

MAGAZINE  
FEBRUARY 2019 - N°3

# NOP

— NOT ONLY PIZZA —

ALFA



## HISTORY

*The biggest wood fired oven hub in the world.*

## ALFA EXPERIENCE

*Franco Pepe: "How I met Alfa ovens"*

## OUTDOOR COOKING

*Wood and gas ovens, the italian art*

## RECIPES

*Not only pizza, discover Alfa ovens*

Since 1977

# DESIGN AND PERFORMANCE



“BEING THE WORLD’S MOST INNOVATIVE 0°-500°C (932°F) OVEN COMPANY WHILE MAINTAINING THE CREATIVITY AND THE ITALIAN TRADITION THAT HAS DISTINGUISHED US FOR OVER 40 YEARS.”

**A**lfa ovens: a great family for 40 years. Alfa company that was founded in 1977 by Rocco Lauro and Marcello Ortuso, and is now managed by the family second generation, has established itself as an industry leader over time. Our major strength has always been the passion and the urge to keep the company in family hands without impeding the crucial drive to continuous innovation and the never-ending search for potential markets. A large family including all of our employees, dealers, suppliers whose common thread is the quest for quality. During all this time, we have sold more than 500 000 ovens all over the world, the most tangible sign of our engagement in family values.

“let’s imagine a world where the wood-fired oven is a tool for everyone and not just for pizzerias or restaurants”



## DOMESTIC AND COMMERCIAL WOOD AND GAS PIZZA OVENS.



To explain who we are, it’s necessary to focus on our core principle, the quality. Alfa has been producing ovens for over 40 years being inspired by constant innovation, careful selection of all-Italian materials and an almost maniacal attention to detail. Products with a unique design fitting well into rustic or contemporary decors, in terraces as well as gardens or in the vast restaurant industry at large.

**IN THE BEGINNING IT WAS THE OVEN. NOW IT’S ALFA.**

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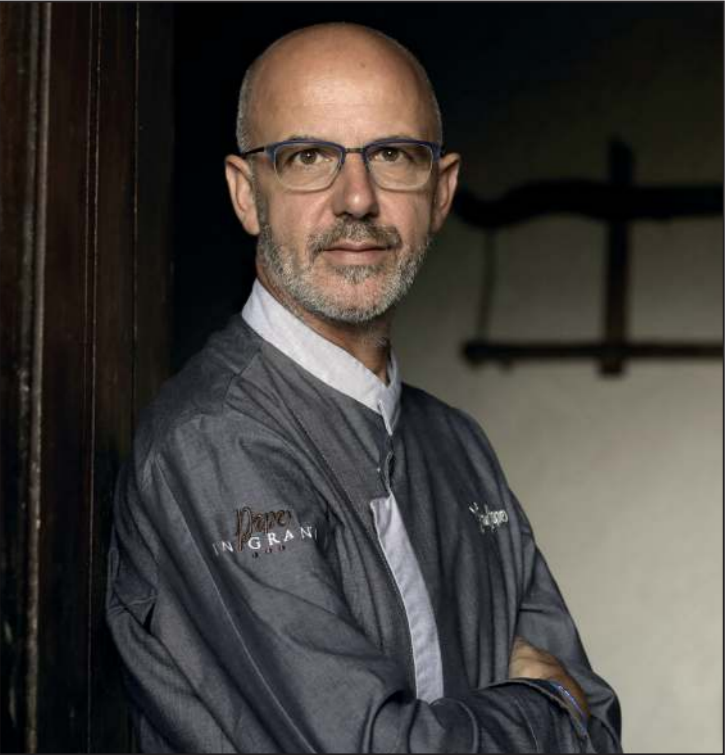
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THE BIGGEST WOOD FIRED OVEN HUB IN THE WORLD



AUTHENTICA - FRANCO PEPE



AUTHENTICA - FRANCO PEPE



FRANCO PEPE

# ALFA EXPERIENCE

## Interview with Franco Pepe "How I met Alfa ovens"

"It all started during my participation in Taste of Roma where I worked with the Michelin-starred chef Peppe Iannotti of Krèsios restaurant in Telesse Terme.

The morning I set out for Rome from Caiazzo and suddenly I was caught in a storm on the motorway;

when I arrived in Rome it was still pouring down. After a while, thank goodness, it stopped raining and here I was in front of an oven with

refractory floor and stainless-steel dome. We were outside and the oven was totally soaked, a brand-new, unused wood-fired oven so much so that user manual and documentation were still lying inside it.

**"Since inaugurating it, a year ago, I have used the Alfa Quattro Pro Top oven and I'm really satisfied with this product and its performances."**

It was 10 a.m. and by noon I had to make pizza with the chef Iannotti; he had to work his magic on my pizza and so my pizza dough had to be in tip-top condition. Can you guess the pressure on me putting in work for

a Michelin-starred chef and, given the weather conditions, without being sure that the oven could reach the right temperature and cook well?

