



**EURO PIZZA  
PRODUCTS**

# Product Overview

**EURO PIZZA PRODUCTS**

Smederij 13, 1185 ZR Amstelveen, the Netherlands • Tel. +31(0)20 347 3888 • Fax. +31(0)20 347 3889 • [info@europizzaproducts.nl](mailto:info@europizzaproducts.nl)  
[www.europizzaproducts.com](http://www.europizzaproducts.com)

# The Leading Dough Specialist

**Established in 1993** - your partner in premium quality frozen fresh pizza dough. We all know that the perfect pizza starts with the right base. Our dough is kept simple but delicious with six magical ingredients: flour, water, salt, yeast, oil and sugar. With 30 years of experience in the production of pizza dough, we have been facilitating our customers' growth in more than 20 countries around the globe. We are also happy to develop specific dough recipes on request with our private label solution. As the leading dough specialist, we are committed to consistently delivering high quality and innovative products to help your business grow. Our **expertise, passion, and craftsmanship** are at the heart of everything we do. **We know dough!**

## Markets We Supply



**Pizza chains & Restaurants**



**Wholesalers**



**Caterers**



**High-traffic Locations**

## Our Products



**Private Label**



**Piazzola American Dough**



**Piazzola Italian Dough**



**Piazzola Speciality Dough**



**Pizza Toppings**

## Benefits of Frozen Fresh Dough

### 100% NATURAL INGREDIENTS

All our dough balls are produced without artificial additives, GMO-free, and no trans fats.

### CONSISTENCY

The taste and quality is the same of every dough ball.

### FLEXIBILITY

Be more flexible with your menu and easily adapt to customer demand.

### TIME MANAGEMENT

Always fresh dough on hand. 6 months (frozen) shelf life after production.

### COST REDUCTION

Less waste, less manual labour, no expensive machines and a lot more efficient.

## Our Quality Guarantees



**100% Natural Ingredients**



**No Preservatives added**



**Non GMO**



**100% Vegan**



**BRC Level AA Certification**

## History

**1993**

Euro Pizza Products is founded as a premium B2B dough producer

**2002**

We start focusing on frozen fresh dough

**2005**

Launch of our high quality brand Piazzola

**2006**

Start of our international expansion

**2013**

Launch of our private label dough

**2019**

Vegetable dough added to our product range

**2021**

Orkla acquired Euro Pizza Products

### EURO PIZZA PRODUCTS



**PIAZZOLA**<sup>®</sup>

PREMIUM QUALITY

# Piazzola American

## American Style Pizza Dough

**American-style pizza: a smooth, richly flavoured base, surrounded by a rich, airy crust. The Piazzola American is our all-time bestseller. Like our Piazzola Italian dough, our American Piazzola dough only contains ingredients that are 100% natural.**

We only select the best ingredients for our Piazzola American frozen fresh pizza dough. Flour, water, salt, yeast, oil and sugar – we need no more than these six magical ingredients to create a New York-worthy pizza experience. The structure of the bread not only makes the pizza slices easy to fold but also retains heat.



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# Piazzola Italian

## Italian Style Pizza Dough

**Italian-style pizza: a thin, authentically crispy base, with a beautiful brown crust. Easy to prepare in any oven, but best result out of a woodstone oven. Like our Piazzola American dough, our Piazzola Italian dough only contains 100% natural ingredients.**

Six 100% natural ingredients and a classic Italian recipe form the basis of our Italian Piazzola dough. The oil offers a more genuine, authentic and crunchy end result. Every time! You immediately taste why pizza is the most popular dish in Italy's rich culinary history.



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# Piazzola Speciality

**Are you looking for another alternative to 'normal' pizza dough? Our Speciality doughs come in many different shapes and tastes. Why not include whole wheat or pizza dough with added dried sourdough (inactive) pizza in your assortment? Just like all our other doughs, the speciality doughs are 100% natural with 100% flavour.**

Our whole wheat dough has become increasingly more popular throughout the years – a healthier option but just as tasty! We also have a pizza dough with added dried sourdough (inactive) and durum wheat that gives the dough a rustic touch. We also recently added Pinsa to our assortment. Pinsa is an old traditional recipe from ancient Italy that has been updated and improved using modern production methods and ingredients. The flour mix used to prepare Pinsa Romana, combined with the high hydration level and completely different pizza process compared to traditional pizza, make this product unique in terms of quality and digestibility.



