

Company Profile

laltrapizza



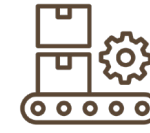
LALTRAPIZZA.IT

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)

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2.000 m²



1.500 m²

earmarked
for manufacturing



4,5 t / Day

production
capacity



OUR COMPANY

Our company was born out of a need: our founders, restaurant owners, had to be fast and efficient in managing more than 400 cover counts and they didn't wish to be dependent on a pizzaiolo.

Thus, a vision arises: a small workshop to manufacture pizza bases.

Rewarding results, together with the quality and the easy handling of the product, encourage one of the owners with decades of experience in sales for a food company in southern Italy to launch this product.

The widespread appeal of the bases gives the ultimate boost to start up a manufacturing plant not only for their restaurant. After a few years, the Company continues to grow so much that it needs a new, updated manufacturing plant.

BUSINESS DESCRIPTION

Production of prebaked pinsa bases and different bakery products.

ENTERPRISE SIZE AND PRODUCTION CAPACITY

2000 sq m (whereof around 1500 sq m earmarked for manufacturing).

Production capacity: 7 tons of product per day approximately.



PRODUCT DESCRIPTION

Parbaked bakery products with 4 storage conditions:

Shelf stable with a 90-day Shelf life,

Fresh with a 90-day Shelf life,

Frozen with a 15-month Shelf life,

Frozen to Fresh with a 15-month Shelf life and with a 30-day Shelf life once defrosted.

OUR PINSA

Our delicious bases are crafted using simple and natural ingredients, the most important of them all being **time**.

A **special temperature-controlled cold fermentation process of more than 60 hours** improves the **digestibility** and the release of health-promoting compounds. A high hydration of the dough and the **hand-stretching** made by our artisans “Mastri Pizzaioli” ensure the perfect texture of the crust for an impeccable mouthfeel: light, open and airy on the inside, crusty on the outside.

We use **Italian flours** only. As a measure to enhance the quality of our products, the entire process undergoes a strict control.

DOUGH RIPENING

Temperature-controlled dough 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**.

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Ambient



Fresh



Frozen



Frozen
to
Fresh

PRODUCTS

AMBIENT TEMPERATURE STORAGE

We combine the strong heritage of traditional baking methods with the bold innovations of an advanced packaging technology to achieve a convenient and ground-breaking 90-day shelf life for our pinsa. With no chemical additives at all, our pinsa base can be easily stored at ambient temperature in your pantry.

FRIDGE STORAGE

Our chilled pinsa base was born to offer a different storage condition, with a shelf life of 90 days and preservative free. It's the ideal solution for those who prefer to handle the product in the refrigerator.

FREEZER STORAGE

Our Frozen pinsa base provides an extended shelf life of 15 months. Perfect for those specialized in the frozen product management and for overseas markets.

FROZEN TO FRESH STORAGE

The Frozen to Fresh range was conceived to help international markets operators who want to resell our product in the refrigerator and not as a frozen one. Purchasing a frozen base allows to extend the shelf life and once thawed to handle the product in the refrigerator when needed, thus eliminating all logistical constraints. A special label will show the expiration date for the frozen product and a blank space will be filled by the seller with the thawing date. All the information for the final consumer will be provided on the label.





MISSION

We allow everyone to bake a Pinsa or any other bakery products without the need to making a dough. We offer close collaboration and customized solutions to the Horeca professionals, by making them working with a standardized artisanal product which does not require any special staff.

Our hand-crafted Pinsa and Pizza crusts are also meant for the large retail trade industry: retail companies have successfully tapped into the consumer desire for premium artisanal heat and eat baked products.

We use only the highest quality ingredients with passion, integrity, innovation and authenticity to make it possible for everyone to enjoy a hot baked, flavorful Italian pizza whenever they want.

