



## PINSARELLA

### *Ancient Roman Pizza*

An innovative culinary fusion is being introduced to the catering and restaurant world. Michele Pagano, creator and owner of the Pinsa factory, restaurants, and mozzarella farm in Italy merges two of the most famous foods in Italian gastronomic tradition, "La Pinsa" and Mozzarella.

**What is Pinsa?** A culinary tradition dating back to ancient Roman times. During the Roman era, Romans took a mixture of wheat, millet, barley and oats (and later spelt) and formed it into a flatbread before cooking it on hot ashes and a stone, resulting in the Pinsa!

The Pinsa name derives from the Latin *PINSERE* or push the dough by hands. The inside consistency is soft, light and flaky which is surrounded by the lightly crusted outside. A cloud of pizza with a taste of ancient blend in its original form. During the Roman Empire, Pinsa was offered as a gift from the ancient priests to the Gods. The poet Virgilio wrote in his Aeneid, that peasants in the Roman countryside used to knead grains, salt and herbs to make a "low and oval cake" cooked on hot coals. It had the great benefit of being easily digested. This cake was one of the first foods that the Trojan hero Aeneas bit into when he set foot on the Lazio's coast. In Roman times, people took a mixture of water, millet, barley and oats (and later spelt) and formed it into a flatbread before cooking it on hot ashes and stone. Today's pinsa purveyors are quick to point out Pinsa is not the same as pizza!

### Healthy Product

Engage in the unique texture of the dough, the light crisp of the crust... Taste the difference! Pinsa delivers the flavor first from the wheat/rice flour base of the bread and follows up with the flavors of the toppings! The unique mixture of flour comes from a family friend, the *Di Marco Family*, who own the pizza flour company called DI Marco, located in the city of Guidonia close to Rome, Italy. Pinsa is characterized by a blend of high-quality flour, wheat, rice, and soy, and dried wheat sourdough, NON GMO.

A soft bread crutch surrounded by a light crunchy crust. It boasts the taste of ancient bread and is distinguished by its oval



The flavor of Pinsa is not in the toppings but in the bread! The rice in the dough is revolutionary, because no one has even discovered qualities .....water absorbing and high digestibility .... making bread. Pinsa is ...innovation the market as it perfectly matches the current and the future in growing demand for quality artisan food. The Pinsa's high digestibility is due to 72 hours "maturation" of the dough, the cold preparation technique and the dough's high hydration which makes it much more genuine, digestible, low calorie and low fat than classic pizzas. The Pinsa's processing technique follows strict standards for both the flour and water temperature. The final product must be **crunchy outside and soft inside**, features that are not easy to obtain by using standard production technique. The modern customer are well informed and much harder to please than in the past and will recognize and distinguish the unforgettable flavor of the Pinsa.

- ° All ingredients are 100 % Vegan
- ° We use only organic and quality ingredients
- ° Hand stretched
- ° No Artificial preservatives
- ° No animal products
- ° No GMO
- ° No artificial Flavors or colors
- ° Low Gluten

**Nutrition facts per 100 g of product**

**PINSA PIZZA**

Dough	Wheat, rice, soy	Wheat	Δ
Water (wt%)	80	50	+ 60 %
Protein (g)	9.9	15.5	- 36%
Sugar (g)	0.50	0.96	- 48%
Fat (g)	2.0	13.09	- 85 %
Saturated fat (g)	0.6	6.6	- 91 %
Cholesterol (mg)	0.08	29.00	- 100 &
Energy (kcal)	247	370	33 %



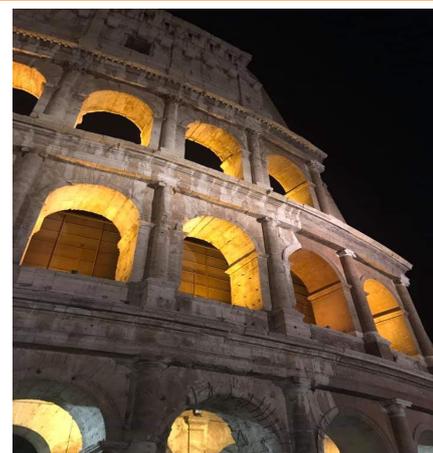
**Heating Instructions: No Microwave.** Preheat oven (430 F convention, 500 F conventional). Place on Top oven rack and cook approx.. for 5 minutes or until golden brown. **You can also use Pinsa as a Focaccia Bread by just warming in oven or placing in a toaster.** We deliver a ready to finish to cook & serve precooked Pinsa Romana Crust If your location qualifies we can start with a 7 day trial. We'll provide all the necessary for startup. **Typical Equipment** Pizza Oven or Pizza Warmer. Pizza Prep table or topping prep table

**Our Price**

**Small (9" x 7") a couple 2 Pinsarella \$**  
**Large (13" X 7") a couple 2 Pinsa \$**  
 for order over 20 of S size bases pinsa \$  
 for order over 20 of L size bases pinsa \$  
**for extra order our manager come to you**

**Ex. Business food cost**

Personal small .00	Large Pinsa	,50
Sauce 0.20	"	0,25
Cheese 0.50	"	0,70
Total .70	"	,45
Retail 9.99	"	12.99
<b>Profit .30</b>	"	<b>,55</b>



**Our service model – what we offer**

Add the best authentic Ancient Roman Pizza in the market to your location, We gives you everything you need to serve a Pinsarella – with minimal Investment and limited space Our solution Within 3 minutes you can be serving high quality and healthy artisan handmade Roman Pinsa - No fuss, No preparation, No leftover raw materials, No specialized personnel required - Pinsarella if you do not have your pizza oven provides the professional oven & installs it at your business. The Italian Pinsaioolo Chef meets with your staff to explain how to operate the oven and prepare delicious Pinsa in 3 minutes, with no effort! We design a tailored supply schedule to determine your Pinsa needs and deliver straight to your establishment. We Cater to variety of Venues: Food Distribution service, Hotels & Holiday resorts, Restaurants, Deli, Breweries, vineyards , winery, coffee shops, Bars & Clubs, Catering services, Convention centers 6 Event Halls, Amusement Park & Sports, Museums & Landmarks, Individual or family costumers, Food truck And More....The precooked pinsa is ready from refrigerator to plate in just minutes Refrigerator shelf life 20 days

**Your Catering With Pinsaioolo, Chef, Music, Cheese man, and all Stuff from 20 pensons :**

- we provides Our Sorrisi Sandwich with cheese salami, prosciutto, peperoni, Pinsa Romana small /large with Authentic italian home made toppings (*siciliana sauce, arrabbiata sauce, marinara sauce Ortolana, Alfredo cream, Pesto and pistaccio, Prosciutto di Parma Pumpkin Cream, Puttanesca sauce..and more*)



**for more info:**

**+1 760.960.5082 (Michele)**

**+ 1 7604581086 (Ettore)**

Web site in [WWW.Pinsarella.it](http://WWW.Pinsarella.it)

Follow us on *Facebook, Instagram,*

1013 Via Marco 92084 Vista CA