	<p><b>laNapoletana 2.0</b></p> 	<p><b>Linea Pizza</b></p> 	<p><b>Miscela Per Pizza Romana Pala e Pinsa</b></p> 
<p>Soft whole wheat flour obtained from the first grind of the whole wheat grain dell'intero. It is darker and richer in fiber, vitamins and mineral salts. Sacks: 25 and 5 Kg</p>	<p>Type “00” flour designed by Neapolitan pizza master Eduardo Ore. Versatile and easy to work, it is also characterized by the slow milling of carefully selected grains. Sacks: 10 and 25 Kg</p>	<p>New type “0” flour ideal for Neapolitan pizza, launched in Sigep 2020. Compared to the current laNapoletana “00”, it allows for tastier dough. Both products are approved by AVPN (Associazione Verace Pizza Napoletana). Sacks: 25 Kg</p>	<p>Range of specific flours for pizzeria, suitable for different leavening times, from 6 to over 24 hours. Sacks: 5 and 25 Kg</p>	<p>Preparation for high hydration and deep maturation dough, for pizza Romana in teglia, in pala, pinsa, and tonda, with leavening times ranging from 24 to 72 hours. Easily workable. Sacks: 10 and 25 Kg</p>

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Europe and the USA, the top destinations

Germany, UK, France, and the United States are the markets where the tradition for Italian pizza is mostly rooted and still experience remarkably positive trends. In 'younger' markets, there is even greater growth. "Australia stands as an example – **Riccardo Agugiario** comments – as it is becoming an ever-increasing mass consumer society, while the Central and South America are trying to raise their quality levels. Also, Asian consumers are increasingly moving towards European tastes". "The United States – **Dina Glavcheva from Molini Pivetti** adds – is the most important foreign market where lately we have been noticing greater attention to quality. It's an interesting fast-growing market. The Middle and the Far East, too, are showing remarkable growth. In particular, China is experiencing a growth in the consumption of flours for pizza, attracting relevant investment".

Caryopsis® from Farine di Leonardo line: soft wheat whole grain flour, 100% Italian, from the first milling of the grain "which – explains **Virginia Dal Cin, Marketing and Communications** – can be used alone or mixed with other types of flour, to enhance its characteristic scent and aroma. Many experts sieve it on the pizza edge before the oven to gain a delicious crumble effect. We also offer specific flours for pizza, which are Napoli, Viola, and 24H for the international market". **Piero Gabrieli, Head of Marketing in Petra Molino Quaglia**, confirms the growing interest in Italian flours for specific use, especially in the United States, where he highlights a greater price awareness compared to the Italian market: "

According to our experience, the international market is focussing on medium level flours for pizza, and is not exhibiting the same drive for new products as in Italy".

**Rising trends: pinsa and pala new kinds of Italian pizza**

Together with the Neapolitan pizza, already well-acclaimed abroad, there is an increasing interest in preparations from Central Italy, in particular in Rome, naming "pizza in pala" and "pinsa". Itamill, among its range of flours and semi-prepared solutions for pizzeria, has developed Scrocchiarella, a line of blends dedicated to making pizza in pala in many different ways. "Scrocchiarella has been very successful abroad – explains **Tiziano**

**Casillo, Head of Horeca Division of Italmill** – where the brand is well established, with a strong presence in Russia and in countries of the former Soviet Union, where the franchising rights were given exclusively to a company that has created a format with several shops.

This trend is also confirmed by **Dina Glavcheva, Export Manager of Molini Pivetti**: "These preparations, which in the past were limited to some regions, are now becoming a global request. To this point, at Città della Pizza in Milan, last October, we held a dedicated workshop, based on Gran Riserva Arancione, a type of flour suitable for high hydrations and long leavening times, as required by pizza alla pala". Customer care is a priority for **Molino Vigevano 1936**, a company of Lo Conte Group. This is confirmed by **Export Manager Christian Ciccone**: "We rely on the support of specialized distributors: we provide technical assistance, development of specific recipes, possibility to request organoleptic analysis of each product line, sharing of marketing and communication projects. Among our flagship products we can find Vesuvio flour for Neapolitan pizza (to be cooked also in electric oven), Vera Napoli suitable for take-away pizza, and Moreschia which is the only multi-grain flour with whole seeds for a health-oriented offer".