Next to the Alfa oven, some wet bags of firewood and woodchips were lying so I set to light the fire and bit by bit I managed to do it, and to my great surprise, I checked how effectively the stainless-steel dome worked. This new technology, this new approach to the wood-fired oven allowed me to bring it up to the cooking temperature in a couple of hours and to turn out plenty of pizzas as it had always worked like that.

This thing intrigued me a lot and so I got in touch with Alfa through its website and I asked them if we can work together because I like giving new stuff a try. We met and we found a path that we can share, each of us with our different procedures and techniques.

At Authentica (my gourmet pizza parlour) I used an Alfa oven that has been retrofitted to cook pizza according to my needs. Since inaugurating it, a year ago, I have used the Alfa Quattro Pro Top oven and I'm really satisfied with this product and its performances. At Authentica, I wanted to trace back to the very essence of my job just the way my father did it, the man who could look at every table in his restaurant, so the choice of a light, easy-to-install Alfa oven was pretty obvious".

## ABOUT US



**MARCO AGOSTINI**  
Head of Grill Academy  
[thebarktenders.com](http://thebarktenders.com)

*Limiting the use of Alfa ovens exclusively to baked goods is a crime! Their versatility and flexibility coupled with a stable performance make them the ideal tools to add value to my traditional cooking.*



**GEMMA STAFFORD**  
Youtuber & Food blogger  
[biggerbolderbaking.com](http://biggerbolderbaking.com)

*Gemma is a professional Irishman chef who has a passion to share her years of experience and Irish charm with all those who want to cook ambitiously beyond the usual rules. In her new show, Bigger Bolder Baking, he wants to show how to create baking recipes that are sure to impress.*

JOIN THE  
COMMUNITY



# FORNINOX TECHNOLOGY



*The Alfa Inox line of ovens enhances every outdoor cooking experience. Beauty meets performance with the purpose of improving the flavour of your dishes and the pleasure of your days. Every single feature of Alfa ovens is specifically designed to better your way of life.*

*Rapid ignition, high-precision cooking, 5 minutes are enough to reach 500°C (932°F), only 1 allows you to cook a pizza, and a few more to clean it up. Ovens for people whose time is precious and want to spend it with friends!*



*Make cooking more fun grilling, baking and preparing creative and moreish dishes and try our delicious recipes in an oven that is also a statement of style.*



## Residential outdoor ovens

If you're looking for the best outdoor wood and gas fired pizza oven, we have the right solution for you. Alfa ovens are made for those who love traditional taste and want to try a real superior cooking experience. Thanks to FORNINOX technology that combines a refractory floor and stainless steel (1/10 in thick) structure, our pizza ovens are ready to use after unpacking, and you don't have to do hard building works. Enjoy cooking, grilling and baking your food in a wood fired oven.

Find out our yummy recipes and have more fun in your garden with a unique product for bbq, grill, pizza, roasts and desserts. Alfa is the worldwide leader in manufacturing residential wood and gas fired ovens for backyard and kitchens.

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ALFAFORNI.COM



## Accessories for wood-fired ovens

A large selection of premium quality and 100% made in Italy accessories. For your wood fired oven or your bbq cooking. You can purchase the best products for all your needs in outdoor and indoor cooking. Our products are specially designed to be easy and fun. Choose the best pizza peels, grill tools, log holders, wooden pizza peel, peel holders in the market.

Commercial pizza equipment and supplies designed for both for pizza

restaurants and domestic pizza oven. High quality and durable kitchen tools are essential to be a real pizzaiolo and make the job easier. It's simply impossible to make some types of great pizza without certain other tools, like peels and some sort of baking surface. Find below the most useful products you can get right now to step up your pizza game.

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ALFAFORNI.COM



# REFRACTORY OVENS



*Whether you are looking for a garden, a DIY or a brick oven, Alfa Forni has a complete catalogue of products entirely made of refractory materials that marries tradition with technology. Alfa's refractory ovens draw inspiration from a dim and distant past by reinventing wood-fired brick ovens that stay true to the characteristics of their raw materials, composed of special mixtures capable to withstand very high temps and mechanical stresses in order to win the challenge of time.*



*In line with your needs, you can choose a ready to use oven or a model to be installed and coated to your liking stirring memories of your grandparents' wood-burning oven.*

HOTTER FASTER DIFFERENT

# AT HOME AS WELL AS IN A PIZZERIA

Turning a traditional tool like an oven into a designer object acclaimed all over the world as a standard-bearer for “Made in Italy” and high-quality has always been our mission. That’s why Alfa ovens are conceived and designed as professional ovens that guarantee excellent results in baking pizza, bread and then some combined with unparalleled ease of use and maintenance.

Our original and design patent ovens provide a high-performance cooking experience both in an outdoor kitchen or in a garden owing to the use of materials resistant to bad weather, humidity and with high insulating capability. Alfa is the handcrafted wood-burning oven that embellishes your villa, garden, or whatever.



## RESIDENZIAL WOOD AND GAS FIRED OVENS



100 cm  
40 inch



130 cm  
51 inch



160 cm  
63 inch



190 cm  
75 inch

## MULTI-FUNCTIONAL BASE

The World’s most versatile oven now has the cooking station to compliment it.

