



ITALCRUST

wood fired pizza crusts, flatbreads & more

Pinsa



Pinsa traces its origins back to the Roman Empire. The roman people took a mixture of water, millet, barley, and oats (and later spelt) and formed it into a flatbread before cooking it on hot ashes and a stone.

Today Pinsa is made from wheat and other grains and has taken the Italian market by storm. Lighter and easier to digest than pizza dough, Pinsa has a delicious soft crunch texture and extra surface area – delivering a whole new level of fresh baked flavor.

Some Pinsa are made with rice flour, but we deliver a better tasting and faster baking version without rice, keeping flavors true to Italian tradition.



Product	7" x 11" PINSA
Vendor Code	43711
GTIN	1007538343711-5
Crust Weight	8.1oz (230 g)
Pack	16
Case Weight	9.5 lbs
Pallet Pattern	10 x 5
Case Cube	1.05
Case Dimensions	15"x11.8"x10.4"



ItalCrust Pinsa Benefits

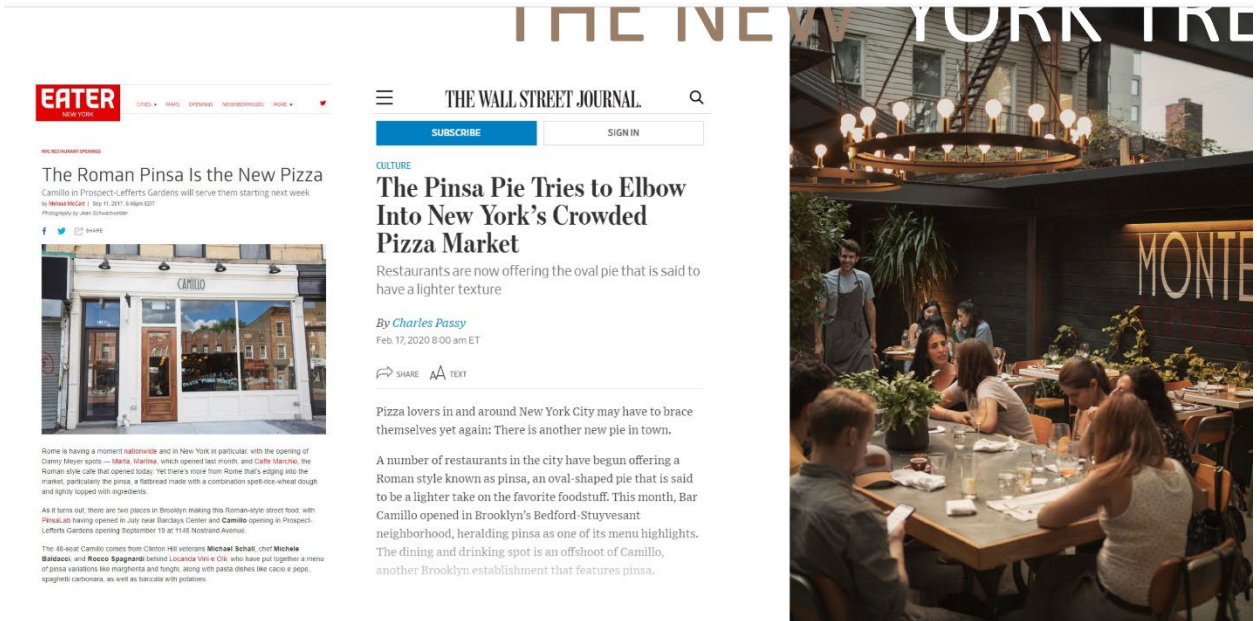
- Pinsa from ItalCrust, a brand operators can trust
- Expanding distribution in 2024
- National broker network
- Production capacity
- Superior flavor and texture
- Faster bake time than most competitors
- Email us at info@italcrust.com



ItalCrust Pinsa Ingredients:

Dough (water, soft WHEAT flour type "00", soft WHEAT flour type "0", sunflower seed oil, salt, soft WHEAT bran, yeast, malted soft WHEAT flour)

Wall Street Journal Article on Pinsa:



The image shows a screenshot of a Wall Street Journal article. The article is titled "The Pinsa Pie Tries to Elbow Into New York's Crowded Pizza Market" and is written by Charles Passy. It discusses the rise of pinsa, a Roman-style pizza, in New York City. The article includes a photograph of the Camillo restaurant storefront and a photograph of the interior of the restaurant, showing patrons dining at tables. The article text is as follows:

THE NEW YORK TIMES

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CULTURE

The Pinsa Pie Tries to Elbow Into New York's Crowded Pizza Market

Restaurants are now offering the oval pie that is said to have a lighter texture

By Charles Passy
Feb. 17, 2020 8:00 am ET

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Pizza lovers in and around New York City may have to brace themselves yet again: There is another new pie in town.

A number of restaurants in the city have begun offering a Roman style known as pinsa, an oval-shaped pie that is said to be a lighter take on the favorite foodstuff. This month, Bar Camillo opened in Brooklyn's Bedford-Stuyvesant neighborhood, heralding pinsa as one of its menu highlights. The dining and drinking spot is an offshoot of Camillo, another Brooklyn establishment that features pinsa.

Rome is having a moment nationwide and in New York in particular, with the opening of Danny Meyer spots — MaMa, Marea, which opened last month, and Cafe Marche, the Roman style cafe that opened today. Yet there's more from Rome that's edging into the market, particularly the pinsa, a flatbread made with a combination soft-ricc-wheat dough and lightly topped with ingredients.

As it turns out, there are two places in Brooklyn making this Roman-style street food, with Pinalab having opened in July near Barclays Center and Camillo opening in Prospect-Lefferts Gardens opening September 19 at 114th Nostrand Avenue.

The 40-year Camillo comes from Clinton Hill veterans Michael Schall, chef Michele Balzano, and Renee Spagnoli behind Locanda Vine e Olio, who have put together a menu of pinsa variations like margherita and funghi, along with pasta dishes like cacio e pepe, spaghetti carbonara, as well as bruschetta with potatoes.