

REGULATIONS FOR OBTAINING THE USE OF THE COLLECTIVE TRADE MARK

“VERACE PIZZA NAPOLETANA”

PRODUCTION RULES

(‘IL DISCIPLINARE’)

The aim of the 'Disciplinare' is to establish a set of rules to be followed for the preparation of the approved "Verace Pizza Napoletana".

The AVPN welcomes restaurants from all over the world, provided they are able to make a product that meets all the requirements outlined below in order to have the possibility to be approved and be part of the "Associazione Verace Pizza Napoletana".

The Association performs rigorous, periodic checks on all of its members to ensure that all pizzerias are following the traditional methods stated in the Disciplinare.

The ingredients used to make an authentic Neapolitan pizza must be produced in the Italian region of Campania in order to meet required standards and maintain the authenticity of the product.

Article 1 - Description of the Product

The use of and recognition of the typical product "Verace Pizza Napoletana" is limited to two types of Pizza produced according to the guidelines outlined below:

- 'Pizza Marinara' (tomato, oil, oregano, and garlic)
- 'Pizza Margherita' (tomato, oil, mozzarella or *fior di latte*, grated cheese, and basil)

Ingredients, preparation, and characteristics of the final product must conform strictly to the Disciplinare rules in order to meet the required characteristics.

The "Verace Pizza Napoletana" is made from a base of risen dough and cooked in a wood fire oven. Typical ingredients and traditional techniques of production characterize the product.

The final product "Verace Pizza Napoletana" should be as follows:

The consistency of the pizza should be soft, elastic, and easy to manipulate and fold. The center should be particularly soft to the touch and the taste and appearance of the pizza must be evidenced by the red color of the tomato. For the Pizza Marinara, the green of the oregano and the white of the garlic must be homogeneously spread, while, in the case of the Pizza Margherita, the white of the mozzarella should appear in evenly spread patches, in contrast with the green of the basil leaves, slightly darkened by the cooking process. The crust should possess the flavor of well-baked bread. The slightly acidic flavor of the densely enriched tomatoes, mixed with the characteristic aroma of the oregano, garlic or basil ensures that the pizza, as it comes out from the oven, delivers its characteristic aroma of a fresh and fragrant typical Mediterranean product.

The Association reserves the right to judge and accept any variation of the pizza and recognize the authenticity of the product provided they conform to the Neapolitan tradition of pizzas and are not in contrast with the rules of the Italian gastronomy.

Article 2 - Description of the Method of Preparation

2.1 Preparation of the pizza base

2.1.1 Products (for further details see the attached appendices)

The products providing the base for a " Verace Pizza Napoletana " includes:

- a. **Wheat flour type "00"**: highly refined flour, which has been milled to standard "00" (*doppio zero*). The flour has an almost talcum-powder appearance, is white in color and is completely free of bran or germ. A small amount of **wheat flour type "0"** (*Manitoba*) can be added, provided the percentage ranges from 5 to 20%. This added quantity is in relation to the external temperature and it is used to enforce the '00' flour, not to replace it.
- b. **Water**: It must be clean and free of gas, microorganisms, parasites, or chemical substances that present a health risk.
 - pH = 6-7
 - Recommended temperature for production: 68 – 72°F.
 - Moderately hard: 60 - 80 mg/liter as calcium content.
- c. **Salt**: sea salt must be used.
- d. **Yeast**: only compressed solid yeast, biologically produced, soft and beige in color, with an insipid taste and low degree of acidity must be used. Yeast must be purchased in packages ranging from 25 to 500 grams (of the *saccharomyces cerevisiae* variety). The use of natural yeast is also permitted (see appendices).

All types of fat must be excluded from the dough.

2.1.2 Ingredients and recommended amounts

The following receipt is based on 1 liter (1000ml) of water:

Flour	(depending on its strength):	1.7/1.8 kg	3.75-4.00 lbs.
Water:		1 liter	33.8 fl. oz.
Salt:		50-55 grams	1.8-1.95 oz.
Yeast:		3 grams	0.1 oz.

Mixing time: 10 minutes adding flour and water, prepare mixture in order to reach its 'optimal point', knead for a further 20 minutes.

First stage of dough rise: 2 hours
“staglio a mano” dough, hand-cut and rolled into small balls of approximately 180-250 grams each (panetti).