- 304 stainless steel
- 2mm working top
- Peel holder storage
- Peel holder in use
- Bottle opener
- 3 stainless steel hooks for tools
- Aluminium black handle
- 4 professional wheels, 2 with brake

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ALFAFORNI.COM





# Mistakes that are worth avoiding making a home-made pizza

Her majesty the Pizza is not a simple food but a state of mind for us Italians. Pizza has always been our North Star that has guided us through the centuries, synonymous with culture, fun and joy with friends and family sharing a genuine, simple and tasty dish so much that it has made the UNESCO's Intangible Cultural Heritage of Humanity list.

And it's because we want to preserve its genuineness that we give you some tips for making it at home. To prepare a home-made pizzeria-quality pizza,

follow some steps. Most importantly, pizza must meet three requirements: it must be light, tasty and easy to digest. For the less experienced pizza makers, cooking may be a major headache and more so if your guests are sophisticated palates that won't forgive you for a half-raw or overcooked pizza. So, to cook a pizza perfectly, follow these few steps and don't be discouraged if the results are not good enough at first; perfection is attained by slow degrees, it requires the hand of time.

## THE BIGGEST MISTAKES WHEN COOKING PIZZA AND HOW TO AVOID THEM

When you play the role of pizza chef on occasion, cooking pizza in your home oven could turn out to be a bit of a let-down. Sauce and toppings sliding off, edge too thick or too high, charring on the sides are little imperfections that can threaten the success of this all-Italian delicacy. But, as the saying goes, to err is human and therefore making mistakes when baking pizza is not surprising at all. The fact is that as simple as it may be making pizza is a matter of precision and attention not forgetting a few tricks of the trade. Here is a step-by-step guide for cooking a pizza in your home oven.

## WHICH IS THE BEST YEAST FOR PIZZA DOUGH?

The yeast is beyond doubt an essential ingredient not only in preparing pizza but also in cooking it. The past masters of pizza making recommend using sourdough starter even though active dry yeast in granules might



be a viable alternative. Usually, the lower the amount of yeast, the longer the fermentation process. The idea of placing the pizza dough in the fridge to let it rise is catching on. Although pizza masters don't disregard this trend they advise limiting the rest to 12 hours. Anyway, the oven that is off is the place to be to allow the dough to rise.

## ARE ALL FLOURS MUCH OF THE MUCHNESS?

No, not in the slightest! Needless to say, an excellent pizza is made out of high-quality flour. Pizza makers strongly recommend Tipo 0 flour (plain flour in the U.K. and all-purpose flour in the U.S.); if the pizza dough is too soft, just mix it with Manitoba flour. If you choose to go local, buy the flour from a miller to give your pizzas a retro touch.

## WHEN ADDING SALT TO THE PIZZA DOUGH?

The answer is very simple: add it to the finished dough. In fact, salt and yeast fight like cat and dog, they vie each other for water and a total fiasco is on the cards. Then add salt at the right time that is when all the other ingredients are blended.

## DO YOU NEED SUGAR TO MAKE PIZZA DOUGH?

Yes, you do. Sugar feeds the yeast but, if you prefer, you may replace it with honey or malt.

## THE ROLLING PIN IS THE MAGIC TOOL OR AN ACCIDENT WAITING TO HAPPEN?

A little of both for different reasons: to make pizza dough at home, you can use the rolling pin if you can't get a dough as thin as you can by hand. But don't tell it to a pizza chef, he could really lose his rag!

## I MAKE PIZZA BIANCA BECAUSE I DON'T KNOW HOW MUCH TOMATO PASSATA TO PUT.

Come on, don't exaggerate! Pizza is a matter of taste but no self-respecting Margherita will do without tomato passata. Without it, pizza will taste like a biscuit after cooking. Actually, it's easy-peasy; drop the passata onto the centre of the crust and then spread it around with a spoon stopping at about 1/2 inch from the outer edge.

## WHY DOES MOZZARELLA MELT SO MUCH IN A HAND-MADE PIZZA?

Basically, it's a question of moisture. Mozzarella holds so much moisture that when it melts there's water on top of the pizza. But, as the old adage says, there's remedy for everything, so follow these tips: slice the fresh mozzarella and put the pieces into a colander for 2 or 3 hours before using them. The same is true for buffalo mozzarella but with longer times (4 hours).

## IS IT WRONG TO TOP PIZZA WITH OTHER INGREDIENTS BEFORE BAKING IT?

Yes, it is; these ingredients would burn even before you take the pizza out of the oven. The best solution is cooking pizza with only tomato sauce on it, then adding mozzarella when

*follows >>*



Alessandro Trezzi, the Nerd of the doughs  
Follow su Facebook e Instagram - @chiefezzi



pizza is nearly cooked and other ingredients according to their respective cooking times. Ham, for instance, must be put at the end of cooking while aubergines and courgettes a little time before; potatoes and sausages can withstand 15-minute cooking.

