

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, they must be produced in 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 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, 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.

Associazione Verace Piz̄za Napoletana

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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:

a. wheat flour type "00": 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 "0"** (*Manitoba*) is allowed to be added providing the percentage ranges from 5 to 20%. This variation is dependent on the external temperature and is used to enforce the '00' flour and not replace it.

b. 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: 20 – 22°C
- Moderately hard: 60 - 80 mg/L as calcium

c. Salt: sea salt must be used

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).

All types of fat must be excluded from the dough.

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2.1.2 Ingredients and recommended amounts

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

Water	1 litre (1000 ml)
Salt	50-55 grams
Yeast	3 grams
Flour	1.7/1.8 kg (depending on strength)
Mixing time	10 minutes to add flour and 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 referred to as 'panetti'	Form small balls of approximately 180-250 grams
Second stage of dough rise	Place balls in 'rising boxes' (alimentary cases) for 4-6 hours
Recommended levitation temperature	Room temperature : 25°C
Conservation temperature	As above for 6 hours following second stage of levitation.

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 preparation of "Verace Pizza Napoletana" - (Vera Pizza Napoletana) exclusively follows the below method of production used in a continuous cycle.

Blend flour, water, salt and yeast. Pour a litre of water into a mixer, dissolve between the 50 and the 55g of salt, add 10% of the total amount of flour, and then add 3g of yeast. Start the mixer, and then gradually add 1800 g of flour (w220-380) until of the desired dough consistency is achieved. Combining the ingredients should take 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 touch.

The distinguishing product factor and characteristic of the recommended flour used for "Verace Pizza Napoletana" - (Vera 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.

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2.1.4 Dough characteristics

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

Fermentation temperature:	25°C
Final pH	5.87
TA/Acidity	0.14
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 in the pizzeria where it can be left to rest for 2 hours, covered by a damp cloth. In this manner the dough's surface cannot harden, nor can it form a crust caused by the evaporation of the moisture released from the dough. The dough is left, intact, to rise for 2 hours.

With the aid of a spatula, the mixture is cut into strips from which pieces are broken off and then shaped into balls. The formation of the balls must be done exclusively by hand. This technique, known as '*staglio a mano*' whereby the dough is made into small balls, 'panetti', is reminiscent of the technique used in the preparation of mozzarella – '*mozzatura*' also done by hand. For "Verace Pizza Napoletana" - (Vera Pizza Napoletana) the dough balls ('panetti') must weigh between 180 and 250 g.

Second phase: Once the individual dough balls ('panetti') are formed, they are left in 'rising boxes' known as "mattarelle" (alimentary cases – see appendices for further details) for the second rising stage, which lasts between 4 to 6 hours. By controlling storage temperature (keeping at room temperature), these dough balls can then 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 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 0.4 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'.

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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 homogenised by hand. (see attached appendices for suppliers and technical details).

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

Cold pressed olive oil that has not been refined, that is, extra-virgin or virgin olive oil, contains natural, biological antioxidants such as tocoferol (Vitamin E). It has been found that olive oil, in particular extra-virgin olive oil, remains unaltered when used and has demonstrated an absence of defects.

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).

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2.3.2 – Dosage and required condiments

“Pizza Marinara”

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

“Pizza Margherita”

Canned peeled tomatoes	60 – 80 g
Olive oil (Virgin or Extra Vergin)	4 – 5 g (variance of +20% tolerated)
Mozzarella/Fior di latte	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 above as long as they are fresh and are of the authentic products mentioned previously: “*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 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 and add salt uniformly (if it has not previously been added to the tomato) to the tomato sauce.

Using a traditional copper oil canister and the same spiralling motion, starting from the centre and moving out, pour Extra Virgin Olive Oil/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 is allowed).

Add salt uniformly (if it has not previously been added to the tomato) to the tomato sauce.

Spread thinly sliced strips of ‘mozzarella’ or ‘fior di latte’ evenly over the pizza base.

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.

Using a traditional copper oil canister and the same spiralling motion, starting from the centre and moving out, pour Extra Virgin Olive Oil/Olive oil over the pizza.

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.

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.

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The following temperature guidelines should be met:

Cooking surface temperature:	430° C about (905°F).
Oven dome temperature:	485° C about (800°F).
Cooking time:	60-90 seconds.
Final dough temperature:	60-65° C.
Final tomato temperature:	75-80° C.
Final oil temperature:	75-85° C.
Final mozzarella temperature:	65-70° C.

2.5 End appearance and flavour of final product

The consistency of the “Verace Pizza Napoletana” - (Vera Pizza Napoletana) should be soft, elastic, 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.

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 cryavacked for delayed sale.

Article 3. - Required equipment

3.1 Dough mixer

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

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

Where possible the use of a ‘*braccia tuffanti*’ mixer enables reduced working time and increases the amount of air moving in to the dough (see attached appendices for suppliers and technical details).

Over-working the dough (and the subsequent over heating of the dough) results in an imbalance of the glutinous properties and fibre of the dough and has a subsequent effect on the properties of the dough and end product.

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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 (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 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.

The outlay of the oven has strict measurements. The first (entrance dome) has a height of 45/50cm, the maximum height of the entrance/access ranges between 22 and 25cm. The base of the oven, according to the tradition, must range between 140 and 150 cm in diameter. Ovens of a higher diameter do not provide an area where 6 pizzas, contemporarily cooked and managed effectively. 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.

3.3.2 Pizza Peels

Two 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 of 20-25° 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.

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.

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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 staff responsible for delivering the final product are thoroughly familiar with the product and rules defining its production. Where possible the firm should employ a pizza maker ('pizzaiolo') recognised by the 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.



ASSOCIAZIONE VERACE
PIZZA NAPOLETANA

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.

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