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MOLINO NALDONI	MOLINO PASINI	MOLINO QUAGLIA	MOLINO VIGEVANO (GRUPPO LO CONTE)	SELEZIONE CASILLO 1 E 2
<p><b>Sofia 100% Italica</b></p> 	<p><b>Verde Pizzeria Farina del Mio Sacco</b></p> 	<p><b>Petra 5063</b></p> 	<p><b>Vesuvio - Linea selezioni speciali (Special Flours line)</b></p> 	<p><b>Pizza Napoli and Pizza Sorrento</b></p> 
<p>Soft wheat type "00" flour for pizza, from 100% Italica flour line, obtained by the milling of only Italian grains. It is a medium-strength flour (260 W) recommended for the traditional pizza and in teglia. Sacks: paper - 5, 15 and 25 kg</p>	<p>Wheat flour type 00 for pizza, approved by AVPN. Ideal for medium leavening. Dough to be prepared in the morning for the evening or for the day after. 10/25 kg bags</p>	<p>Soft wheat type "0" flour, obtained by the cylinder milling of Italian and European certified grains. Suitable for all types of pizza, in teglia, and focaccia with medium leavening times. Sacks: 12,5 Kg</p>	<p>Type "0" soft wheat flour obtained from germinated wheat and wheat germ. The result is a perfect Neapolitan pizza even in an electric oven. It is ideal for medium and long leavening from 10 to 12 hours at room temperature. Available in 25 kg bags</p>	<p>It is ideal for direct pizza dough with medium length leavening time (6/8 hours) or with maturation in the refrigerator for 24-36 hours. Pizza Sorrento is ideal for direct dough with long leavening time (12/18 hours). Vacuum seal packaging saves the product from moisture. Sacks: 1, 12,5 and 25 Kg</p>



# THE ITALIAN MILL EXPERT IN PIZZA FLOUR

*Authentic Italian Recipe*



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SOURDOUGH**



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ITALIAN  
WHEAT**



**WHEAT GERM  
AND FIBER**



# The evolution of a key ingredient

Local food excellencies and plenty of convenience: improved shelf life, as well as different cuts, sizes, formats and flexible distribution models. The strengths of the Italian mozzarella

 Marianna Notti

**A**long with flour and tomato, mozzarella is the key ingredient of pizza: a quick and complete dish that, in line with the latest trends, can be easily consumed away from home. The mozzarella used to make pizza in restaurants and pizzerias has less water and fat, as one of the main problems with standard mozzarella is that it releases too much water when cooked.

"The most important foreign markets are those in the Far East, and not only for their size and figures," says to Italianfood.net **Marco Capezzuto, Sales Director of Amodio Group (Formalactis) which owns the Latteria Sorrentina brand**, "our challenge is to get into faraway markets with products that are very similar, if not identical, to those that we distribute in neighboring countries".

Through its Galbani Professionale brand, **Gruppo Lactalis** is launching



## Key points

**Pre-cut versions**, i.e. cubes and julienne, are much appreciated

A growing market for **buffalo mozzarella**, as well as for **burrata** (mozzarella filled with stracciatella) and **stracciatella** (stretched and shredded mozzarella mixed with fresh cream)

The **firmness** of the products (both during and after cooking) is a key element, therefore companies are currently developing products that can withstand even a **long cooking**

**More IQF (Individually Quick Frozen)** products, a technique that ensures a longer shelf life, as well as quality and ease of use

BRIMI	FATTORIE GAROFALO	GRANAROLO	GRUPPO CASTELLI
<b>Brimi Latte Fieno Fiordilatte</b>	<b>PDO Buffalo Mozzarella from Campania</b>	<b>IQF Granarolo Mozzarella</b>	<b>Castelli Best Pizza</b>
			