## WHAT IS THE BEST OVEN TEMPERATURE?

Pizza is baked at 300°C (575°F) in pizzerias but this temperature is not attainable in the home oven. We recommend preheating the home oven then putting it at the max temperature by placing the pizza in the lower third. If you use a fan-assisted oven, remember to put pizza in the centre of the oven to keep it from drying out. Cooking time for a well-cooked and crispy pizza ranges from 10 to 15 minutes.

## HOME-MADE PIZZA: A DIFFICULT BUT NOT IMPOSSIBLE CHALLENGE

After all these tips, one thing is clear: making a home-made pizza that tastes like a pizzeria-quality Neapolitan pizza or a pizza “al taglio” may sound like a daunting task. Despite your good intentions, a careful selection of the ingredients and painstaking attention during cooking, the end result may be under par for the aspiring pizza chef. But hang in there and stay positive! If for pizza purists, only Margherita and Marinara are worth eating, in your home-made pizza you can choose the toppings according to your taste (maybe avoiding the controversial pineapple that would make some pizza ma-

kers angry). In addition, you can use different type of flours such as hemp, khorasan, multi grain, wholemeal and so on to make pizza dough especially now that organic food products are all the rage.

## MAKING AND COOKING PIZZA, A MARRIAGE OF DEDICATION AND CREATIVITY

Despite discordant opinions among amateur pizza makers, creativity nearly always pays off. Though after the early unsatisfying attempts you can feel a bit discouraged seeing photos of appetizing pizzas posted on

social media, don't give up! Cooking a home-made pizza is a matter of motivation, dedication and passion just as an art. Has it ever happened to you that you didn't know what to cook for a dinner with friends or for a candle-lit dinner with your date? Pizza is what you need, a savoury, healthy and inexpensive food. Have fun while you are making it and you will see, as time goes on, that with a lot of consistency your home-made pizza will be every bit as tasty as the other ones.

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## 5 MINUTI OVEN

**IT IS THE WOOD-FIRED PIZZA OVEN WITH THE HIGHEST SALES RECORD. THE DIMENSIONS ARE COMPACT. HAVE YOUR MEAL COOKED IN JUST 5 MINUTES!**

It is a compact wood-fired oven for bread and pizza with castors conceived for easy moving.

This wood-fired oven is designed for balconies, terraces and gardens. Refractory oven floor and stainless steel dome. Rapidly reaches cooking temperature (in 5 minutes)!



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OUR OVENS ARE BUILT TO SATISFY ALL YOUR NEEDS, WITH HIGH QUALITY WEATHERPROOF MATERIALS, DESIGNED TO LAST IN TIME WITH AN ELEGANT MODERN TOUCH AND ATTENTION TO THE DETAILS FOR A COMFORTABLE OUTDOOR COOKING EXPERIENCE. CHOOSE AN ALFA OVEN, CHOOSE THE BEST.



**CIAO**

Dimensions: 118x85x181h cm  
Cooking Floor: 70x40 cm



**DOMO**

Dimensions: 129x96x192h cm  
Cooking Floor: 70x50 cm



**CIAO**

Dimensions: 91x69,5x118h cm  
Cooking Floor: 70x40 cm



**5 MINUTI**

Dimensions: 82x68x120h cm  
Cooking Floor: 60x50 cm



**DOMO**

Dimensions: 101x79x126h cm  
Cooking Floor: 70x50 cm



**5 MINUTI**

Dimensions: 93x68x178h cm  
Cooking Floor: 60x50 cm



**4 PIZZE**

Dimensions: 155x87,5x202h cm  
Cooking Floor: 80x60 cm



**ALLEGRO**

Dimensions: 118x102x225h cm  
Cooking Floor: 100x70 cm



**4 PIZZE**

Dimensions: 100x97x121h cm  
Cooking Floor: 80x60 cm



**ALLEGRO**

Dimensions: 118x102x60h cm  
Cooking Floor: 100x70 cm



**DOLCE VITA**

Dimensions: 111x87x156h cm  
Cooking Floor: 80x60 cm





## COVER

The right protection for your oven.



The form-fitting oven cover is specially designed to protect your oven from the elements when the product is not in use.

This cloth is made of an innovative material which is waterproof, breathable (prevents condensation), thermal, UV ray-resistant, resistant to bird droppings, resins and sea

salt, practical and easy to handle.

We suggest putting the oven, when possible, under a canopy or a shelter to keep it in perfect conditions.

The oven cover is available for the ovens and table.

FIND OUT MORE ON  
ALFAFORNI.COM



## THE OVEN IS ON THE TABLE

*Your oven anywhere, on the garden table or on the outdoor kitchen worktop.*



The Alfa 2019 products highlight the Top line: all the Forninox™ line ovens also come without the base to better adapt to outdoor kitchens. The Top models are lighter and more flexible to best suit your every need. Their standard dimensions allow you to set them both in outdoor kitchens and on the brand-new Alfa multifunction table. The Top line includes the Allegro, the largest in its class, the best-selling, 90 cm (35 in) deep 4 Pizze, the 5 Minuti, compact and versatile enough to fit easily in small kitchens and the practical and handy Ciao.

