



## **Regulations for obtaining use of the collective trade mark “Verace Pizza Napoletana” - (Vera Pizza Napoletana).**

### **Method of production (‘Il Disciplinare’)**

The aim of this ‘Disciplinare’ is to establish the characteristics of the approved “Verace Pizza Napoletana” - (Vera Pizza Napoletana).

The association welcomes members from around the world provided they are able to produce a product that meets all of the characteristics outlined below to apply and (following approval) display and use the brand name “Verace Pizza Napoletana” - (Vera Pizza Napoletana).

The association performs rigorous, periodic checks on all of its members to ensure those using the brand name are following the traditional methods outlined below.

With regards to condiments and products used, where possible, they must be produced and certified from the Campania region of Italy in order to meet the standards required and maintain the authenticity of the product (see appendices for attached list of suppliers).

### **Article 1. - Description of the product**

The use and recognition of the of the typical product “Verace Pizza Napoletana” - (Vera Pizza Napoletana) is limited to two types of Pizza: ‘*Marinara*’ (tomato, oil, oregano, and garlic) and ‘*Margherita*’ (tomato, oil, mozzarella or fior di latte, grated cheese and basil) produced according to the guidelines outlined below. Primary materials, preparation, and the resulting characteristics must be strictly adhered to in order to achieve the required end product.

“Verace Pizza Napoletana” - (Vera Pizza Napoletana) is made from a base of risen dough and cooked in a wood fire oven. The product is characterised by ingredients, means and technologies of production.

The end product of the “Verace Pizza Napoletana” - (Vera Pizza Napoletana) should be as follows:

The diameter of the disc should not exceed 35cm. It should be presented as an oven baked product with a raised border (cornicione), the centre covered by condiments.

The consistency of the " Verace Pizza Napoletana " - (Vera Pizza Napoletana) should be soft, elastic, easy to manipulate and fold. The centre should be particularly soft to the



touch and taste and should be 0.25 cm in height (+/- 10%), where the red of the tomato is evident, and to which the oil or for the 'Pizza Marinara, the green of the oregano and the white of the garlic has perfectly amalgamated; In the case of the Pizza Margherita, the white of the mozzarella should appear in evenly spread patches, with the green of the basil leaves, slightly darkened by the cooking process.

The crust should deliver the flavour of well-prepared, baked bread. This mixed with the slightly acidic flavour of the densely enriched tomatoes, and the respective aroma of oregano and garlic or basil and the cooked mozzarella ensures that the pizza, as it emerges from the oven, delivers its characteristic aroma -- perfumed and fragrant.

The association reserves the right to accept variations of the product and recognise their authenticity if they are informed by the Neapolitan tradition of pizzas and are not in contrast with the rules of gastronomy, with judgment reserved to the Association's committee as stipulated in the first "disciplinare" of the "Verace Pizza Napoletana" - (Vera Pizza Napoletana) Association on 14 June 1984.

## Article 2. - Description of the method of production

### 2.1 Preparation of the pizza base

#### 2.1.1 Products (for further details see the attached appendices)

The products that provide the base for " Verace Pizza Napoletana "- (Vera Pizza Napoletana) include:

**wheat flour type "00"/ flour type "0":** highly refined flour which has been milled to standard "00" (doppio zero). The flour has an almost talcum-powder like appearance, white, fine and is completely free of bran or germ.

A small amount of **wheat flour type "1"** is allowed to be added providing the percentage ranges from 5 to 20%.

The values needed for a long and tight levitation in order to obtain the right rapport between the ability to spread the pasta but maintain elasticity are outlined below:



### Wheat flour type "00"

<b>W</b>	250-310
<b>P/L</b>	0,50 - 0,70 (Ideal 0,6)
<b>Absorption</b>	55 % - 62 %
<b>Stability</b>	4 - 12
<b>Value index - Caduta E10: max 60 Falling</b>	300- 400
<b>Dry gluten</b>	9,5 – 11,5 g %
<b>Protein</b>	11 - 13,5 g %
<b>Ash</b>	< 0,55

These values are typical of a medium strength flour, balanced and compatible with the right requirements for panification.