100% South Tyrol STG hay milk, produced from traditionally foddered cows, with fresh grass, hay and cereals, without silage and genetically included feed. With Omega-3 acids and linoleic acids. Formats: 200 g, 4 x 200 g.	Currently, the best selling product in pizzerias. It is a technical product, designed exclusively for pizzerias that can work with the smoke point of bakery products. Heat-sealed bags by 125/250 g and 500 g buckets.	Full range of Italian mozzarella made with IQF technology. Long shelf life (12 months), no defrosting required and less waste. Available in various sizes and cuts: julienne, cubes, slices, cherries and beads, in 1 or 2 Kg bags.	A range (chunks, cubes and julienne) of high-temperature performing products: soft texture, long curd-stretching and rich flavor. Formats: 1 kg or 400 g chunks, 2 Kg tray (cubes, julienne and 4-cheese cubes) and 100 g doypack

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on the European market Mozzarella Julienne 100% Fior di Latte, which is made only with 100% Italian milk: "Our target, says **Paolo Guzzardi, Director of BU Food Service**, "is obviously Italian pizzerias. Our aim is to export the Italian know-how in the preparation of pizza".

**Pre-cut formats are the most favourite**

According to Paolo Guzzardi from Lactalis, "Julienne and diced Galbani Professionale mozzarella are at the forefront of this growing trend. Their convenience and ease of use are much appreciated, even in countries where there is little pizza-making tradition". Also Granarolo is now offering a wide range of different shapes and sizes of mozzarella (from whole chunks to pre-packed juliennes and cubes), moreover, its pizzeria channel is currently generating about 30% of the company's mozzarella exports by volume. Last but definitely not least, Gruppo Castelli, whose range of products for the pizzeria channel is just as complete: from standard mozzarella (made with cow's milk) to light, organic and lactose-free versions, as well as TSG mozzarella (Traditional Specialties Guaranteed) and finally PDO Buffalo Mozzarella from Campania region.

"All these products," explains **Stefano**

**Exports, the most promising countries**

The distribution model of all mozzarella producers is flexible and therefore it can be easily adapted to the needs of each market. **Gruppo Castelli**, for example, has its own subsidiaries, as well as comprehensive distribution and logistics. "Our core markets are France, the UK, Germany, Poland and the Nordic countries, where, aside from having direct business relationships with our customers, we already provide tailor-made ranges." **Galbani Professionale** is considered the reference brand by restaurateurs. "Our distribution network," explains Guzzardi, "allows us to market a full range of cheese and meat products in every country. The Lactalis model allows us to choose the best solution for each country. For example, we have our own direct sales channel in France, Spain, Switzerland, Belgium, the USA and Canada, while we rely on European or local intermediaries for our exports to the UAE and Asia." **Amodio Group** is a successful supplier of both independent and chain pizzerias: "I would like to make two European examples of

chains that could be called craft companies, as their ingredients and craftsmanship are an important added value: Big Mamma in France and Pilgrims in the UK," says Marco Capezzuto. "The distribution model varies but it is always adapted to the needs of the customers, as well as to their geographical location and local logistics. A single model would not provide the flexibility needed in some cases, therefore, we prefer a mix of direct deliveries and importers." **Fattorie Garofalo**, through specialized importers, caters to both the producers of frozen pizza and pizzerias. "Our range includes chunks of buffalo mozzarella and standard size frozen buffalo mozzarella," says Raffaele Garofalo, President of Fattorie Garofalo. "Buffalo mozzarella is still the biggest seller, however, there is a growing demand for burrata and stracciatella. Gourmet pizza is becoming more and more popular also abroad: pizzerias with new and modern styles that resemble top restaurants."

