

START FROM THE BASE

COMPANY PROFILE

quellidellapizza.com



Who we are

Since 2009 the best artisanal pizza bases
100% Made in Italy.

The company was **founded in 2009** in **Italy** under the name **Quelli della Pizza** from the idea of **Gianluigi Furlan** to create an artisanal pizza base for quickly and easily making exceptional pizzas in restaurants and at home without any special skills.

After more than 15 years of research and marketing of artisanal, Made-in-Italy pizza bases, **we are the only Italian company with such a wide range of doughs for every need.**



GIANLUIGI FURLAN

Founder & Commercial director



Artisanal Production

In all of our pizza bases we use our own **natural yeasts** and **sourdough starters**, which combined with long proofing times, ensure that the pizzas are light and easy to digest.

All of our pizza bases are **strictly hand-kneaded** and **produced entirely in Italy**.



HIGH-QUALITY
ITALIAN FLOURS



LONG
LEAVENING



HAND
KNEADING



MADE IN
ITALY



WATCH NOW



Easy to make

A Pizza Base is dough that has already been kneaded and comes as a white “disc” ready for you to add your toppings.

All the hard work of the pizza chef has already been done, so all you have to do is add your chosen toppings and cook the pizza in your oven.



Take the pizza base



Add your chosen toppings



Bake it for a few minutes



Pizza is ready!



Our bases can be baked in **both a professional restaurant oven** and a **standard home oven**

An Italian pizza maker in every package.

Every day, **over 100 experienced Italian pizza makers** passionately dedicate themselves to the creation of our pizza bases, rolling out and kneading each dough by hand.

When you take one of our pizza base packs, you are choosing more than just a product: **you are inviting an Italian pizzaiolo into your kitchen, available for you 24/7.**

It is like having **the essence of Italy** and **the dedication of a true artisan at your disposal**, whenever you want.



Steady growth

Our growth is based on a constant search for quality and excellent raw materials.

The results speak for themselves: **our annual revenue has grown from €300.000 to €13.000.000 between 2009 and 2025.**

in 2009
€ 300.000

in 2025
€ 13.000.000





International presence

EUROPE

AUSTRIA · BELGIUM · DENMARK · ESTONIA · FINLAND · FRANCE · GERMANY · GREECE · ICELAND · ITALY ·
LATVIA · LITHUANIA · MALTA · NETHERLANDS · NORWAY · PORTUGAL · ROMANIA · SPAIN · SWEDEN ·
SWITZERLAND · UNITED KINGDOM

OUTSIDE EUROPE

UNITED STATES · ANTIGUA · PANAMA · PORTO RICO · SINGAPORE



Our US Brand

STARTS IN ITALY, FINISHED BY YOU

In **2018**, we embarked on an exciting journey to introduce our artisan pizza bases to the USA under the brand name **Pizza Fellas**.

Thanks to our partnership with **Boston Gourmet Chefs**, we hit the ground running. Our growth has been steady and remarkable, and today, we are proud to say that Pizza Fellas is available in **over 20 states** across the country.

CURRENT U.S. DISTRIBUTION:

ARIZONA – CALIFORNIA – COLORADO – CONNECTICUT – DELAWARE – FLORIDA –
GEORGIA – ILLINOIS – KENTUCKY – LOUISIANA – MAINE – MASSACHUSETTS – MARYLAND
– MICHIGAN – MISSISSIPPI – MISSOURI – NEW HAMPSHIRE – NEW JERSEY – NEW YORK –
NORTH CAROLINA – OKLAHOMA – PENNSYLVANIA – RHODE ISLAND – SOUTH CAROLINA
– TENNESSEE – TEXAS – WASHINGTON DC – PUERTO RICO





Vision & Mission

We bring true Italian Pizza to menus all over the world, with simplicity.

Every day we engage in **research and development of the best pizza bases** to offer our customers an excellent base, to be topped with creativity.

Through our **company organisation and thanks to our digital approach**, we accompany our customers by making them autonomous and quick in ordering and re-ordering products 24 hours a day.

