

laltrapizza



CATALOGUE
Retail



*ready
to eat!*

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OUR SECRET

*Italian love for the Art of baking
has its roots in a past
made of authenticity and tradition.*

Our story springs from those same roots and everything we bake embodies our passion for traditional artisan method. We combine a strong heritage with fearless creativity and bold innovations to offer delicious taste and unparalleled flavour.

We pride ourselves on producing baked goods of **exceptional quality, light and digestible** to address customer needs and wants. Our shelf stable products are simply affordable, convenient and ready to use.



WE BAKE IT EASY

Our Pinsa/Pizza bases are crafted using simple **natural high-quality ingredients** and time-honoured authentic Italian recipes.

Our Artisans “Mastri Pizzaioli” daily shape and stretch our **dough by hand**. High ratio of water to flour, long fermentation, natural leavening and **stone baking** are the secrets to ensure the perfect texture of our handmade crusts: crisp on the outside and soft in the center.

As a measure to enhance the quality of our products, the entire process undergoes a strict control.

More than 60 hours of leavening and temperature-controlled dough ripening

The perfect balance between leavening and ripening times is the distinctive feature that makes our bases light and digestible. Ripening is a set of enzymatic processes that progressively break down more complex structures, like proteins and sugars, into simpler elements, therefore helping the stomach with digestion.

During leavening, yeasts convert those sugars into carbon dioxide, consequently increasing the volume of the dough and forming gaseous alveoli.

By managing those processes, **our experts masterfully deliver** a light, genuine, rich and golden crust with an authentic aroma.

QUALITY AND INNOVATION

Efficient controlled atmosphere packaging guarantees our products an optimal preservation.

Fresh-eating, pizzeria quality with shelf-to oven convenience.

BENEFITS

- Food waste reduction
- Less unsold products
- Easier Logistics Management
- Pinsa/Pizza ready to top out of the bag
- Several storage conditions
- Display space optimization
- Sales increase
- Artisan, genuine, handcrafted products



**TASTY, LIGHT,
HANDMADE**



LA PINSA *in paper tray*

A Classic Pinsa up-to-date with Industry standards (32x18 cm).

A 250-gram Pinsa in a pleasant paper-touch pack and a cardboard tray to respond to consumer preferences.

Product code: RETAIL_001/1

EAN code: 8055748471065

Weight: 250g | Size: 32x18cm approx.

Units per case: 18

Cases per Pallet: 36

Shelf life: 90 days

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**TASTY, LIGHT,
HANDMADE.
IN A VALUE
TWIN PACK**



PINSA BASE X2

A Classic Pinsa up-to-date with industry standards (32x18 cm).

2 Pinsa bases in a pleasant paper-touch packaging sized to serve the whole family.

Product code: RETAIL_001

EAN code: 8055748470136

Weight: 250g x 2 | Size: 32x18cm approx.

Units per case: 15

Cases per pallet: 36

Shelf life: 90 days

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SMALL-SIZED CLASSIC PINSA



MINI PINSA

Smaller size for the perfect display space optimization (15x25 cm).

A single pack Mini Pinsa in a pleasant paper-touch packaging.

Product code: RETAIL-150

EAN code: 805574847102

Weight: 150g | Size: 15x25cm approx.

Units per case: 36

Cases per pallet: 36

Shelf life: 90 days

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**A NUTRIENT DENSE
AND HEALTHIER
TYPE-1 FLOUR AND
WHEAT GERM
PIZZA BASE**

PIZZA BASE *in paper tray*

Iconic traditional Italian Pizza.



A 250-gram Pizza base
single pack in paper tray
and a pleasant
paper touch-packaging.

Product code: RETAIL-007/N

EAN code: 8055748471140

Weight: 250g | Size: 30cm approx.

Units per case: 12

Cases per pallet: 36

Shelf life: 90 days

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**A NUTRIENT DENSE
AND HEALTHIER
TYPE-1 FLOUR AND
WHEAT GERM
PIZZA BASE
IN A TWIN PACK**

PIZZA BASE X2

Iconic traditional Italian Pizza.

2 Pizza bases
in a pleasant paper touch
and family size pack.



Product code: RETAIL 007/RO/2

EAN code: 8055748470204

Weight: 250g x 2 | Size: 30cm approx.

Units per case: 12

Cases per pallet: 36

Shelf life: 90 days

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**TASTY, LIGHT,
HANDMADE**

FRESH PINSA BASE

in a paper tray



A Classic Pinsa up-to-date with
Industry standards (32x18 cm).
Keep refrigerated.

A 250-gram Pinsa
in a pleasant paper-touch pack
and a cardboard tray to respond
to consumer preferences.

PRESERVATIVE FREE

Product code: RET_001/1 F

EAN code: 8055748471669

Weight: 250g | Size: 32x18cm approx.

Units per case: 18

Cases per Pallet: 36

Shelf life: 90 days

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**TASTY, LIGHT,
HANDMADE.
IN A VALUE
TWIN PACK**

FRESH PINSA BASE

X2



A Classic Pinsa up-to-date with
industry standards (32x18 cm).
Keep refrigerated.

2 Pinsa bases in a pleasant
paper-touch packaging sized
to serve the whole family.

PRESERVATIVE FREE

Product code: RET_001/F

EAN code: 8055748471676

Weight: 250g x 2 | Size: 32x18cm approx.

Units per case: 15

Cases per Pallet: 36

Shelf life: 90 days

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FROZEN PINSA

Frozen pinsa base: a frozen product with its well-known texture, flavour, nutritional value and quality.

Our freezing process halts Pinsa's baking when pre-baking is completed. Therefore, you just have to finish the baking to relish a freshly baked Pinsa.