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GRUPPO LACTALIS	FORMALACTIS (AMODIO GROUP)	SORÌ ITALIA
<p><b>Julienne Fiordilatte Galbani Professionale</b></p> 	<p><b>Fiordilatte di Napoli Latteria Sorrentina</b></p> 	<p><b>Filone di Fiordilatte (Frozen)</b></p> 
<p>Fiordilatte mozzarella (from cow's milk) in julienne format, made with 100% Italian milk. Excellent curd-stretching and stays white during cooking. Expected launch date: March 2020. Heat-sealed tray by 2.5 kg</p>	<p>Cheese made from stretched curd, using traditional methods, only with cow's milk from the Campania region. Used mainly on pizza. Thanks to its high quality, this product release very little water during the baking. Formats: 800 g and 1 Kg</p>	<p>The freezing process in liquid does not affect the organoleptic properties of mozzarella, which keeps its natural genuineness up to 18 months. It is ready for use once defrosted. Format: 1 Kg Loaf</p>





**Ziliotti, Marketing & Trade Marketing Director at Castelli Group**, “come in different sizes and shapes, from the classic and small mozzarella balls to the chunks, all with different packaging solutions.”

**Authentic Italian mozzarella goes frozen**

Frozen products are a good solution to reach geographically distant markets. “**Granarolo** has developed a new range of high added value products specifically for these markets,” declares the company. “Products that

are easy to use, effective, safe and with an improved shelf life. For example, a frozen Italian mozzarella line made using IQF technology, available in various sizes and cuts (julienne, cube, etc.) that guarantees high-quality standards for 12 months.

The staff operating in these markets must be trained regularly through cooking shows and cooking classes held by Italian chefs and pizza makers.”

As confirmed by Raffaele Garofalo himself, **Fattorie Garofalo** is also considering IQF technology: “Our near-future strategy includes IQF technology, as this is capable of preserving the texture of the products even after defrosting. However, to get to this result, we must implement a training system that teaches the end-user, among other things, how to defrost and use the product”.

# Buffalo

mozzarella is among the most exported products

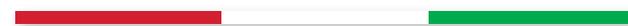
## Fresh mozzarella: exports by destination countries

EU COUNTRIES				EXTRA-EU COUNTRIES			
Countries	Exports (€)	Exports (kg)	Average price (€/kg)	Countries	Exports (€)	Exports (kg)	Average price (€/kg)
France	139,430,143	28,193,910	4.95	Switzerland	23,956,332	5,062,043	4.73
United Kingdom	58,026,533	12,417,594	4.67	Japan	16,935,244	3,007,876	5.63
Germany	48,769,372	9,137,475	5.34	USA	5,668,248	689,303	8.22
Belgium	30,765,166	6,296,063	4.89	South Korea	5,580,591	1,069,910	5.22
Spain	25,331,234	5,353,327	4.73	Australia	2,559,243	417,678	6.13
Austria	14,354,257	2,980,450	4.82	UAE	1,944,119	332,725	5.84
Sweden	10,848,805	2,067,037	5.25	China	1,551,388	274,971	5.64
Netherlands	10,504,744	1,772,338	5.93	Hong Kong	839,530	115,748	7.25
Denmark	9,003,873	1,972,813	4.56	Thailand	608,934	161,713	3.77
Poland	5,052,504	1,093,914	4.62	Taiwan	731,146	139,297	5.25
Other UE	33,440,341	7,356,596	-	Other Extra-UE	10,025,804	1,982,287	12.43

Source: Agrifood Monitor on Istat data



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# Tomato, *more tailor made solutions*

Consistent growth in all markets for the Italian suppliers. Peeled tomatoes are the most popular

 Marianna Notti

In terms of tomato based products, the pizzeria channel is showing consistent growth in all countries, even outside Europe. Most players have recorded increases in the exports to South America, Australia and Asia. As **Riccardo Ferri, Export Sales of Steriltom**, explains, "There are two main areas of growth. On the one hand, small traditional Italian pizzerias, businesses that choose their raw materials very carefully; on the other hand, there are now more pizzeria chains (also with 2/3 outlets), which, despite using more standardized solutions, still favor 100% Italian products. We support both our customers and their sales teams, as a matter of fact, we also sponsor cooking schools and international events. The aim is to educate the public about the added value of our tomato puree, which is a key product for pizzerias". **Rodolfi** operates in this segment with the Ardita brand: "We work with major international chains," says **Export Manager Riccardo Conforti**, "especially through importers, some of which have become actual business partners. The most popular products abroad are