# TURN YOUR OVEN INTO A BBQ, EASY!



BBQ 500 turns the Alfa oven into a BBQ equipped with enough power and control to cook over the flames or embers up to a temperature of 500°C (930°F).



**Cooking has never been so easy and juicy!**

**Triple cooking:** Radiation, convection, conduction to choose the cooking you want, crispy or soft. **Fast:** Higher temperatures (up to 500°C) to cook in less time. **Hottest inside, safest outside:** Highest temperatures for cooking. Outside of oven remains cool and easy to work with. **No smoke:** Your house and your clothes don't smell at smoke. **Clean:** Clean every part of the oven by switching it on.



## CHICKEN, AN EXCELLENT MEAT

Chicken is one those meats that you would love to have on the table. It is a meat, which is appreciated in many parts of the world. The meat has many health benefits and, it is, recommended by many doctors and dieticians. It is an excellent source of lean low fat protein meat. Chicken also has a good amount of selenium. Selenium helps the body perform its metabolic functions and reinforces the immune system. For the senior citizens it helps in bone loss. The meat also contains an amino acid call tryptophan. Tryptophan increases the serotonin level in your brain giving you a more comfortable feeling and helps fight the daily stress. The meat also contains a high percentage of retinol and beta-carotene, which helps the eyesight. If you are interested in reading more about the health benefits of chicken click on this link. Chicken is thus the perfect dish for the young

and old and it can be prepared in many ways.

One interesting chicken recipe is the beer can chicken or also known as the beer butt chicken. It is also called under other various names and here are just a few:

- drunken chicken
- dancing chicken
- chicken on a throne
- thirsty bird

The origin of this type of chicken cooking is unknown, but it has become a modern legend in the BBQ world. The first time it began to show up was at the college parties in the late 70's and it is still popular today.

Alfa has an interesting video on how to make the beer can chicken. A great recipe for the nice sunny days out in the open. It shows the versatility of the wood-fired and gas-powered oven. Alfa Pizza ovens are perfect for roasting turkeys, barbecuing spare ribs, and baking those homemade cookies and bread. So if you interested in seeing an Alfa Pizza oven call or visit your local dealer or see the range of ovens .

## SALMON: A GREAT FISH TO CATCH AND EAT

There are many fish in the waters but there is a fish that is highly appreciated in cuisine for its flexibility in the kitchen and it is that of the salmon. Salmon comes from the family of the Salmonidae. Salmon is an indigenous fish of the Atlantic and Pacific Ocean but they can be also found in the Great lakes of North America and in the Patagonia in South America. Typically salmon is a migratory fish. They are born in fresh water where they then migrate to the salt water ocean but then return to reproduce in the fresh water. This migratory life cycle repeats with every new generation. Their homing behavior of returning to their

birth place is still a mystery to this day and also has become folklore. There are many types of salmon that can be found throughout the world and here is a brief list of the types that you can find:

Atlantic Salmon: they can be found in northern rivers on both coasts of the Atlantic Ocean.

Masu Salmon: they can be fished in the western Pacific Ocean in Japan, Korea and Russia.

Chinook Salmon: in the USA they are known as the king salmon or Blackmouth salmon, and in British Columbia the spring salmon.

Chum Salmon: this particular salmon is also known as the dog, keta, or calico in some parts of the USA. This type has the widest geographic range in the Pacific Ocean.

Coho Salmon: they can be found in Alaska or in Canada.

Pink Salmon: this is also a wide ranging species they can be found in Alaska, in the northern California and Korea, in