Product code: RET_001/1 FZ

EAN code: 8055748471683

Weight: 250g | Size: 32x18cm approx.

Units per case: 18

Cases per Pallet: 36

Shelf life: 15 months



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FROZEN TO FRESH PINSA X2

Purchasing a frozen product permits to extend the shelf life and once thawed to handle it in the fridge when needed, thus eliminating all logistical constraints.

For any further information do not hesitate to contact us.



Product code: RETAIL_001/F

EAN code: 8055748470136

Weight: 250g x 2 | Size: 32x18cm approx.

Units per case: 15

Cases per Pallet: 36

Shelf life: 90 days

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Our brand **Dorina La Gioia** was born from the ancient Art of baking handed down from one generation to another and it builds a bridge **between tradition and innovation**.

Our products are made using traditional artisan techniques combined with carefully selected raw materials and take into account ever-changing consumer habits and market trends.

Dorina La Gioia's Bakery stands out for its uniqueness: superior hand-crafted products made with the finest quality ingredients which deliver a perfect culinary experience to those seeking something different and traditional at the same time.

Our special packaging provides our authentic baked products with locked-in freshness and reduces wastage.

Dorina La Gioia product line is made up of the two great classics Panino and Focaccia created with our personal touch:

- **Pinsotto is a Pinsa that turns into a Panino**: a delicious sandwich made from Pinsa dough. Just heat it up for a few minutes and you'll regenerate its amazing flavour, its crispiness on the outside and its softness on the inside;

- **Focaccia**: made with nutrient dense and healthier **type 1 flour** and wheat germ and also available in a high protein and **fiber multigrain version**; just put it in a preheated oven and enjoy its unmistakable taste.

New products coming soon.

Dorina La Gioia, unique bakery.

A-TIPICO



A PINSA-DOUGH SANDWICH

PINSOTTO X2

Our Pinsa turns into a brand new version of our traditional Italian sandwich in a 120-gram single pack, to satisfy customer preferences and adapt to new market trends.

Our Pinsotto in a family size pack.



Product code: RET-030/PAN

EAN code: 8055748470129

Weight: 120g x 2 | Size: 18x10cm approx.

Units per case: 24

Cases per pallet: 36

Shelf life: 90 days





**WHEN PINSA MERGES
WITH PUCCIA.
NEW FLAVOURS,
ANCIENT ROOTS.**

PUCCIA ROMANA

X2



Crunchy just like a pinsa,
soft just like a puccia!
The Puccia Romana is born,
a new product combining
two great Italian traditions
in every single bite.

In a 120-g x2 twin pack.

Product code: RET-030RO

EAN code: 8055748471911

Weight: 120g x 2 | Size: 14 Ø cm approx.

Units per case: 24

Cases per pallet: 36

Shelf life: 90 days





**FILL IT UP WITH
YOUR FAVOURITE
INGREDIENTS OR
ENJOY IT AS A HEALTHY
BREAD ALTERNATIVE**

FOCACCIA *traditional*



A 125-gram Focaccia made with healthier and nutrient dense type 1 flour and wheat germ for a healthy eating.

Bake for few minutes.

Product code: RET-F130

EAN code: 8055748470808

Weight: 125g | Size: 20x11cm approx.

Units per case: 16

Cases per pallet: 72

Shelf life: 90 days





**FILL IT UP WITH
YOUR FAVOURITE
INGREDIENTS OR
ENJOY IT AS A HEALTHY
BREAD ALTERNATIVE**

FOCACCIA *multigrain*



A 125-gram high protein and fiber multigrain Focaccia.

Bake for few minutes.

Product code: RET-F130/MC

EAN code: 8055748470815

Weight: 125g | Size: 20x11cm approx.

Units per case: 16

Cases per pallet: 72

Shelf life: 90 days



DISPLAY BOX



Product code: EXPO_RETAIL_001

Product description: Pinsa Base x 2

Weight: 250g x 2 | Size: 60x40X45h cm.

Unit sales per case: 42 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days



Product code: EXPO_RETAIL_001/1

Product description: La Pinsa in paper tray

Weight: 250g | Size: 60x40X45h cm.

Unit sales per case: 45 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days



Product code: EXPO_RETAIL-150

Product description: Mini Pinsa

Weight: 150g | Size: 60x40X45h cm.

Unit sales per case: 96 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days



Product code: EXPO_RETAIL_007/RO/2

Product description: Pizza Base x2

Weight: 250g x 2 | Size: 60x40X45h cm.

Unit sales per case: 30 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days



Product code: EXPO_RETAIL-007/N

Product description: Pizza Base in paper tray

Weight: 250g | Size: 60x40X45h cm.

Unit sales per case: 30 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days

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DISPLAY BOX



Product code: EXPO_RETAIL-030/2

Product description: Pinsotto x2

Weight: 120g x2 | Size: 60x40X45h cm.

Unit sales per case: 56 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days



Product code: EXPO_RET-F130

Product description: Focaccia Traditional

Weight: 125g | Size: 60x40X45h cm.

Unit sales per case: 56 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days



Product code: EXPO_RET-F130/MC

Product description: Focaccia Multigrain

Weight: 125g | Size: 60x40X45h cm.

Unit sales per case: 56 | Cases per layer: 4

Layers per pallet: 4 | Cases per pallet: 16

Shelf life: 90 days





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MEDITERRANEA QUALITY FOOD S.R.L.

Registered office: Via F. Turati, 11 - 87028 Praia a Mare (CS)

Field office: Via degli Artigiani, SNC - 85040 Nemoli (Pz)

Tel. +39 0985 3955 / +39 0985 300536 / info@laltrapizza.it



+ 39 329 5674640



WWW.LALTRAPIZZA.IT