We support our customers and partners on a daily basis by creating long-lasting, transparent and mutually trusting relationships, generating positive business synergies.

Success story

International Cruise line company

The customer
forecasted 230.000
pizza bases
for the 2023 year



450.000
pizza bases
sold in 2023



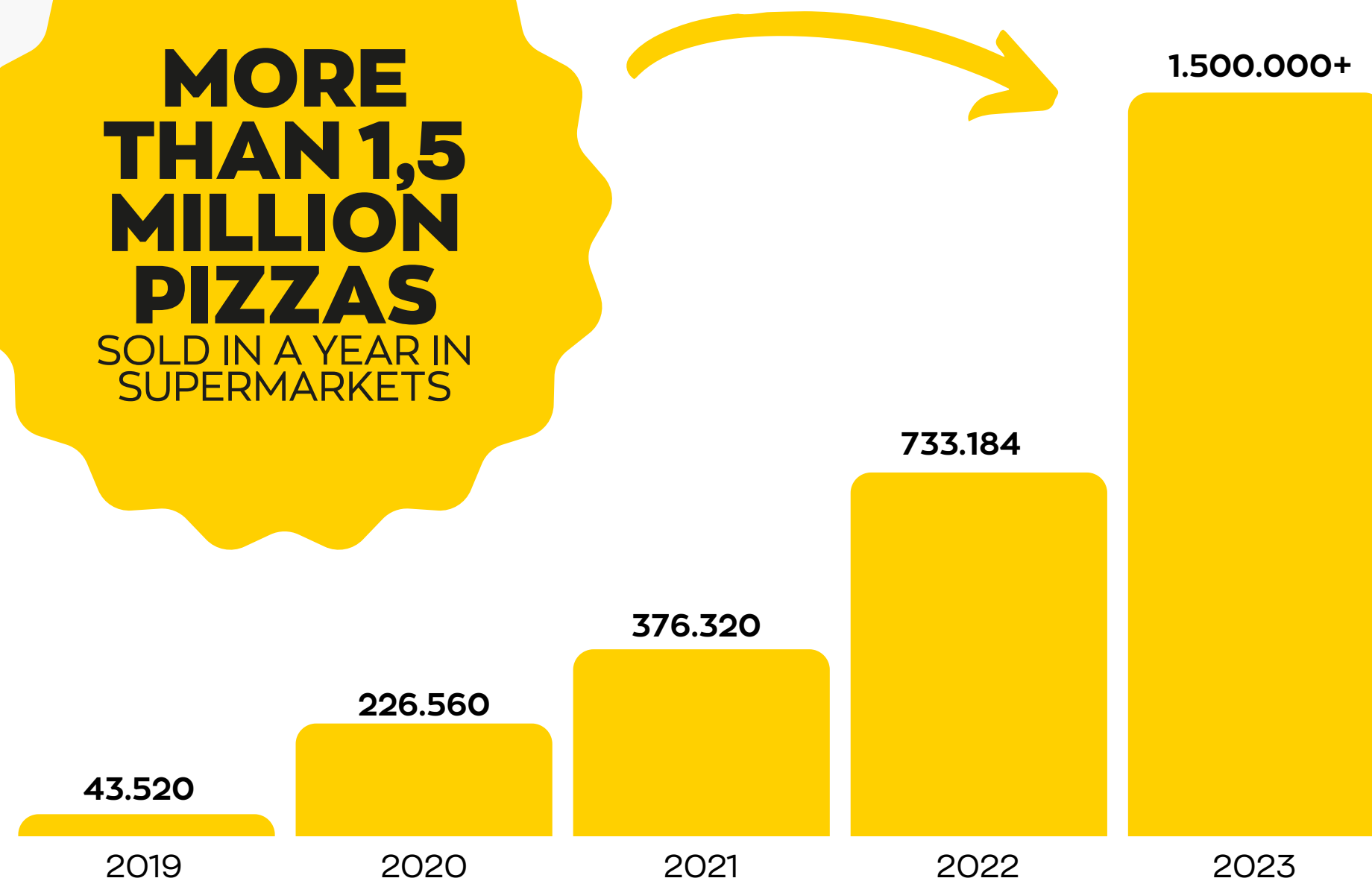
Success story

Norway retail



**MORE
THAN 1,5
MILLION
PIZZAS**

SOLD IN A YEAR IN
SUPERMARKETS



Meet our team



Gianluigi Furlan
Sales Director



Marcello Rosa
CFO



Michele Rosa
Export & Digital Manager



Roberto Gamba
Orders Manager



Alessandro Zucchinali
Account Manager



Per Liljefors
Scandinavia Sales