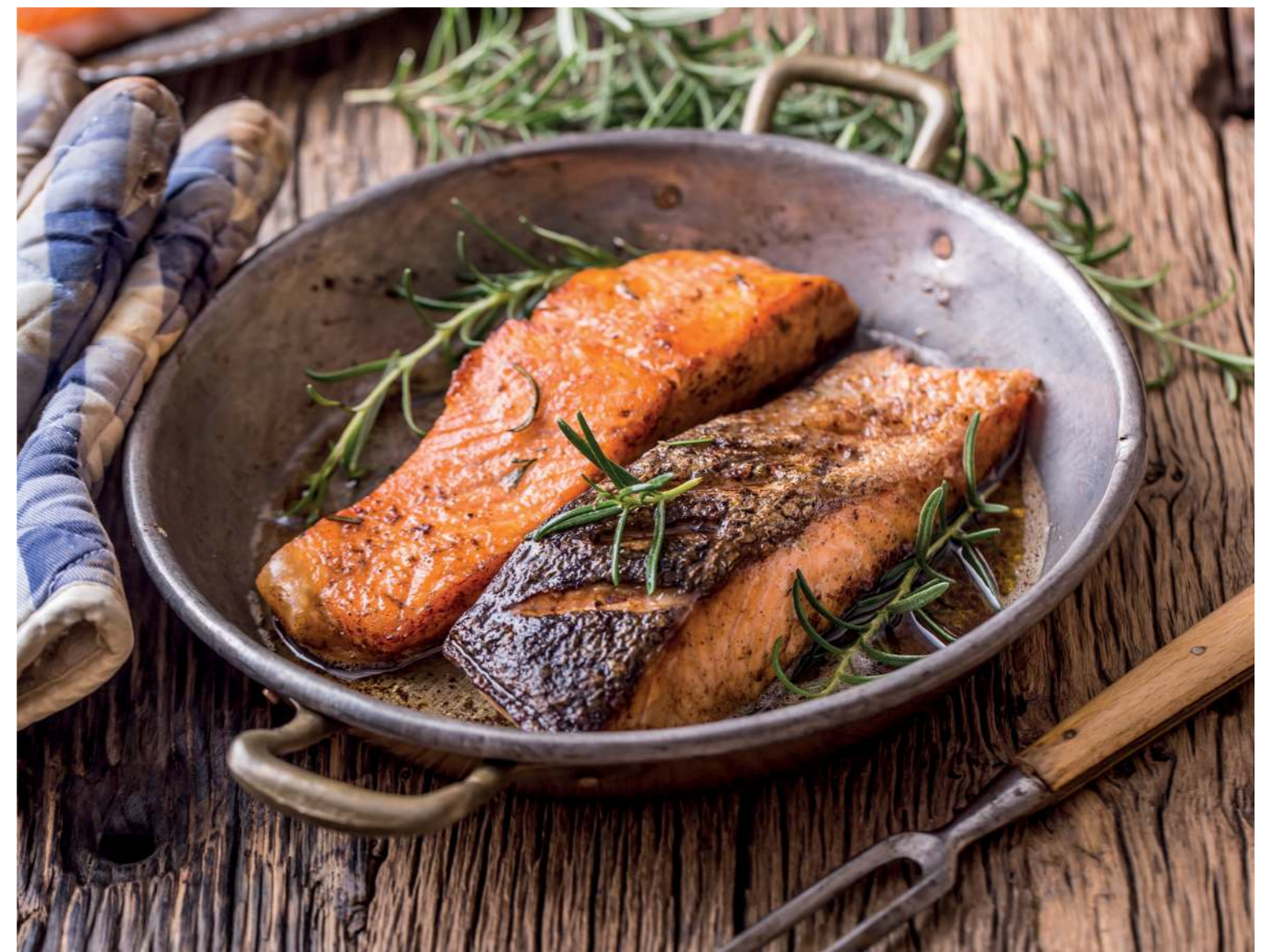
the grand Mackenzie river in Canada to the remote Lena river in Siberia, Russia.

Sockeye Salmon: this particular species is well known in the US as Red salmon. This lake-rearing species is found in the Klamath in California and on the Hokkaido Island in Japan. In the frigid Canadian Artic and Anadyr river in Russia.

Danube Salmon: this particular species is the largest permanent fresh water salmon.

To enjoy that great catch you had at the lake or river why not cook it in a wood fired oven. The wood with its fragrances will take the salmon to another level. We at Alfa also take to heart good cooking and try our simple video recipe for salmon. It is so simple that everyone will try to help in preparing it for the cooking.

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## *Know more about flours: what are the differences?*

According to the definition, the flour is the product of grain milling. In the most common sense of the term, flour is the powder made by grinding wheat grains while the product resulting from the grinding of durum wheat is called semolina. Apart from the type of wheat, semolina differs from flour for its granulometry (the grain size); the former is coarser than the latter.

Nowadays, there are many types of flour coming from cereals, legumes, dried fruits etc. We have spelt, barley, rye, flax, chickpea, chestnut, wholemeal, white flours, you name it.

This post wants to shed some light on wheat flours by analysing the different types.

First of all, let's solve a fundamental dilemma: what is the difference between refined flour and wholemeal flour?

The Tipo 00 flour (soft flour) is the most refined and free of bran and wheat

middlings (two by-products of milling). Wholemeal flour on the contrary has the highest percentage of bran and wheat middlings and therefore is the most complete nutrition-wise. Wholemeal flour, compared to refined one, contains more starch, fibres, proteins, vitamins, fatty acids and ashes (mineral salts). Besides, if it's stone ground, the flour is even better. Stone-milling is a low intensity process that mills grain coldly so the flour is not heated up and keeps its organoleptic and nutraceutical properties.

But the transition from Tipo 00 flour to wholemeal flour is not immediate. Depending on the ash content, we have different intermediate stages corresponding to flours with different properties: Tipo 0 flour, Tipo 1 flour or Tipo 2 flour.

Tipo 0 flour is less refined than Tipo 00 flour but is largely devoid of nutritional principles.

Tipo 1 flour: it contains more bran and

wheat germ which are the sources of several essential nutrients.

Tipo 2 flour or "semi-integrale" is characterized by a coarser granulometry and a greater presence of fibres and germs.

To make pizza at home we suggest that you don't use Tipo 00 flour. Choose instead Tipo 0 flour for its minimum protein content.



### **HOMEMADE DIGESTIBLE PIZZA: THREE SECRETS FOR A SUPER LIGHT PIZZA DOUGH**

"Hey, it's Saturday evening, how about eating a pizza? No, not pizza, I can't digest it!"

