

PINSA ROMANA



PRODUCT INFORMATION

WHAT IS Pinsa Romana?

Pinsa Romana is the result of a careful selection of high-quality flours and a centuries-old recipe, reimagined to enchant modern palates. Pinsa Romana crusts are versatile, ideal for all recipes, savoury or sweet. Pinsa is an innovative, tasty, and captivating product, that is par-baked, making it quicker and easier to prepare.

Described as 'light as air' and 'like biting into a cloud'. This impossibly light pizza base is soft and fluffy in the centre, with a crisp, crunchy bite to the edges.

The Roman style crust was perfected in the early 2000's, proving that pizza can be nutritious and low-calorie without skimping on flavour. Each crust is made with a revolutionary blend of flours, with up to 80% hydration and no added sugars or saturated fats. It is then fermented for 72 hours to breakdown complex carbohydrates, proteins, and fats into simpler forms, making it easier for the body to digest and absorb. The result? A cloud-like crust that can be indulged without bloating or discomfort. It's light, gluten-friendly, and guilt-free: the upgrade of all pizza lovers dreams.



WHY PINSA ROMANA?

THE NEW GENERATION OF PIZZA



Pinsa Romana is 100% handcrafted and made in Canada

Each base is stretched by hand in an oval shape by our pinsaioli. Following the artisan traditional process that creates the real Pinsa Romana for a highly digestible, tasty and fragrant product.



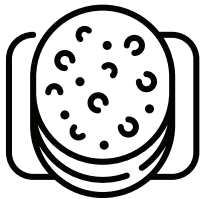
Versatile and ready in 5 minutes

The frozen Pinsa that tastes fresh and is quick to prepare because of our par-baked ready made base. Perfect to be topped as you want, with sweet or savoury toppings and good as fresh from the oven. It only takes 5 minutes to finish cooking in any BBQ, toaster, wood fire or home oven. Ideal for pizzerias, breweries, restaurants, bars, hotels, food shops, and supermarkets.



We use only natural and high quality simple ingredients with no additives or preservatives

Crafted with care, our Pinsa features only natural, simple ingredients. Through a meticulous 72-hour fermentation process, we achieve exceptional quality, flavour and high digestibility. This approach offers both premium products and convenience by eliminating unnecessary processing times and costs.



Fluffy, airy, crispy and light texture

Indulge in the delightful texture of our Pinsa—fluffy, airy, crispy, and light, perfect for those with dietary restrictions. Our vegan-friendly Pinsa contains less gluten and fewer calories than traditional pizzas, offering a satisfying yet lighter alternative.



WHAT'S THE DIFFERENCE BETWEEN PINSA AND PIZZA?

The Healthier Alternative

Pinsa is the healthier alternative to pizza due to its lower calorie, fat, and salt content. The extra time fermenting gives pinsa a stronger, more complex flavour, that doesn't need to be loaded with unhealthy toppings to make an impact. This makes it a popular choice for the gluten intolerant, vegans, and health-conscious individuals.

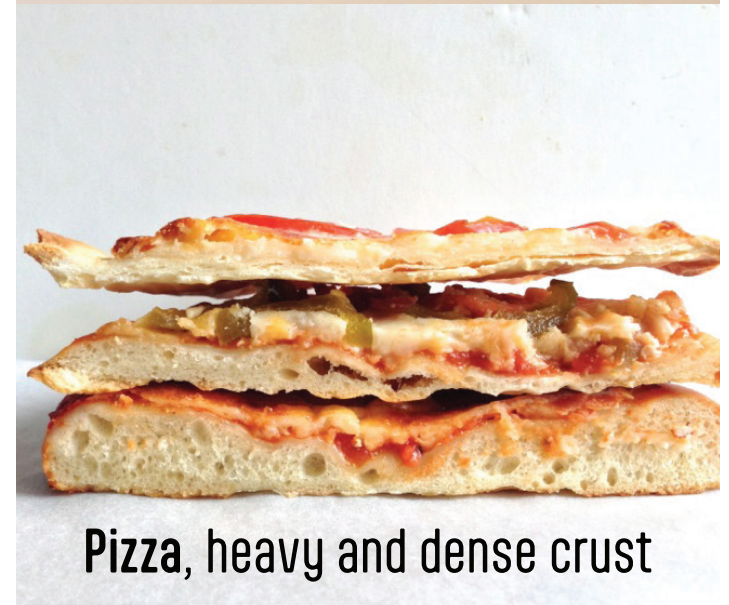
Pinsa Romana vs Classic Pizza Dough*

- **85% less fat**
- **40% less sugar**
- **40% less calories**
- **100% less cholesterol**
- **33% less carbohydrates**

*Based on Pinsa crust vs wheat pizza crust. % may vary.