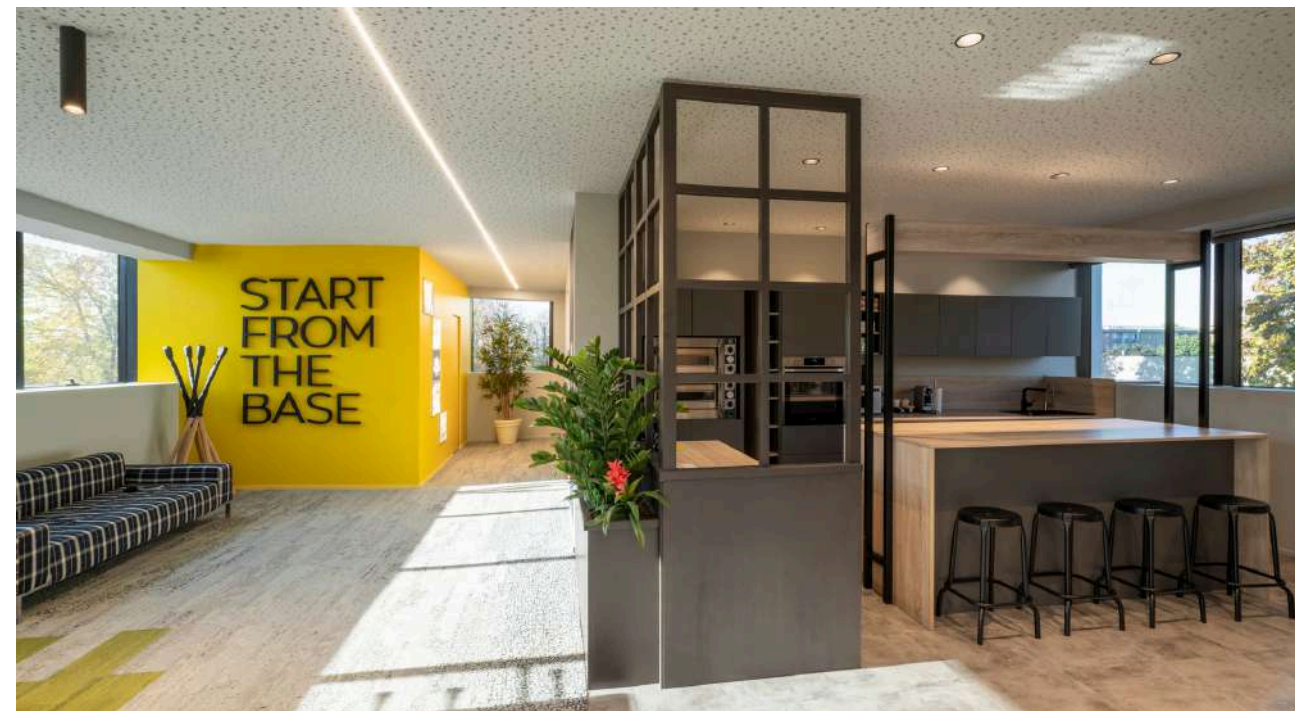


Sara Pesenti
Customer Care



Guglielmo Pontiggia
Cooking Technician

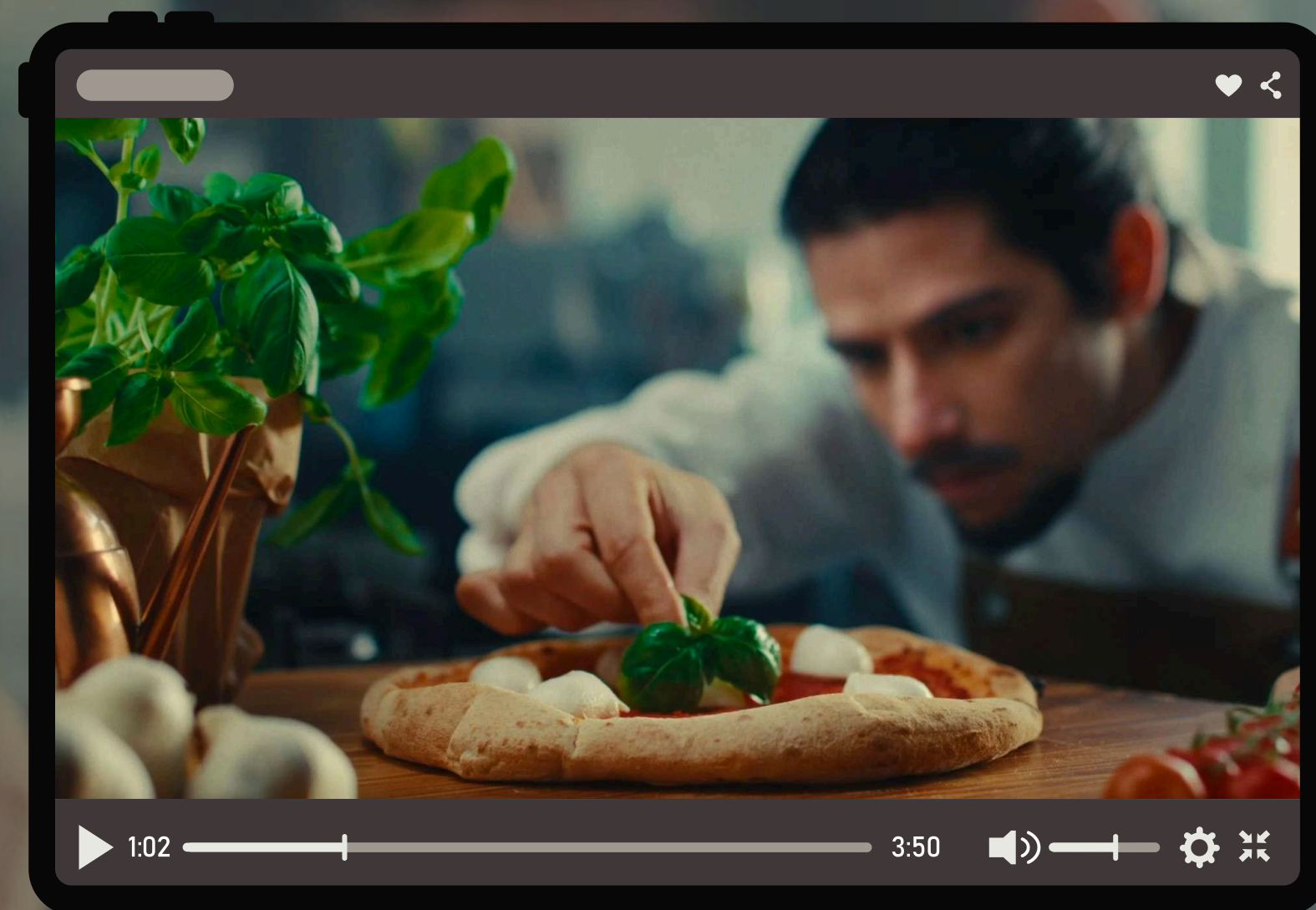
Our Headquarters



**FOR A
GREAT PIZZA**

START FROM

THE BASE



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Thank You

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