



## Why PIVETTI “00” Pizza Flour?

Pivetti Molini is family owned and operated since 1875 and is located in northern Italy in the province of Emilia Romagna. The combination of traditional values and state-of-the-art production processes have made Pivetti Molini the crown jewel of the flour milling industry in Italy. The Pivetti “00” Pizza Flour is produced with only the finest wheat flour grown in Europe & North America.

### Quality & Tradition

- Over 100 years of flour milling expertise
- Only the highest quality of 100% wheat flour is used
- Quality control labs capable of carrying out rheological, physical, chemical and micro-biological tests on all raw materials
- High capacity storage areas, capable of storing up to 100,000 tons of wheat which allows superior quality and constant distribution throughout the year
- Absolutely NO additives – only the purest wheat available is used to create the perfect flour
- Guarantees consistent performance to deliver the very best quality every time



### Mimosa “00” Pizza Flour – item# PF059969

(1/25kg Bag) 55 Lb.

Soft or crispy, deep dish or traditional, with basic toppings or rolled, just choose your recipe. The result is always the same...

**THE VERY BEST PIZZA YOU EVER TASTED!!!**

The high quality of Pivetti’s Mimosa “00” Pizza Flour will gratify all “pizzaiolo” imaginations and inventiveness

- Rising Time: Optimum is 7 to 12 hours
- Protein Level: 12.5%
- Gluten Strength: 11.5%
- Water Absorption: 56%
- Crust Type: crispy/thin
- Shelf Life: 9 months

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## WHO IS PIVETTI MOLINI?

Family owned and operated since 1875 and recognized as the crown jewel of the flour milling industry in Italy. Dedicated to producing only the highest quality wheat flour available in Europe and North America

## WHAT IS “00” PIZZA FLOUR?

“00” refers to how finely ground the flour is milled and how much bran and germ have been removed. “00” is the finest grind of flour and can be used for breads, pastries and most importantly, pizza

## WHERE DOES PIVETTI FLOUR COME FROM?

Pivetti is located in the province of Emilia Romagna (Northern Italy) in the heart of Pianura Padana where the best soft wheat is grown. The Pivetti Pizza Flour is produced with only the purest and most natural blends of 100% soft wheat grown in Europe and North America

## WHAT IS THE PIVETTI PHILOSOPHY?

Pivetti believes in **TRADITION** and **QUALITY**:

- Family owned and operated since 1875 – Over 100 years of flour milling experience
- Guarantees consistent performance to delivery the very best quality every time
- Quality control labs capable of carrying out rheological, physical, chemical and micro-biological tests on all raw materials
- Absolutely **NO** additives – only the purest 100% wheat available is used to create the perfect flour

## WHY MIMOSA “00” PIZZA FLOUR?

The MIMOSA “00” Pizza Flour is made from a selected blend of the purest 100% soft wheat flour to creates the perfect balance of flour that makes for extraordinary taste, quality, performance and consistency every time



## WHO ARE OUR TARGET CUSTOMERS?

Food Service Distributors, Pizzerias, Restaurants, Bakery & Pastry Shops

# BACK TO BASICS

## Pivetti “00” Pizza Flour



### WHAT IS SOFT WHEAT FLOUR?

Wheat Flour is a powdery substance derived from grinding the wheat's whole grains and is used mainly as a baking ingredient. Wheat Flour provides nutrients such as fiber and protein.

### WHAT IS “00” WHEN REFERRING TO FLOUR?

Type 00 refers to how finely ground the flour is milled and how much bran and germ have been removed. Type 00 is the finest grind and can be used for breads, pastries and most importantly pizza. In Italy, flour is classified either as type 2, 1, 0 or 00. Type 2 flour is the coarsest grind, what we in the USA might call a “meal”. Type 1 and 0 are medium grinds used for bread flour.

### WHAT IS GLUTEN AND HOW DOES IT AFFECT FLOUR?

When flour and water are mixed and kneaded, an elastic dough is produced which we call “gluten”. Gluten is described as a sticky protein component of dough. The gluten holds particles of the dough together, preventing crumbling during the rolling and shaping process of bread making. Gluten is often dried and milled into powder which is then added to ordinary flour which increases the dough's structural stability. The higher percentage of gluten within the flour allows for a stronger, chewier product such as pizza. The Pivetti 00 Pizza Flour has 11.5% gluten strength.

### HOW DOES THE PROTEIN LEVEL AFFECT FLOUR?

A high percentage of protein delivers stronger flour best suited for breads and other yeast-risen products. The more protein in flour the more gluten it will produce, which will ultimately give baked goods their structure. On average, most flour has a range of 9% to 12% protein levels. Pivetti 00 Pizza Flour has a protein level of 12.5%. Flour protein content is not only an indicator of direct nutritional value but also an important influence on *dough rheological properties*. What are rheological properties of flour you ask???