Pinsa, Light and airy crust



Pizza, heavy and dense crust

WHAT'S THE DIFFERENCE BETWEEN PINSA AND PIZZA?

The Flour and the Method

Pinsa differs from pizza in many ways, the most obvious is its unique oval shape.

Pinsa is the evolution and innovation of pizza. The substantial difference between Pinsa and pizza lies in two factors: the flour mix and ancient method. This separates the two products in terms of taste, texture, and nutritional value.

The Flour Mix

Research was undertaken towards a perfect balance between **lightness, digestibility, caloric intake, taste, and fragrance**. The turning point came with the mix of high-quality wheat flour, rice flour, soy flour and sourdough that, in correct proportions, shapes the texture and taste of Pinsa Romana, a fragrant product, **soft inside and crunchy outside**.



The Ancient Method

The ancient method used, is the other key factor that determines the difference between pinsa and pizza. The amount of water and yeast are different from the dough of traditional pizza. In Pinsa the proportion of water reaches 80% (hydration) while in pizza it reaches 50-60%, which again contributes to **digestibility, caloric intake and crunchiness**. The long **72 hours** of leavening, the high hydration of the dough, the use of sourdough and the modest amount of extra virgin olive oil are other factors that contribute to creating a unique product and above all, recognizable far beyond its characteristic oval shape.



OUR PRODUCTS - PINSA CRUST

THE BASE THAT MAKES THE DIFFERENCE

PINSA Piccolo

 6" x 8.5"  150g

 50 Pinsas
CARTON

PINSA Classica

 7" x 12"  250g

 30 Pinsas
CARTON

PINSA Grande

 9" x 15"  300g

 25 Pinsas
CARTON



Frozen Fresh Product



FIVE
MINUTES



HIGHLY
DIGESTABLE



VEGAN

Ingredients:

Wheat flour, rice flour, soy flour, water,
extra virgin olive oil, sourdough, yeast.

Allergens: Wheat (gluten), Soy



OUR PRODUCTS - PINSA DRESSED

A NEW GENERATION OF PIZZA

Starting with our 250g crust, we layer it with authentic premium ingredients, including Extra virgin olive oil, Tomatoes, Fior di latte, Fresh basil, Mozzarella, Pepperoni, Provolone and Parmesan.



MARGHERITA PINSA

INGREDIENTS

Pinsa crust (wheat flour, water, rice flour, soy flour, dried wheat sourdough, extra virgin olive oil, salt, yeast), Fior di latte (pasteurized milk, calcium chloride, microbial enzyme, bacterial culture), Tomato sauce (peeled plum tomatoes, tomato puree, extra virgin olive oil, salt, fresh basil), Extra virgin olive oil, Basil, Salt.
Contains: Wheat, Soy, Milk.



FOUR CHEESE PINSA

INGREDIENTS

Pinsa crust (wheat flour, water, rice flour, soy flour, dried wheat sourdough, extra virgin olive oil, salt, yeast), Tomato sauce (peeled plum tomatoes, tomato puree, extra virgin olive oil, salt, fresh basil), Provolone cheese (pasteurized milk, cheese culture, salt, enzymes), Mozzarella (part skim milk, modified milk ingredients, bacterial culture, salt, calcium chloride, microbial enzyme, powdered cellulose), Brick cheese (partly skimmed milk, salt, bacterial culture, microbial enzymes), Parmesan (skim milk, modified milk ingredients, salt, bacterial culture, calcium chloride, lipase, microbial enzyme, cellulose), Grana Padano (cows milk unpasteurized, lysozyme from egg white, rennet, salt).
Contains: Wheat, Soy, Milk, Eggs.



PEPPERONI PINSA

INGREDIENTS

Pinsa crust (wheat flour, water, rice flour, soy flour, dried wheat sourdough, extra virgin olive oil, salt, yeast), Tomato sauce (peeled plum tomatoes, tomato puree, extra virgin olive oil, salt, fresh basil), Mozzarella (part skim milk, modified milk ingredients, bacterial culture, salt, calcium chloride, microbial enzyme, powdered cellulose), Pepperoni [pork, salt, sugars (dextrose, smoked sugar), spices, sodium nitrite, sodium erythorbate, lactic starter culture].
Contains: Wheat, Soy, Milk.

COOKING INSTRUCTIONS

CONVENTIONAL OVEN: Remove packaging and let the product partially thaw at room temperature while preheating the oven to 425 F (218 C). Place Pinsa directly on the middle rack and bake for 10-15 minutes and broil until crust is golden brown and cheese is melted. Use caution when removing Pinsa from oven; Pinsa will be very hot. Allow to cool for 1-2 minutes before serving. Appliances will vary.