### Wheat flour type "0"

<b>W</b>	250-320
<b>P/L</b>	0,55- 0,70
<b>Absorption</b>	55 % - 62 %
<b>Stability</b>	8 -14
<b>Value index - Caduta E10: max 60 Falling</b>	>250
<b>Dry gluten</b>	9,5 – 11,5 g %
<b>Protein</b>	11 - 13,5 g %
<b>Ash</b>	< 0,65

**Water:** must be clean and free of gas. It must also be free micro organisms, parasites or chemical substances that represent a health risk. Water must be fit for human consumption.

- pH = 6-7
- Recommended temperature for production: 16 – 22°C
- Moderately hard



**c. Salt:** sea salt is preferred. Salt performs a crucial role in the dough dynamics. It performs a variety of roles. It helps to maintain the growth of bacteria and strengthens the gluten mesh resulting in its fine end colour.

**d Yeast:** Compressed yeast, biologically produced, solid, soft and beige in colour, with quite an insipid taste and a low degree of acidity must be used. Yeast must be purchased in packages ranging from 25-500 grams. (*Saccharomices cerevisiae*) (See Italian Decreto Ministeriale. 21/03/1973 e 18/06/1996). The use of Natural yeast is also permitted (see appendices).

It is possible to use dry yeast, *Saccharomices cerevisiae*. The proportion must be 1/3 compared to fresh yeast. The use of dry yeasts with food improvement agents is not allowed.

## 2.1.2 Ingredients and recommended amounts

### Essential rules to follow

- **Direct dough method**
- **Start with water when preparing**
- **Never add fat or sugar to the dough**

The following doses are based on 1 litre (1000ml) of water

Water	1 litre (1000 ml)
Salt	40-60 grams
Yeast (based on temperature and humidity)	Fresh beer yeast 0.1-3 grams Mother Yeast 5-20% of flour used Dry yeast 1/3 of fresh yeast used (1 gram of dry for 3 grams of fresh)
Flour	1,600/1,800 (depending on the degree of absorption).



Mixing time	add flour and prepare mixture in order to reach its ‘optimal point’, this is dependent on the pasta and the mixer used.
First stage of dough rise	Leave the dough to rise to allow the first stage of fermentation to take place.
“staglio a mano” dough hand cut and rolled into small balls referred to as ‘panetti’	Form small balls of 200 grams (for a pizza 22-24 cm) and 280 grams (for a pizza 28-35cm)
Second stage of dough rise	Place balls in ‘rising boxes’ (alimentary cases)
Recommended levitation time (with additional hours of kneading – 4 hours)	Min 8 – max 24 hours

**Example:**

Levitation time (hours)	T (°C)	Fresh beer yeast (gr)	Salt (gr)	W (Flour)
8	23	1,5	50	250-280
24	23	0,3	50-55	290-310

*To further ensure a uniform product, with varying seasonal conditions, controlled environments are recommended to guarantee and regulate temperature and humidity.*

**2.1.3 Production techniques**

The mixing technique used is attributable to a direct system.

The preparation of the "Verace Pizza Napoletana" – (Vera Pizza Napoletana) includes the following processing steps to be carried out in a continuous cycle in the same place.

Flour, water, salt and yeast are mixed together, starting from the water, making sure that direct contact between salt and yeast does not occur for more than 5 minutes, otherwise the salt will damage the yeast cells. It should be kept in mind that the amount of yeast used decreases as the amount of water and flour used increases. For example, if 1L of water is used 0.30 g of yeast, of 5 L of water will not use 1.5 g of yeast but about 1 g.



Therefore the amount of yeast used is less than proportional to the quantity of mixture prepared.

The dough must be worked in the fork mixer, spiral, with dipping arms (basket with rounded and rounded corners) until a single compact mass is obtained. The quantity of water that a flour is able to absorb (hydration) is very important to obtain an optimal consistency of the dough.

An excessive processing (with the consequent mechanical heating) involves "stringing" of the mixture, resulting in an imbalance of the glutinous properties and fibre of the dough which compromises its mechanical properties.

The final dough mixture should be sticky, soft and elastic to the touch and will be easily removed from the box to be worked.

#### 2.1.4 Dough characteristics

The characteristics of the dough should be as follows, a variance of  $\pm 10\%$  is tolerated.

