



*Natural goodness,
ready to bake.*





Company

In the heart of the Abruzzo region, nestling amid hills and mountains, you will find the Azienda Agricola Genuina ("Genuina Farm"), now being run by the third generation of a family that feels unadulterated love for the land. Here in the countryside of Castelnuovo Vomano, the combination of wheat, oil and water gives rise to the natural expression of what is very much a symbol of Italy, right around the world: Pizza, with a proud capital "P".

Certified organic since 1996, the farm's produce makes the most of the natural fertility of the soil, which we exploit through very limited mechanical interventions, avoiding the use of synthetic products and genetically modified organisms (GMOs), while promoting the biodiversity of the environment.

We devote a great deal of attention to reducing the amount of carbon dioxide emitted by our operations. Our laboratory was designed and constructed using heat-insulating materials, and on the top of it we have installed a photovoltaic plant and an LED lighting system.

The laboratory is located in the heart of the farm, surrounded by the crops that provide the ingredients for our dough, which together with the water of the Gran Sasso is used to make Pizza Genuina.

Our master pizza chef, Gianni Pompetti, winner of the Pizza in Pala (rectangular/square pizza) and Gluten-free Pizza World Championship, has conceived, designed and created together with prof. Attilio di Sciascio a wealth of original and innovative solutions for the setting up of the laboratory and the construction of equipment geared towards ensuring the high quality of the finished product, including a long **Chef pizza's life** at ambient temperature 6ths.

Indeed, consistent high quality is achieved thanks also to a system for the continuous control and monitoring of humidity and temperature, which flags up any variations.

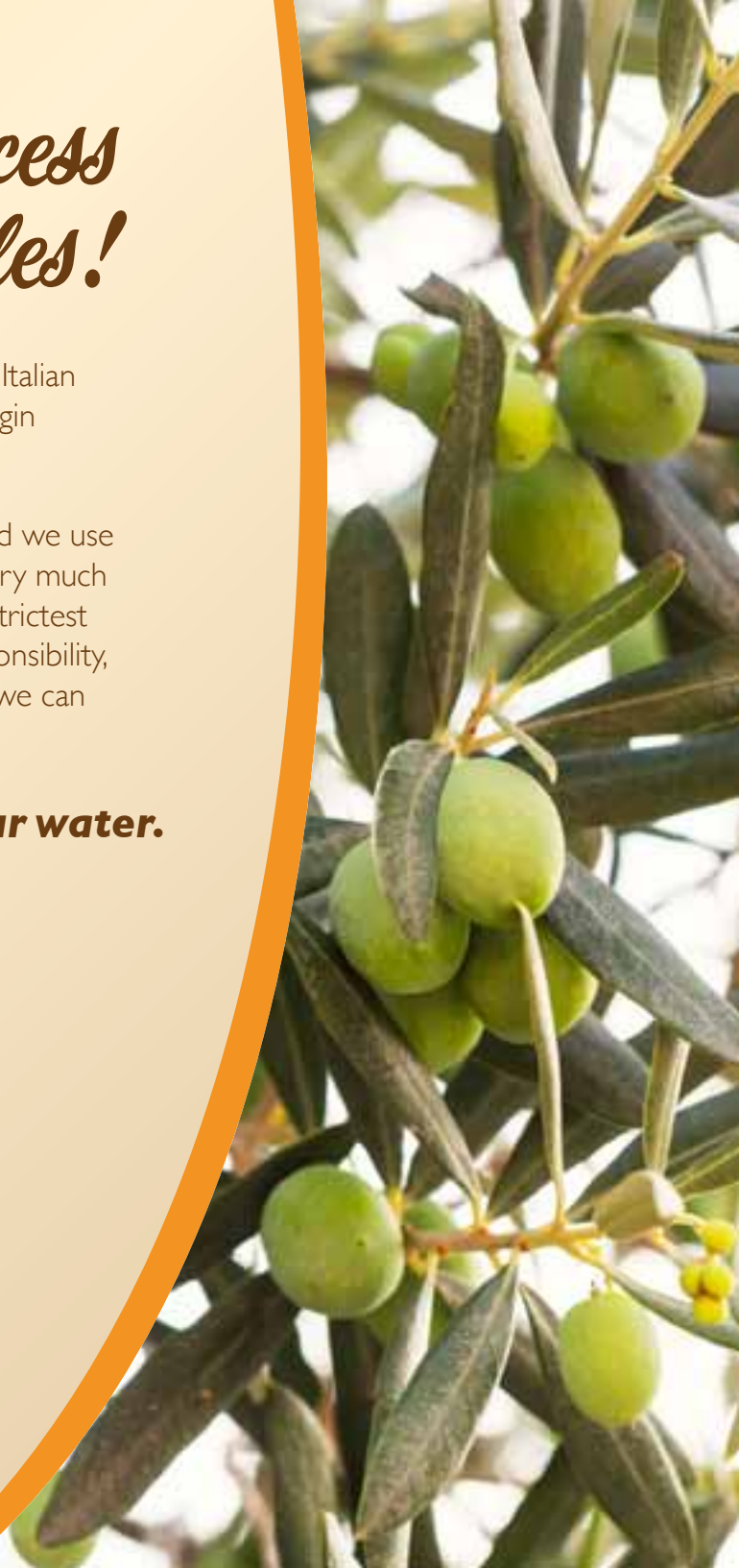
The original recipe put together by our master pizza chef, the use of highest-quality ingredients and the monitoring of the end-to-end processes, from leavening to storage, produce what is an unrivalled pizza base, a product that is as fragrant as if it had just come out of the oven. Speed, quality and taste together at last. Natural Goodness ready to bake and an original recipe of GIANNI POMPETTI.

