

new

Smorfia®

The dream of every pizza chef.



W 290

P/L
0,60

proteins
>12,5%

Smorfia®, Neapolitan Pizza flour from 100% Italian wheat.

Smorfia® was born out of our supply chain experience with the ITALICA brand, from the research of our R&D and Quality Check departments, from the practical trials of our team of technicians and from the ongoing discussion with professional pizza makers.

Cross checks on the best Italian wheat have resulted in a high-quality mixture, strict internal tests and the best professionals' opinions promoted Smorfia as the ideal flour for the Neapolitan pizza with a high crust and a soft and light dough.

With a **strength of 290W**, as requested from the policy document of the Verace Pizza Napoletana Association, this flour needs a **60-65% hydration**. When **baked at 400/450 degrees Celsius for 90 seconds**, it offers the best in terms of alveolation of the crust and lightness of the dough.

Why did we call it Smorfia®?

Because does it exist something more Neapolitan than the Smorfia? **A book full of lucky dreams**. Because, winning or not, dreams take us far away. **Smorfia® represents the respect of the strictest tradition** and, at the same time, **a look to the future in terms of sustainability and healthiness of what we eat**, an aspect to which the client is always more careful.

With Smorfia®, the Neapolitan Pizza becomes "Made in Italy" all-round, starting from the planting of the grain, until the final product.

“ Smorfia® shapes the modern version
of the classic round pizza
which is now the most widespread
international trend ”

*says Piero Asaro, Technical Manager and pizza chef with 30 years of
experience, suggesting for Smorfia® a fermentation of about 18 hours at
room temperature (+18°C) according to the official international
guidelines by the Verace Pizza Napoletana Association, or a
fermentation of about 24 hours at a controlled temperature (+4°C).*