Fermentation temperature: 23°C

#### 2.1.5 Fermentation/Dough Rising:

**First fermentation:** the mixture, once extracted from the kneading machine, is "fat" in appearance and "smooth" to touch; from the point of view of its mechanical properties it is "not very extensible" and "very elastic". It is placed on a work table in the pizzeria where it is left to rest covered with a damp cloth so that the surface cannot become hard, forming a sort of crust caused by the evaporation of the humidity released by the dough itself.

After the time deemed necessary to settle and rest, the dough is formed, traditionally by hand. With the help of a spatula, a portion of leavened dough is cut from the dough placed on the work bench and then given a form of dough. In the Neapolitan technique, in the traditional hand-made piece, the dough is shaped (staglio) in the form of balls with a technique that recalls the preparation of mozzarellas (mozzatura). For "Verace Pizza Napoletana" – (Vera Pizza Napoletana) the dough balls must weigh between 200 and 280 g, to obtain a pizza with a diameter between 22 - 35 cm.



**Second fermentation and maturation:** Once the loaves are formed, a second leavening takes place in boxes for food of variable duration, depending on the temperature and humidity of the environment and the absorption of the flour used.

Maturation consists of a series of biochemical and enzymatic processes that split the most complex structures, proteins and starches into simpler elements. Therefore the maturation times of the dough vary according to the amount of enzymes contained in the flour used.

A good coordination of leavening and maturation ensures the perfect success of the final product which will have a "plastic" appearance (ie one that can be shaped into a desired shape), extensible and not very elastic. These processes make the structure of the dough less tenacious, more extensible and more digestible. Our bodies, are not able to assimilate these long chains and need them to be broken down into simple sugars. A pizza made with a mature dough will result in less stress our digestive system, thanks to this early simplification of starches.

## 2.2 Forming the pizza base ('disco di pasta'):

Following the second rising, the dough ball 'panetti' can be removed from the rising box using a spatula and placed on the preparation bench in the pizzeria on a light layer of flour to keep the dough from sticking to the work area. With a motion from the centre outwards, and with the pressure of the fingers of both hands on the dough ball, the base is turned over and around many times. In doing this the "pizzaiolo" (pizza maker) forms a disk of dough (disco di pasta). From the centre the thickness is no more than 0.25 cm (variance  $\pm 10\%$  tolerated), and the border that is no greater than 1-2 cm, forming a frame or crust. The crust known as 'cornicione' is one of the identifying features of the product.

The base must be prepared by hand. The "pizzaiolo's" (pizza maker's) skill enables him or her to determine the movement of air in the base ensuring it moves from the centre towards the periphery, thus forming the frame or crust known as 'cornicione' that will have a height of about 1-2 cm.

The application should be carried out using the least amount of flour possible as any residues of the same would be difficult to digest and are unpleasant to the sensory level by the consumer. It is possible to use semola for spreading as long as the residual quantity on the pizza disk is not such as to compromise the final taste (it must be considered that it is the humidity of the mixture that influences the ability to retain the semola).



No other type of preparation is acceptable for the "Verace Pizza Napoletana" – (Vera Pizza Napoletana) Specifically excluded is the use of a rolling pin and mechanical presses.

## 2.3 Condiments – garnishing the pizza base ('disco di pasta'):

### 2.3.1 Products

**Fresh tomatoes** – the following variations of fresh tomatoes can be used: "*S.Marzano dell'Agro Sarnese-nocerino D.O.P.*", "*Pomodorini di Corbara (Corbarino)*", "*Pomodorino del piennolo del Vesuvio D.O.P.*" (see attached appendices for suppliers and technical details).

**Canned Peeled tomatoes** – the recommended tomato is the "*pomodoro pelato S.Marzano dell'Agro Sarnese-Nocerino D.O.P.*". If peeled tomatoes are used they should be strained, broken up and preferably homogenised by hand. (see attached appendices for suppliers and technical details). this technique gives the product a different consistency and prevents the breaking of the seeds that would give a typical bitter taste.