Second stage of dough rise: 4-6 hours
 place the balls in ‘rising boxes’
 Recommended rising temperature: Room temperature: 77° F (25°C)
 Recommended time: 6 hours following second stage of rising.

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

2.1.3 Production techniques

The preparation of a "Verace Pizza Napoletana" exclusively follows the below method of production, used in a continuous cycle.

Pour a liter of water into a mixer, dissolve between 50 and 55g of salt, add 10% of the total amount of flour, mix for a couple of minutes, and then add 3g of yeast (previously dissolved in the water). Start the mixer, and then gradually add 1.8 kg of flour (w220-380) until the desired dough consistency is achieved. Combining the ingredients should take about 10 minutes.

Mix the dough at low speed for 20 minutes, until the dough forms a single ball. To obtain the optimal dough consistency, it is very important to control the quantity of water, so that the flour is able to absorb it all. The mixture should be sticky, soft, and elastic to the touch.

The distinguishing product factor and characteristic of the recommended flour used for a Verace Pizza Napoletana allows it to absorb between 50 to 55% of its weight in water to reach the “optimal point”. The preparation of the dough in the mixer should be done without causing the dough to become warm.

2.1.4 Dough characteristics

The characteristics of the dough should be as follow (a variance of ±10% is tolerated):

Fermentation temperature:	77°F (25°C)	T/A Acidity	0.14
Final pH	5.87	Density	0.79 g/cc (+34%)

2.1.5 Fermentation/Dough Rising:

First phase: remove the dough from the mixer, and place it on a surface where it can be left to rest for 2 hours, covered by a damp cloth. This way, the surface of the dough will not dry and will not form the crust caused by the evaporation of the moisture released from the dough.

With the help of a spatula, the dough is cut into long strips and, afterwards, into smaller pieces shaped into balls. The formation of the balls must be done exclusively by hand. This technique, known as '*staglio a mano*', is reminiscent of the '*mozzatura*', technique used for the preparation of the mozzarella, also done by hand. For a "Verace Pizza Napoletana", the dough balls ('panetti') must weigh between 6.4 and 8.8 oz. (180 and 250 g.).

Second phase: Once the individual dough balls ('panetti') are made, they are stocked in plastic rising boxes known as "mattarelle" (alimentary cases – see appendices for further details) for the second rising stage, which lasts between 4 to 6 hours. In a controlled temperature environment (usually at room temperature), these dough balls can be used at any time for the following 6 hours.

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

Following the second rising, the dough balls can be removed from the rising box using a large spatula and placed on the preparation bench of the pizzeria over a light layer of flour to prevent the dough from sticking to the working surface. With a motion from the center 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 action the "pizzaiolo" forms a disk of dough (disco di pasta). From the center the thickness is no more than 0.16 inches (0.4 cm) (variance $\pm 10\%$ tolerated), and the border that is no greater than 0.4 - 0.8 inches (1-2 cm), forming a frame or crust. The crust known as '*cornicione*' is one of the characteristic of the Neapolitan pizza.

The dough must be prepared by hand. The skill of the "pizzaiolo" (pizza maker) enables him or her to determine the movement of air in the dough, ensuring that it moves from the center towards the periphery, forming the frame or crust known as '*cornicione*'.

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

2.3 Condiments – garnishing the pizza

2.3.1 Ingredients

Fresh tomatoes. The following varieties 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 homogenized by hand. (see attached appendices for suppliers and technical details).

All the peeled tomatoes that are genetically modified or altered to increase desired traits, resistance to herbicides or increased crop render are not accepted.

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. The choice of the oil must be made carefully to ensure its resistance to the high temperatures. Providing the conditions for cooking are optimal (i.e. oven temperature is not too high and cooking time brief) the choice of the oil must be made in order to ensure stability and to prevent oxidation.

Cold pressed olive oil that has not been refined, (extra-virgin or virgin olive oil), contains natural, biological antioxidants such as toceferol (Vitamin E). Olive oil, in particular extra-virgin olive oil, remains unaltered when used and lacks defects.

Oregano. “*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).