## Key points

**Peeled tomatoes** are the most popular, however, also tomato pulps are selling well

**Convenience:** more products that require no further processing or preparation after opening

More demand for products with added value, such as **pizza sauces** and tailor-made solutions

CALISPA	COMPAGNIA MERCANTILE D'OLTREMARE	COPPOLA FOODS LIMITED	DAVIA
Whole peeled plum tomatoes	Long peeled tomato Ciao	Pomodoro San Marzano dell'Agro Sarnese Nocerino DOP	Pronto Pizza
			
Calispa has got two industrial brands: Calispa and Nobile. The range is a selection of high quality products going from conventional to organic tomatoes and legums, passing through premiums like 'Marzanino' peeled tomatoes and San Marzano PDO.	Vegetable preserve made by adding partially evaporated organic tomato juice to peeled tomatoes. Fast processing: within 8 hours from harvesting. With a basil leaf in the 3 kg format (for the US market); 2.5 kg version for the rest of the world.	Seasonally grown and packed in the area around the cities of Naples, Salerno and Avellino. They are grown vertically and hand-picked only when fully ripe. Very sweet, juicy, with low acidity and a rich taste. Formats: Cans by 0.4, 0.8 and 2.5 kg.	Ultrafine tomato pulp, ideal for pizza makers Formats: 2.5 and 4.5 kg can (net weight)

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# ALL THE GOOD ABOUT CAMPANIA TOMATOES

COMMITMENT, PASSION, INVESTMENT AND GREAT VARIETY OF PRODUCTS ARE THE KEY STRENGTHS BEHIND THE CALISPA BRAND NOBILE

Calispa, the company from Castel San Giorgio in the Salerno province **specializing in canned tomatoes, has a productive capacity of 1.000.000 quintals of processed tomato and a surface of 70,000 square meters.**

**What is its key strength, though?** Without any doubt, the variety of its products.

**From 2013 until 2019, the company's SKUs have increased from 29 to over 100**, including conventional products such as peeled tomatoes, diced tomatoes and puree as well as high-end products such as datterini tomatoes, extra fine tomato pulp, peeled datterini, marzanini tomatoes, the one and only San Marzano PDO and legumes, all produced according to local traditions. "In addition to basic products, **today we produce an organic range and a series of specialty products that meet growing demand of premium**



**The strength of the company is the variety of its products: over 100 SKUs including peeled tomatoes, diced tomatoes, datterini and marzanini tomatoes**

labels from Italian and international retailers," the company said.

**"Finally, we also have legumes to expand our range.** All SKUs are available for both the retail and the foodservice channels. We export them all over the world: Japan and South Korea, Australia and New Zealand, United States and Canada, Germany,

the United Kingdom, Belgium, the Netherlands and Switzerland.

**Exports generate 50% of our turnover,"** the company said.

Calispa's core business comes from private labels. However, **in recent years the presence of its brands, especially Nobile (which includes all the tomato specialties and**

## CONTACTS



### CALISPA

Via Riccardo Ciancio, 12  
84083 - Castel San Giorgio (SA)  
CAMPANIA - Italy  
+39 081 951065  
www.calispa.it  
www.nobileonline.com



### Export contact

info@calispa.it

**the legume-based products), has spread across Italy and especially abroad.**

The company's success is mostly the result of the commitment of its founders, now in their third family generation, that involves all the workers, as well as a deep passion for agricultural goods that over the years has prompted the company to improve products and processing in order to offer final consumers high quality goods.

Also important are the recent investments into new advanced machines, new internal spaces dedicated to artisanal production and the acquisition in 2018 of a new factory: the move allowed to increase the processing of tomatoes and start a new production line of conventional and organic legumes.