All peeled tomatoes that are genetically modified or altered to increase desired traits, resistance to herbicides or increased crop render are not accepted as they have undergone cultivation and / or conservation treatments acting on DNA and / or ionizing radiation.

The use of mechanically crushed tomatoes if coming from long Italian tomatoes and industrially treated as peeled tomatoes is allowed as long as there is no further heat treatment. The tomato juice or concentrate possibly added to the crushed tomato must also come from a long Italian tomato.

The use of fresh or industrially prepared "*Roma*" tomatoes ("*pomodoro lungo tipo Roma*") is allowed.

**Mozzarella** – Certified mozzarella di bufala campana D.O.P, mozzarella S.T.G. (see attached appendices for suppliers and technical details).

**Fior di latte** - "*Fior di latte dell'appennino meridionale D.O.P*" or other certified '**fiordilatte**'. (see attached appendices for suppliers and technical details).

**Oil** – Given the temperature of the room, the vault and the floor of the oven and the cooking time, the choice of the oil to be used is one with greater resistance to oxidation and stability at high temperatures, ie extra virgin olive oil.

The olive oil obtained from the cold pressing of the olives and has not undergone refining processes, ie extra virgin olive oil, contains natural antioxidants such as tocopherol (Vitamin E).



Oils with delicate characteristics are preferred, avoiding those with a harsh-pungent aftertaste. The oil must be added before the cooking phase, as going into the emulsion it contributes to the uniform cooking of the ingredients. It can also be added after cooking for organoleptic reasons.

**Origano** – “*Origanum vulgare*” from the “*Labiatae*” family.

**Basil** – Fresh Basil must be used.

**Cheese** – Grated Hard cheese must be used (see attached appendices for suppliers and technical details).

**Salt**- The classic procedure involves preparing the tomato by salting it and not adding salt directly on the pizza disc. For 1kg of peeled tomatoes the amount of salt to add is 10-12g, in the case of the S. Marzano tomato, which is already a more savory product, the amount to be added is about 7-10g per Kg. When fresh tomato is used, salt should be placed directly on the pizza.

### 2.3.2 – Dosage and required condiments

#### “*Pizza Marinara*”

Canned peeled tomatoes	70 – 100 g
Olive oil (Extra Vergin)	6 – 8 g (variance of +20% tolerated)
Garlic	One clove (3gr)
Origano	0.5 g (a pinch)

#### “*Pizza Margherita*”

Canned peeled tomatoes	60 – 80 g
Olive oil (Virgin or Extra Vergin)	6 – 7 g (variance of +20% tolerated)
Mozzarella/Fior di latte	80 – 100 g
Fresh Basil	A few leaves
Hard cheese (grated)	5-7 g

### 2.3.3 – Techniques for condiment

#### “*Pizza Marinara*”

Using a spoon place the pressed, peeled tomatoes in to the centre of the pizza base, then using a spiralling motion, cover the entire surface of the base with the sauce excluding



the crust (the addition or substitution of peeled tomatoes with fresh tomatoes is allowed).

Remove any hard or dry sections of the clove of garlic and slice finely. Scatter the slices using the same circular motion over the tomato.

Scatter a pinch of oregano in an orderly manner over the surface.

Using a traditional copper oil canister or inert food storage with spiralling motion, starting from the centre and moving out, pour Extra Virgin Olive Oil over the pizza.

### ***“Pizza Margherita”***

Using a spoon place the pressed, peeled tomatoes in to the centre of the pizza base, then using a spiralling motion, cover the entire surface of the base with the sauce excluding the crust (the addition or substitution of peeled tomatoes with fresh tomatoes are allowed).

If the mozzarella is small in size it should be cut into slices or crescent, the fiordilatte or mozzarella of large size should be cut into not very thick strips, the spread will be evenly distributed on the surface of the tomato.

Grated cheese, if added, should also be spread in a uniform manner over the base. A few basil leaves should then be placed on top of this, from the centre outwards.

The extra virgin olive oil is laid with a spiraling movement, starting from the center towards the periphery (if necessary, forming the number six for simplicity as per tradition).

## **2.4 Cooking the " Verace Pizza Napoletana " – (Vera Pizza Napoletana)**

" Verace Pizza Napoletana " – (Vera Pizza Napoletana) must be cooked on the stone surface of the pizza oven and not in dishes/pizza pans.