INTERNATIONAL MARKETS

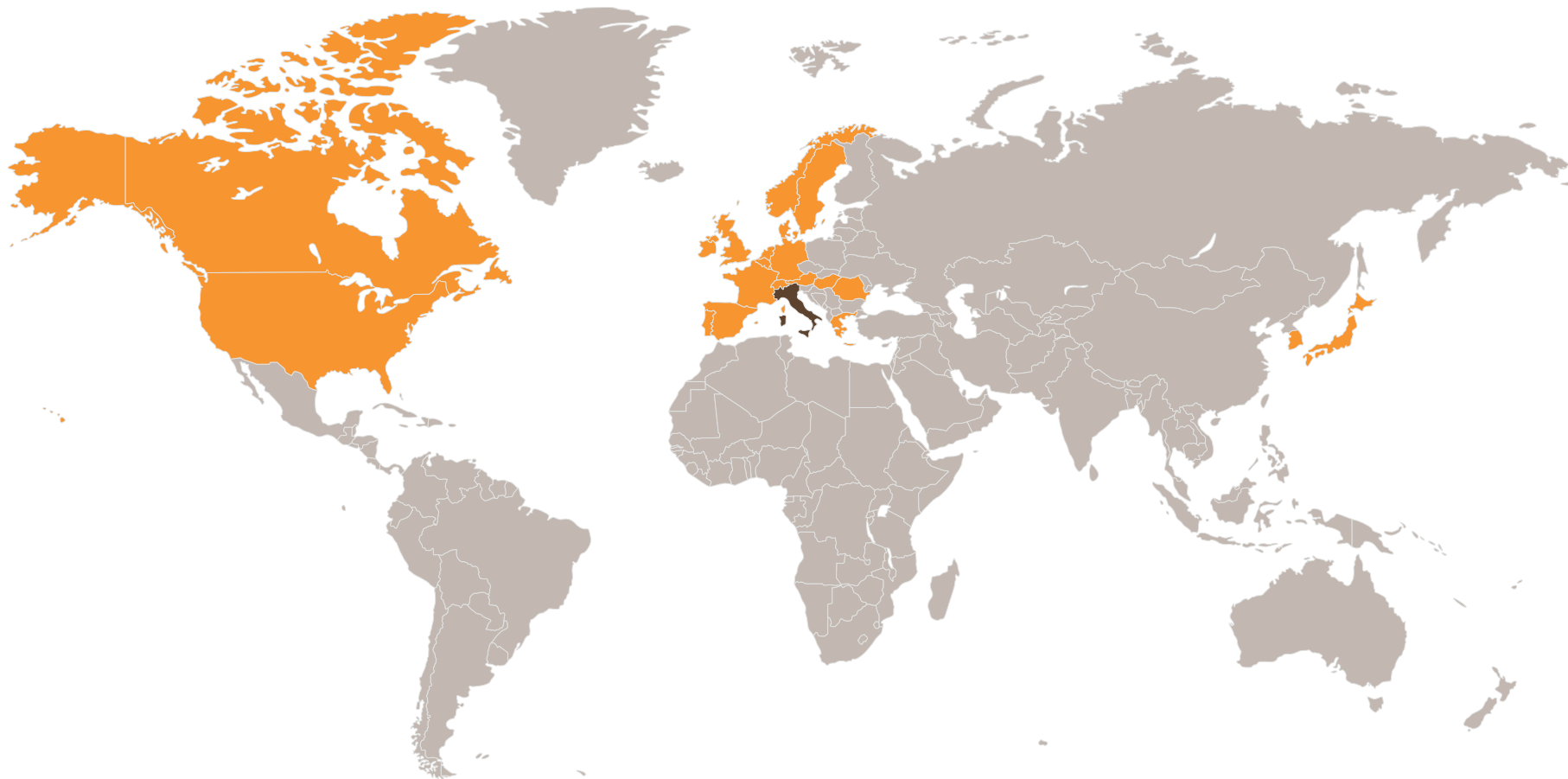
Our product's distinctive features such as traditional artisan techniques and a convenient extended shelf life have also met fertile land abroad.

Our main markets are: France, Germany, Spain, Belgium, Netherlands, Poland, Sweden, Norway. We export to almost entire Europe but also to the USA, to South Korea and to other international markets.

FACTS

We have two production lines: one for the Horeca sector and one for the Retail sector.

Our revenue distribution is as follows: Horeca sector **45%**, Retail sector **55%**. Furthermore, **55%** of our turnover is generated in Italy whereas the remaining **45%** is generated abroad.



Exporting quality and passion
to more than **20 countries.**

l'altrapizza




PRIVATE LABEL

Besides our brands, we also offer Private Label solutions: a customized label created according to the customer's specifications.

Two packaging options available: transparent flow pack and sand flow pack.

Without a high investment cost and in an easier and faster way, we can launch a private label project.

If instead the customer prefers to elect a printed flowpack, we can proceed with the design on a specific project taking into account lead time and costs.

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TAILOR MADE

We offer customization options that allow for a tailor weight, size and packaging profiles.

A custom-designed artisanal Pinsa base is a service designed for high-demand, fast-paced operations.

Tailor-made line maintains all the features connected with our Pinsa: traditional artisan techniques combined with the best natural ingredients we can find.

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