A production process with zero food miles!

Our pizza bases are made using simple, typically Italian ingredients: water, organic flour, organic extra-virgin olive oil and natural yeast.

In line with our in-house approach, we grow the wheat for our flour and the olives for our oil, and we use only water from high-altitude sources: we are very much hands-on throughout the process, applying the strictest quality controls at every stage. We take full responsibility, and make all of the necessary sacrifices, so that we can take great satisfaction in the finished product.

***It all starts from our soil and our water.
It all comes from our hands.***





100% hand-kneaded

Our respect for the ingredients and flavours continues throughout the production process, with every pizza base being kneaded by hand, in the tradition of Italy's finest pizzerias.

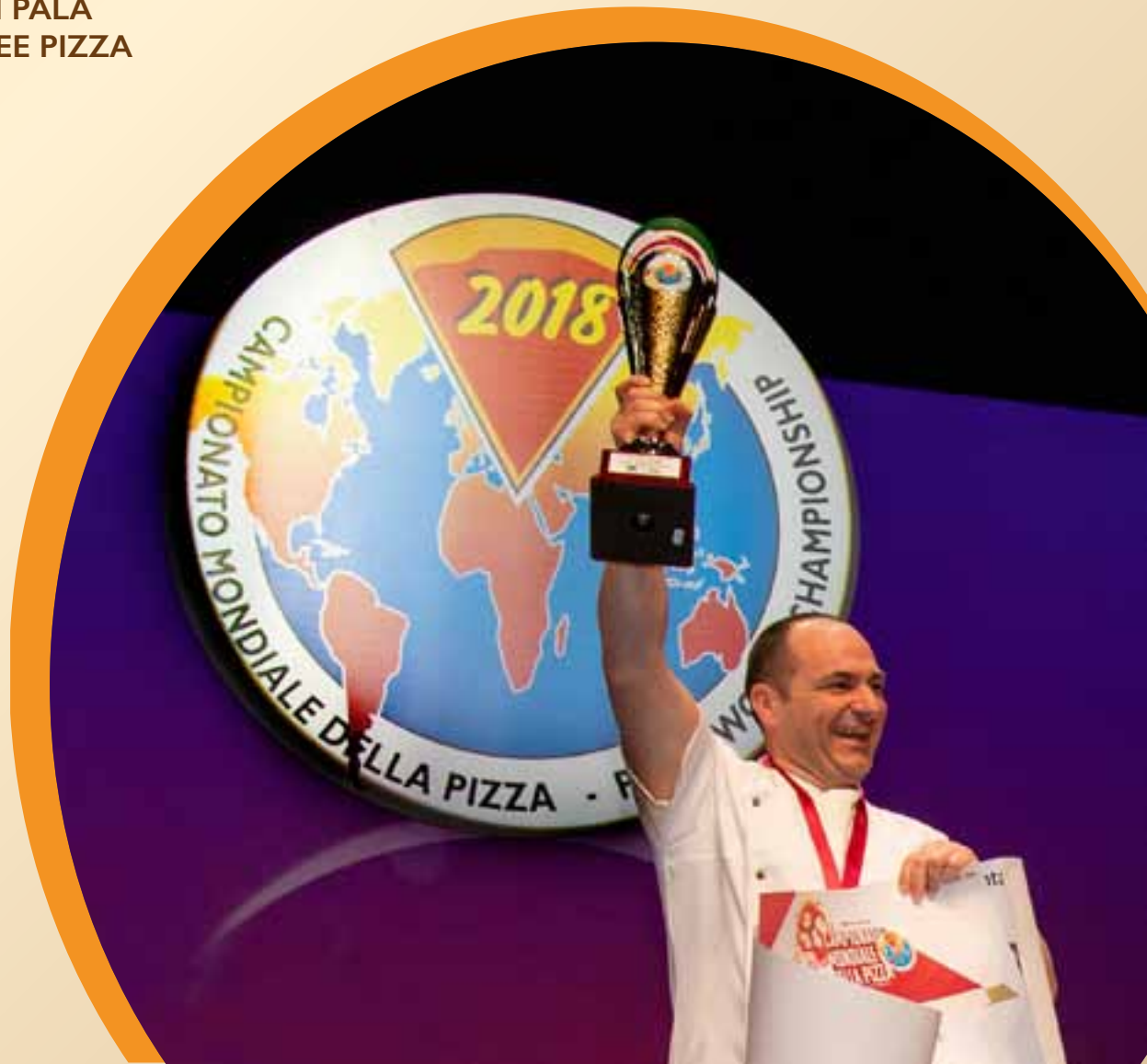
**Quality comes from the
hands of the artisan.**



From a studied recipe from the world pizza champion

GIANNI POMPETTI

Winner of the
**WORLD PIZZA IN PALA
AND GLUTEN-FREE PIZZA
CHAMPIONSHIP**



Pizza Ruota 25



ART.CODE
PIZZA TONDA 25 cm



Pizza Ruota Royal 30



ART.CODE
PIZZA TONDA 30 cm



Pizza Trancetto 15x30



ART.CODE
1530



Pizza Trancetto multicereali 15x30



ART.CODE
1530M



Pizza Quadra 30x30



ART.CODE
3030



Pizza Quadra multicereali 30x30



ART.CODE
3030M



Pizza Testo Sprint 30x40



ART.CODE
3040



Pizza in Pala Deluxe 25x55



ART.CODE
2555



Pizza Teglia Real 30x60



ART.CODE
3060



Pizza Teglia Gran Gourmet 40x60



ART.CODE
TEGLIA



Pagnotte artigianali



ART.CODE
PAG. 250

ART.CODE
PAG. 700

Gluten Free 30



ART.CODE
GLUTEN FREE



Via Carlo Pisacane, 5
64020 Castelnuovo Vomano (TE)
Tel. +39 0861 570450
www.pizzagenuina.it