Using a wood (or aluminium) pizza peel, and a little flour, the ‘pizzaiolo’ (pizza maker) transfers the garnished pizza using a rotary movement. The pizza slides rapidly with a quick wrist movement performed by the ‘pizzaiolo’ (pizza maker) on to the cooking surface of the oven without allowing the condiment to move. The cooking of the “Verace Pizza Napoletana” - (Vera Pizza Napoletana) must be done exclusively in a wood fire oven which has reached the cooking temperature of 485° C, (905F). This is essential to cook the pizza.



The ‘pizzaiolo’ (pizza maker) should monitor the cooking by gently raising the edges of the pizza using a metal pizza peel. The pizza should be slightly rotated, changing the side that is directly facing the fire, taking care to ensure the pizza stays in the same area of the cooking surface and to ensure that the pizza does not burn due to exposure to a different temperature. It is important that the pizza is cooked in uniform manner across its entire circumference.

At the conclusion of the cooking, the ‘pizzaiolo’ (pizza maker) removes the pizza from the oven with a metal pizza peel, and places it on a flat, dry work surface. Cooking time should not exceed 60-90 seconds.

Cooking surface temperature:	380- 430° C
Oven dome temperature:	485° C about.
Cooking time:	60-90 seconds.

After the cooking, the pizza should have the following characteristics:

The tomato should have lost all excess water, and should be dense and consistent; The mozzarella di Bufala DOP or the mozzarella STG should have melted on the surface of the pizza; The basil, garlic and the oregano will develop an intense aroma, and will appear brown, but not burned.

## 2.5 End appearance and flavour of final product

The consistency of the “Verace Pizza Napoletana” - (Vera Pizza Napoletana) should be soft, fragrant, easy to manipulate and fold. The crust should deliver the flavour of well-prepared, baked bread. This mixed with the slightly acidic flavour of the densely enriched tomatoes, and the respective aroma of oregano and garlic or basil and the cooked mozzarella ensures that the pizza, as it emerges from the oven, delivers its characteristic aroma -- perfumed and fragrant. Finally the oil emulsifies and contributes to the uniform cooking of the ingredients.

## 2.6. Conservation/Storage

The “Verace Pizza Napoletana” - (Vera Pizza Napoletana) should be consumed immediately, straight out of the oven, at the pizzeria. The product cannot be frozen or cryovacked for delayed sale. It is preferable to consume the within 10 minutes of production and within 20 minutes if to take away.



## Article 3. - Required equipment

### 3.1 Dough mixer

Dough mixers used of to prepare pizza dough – double speed *'fork'* , *'spiral'* beaters, *"dipping arms"* .

### 3.2 Rising boxes known as 'mattarelle' (alimentary cases) and Spatulas

#### 3.2.1 Rising boxes known as 'mattarelle' (alimentary cases)

The dough balls *'panetti'*, that eventually form the pizza base following the stage referred to as *'staglio a mano'* are made of plastic or wood (see attached appendices for suppliers and technical details).

#### 3.2.2 Spatulas

The *'pizzaiolo'* (pizza maker) uses a spatula in both the *'staglio a mano'* (ball forming) and base preparation stages.

The spatula is steel metal, triangular in shape with a handle made of beech or acacia wood

### 3.3 Ovens and Pizza Peels

#### 3.3.1 The pizza oven

The form and shape of the traditional wood fire oven used for "Verace Pizza Napoletana" - (Vera Pizza Napoletana) has remained unchanged over the centuries. The double-dome forms a natural 'heat chamber' enabling it to accommodate very high temperatures. The domes are constructed in tailor cut stones/bricks, sealed and built to ensure mechanical stability. The entrance to the oven is usually closed with a cover or a sliding door.

There is a correspondence between height and width of the mouth and height of the vault and width of the floor respectively, anciently measured in Palms (corresponding to 26.45 cm). The soil and the mouth of the oven have very precise measurements: the mouth measures 45/50 cm, with a maximum height of 22/25 cm (corresponding to about 50% of the mouth), the height of the vault varies between 40 -45 cm while the floor of a traditional Neapolitan oven measures from 105 to 140 cm. in diameter. Any ovens of greater diameter are not recommended as they do not allow the correct management and simultaneous cooking of several pizzas.