## MORE INFO



### Company Details

Brands Nobile, Calispa  
Year established 1966  
Employees 376  
(staff + seasonal in 2019)  
Ownership Family Business  
Annual Revenues 38.4 million euros (2019)



### Certifications

- ISO 9001
- ISO 14001
- ISO 22000
- ISO 22005
- BRC Food
- IFS Food
- Kosher
- FDA
- SA 8000
- UNI 11233
- DTP 108
- Vegan OK
- Organic

pizza sauces with high added value, which are a guarantee of high quality. We are able to offer our customers tailor-made solutions, which are designed to meet the specific needs of each market, chiefly customized recipes and formats."

According to **Cosimo D'Ambrosio, Sales Manager of Davia**, "the most popular product is definitely peeled tomatoes, however, also the tomato purée and the pulp are selling well. Finally, there is also consistent demand for PDO San Marzano tomatoes, however, this is still a very niche product. "We are developing special recipes for pizzerias, at the same time, we are working closely with the flour producers. Our top market is the USA, where we serve chains such as Frank Pepe (New Haven, Connecticut), Sbarro and Amici (New York) and Anthonys (New Jersey)."

### Long peeled tomatoes, a trending specialty in the US

The best sellers of Ciao Il Pomodoro di Napoli, under the CMDO brand (Compagnia Mercantile d'Oltremare), are long peeled tomatoes - in the American market, sold with a basil leaf inside the glazed cans - as well as organic peeled tomatoes, PDO

## PDO San Marzano,



## a growing niche thanks to gourmet pizzerias

The best-selling pizzeria products at **Coppola Foods** are PDO San Marzano tomatoes, peeled tomatoes and fine tomato pulp. "We have seen a much-appreciated increase in the demand for San Marzano tomatoes," added **CEO Ernesto Coppola**, "which mostly came from the growing popularity of gourmet and traditional pizzas. Authenticity and transparent labels, especially in terms of nutritional values, have both become a must for pizza consumers: simple recipes with healthier ingredients. Consumers look for innovative, premium

and tasty toppings, however, they also like to see a good presentation, an element that must not be underestimated in modern society."

Also, **Giuseppe Mirra, Sales Director at Palo Food** confirms the positive trend of San Marzano tomatoes: "Our top seller is peeled tomatoes, both the PDO San Marzano and the more classic Roma variety. We have recently added another product to our range, Il Vesuviano, a top-quality product that is similar to its San Marzano cousin but that comes with a more affordable price tag".

San Marzano tomatoes and tomato pulp for Authentica Pizza. "Peeled tomatoes and tomato pulps are the most popular products as they meet the needs of pizza makers thanks to their taste, freshness and fragrance" explains **Lino Cutolo, CEO of CMDO**. "At the moment, the market is going toward more quality, launching more genuine products, which, in turn, are made with top quality raw materials. Gourmet pizza is no longer a real

niche, most consumers around the world are beginning to discover it. For over ten years now we have worked hard on creating a pizza culture, one that all industry operators of the world recognize and implement. We are partners with the largest industry event, the Napoli Pizza Village. The last two editions were held in New York, where we founded Pizza Academy. The aim is to promote our food culture".

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MENÙ	PALO FOOD	RISPOLI LUIGI	STERILTOM	RODOLFI
<p><b>Mini-Red Semi-dried peeled Pizzutello tomatoes</b></p> 	<p><b>PDO San Marzano</b></p> 	<p><b>Pelapola</b></p> 	<p><b>Il Pizzaiolo</b></p> 	<p><b>Pizza Sauce Aromatizzata Ardita</b></p> 
<p>Pizzutello is a tomato variety from Campania, with a round shape and a tasty and sweet pulp. Pizzutello tomatoes are 100% Italian, harvested and processed at the peak of the season, while fresh, carefully peeled, slightly dried and seasoned with spices, aromatic plants and oil. Formats: Tin 800 g nt. wt.</p>	<p>PDO peeled San Marzano tomatoes comply with the specifications of the Consortium, as both their growing and processing are carried out within a predefined geographical area. Formats: Cans by 0.5, 1 and 3 kg.</p>	<p>Organic tomato pulp from long peeled tomatoes in bag in box 10 kg. It offers professionals of the horeca sector the freshness and sweet taste of peeled tomatoes with the versatility and ease of use of the pulp without peels and seeds. Ideal products for restaurants and pizzerias.</p>	<p>Finer and thicker pulp, with added salt. Thanks to their thickness, they are easier to use as they do not release water. The smooth texture and thickness make them ideal as a topping on pizza, moreover, they do not need any processing or preparation before use. Formats: 4.1 kg can and 5 kg box.</p>	<p>Flavored Ardita Aromatizzata Pizza Sauce allows the company to work with different types of pizzerias, from chains to American style pizzerias and even ethnic shops. 10-12 Brix, strong red color, a natural taste, with added oregano, basil and other spices. Formats: 5 kg can, 10 kg bag.</p>

