

Pins&mi[®]

CUORE ITALIANO



COMPANY PROFILE

ENG



THE PINSA

MASTERS

Pinsami, a company founded under the name Pinsalab in 2017 in Reggio Emilia, is specialised in the production of **high-quality Italian artisanal Pinsa**.

All of our Pinsa crusts are the result of carefully selected raw materials, of slow rising and of stretching strictly by hand.

Our plants are equipped with modern kneading and packaging systems to ensure the **highest possible quality standards**.

Our research and development department, the care and expertise of our Pinsa-Makers and the attention of our quality department help make our Pinsa crusts a high-quality, crunchy, handmade product that is very easy to digest.

PINSAMI'S NUMBERS

13.000 m² OF SURFACE AREA
COVERED BY THE PLANTS
IN REGGIO EMILIA

120 EMPLOYEES

100.000 PINSA CRUSTS AND MORE
AS A PRODUCTION CAPACITY

MISSION

Our mission is to celebrate the Italian culinary tradition, delivering a healthy, artisanal, top-quality product to the tables of Italy and of the world.

CERTIFIED

QUALITY

Here at Pinsami, we believe that the only way to guarantee a top-quality product is to make sure it is produced using precise procedures certified by international standards. This is why we have been awarded the following certifications:



This is a global food safety standard developed by the British Retail Consortium. It allows us to meet all the operating criteria in order to fulfil any obligations required by existing legislation on food safety and consumer protection.



This standard has been developed by the German Federation of Distributors and by its French counterpart. Based on a standardised approach across the entire European Union, it allows us to assess the food safety and quality management systems for our finished product and for products purchased from our suppliers.



This standard has been developed by the Codex Alimentarius Commission and by the Global Food Safety Initiative (GFSI), based on the HACCP principles established by the Codex Alimentarius. It allows us to align our process with interactive communication guidelines among everyone upstream and downstream of the supply chain.

But that's not all. We also require our suppliers of raw ingredients to have these certifications.





A UNIQUE PRODUCT

THE PINSA

The Pinsa is a new successful dish from Italian cuisine

It is different from pizza due to how **versatile, digestible, fragrant** and **light** it is. Its dough is made from a

blend of rice, wheat and soya flours, with a high moisture level, no animal fat and limited use of oil and salt.

THE INGREDIENTS

Wheat flour

Thanks to careful selection of high quality flours, the dough is extremely hydrated and therefore easy to digest.

Soya flour

Soya flour has considerable nutritional qualities and provides a dough with a high protein content without the addition of animal fats.

Rice flour

Rice flour makes it possible to secure a higher water content during baking. This provides a product that is fragrant on the outside and soft inside.

Sour Dough Starter

The use of a sour dough starter and careful proving provide a crunchy and light dough.

VERSATILE

Pinsa is an ideal crust for gourmet savoury recipes but also as a dessert. It is perfect for dinner, as a delicious starter, a finger food aperitif, and also as straightforward tasty bread.



OUR PROCESSING

The quality of our Pinsa crusts is the main aspect for our company.

This is why most of our workforce is formed of Pinsa-Makers specialised in hand-stretching of the Pinsa crusts.

The research and development department at the company constantly selects the best flours and the best mixes to guarantee an outstanding end product.

Here are the main steps of our production:

DOUGH

Using top quality raw materials, such as wheat, rice and soya flour which are finely processed to produce a mix with a low gluten content and a high water content without the addition of animal fat.

RISING AND PROVING

The dough is left to rest for at least 24 hours allowing it to accomplish a slow rise. This creates a gluten mesh able to retain a high air and water content, making the dough crunchy and light.

PROCESSING

The perfectly risen and proven dough is entirely stretched by hand by our Pinsa-Makers, making it a perfectly airy product.

PRE-BAKING

Once our Pinsa crust are stretched out, they are quickly cooked right away to stop the rising and proving of the dough at the perfect point. This helps produce a fragrant product that is easy to digest.