The base of the oven is normally divided into 4 areas and built around a mixture of sand and salt which aids thermal distribution and isolates the pizza from thermal bacteria.

#### Exceptions to the wood fire oven



The use of a gas fire oven is allowed in the presence of documentation attesting to the impossibility of installing a wood-burning oven. The gas oven must correspond to the certification parameters approved by the Association.

In addition, at events where there is the proven impossibility of using a wood-fired oven, it is possible to use alternative energy ovens as long as they are approved by the Verace Pizza Napoletana Association.

### 3.3.2 Pizza Peels

Three types of Pizza peels are required to prepare “Verace Pizza Napoletana” - (Vera Pizza Napoletana).

**Wood or Aluminium Pizza Peels:** necessary to place the pizza in the traditional pizza oven. The ‘pizzaiolo’ (pizza maker) covers the peel with a little flour to assist the quick movement necessary to slide the pizza into the oven. As mentioned previously this is done with a quick wrist movement, holding the peel at an angle from the base of the oven.

**Steel Pizza Peels:** required to move the pizza in the oven and remove the pizza once it has cooked.

**Steel or Iron Peels:** needed to move the coals and manage the wood.

**Brush:** needed to clean the oven.

### 3.3 Wood

Wood that does not hold any moisture, smoke or produce odours that alter the aroma of the pizza in any way is required to cook “Verace Pizza Napoletana” - (Vera Pizza Napoletana). The association recommends wood such as Oak, Ash, Beech and Maple.

In the Neapolitan tradition, pizza makers increased the internal temperature of the oven by adding wood shavings (in the Neapolitan dialect “pampuglia”) which allowed to obtain a rapid flare and an instantaneous rise in temperature. The wood used must be certified and of known origin. The use of logs of pressed wood or pampuglia (selected chips) is permitted, provided they are certified.

## Article 4. - Legal Grounds (‘Deroghe’)

The ‘Verace Pizza Napoletana’ Association reserves the right to select and endorse products and equipment based on territorial and local needs and regulations providing they do not in any way affect the end product “Verace Pizza Napoletana” - (Vera Pizza Napoletana).

## Article 5. - Use of the brand name and logo: becoming a member

The ‘Verace Pizza Napoletana’ Association will consider requests to utilise the brand name “Verace Pizza Napoletana” - (Vera Pizza Napoletana) held in licence by the association, providing the request comes from a firm (restaurant or ‘pizzeria’) that has



undergone the full application process (see attached modules), has been formally assessed and inspected by the association and approved by the committee members.

The inspection and checks made by the association are the following:

Preparation of the dough, mixing, rising and preparation of the base and condiments: Ensuring the preparation guide is followed carefully and that the primary materials used are those mentioned above.

Primary materials are correctly selected and stored and the end product meets the description mentioned above.

The pizzeria manager must also demonstrate knowledge of the product covered by this production specification and must use a pizza maker registered in the Register of the 'Verace Pizza Napoletana' Association.

When necessary the association can request associate members of staff undergo training in the specific techniques through 'stages' and refresher courses in order to maintain standards. These courses and stages must be recognised by the association.

The association reserves the right to appoint foreign delegates to form agreements and ties that directly refer to technical factors, inspection and financial management.

### **Article 6. - Use of the brand name and logo: periodic checks and withdrawal of use.**

Periodic checks and random inspection by delegates of the association will be made to ensure that firms using the logo and brand "Verace Pizza Napoletana" - (Vera Pizza Napoletana). and product correctly reflect the image of the association and consistently produce the required end product using the necessary primary materials.

If an associated firm is found not to be adhering to the guidelines stated above. however slight the variation, a warning will be issued and the associate will have 30 days to rectify the problem.

If the associate is found not to be consistently in line with the above guidelines the 'Verace Pizza Napoletana' Association holds the right to withdraw their endorsement of the firm and exclude the associate from the association, withdraw permission to use the brand name and logo and seek compensation for any damages that may have been caused to the 'Verace Pizza Napoletana' Association's image or reputation.