# THE CONSUMER AND THE ENVIRONMENT FIRST

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INDUSTRIA CONSERVE ALIMENTARI

## CONTACTS



### RISPOLI LUIGI & C SRL

Via Mazzini, 3  
84045 – Borgo Carillia  
Altavilla Silentina (SA)  
CAMPANIA - Italy  
+39.0828.987038  
www.valledelcilentto.com



### Export contact

Natale Rispoli, Ceo  
Phone +39.346.6171907  
Mail natale.rispoli@conserverispoli.it

VALLE DEL CILENTO DEVELOPES A NEW LINE FOR PROFESSIONAL USES, LIKE PELAPOLPA: 100% ITALIAN ORGANIC PULP FROM LONG TOMATOES

**Established in 1969 as a family business,** Conserve Rispoli is **specialized in processing high quality 100% Italian organic tomatoes.**

Its production plant is located in Valle del Cilento in Borgo Carillia, an area of Altavilla Silentina in Campania. The company has **a great experience in the production of organic tomatoes products.** Each reference is obtained **exclusively from natural ingredients,** without the use of preservatives that could alter its healthy properties.

### Certified Quality

The Valle del Cilento brand guarantees maximum respect for the quality of organic products and for workers. To do this, the company has adopted the requirements of the SA8000:2014 standard. The quality of Valle del Cilento tomatoes also received the 'Special Award Sustainability' at the Italian Food Awards 2018 and 'New Product 2019' at PLMA Amsterdam.



the Horeca sector the freshness and sweet taste of peeled tomatoes, with the versatility and ease of use of the pulp without peels and seeds.

**Only organic Italian tomatoes from a certified supply chain. The screw cap**

**allows the product to be used and stored for up to five days,** guaranteeing freshness and quality ready for use.

**The range is completed by the organic tomato paste and the tomato**

**passata in bag in box,** available in four sizes: 5 kg, 10 kg, 15 kg 20 kg.

These references are ideal products for restaurants and pizzerias.

**Pelapolpa is 100% Italian organic pulp from long tomatoes. A product created to offer all the freshness of peeled tomatoes**

### FRESHNESS AND TASTE FOR PROFESSIONAL USE

The continuous research in the field of innovation and the desire to offer the consumer a high quality product led the Rispoli Luigi & C company to develop **Pelapolpa: 100% Italian organic pulp from long tomatoes in bag in**

**box 10 kg.** A product created to offer professionals of



**Visit us at PLMA Amsterdam**

## MORE INFO



### Company Details

Brands Valle del Cilento  
Year established 1969  
Employees 120 (seasonal employees)  
Ownership Family Business



### Products Details

Price positioning Premium



### Certifications

- BRC food (gsfs)
- FDA
- FSC
- HACCP
- IFS Food
- ISO 9001:2008
- Kosher
- NOP
- SA 8000:2008
- USDA
- JAS
- KRAV
- Boureau Veritas
- IDB

## Made in Italy pizza toppings

An overview of the best Italian toppings, from cold cuts to vegetables to olives. The fillings for pizza must be attractive to the eye as well as, of course, excellent on the palate. The market is vast and ranges from vegetable preserves to olives, from creams and sauces to cold cuts. Products shall be as natural and clean-label as possible, offering practicality and service to operators without requiring further treatments or processing.