### WHAT ARE THE RHEOLOGICAL PROPERTIES OF FLOUR?

Rheology is defined as the flow of fluids and solids under stress and strain. There are many instruments used to measure the rheological properties of a product. These instruments can help to develop a better product, predict its performance as well as predict the physical properties of a product during and after processing. Within the flour milling industries these methods are used to achieve the final products quality and consistency.

### WHAT IS WATER ABSORPTION IN FLOUR?

Water absorption is the amount of water absorbed by the flour to produce dough of workable consistency. It is determined by the protein content of the flour, the amount of starch and the presence of non-starch carbohydrates. It is desirable that flour used for bread making possess a high water absorption capacity at normal consistencies so that the yield of dough be relatively high. The Pivetti 00 Pizza Flour has a 56% water absorption level which contributes to its stability, strength and consistency.

### WHY SHOULD YOU ALLOW THE DOUGH TO RISE?

Letting the dough rise allows time for the yeast cells to give off carbon dioxide gas. The process gradually expands and develops the dough in flavor, texture, and structure. The Pivetti 00 Pizza Flour has an optimum rising time of 7-12 hours after it has been formed into dough. This will guarantee consistent performance and the very best quality every time.

### WHAT IS MIMOSA?

Pivetti 00 Pizza Flour comes in a variety of different “types” of flour. MIMOSA is made from a selected blend of the purest 100% soft wheat flour to create the perfect balance of flour that makes for extraordinary taste, quality, performance and consistency every time.

# BACK TO BASICS

## Pivetti "00" Pizza Flour



### MIMOSA "00" PIZZA FLOUR

– item# PF059969

#### PRODUCT DESCRIPTION – APPLICATION

Made from the purest and highest quality blend of 100% Soft Wheat flour obtained from grinding and sifting the wheat's whole grains and then extracting all extraneous substances and impurities according to regulation standards by utilizing state-of-the-art technology.

Ideal for traditional Italian style pizza recipes with an optimum rising time of 712 hours.



#### CHEMICAL PROPERTIES

Moisture: 14.7% max  
Ashes: 0.5% max

Protein: 12.5% min  
Wet Gluten: 24.7% min

#### RHEOLOGICAL PROPERTIES

Chopin Alveograph:

W 330  
P/L 0.62

Tolerance:

-10/+20  
±0.10

Bra bender Farinograph:

Absorption: 56.7% min  
Stability: 20.2' max

Bra bender Amyl graph:

Amyl gram: 800/1200 u.a.

#### PACKAGING

25 KG Bag (Red White & Blue)



# Pivetti "00" Pizza Flour vs. Competitors

| Differentiator                 | Pivetti "00" Pizza Flour  | Competitors "00" Pizza Flour  |
|--------------------------------|---|---|
| <b>Years in business</b>       | 134 years – Established in 1875   | 85 years – Established in 1924  |
| <b>Location</b>                | Northern Italy – Cento, Province of Emilia Romagna                              | Southern Italy - Naples   |
| <b>Daily grinding capacity</b> | 960 tons of wheat per day   | 150 tons of wheat per day   |
| <b>Key customer segment</b>    | Food Service Distributors, Pizzerias, Restaurants, Bakery & Pastry Shops        | Food Service Distributors, Pizzerias, Restaurants, Bakery & Pastry Shops        |
| <b>Certifications</b>          | Has acquired 7 Product Safety & Quality Certifications for over 10 years        | Has only 1 Product Safety & Quality Certification acquired 2 years ago          |
| <b>Training Programs</b>       | Test/Training demonstrations available for all customers and sales people alike | Test/Training demonstrations available for all customers and sales people alike |
| <b>Product variations</b>      | 5 types of Pizza Flour – Mimosa, Margherita, Papavero, Mughetto & Girasole      | 3 types of Pizza Flour – Blue & Red   |
| <b>Ingredients</b>             | 100% Soft Wheat Flour   | Blend of 100% Soft Wheat Flour & Canadian Manitoba Hard Wheat Flour             |
| <b>Rising Time</b>             | Optimum 7-12 hours  | Optimum 7-12 hours  |
| <b>Protein Level</b>           | 12.5% min   | 11.5% min   |
| <b>Gluten Strength</b>         | 11.5% min   | 11.5% min   |
| <b>Water Absorption</b>        | 56.7% min   | 55% min   |
| <b>Shelf Life</b>              | 9 months  | 9 months  |

## → Additional advantages in using Pivetti "00" Pizza Flour

- Quality control labs capable of carrying out rheological, physical, chemical and micro-biological tests on all raw materials
- High capacity storage areas, capable of storing up to 100,000 tons of wheat which allows superior quality and constant distribution throughout the year
- Absolutely NO additives – only the purest wheat available is used to create the perfect flour
- Ability to customize the flour to the specifications requested by the individual customer
- Guarantees consistent performance to deliver the very best quality every time





# DRIVEN.

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Not only do we make sure our customers always have the industry's smartest lineup of products to choose from, we make it our mission to be there for them – with expert advice, updates on the latest trends, solutions that fit their specific needs, and service that's second to none.

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