Surely, you have gone through this before as well; going to a pizzeria or to a friend's house for a pizza and to regret it because of post-meal stomach pains and an unrestrainable urge to drink.

Unfortunately, in these circumstances, the pleasure of eating a good pizza cooked in an honest-to-goodness wood-fired oven may be quickly replaced by a feeling of discomfort that extends beyond the end of the meal. But why does all this happen? The answer is simple: the problem is due to poor leavening or maturation.

### **BUT WHAT EXACTLY ARE LEAVENING AND MATURATION?**

To cook a highly digestible homemade pizza successfully, we must first shed light on the main causes of our possible mistakes. To start with, we have to say that leavening or fermentation is the chemical process of yeast converting sugar to carbon dioxide and ethanol. In the case of pizza leavening, the carbon dioxide swells the dough and the alcohol is lost during cooking. Maturation is a process by which the

enzymes break molecular bonds and transform complex molecules into simpler and more digestible ones.

If the maturation time is not long enough, molecular bonds will only be partially broken and during the digestion the intestinal bacteria will produce excess gas resulting in typical abdominal bloating after eating a bad pizza. While leavening is a rapid process, maturation takes longer times depending basically on the temperature and the type of flour.

### **THE SECRETS FOR A HOMEMADE DIGESTIBLE PIZZA**

Here are our suggestions for making a homemade digestible pizza and avoiding unpleasant stomach pains:

- Don't rush things! Making a good and digestible pizza takes time. We suggest that you have a look at the pizza dough recipe.
- Always use fresh products and go easy on the salt.
- Cook in your wood-fired or gas-fired oven making sure that its temperature is at least 350°C (660°F).



**FIND OUT MORE ON  
ALFAFORNI.COM**



## DOLCE VITA OVEN

### THE ESSENTIAL DEVICE FOR YOUR OUTDOOR KITCHEN.

A classic, timeless design for the wood fire oven Dolce Vita Top. With its clean lines, it fits harmoniously in any outdoor kitchen. Extremely light in spite of the solid stainless steel, this wood fired pizza oven is suitable for various cooking needs.

Excellent for cooking round and fragrant pizzas, pan focaccia or even roasting meat and fish enriching them with an incomparable aroma. These dishes will delight your outdoor relaxing moments. The refractory cotto floor guarantees high performance in baking, with very high temperatures that preserve the organoleptic characteristics of the food.



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## *Smoke from the oven: everything you need to know*

If you are thinking about buying an outdoor oven but you live in an apartment you must consider the impact of smoking nuisance to your neighbourhood. So, you'd better know the applicable laws and the different types of ovens.

### **The killer question: do ovens smoke?**

This is the question that customers frequently ask before buying an oven, thus we owe them an honest and comprehensive answer. The answer depends on some factors. Firstly, we must distinguish between two types of Alfa ovens: wood-fired and gas-fired ones (natural gas or LPG). Wood-fired ovens, in normal circumstances, smoke a little. To do that, you need a quality, clean, dry and well-seasoned firewood; then push the wood to the bottom of the oven, make sure to supply an adequate intake of air to

the fuel to get a good, hot fire going. The presence of humidity inside the firewood produces a white and intense smoke due to the evaporation of water. If the air supply is not enough, the combustion is incomplete and the resulting smoke is darker. On the contrary, smoke from gas-fired ovens is invisible and odourless, much the same as a water heater, so its use is recommended in residential areas or when neighbours are too near.

### **Emissions of smoke from the oven; what's up?**

In the UK, under the Clear Air Act, local authorities can designate some areas of their region to be a smoke control area. In these regions, it is an offence to emit smoke unless you are burning an authorised fuel or using exempt appliances.

We always recommend that you refer to the building regulations in this regard and that you take all reasonable measures to avoid nuisances for your neighbours. altri condomini, se non superano i limiti della normale tollerabilità. Noi di Alfa vi consigliamo sempre di fare riferimento al regolamento condominiale in tema di emissioni di gas e di usare accorgimenti idonei sistemando il forno in una zona che non permetta ai fumi di entrare nelle abitazioni, tenendo sempre conto della direzione del vento.

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## *What is the best wood to burn and how to choose it?*

### **Firewood, the fuel of the future.**

The calorific value of wood is far higher than other heat sources used for home or professional cooking. While lighting a gas burner is a no-brainer, the choice of firewood with the best bang for your buck needs some attention. There are countless wood species selected according to their calorific value.

### **Best types of firewood for oven cooking.**

Usually, the best firewood for cooking in an oven are beech and oak. The smart move is combining the two species to maximise their qualities. Beech is a hardwood, that is with an average dried weight of 700 kg per cubic meters (43 lb/ft<sup>3</sup>). Its aroma is very intense and when mixed with the oak it provides food with a special flavour. The best choice is to burn oak to reach the high temperatures and

then add beech to keep it going before cooking. Olive firewood may be another tip-top solution but its price probably scares customers away. All in all, on a value for money basis, the best firewood is the hornbeam or ironwood, belonging to the family of Betulaceae subfamily Coryloideae, that occurs in the temperate regions of Northern Hemisphere.