2.3.2 - Condiments – garnishing the pizza base ('disco di pasta'):

“Pizza Marinara”

Canned peeled tomatoes	70 – 100 g
Olive oil (Virgin or Extra Virgin)	4 – 5 (variance of +20% tolerated)
Garlic	One clove
Oregano	0.5 g (a pinch)
Salt	As needed

“Pizza Margherita”

Canned peeled tomatoes	60 – 80 g
Olive oil (Virgin or Extra Virgin)	4 – 5 (variance of +20% tolerated)
Mozzarella/Fiordilatte	80 – 100 g
Fresh Basil	A few leaves
Hard cheese (grated)	10 – 15 g
Salt	As needed

Fresh tomatoes may be substituted for (or in addition to) peeled tomatoes as long as they are fresh and are authentic products previously mentioned: *“S.Marzano dell’Agro Sarnese-nocerino D.O.P”.*, *“Pomodorini di Corbara (Corbarino)”*, *“Pomodorino del piennolo del Vesuvio” D.O.P.”*

2.3.3 – Techniques for condiment.

“Pizza Marinara”

Using a spoon, place the pressed peeled tomatoes into the center of the pizza base, then using a spiral movement, 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 garlic clove and finely slice it. Scatter the slices using the same circular motion over the tomato.

Scatter a pinch of oregano in a homogeneous way over the surface and uniformly add salt (if it has not previously been added to the tomato) over the tomato sauce.

Using a traditional copper oil canister, pour Extra Virgin Olive Oil or Olive oil over the pizza using the same spiral movement, starting from the center to the outer.

“Pizza Margherita”

Using a spoon place the pressed peeled tomatoes into the center of the pizza base, then using a spiral movement, 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).

Uniformly add salt (if it has not previously been added to the tomato) over the tomato sauce. Evenly spread thinly sliced strips of mozzarella or ‘fior di latte’ over the pizza base.

Grated cheese, if added, should also be spread in a uniform way over the base. A few basil leaves should then be placed on top of the pizza, from the center to the outer.

Using a traditional copper oil canister, pour extra virgin olive oil or olive oil over the pizza using the same spiral movement, starting from the center to the outer.

2.4 Cooking the " Verace Pizza Napoletana "

" Verace Pizza Napoletana" must be cooked on the stone surface of the pizza oven and not in dishes or pizza pans.

Using a wood (or aluminum) pizza peel, and a little flour, the ‘pizzaiolo’ transfers the garnished pizza in a rotary movement. The pizza should be rapidly slid onto the cooking surface of the oven with a quick wrist movement performed by the ‘pizzaiolo’ to avoid surface warping. The cooking of the “Verace Pizza Napoletana” must be done exclusively in a wood fire oven that has reached the optimal cooking temperature of 905° F, (485° C). This is the ideal temperature for cooking the pizza.

The “pizzaiolo’ should monitor the cooking by gently raising, time by time, the edges of the pizza using a metal pizza peel. The pizza should be slightly rotated, changing the side directly facing the fire, while ensuring it stays in the same cooking surface in order to avoid the bottom of the pizza burning due to exposure to a different temperature. It is important that the pizza is cooked uniformly around the entire circumference.

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

After 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 browned, but not burnt.

The following temperature guidelines should be met:

Cooking surface temperature:	about 900° F (485° C).
Oven dome temperature:	about 800° F (430° C).
Cooking time:	from 60 to 90 seconds.
Final dough temperature:	140-150° F (60-65° C)
Final tomato temperature:	167-176° F (75-80° C)
Final oil temperature:	167-185° F (75-85° C)
Final mozzarella temperature:	150-158° F (65-70° C)

2.5 Appearance and flavor of the final product

The consistency of the “Verace Pizza Napoletana” should be soft, elastic, and easy to fold. The crust should have the flavor of well-prepared bread. This flavor, mixed with the slightly acidic flavor of the densely enriched tomatoes, and the characteristic aroma of the oregano and garlic (or the basil and the cooked mozzarella), ensures that the pizza, as it comes out from the oven, carries its characteristic perfumed and fragrant aroma.

2.6. Storage

The “Verace Pizza Napoletana” - (Vera Pizza Napoletana) should be consumed immediately once cooked, at the pizzeria. The product cannot be frozen or otherwise stored for delayed sale.

Article 3. - Required equipment.

3.1 Dough mixer

There are generally two types of dough mixers suitable to prepare Neapolitan pizza dough: double speed ‘*fork*’ or ‘*spiral*’ mixer. Both are appropriate for dealing with medium strength or tender dough.