HORECA

LINE



A wide range of Pinsami **products** branded **Pinsami Professional** are **suitable for professional use**. The flowpack packaging is com-

pletely transparent and includes the essential data required by law. This makes the products full visible and easy to assess the quality.

Hand-stretched,
ready for professionals



Carefully selected raw
materials



shelf life:
45/60 days
and 18 months



3 types of storage: fresh,
frozen and room
temperature



Many shapes and
sizes to suit any
type of venue



Suitable for
any oven



AVAILABLE

FORMATS



**CLASSIC AND
WHOLEGRAIN
OVAL**

Format	30 x 20 cm
	fresh, frozen
Storage	room temperature classic version
Weight	230 g



**CLASSIC
SINGLE PORTION**

Format	15 x 20 cm
Storage	frozen
Weight	130 g



**CLASSIC
ROUND**

Format	diameter 32 cm
Storage	fresh, frozen
Weight	250 g



**CLASSIC AND
WHOLEGRAIN
MAXI**

Format	55 x 32 cm
Storage	fresh, frozen
Weight	700 g



**CLASSIC
PINSABUN**

NEW

Format	diameter 12 cm
Storage	frozen
Weight	100 g

Fresh line: storage at 0/4°C - Shelf life 45 days

Room temperature line: storage at room temperature in a fresh and dry place - Shelf life 60 days

Frozen line: storage at -18°C - Shelf life 18 months

RETAIL

LINE

Pinsami
CUORE ITALIANO

Mister Pinsa

Pinsami serves the **retail sector** (retail shops, wholesalers and large supermarket chains) with the **fresh line** (storage at 0/4°C), **frozen line** (storage at - 18°C) and **room temper-**

ature line (storage at room temperature in a cool, dry place). The trademarks available on the market are **Pinsami** and **Mister Pinsa**.



AVAILABLE

FORMATS

PINSAMI



FRESH LINE
CLASSIC AND
WHOLEGRAIN PINSA

Standard Format	30 x 20 cm
Mini Format	20 x 15 cm
Shelf life	60 days
Storage	fridge
Pack	2 pcs



FROZEN LINE
CLASSIC AND
WHOLEGRAIN PINSA

Standard Format	30 x 20 cm
Shelf life	18 months
Storage	freezer
Pack	2 pcs



ROOM
TEMPERATURE LINE
CLASSIC PINSA

Standard Format	30 x 20 cm
Shelf life	90 days
Storage	room temperature
Pack	1 pcs

MISTER PINSA



FRESH LINE
CLASSIC AND
WHOLEGRAIN PINSA

Standard Format	30 x 20 cm
Mini Format	20 x 15 cm
Shelf life	60 days
Storage	fridge
Pack	2 pcs



ROOM
TEMPERATURE LINE
CLASSIC PINSA

Standard Format	30 x 20 cm
Shelf life	90 days
Storage	room temperature
Pack	1 pcs

RETAIL CUSTOMERS

IN ITALY

Pinsami, the market leader in the category Pinsa according to Nielsen market data, is available in numerous Italian large chains su-

permarkets with its trademarks **Pinsami** and **Mister Pinsa**. Here are some:



THE RETAIL AND HORECA MARKET

ABROAD

PINSAMI IN EUROPE

BELGIUM

BULGARIA

FRANCE

GERMANY

GREECE

ENGLAND

ITALY

THE NETHERLANDS

POLAND

PORTUGAL

SLOVENIA

SPAIN

SWEDEN

SWITZERLAND



RETAIL CUSTOMERS IN FRANCE



MONOPRIX
plus



Géant
Casino



Pinsami S.r.l.

via G. De Chirico 36/G
42124 Reggio Emilia
P.IVA 06549760483

T. 0522 18498
www.pinsami.it
www.pinsamiprofessional.com

COD: PM2209