### **Firewood you should absolutely avoid burning.**

Not every piece of timber makes good fuel so let's have a look at some species of wood that you should avoid. First of all, the cherry that sparks more than other hardwoods when burning; then the entire family of evergreen plants like the pine that burns fast, makes a lot of smoke and can coat your flue with soot. In the end, picking the best firewood may seem a daunting task but we at Alfa come to your aid. Contact us for more information.



## **4 PIZZE OVEN**

### **THIS WOOD-FIRED OVEN IS CONCEIVED FOR GARDENS AND FAMILIES. UNIQUE DESIGN WITH BUILT-IN LATERAL SHELVES AND PEEL HOLDER.**

The large dimensions and mouth are ideal to cook 4 pizzas in 90 seconds, and 4 kg of bread with every oven load. Wood-fired garden oven that can even be used on balconies or terraces. It features the refractory floor of professional ovens.

The stainless steel dome is studied to rapidly reach operating temperature. Ceramic fibre insulation maintains long-lasting warmth and cuts down wood consumption to a minimum. It is fitted with extremely useful stainless steel lateral shelves to place oven trays, ingredients, oven dishes and necessary cooking accessories. With the built-in peel holder, necessary utensils for wood-fired cooking are always within hand's reach.



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📍 GERMANY  
5 MINUTI OVEN



📍 HOLLAND  
5 MINUTI OVEN



📍 SWITZERLAND  
4 PIZZE OVEN



📍 UK  
GAS FIRED OVEN



📍 GERMANY  
4 PIZZE OVEN



## SOME REVIEWS FROM THE WORLD

**Karla Saborio**



*From Costa Rica, My husband and I bought a 5Minuti oven!! and we are thrilled!! Pizza, meat, mussels, bread!!! My sons wants to turn it on every weekend!!! The taste of food is incredible!!!*

**Vasilis Chatzigiannis**



*They look amazing and food tastes like out of this world!*

**Joy Hodge**



*These ovens are so amazing! Great way to make dinner a lot more social. Food was delicious and we had a lot of fun!*

**La Lova**



*the BEST ovens ever!!! easy and comfortable to use! perfect solution for dinners with family and friends!!!*

# MADE IN ITALY

## Since 2008, the place to be!

Anagni is a typical Italian “borgo” famous for the “pope slap” in 1303 to Bonifacio VIII. Here we have chosen to stay, under the hills of this wonderful place.

From the Roma – Napoli highway, you can see our headquarters, the biggest in this field. Anagni is where we produce everything, from the bricks to stainless steel components and where we will be based for long time.

## The surprising company

Our company surprises everyone: Those who come to see us are amazed at how we manufacture everything ourselves from the raw materials to the finished product. They can’t believe how big our plant is, the largest in this industry.

They are also amazed because the people who started and expanded the business are still here, working their materials in a way nobody else can. We’re proud of the fact that in our company each employee knows and feels like an important member of the team.

That’s why we are happy to invite all our customers here, in Anagni, not far from Rome, to see where everything started 40 years ago. We hope to surprise you, too, as we go on inventing and working always with smiles on our faces.



## The biggest wood fired oven hub in the world.

Alfa 1977 is the biggest wood and gas fired ovens hub in the world: 100.000 sq ft on a 300.000 sq m field completely dedicated to the production of wood and gas fired ovens for domestic and professional use.

The headquarters is divided in: metal department with bender, calendar, soldering stations and laser machine; brick department with over 200.000 bricks produced every month, modular ovens department and wood department for custom works.

## Just a special Italian company

Alfa è un’azienda a conduzione familiare, nata grazie alla passione per il cotto refrattario da Marcello Ortuso e Rocco Lauro, e portata oggi avanti assieme ai figli, che unisce tradizione ad innovazione.

Per soddisfare i gusti di tutti, progettiamo e realizziamo dei veri e propri gioielli, partendo dalle richieste e dalle esigenze del mercato.



# SINCE 1977



## A FAMILY OWNED BUSINESS

Alfa is a company specialized in wood and gas fired ovens, fireplaces and refractory bricks. In recent years we have concentrated on wood and gas fired ovens for domestic and professional use. Alfa headquarters is based in Anagni, between Roma and Napoli, in the birthplace of pizza.

## TWO families, ONE passion

“We imagine a world where the wood fired oven becomes an intuitive device for everybody. We’d like to bring people back to their roots and see one of our flame ovens in every home.”

[alfafori.com](http://alfafori.com)

[alfaovens.com](http://alfaovens.com)

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# NOP

ALFA

— NOT ONLY PIZZA —



## HISTORY

*The biggest wood fired oven hub in the world.*

## ALFA EXPERIENCE

*Franco Pepe: "How I met Alfa ovens"*

## OUTDOOR COOKING

*Wood and gas ovens, the italian art*

## RECIPES

*Not only pizza, discover Alfa ovens*