The main difference between ‘*fork*’ and ‘*spiral*’ beaters is that *the first one* allows a slightly reduced amount of air to pass through the dough (“*ossidazione*”) and should increase the dough temperature.

When possible, the use of a third type of mixer (‘*double arm*’) enables a reduced working time and an increase of the amount of air moving incorporate in the dough (see attached appendices for suppliers and technical details).

Over-working the dough (and its subsequent over heating) results in an imbalance of the glutinous properties and fiber of the dough, resulting in a negative effect on the properties of the dough and the final product.

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*’), used to make the pizza base following the stage called ‘*staglio a mano*’, are made of plastic or wood (see attached appendices for suppliers and technical details).

3.2.2 Spatulas

The “pizzaiolo’ uses a spatula in both the ‘staglio a mano’ (ball forming) and the base preparation stages.

The spatula, triangular in shape, is made of steel with a handle made of beech or acacia wood (see attached appendices for suppliers and technical details).

3.3 Ovens and Pizza Peels (see attached appendices for suppliers and technical details).

3.3.1 The Pizza Oven.

The shape of a traditional wood fire oven used for making a “Verace Pizza Napoletana”(Vera Pizza Napoletana) has remained unchanged over the centuries.

It is composed of a double-dome that creates a natural ‘heat chamber’ enabling it to reach and keep very high temperatures. The domes are built in tailor-made refractory bricks and (or) concrete, sealed to ensure mechanical stability. The mouth of the oven is usually closed with a cover or a sliding door.

The building of the oven follows strict parameters. The dome has a height of 45/50 cm, while the maximum height of the mouth ranges between 22 and 25cm. The base of the oven, according to tradition, must range between 140 and 150 cm in diameter. Any ovens of greater diameter are not recommended because it makes cooking six pizzas simultaneously more difficult. The base of the oven is normally divided into four pieces and built around a mixture of sand and salt, which acts as a thermal diffuser, insulator, and thermal battery.

3.3.2 The Pizza Peels.

Two kinds of Pizza peels are required to prepare “Verace Pizza Napoletana” - (Vera Pizza Napoletana):

- **Wood or Aluminum Pizza Peels:** they are suitable to place the pizza in the oven. The ‘pizzaiolo’ (pizza maker) covers the peel with a little flour to help the quick movement necessary to slide the pizza into the oven. As previously mentioned, this is done with a quick movement of the wrist, holding the peel at an angle of 20-25° from the base of the oven.

- **Steel Pizza Peels:** they are required to turn the pizza in the oven and remove it once it is Cooked.

3.3 Wood

To cook the pizza, wood that does not release smoke or odors that may change the aroma of the pizza must be used (such as oak, ash, beech and maple). Traditionally, the pizza maker, in order to increase the temperature inside of the oven, can add some wood chips, which release a quick burst of flame and an instant rising of the temperature.

Article 4. - Legal Grounds

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 final 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 assess requests for granting the use of the trademark "True Neapolitan Pizza" (Vera Pizza Napoletana) owned exclusively by companies exercising the activity of Pizzeria that will make explicit request on the basis of the forms prepared and following the appropriate administrative and technical checks and deliberation by the Board. The controls provided for the "True Neapolitan Pizza" (Vera Pizza Napoletana) cover the following aspects:

- Preparation of the dough, kneading, rising and preparation of the base and condiments, ensuring the preparation guide is followed carefully and that the primary ingredients used for the preparation are the same mentioned above.
- Perform the perfect preservation and storage of raw materials to be used and ensuring that the characteristics of the final product are in compliance with the requirements of this specification.
- The person responsible for the pizzeria must also demonstrate knowledge of the product covered by this specification production or must employ a pizzaiolo recognized by the True Neapolitan Pizza.
- Where it becomes necessary, the Association may request the professional skill of the staff of the pizzeria through training courses, workshops or training courses arranged or approved by the Association.

Article 6. - Use of the brand name and logo: periodic check and withdrawal of use.

Periodic checks and random inspection by delegates of the Association will be made to ensure that pizzerias 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 final product using the necessary primary ingredients.

If a Member is found not to be adhering to the guidelines stated above, a warning will be issued and the Associate will have 30 days to rectify the problem.

If the Member 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 Member from the Association, withdraw the 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.