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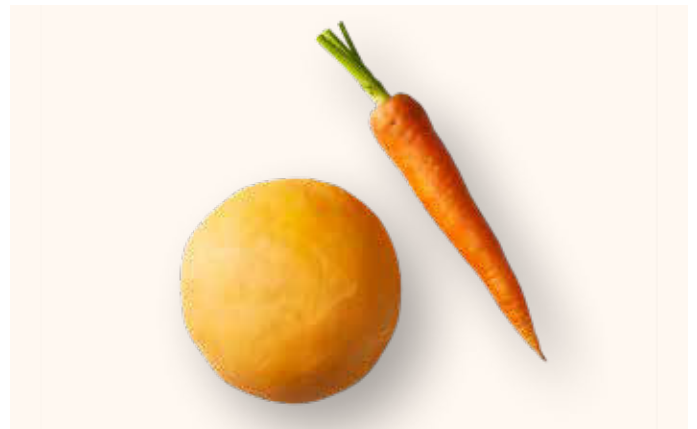
PREMIUM QUALITY

# Piazzola Vegetable

## Vegetable Based Pizza Dough

**The food industry never stops, and neither do we, absolutely not. Our dough specialists are always doing what they do best: keeping a close eye on the trends and developing ground-breaking new products. In recent years, our culinary laboratory has delivered many delicious vegetable-based pizza doughs!**

Our latest innovations include several favourite vegetables in many households – avocado, cauliflower, and carrots! Of course, these doughs include the same high-quality ingredients as the other doughs we have, but you remove the water and add in a purée of the vegetable you would like to have in your dough. The dough has the same preparation method, texture, and workability as all our other doughs. We make sure to keep up with trends – you should do the same.



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# Mediterranean Dough

**The Mediterranean Breads are highly versatile. Though originally developed for Döner kebab, they are also perfect for making a regular sandwich or a fresh panini. And fresh-baked crusty bread is the perfect side to soup. We guarantee an airy & crispy end result full of taste and character – each and every time. Time for innovation and a better end result for your guests!**

We recently developed and added Lahmacun dough to our product range, a thinner dough with only three ingredients: flour, salt and water. It is usually served with a mixture of meat and herbs, preferably with a slice of lemon to add that extra hint of flavour. The Turkish Pide dough has also been added to our product assortment. It has very similar ingredients as pizza dough, but it is shaped differently than the pizza we all know of. It is first rolled into an oval shape, and then covered with the topping of choice. The possibilities are virtually endless with Mediterranean dough!



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# Private Label

## Your Recipe – Our Expertise

**At our state-of-the-art facility in Amstelveen we not only produce our own brand of Piazzola dough. Want to create your own dough recipe and sell your products under your own brand? We have the perfect solution: private label.**

Want to get started with your own sourdough? Capture the market for vegetable dough? No matter which dough variant you have in mind, we are there for you. With our wealth of experience, state-of-the-art factory and extensive production capacity the possibilities are limitless. The flexibility of our production process allows us to not only create the perfect personalised dough, but also to deliver any desired quantity of frozen fresh dough. Together, we will refine your ideas until you are 100% satisfied. Stand out from your competitors with your own unique flavour, using a single supplier and grow your brand awareness with your own product packaging design. We'd love to turn your dream into our mission!

## Benefits of Private Label

### Unique flavour

Take control of the success of your business. With our expertise as the base, you have the last word on your own, exclusive recipe.

### A single supplier

We will take care of everything! You don't have to worry about anything, we always use top-grade ingredients, fine tune the recipe and the production and delivery of your private label dough.

### Strong brand awareness

Increase your brand awareness with your own product packaging and design. A true booster for your consumers trust in your product!

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# Ready to grow your business?

**We are happy to guide you through all of our products and possibilities to grow your business over a cup of coffee. Do you have any questions on how we can assist you in reaching your dreams?**

**CONTACT OUR DOUGH EXPERTS TODAY!**

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