**Toppings are offered in different formats to guarantee the best service to operators**

### BERETTA

**Salame piccante e salsiccia piccante (Hot salami and hot sausage)**



Thanks to its disposable format, pizza hot salami is ideal for one or two portions. It is always fresh and adds taste and character to pizza. In the 60g disposable format, mainly for the consumer, but also for pizzerias looking for a service product already sliced and portioned. The spicy sliced sausage is available in 500 g protective atmosphere trays.

### FICACCI

**Olive nere denocciolate Riviera (Pitted black olives)**



Prepared with fresh black leccino olives, garnished with sunflower oil. An innovative and highly appreciated product for the pizzeria channel, it is also refrigerated (+5°C). Available formats: 1/2 Gastronorm tray, net weight 2,040Kg (2 units per package).

### GRECI

**Creams, toppings and decorations**



Obtained from fresh raw materials, harvested in season, to guarantee the best flavours and the cleanest possible label. Greci products are developed according to four directives: Italian origin, suitable for everyone, (gluten-free, vegan, etc. ...), clean label, and nutritionally balanced. Formats: from 400g to 10 Kg, in tin or bag in box.

## Peeled tomatoes and pulps: exports by destination countries

EU COUNTRIES			
Countries	Exports (€)	Exports (kg)	Average price (€/kg)
United Kingdom	156,870,719	224,818,300	0.70
Germany	121,958,032	192,325,700	0.63
France	60,592,185	82,162,500	0.74
Netherlands	28,855,071	45,805,300	0.63
Sweden	23,344,883	27,677,600	0.84
Belgium	18,781,755	31,673,000	0.59
Poland	14,685,920	22,338,700	0.66
Austria	13,606,960	17,760,100	0.77
Denmark	13,297,576	18,408,400	0.72
Romania	7,453,239	11,709,600	0.64
Other EU	52,069,761	75,489,800	-

EXTRA-EU COUNTRIES			
Countries	Exports (€)	Exports (kg)	Average price (€/kg)
United States	74,027,023	103,622,800	0.71
Japan	57,833,705	78,130,000	0.74
Australia	35,291,336	50,675,300	0.70
Canada	15,981,933	22,034,600	0.73
Switzerland	14,195,035	17,925,000	0.79
Saudi Arabia	12,186,574	18,013,700	0.68
Brazil	9,335,982	14,719,900	0.63
Russian Fed.	7,943,560	12,153,400	0.65
South Africa	7,106,195	10,813,000	0.66
New Zealand	6,336,931	9,919,700	0.64
Other Extra-UE	66,752,286	97,238,000	-

Source: Agrifood Monitor Istat data



ARREDO NEGOZI



# COSTAGROUP.NET

COSTAGROUP SRL VIA VALGRAVEGLIA ZAI 19020 RICCÓ DEL GOLFO (SP) ITALY T.F. +39 0187 769309/08 INFO@COSTAGROUP.NET

SEGUICI





**NEW:** Pfitscher has now been certified by USDA to export to the United States

# TRADITION

## FROM SOUTH TYROL SINCE 1980



Our Speck Alto Adige PGI is truly an excellence: included in the gourmet guide "Salumi d'Italia 2019" and awarded, after rigorous taste tests, with "5 spilli", the highest recognition. Thanks to its recurring high scores through the last 3 editions of the guide, our Speck was ranked among the TOP 11 Best Cold Cuts of Italy, confirming our consistently high quality standards.

### GENUINE FLAVOUR

The best ingredients, passion, and quality are the elements behind the authentic flavour of our products. Speck Alto Adige PGI is produced according to Gottfried Pfitscher's family recipe and it is particularly tender and mild due to the long curing process. True flavour since 1980.

## TOP 11

I Migliori Salumi d'Italia 2020



Le Guide de  
**L'Espresso**

**PFITSCHER**

METZGEREI × SALUMIFICIO

[pfitscher.info](http://pfitscher.info)