OUR PRODUCTS - PINSA DRESSED

A NEW GENERATION OF PIZZA

The Meat Lovers Pinsa is layered with more authentic premium ingredients including extra virgin olive oil, tomatoes, mozzarella, pepperoni and prosciutto cotto.



MEAT LOVERS PINSA

INGREDIENTS

Pinsa crust (wheat flour, water, rice flour, soy flour, dried wheat sourdough, extra virgin olive oil, salt, yeast), Tomato sauce (peeled plum tomatoes, tomato puree, extra virgin olive oil, salt, fresh basil), Mozzarella (part skim milk, modified milk ingredients, bacterial culture, salt, calcium chloride, microbial enzyme, powdered cellulose), Prosciutto cotto [pork, water, potassium lactate, modified corn starch, salt, sugars (dextrose), sodium phosphate, sodium diacetate, sodium erythorbate, spice extract, sodium nitrite], Pepperoni [pork, salt, sugars (dextrose, smoked sugar), spices, sodium nitrite, sodium erythorbate, lactic starter culture], Bacon (pork, water, salt, sugar, sodium phosphate, sodium erythorbate, sodium nitrite, smoke).
Contains: Wheat, Soy, Milk.

COOKING INSTRUCTIONS

CONVENTIONAL OVEN: Remove packaging and let the product partially thaw at room temperature while preheating the oven to 400 F (204 C). Place Pinsa directly on the middle rack and bake for 15-18 minutes and broil until crust is golden brown and cheese is melted. Use caution when removing Pinsa from oven; Pinsa will be very hot. Allow to cool for 1-2 minutes before serving. Appliances will vary.

Our 2-pack crust lets customers create their own Pinsa just the way they like it, using our delicious base.



2 PACK CREATE YOUR OWN

INGREDIENTS

Wheat flour, Water, Rice flour, Soy flour, Dried wheat sourdough (whole wheat flour, water, yeast), Extra virgin olive oil, Salt, Yeast (yeast, sorbitan monostearate)
Allergens: Wheat (gluten), soy.









COOKING INSTRUCTIONS

CONVENTIONAL OVEN: Pre-heat the oven to 450 °F (250 °C). Remove packaging and add desired toppings. Place Pinsa directly on the middle rack and bake for 5 to 6 minutes and broil until crust is golden brown. Use caution when removing Pinsa from oven; Pinsa will be very hot. Allow to cool for 1-2 minutes before serving. Appliances will vary.











PRODUCT SPECIFICATION SHEET









Pinsa Piccolo

-  **Weight:** 150g
-  **Size +/-:** 6" x 8.5"
-  **Unit Per Box:** 50
-  **Box Size:** 24" x 18" h=10"
-  **Case Per Pallet:** 24
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 17 Months at -18°C









Pinsa Classica

-  **Weight:** 250g
-  **Size +/-:** 7" x 12"
-  **Unit Per Box:** 30
-  **Box Size:** 24" x 18" h=10"
-  **Case Per Pallet:** 24
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 17 Months at -18°C









Pinsa Grande

-  **Weight:** 300g
-  **Size +/-:** 9" x 15"
-  **Unit Per Box:** 25
-  **Box Size:** 24" x 18" h=10"
-  **Case Per Pallet:** 24
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 17 Months at -18°C







Create Your Own Pinsa

-  **Weight:** 480g
-  **Size +/-:** 7" x 12"
-  **Unit Per Box:** 9 packs
(2 Pinsas per pack)
-  **Box Size:** 12" x 18" h=10"
-  **Case Per Pallet:** 48
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 12 Months at -18°C



Margherita Pinsa

-  **Weight:** 450g
-  **Size +/-:** 7" x 12"
-  **Unit Per Box:** 12
-  **Box Size:** 12" x 18" h=10"
-  **Case Per Pallet:** 48
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 240 Days at -18°C

Pepperoni Pinsa

-  **Weight:** 420g
-  **Size +/-:** 7" x 12"
-  **Unit Per Box:** 12
-  **Box Size:** 12" x 18" h=10"
-  **Case Per Pallet:** 48
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 240 Days at -18°C

Meat Lovers Pinsa

-  **Weight:** 440g
-  **Size +/-:** 7" x 12"
-  **Unit Per Box:** 12
-  **Box Size:** 12" x 18" h=10"
-  **Case Per Pallet:** 48
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 240 Days at -18°C

Four Cheese Pinsa

-  **Weight:** 420g
-  **Size +/-:** 7" x 12"
-  **Unit Per Box:** 12
-  **Box Size:** 12" x 18" h=10"
-  **Case Per Pallet:** 48
-  **Pallet Size:** 40" x 48" h=69"
-  **Storage:** Keep Frozen
-  **Shelf Life:** 240 Days at -18°C





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