

DAL 1953

LENTINI

AUTENTICA TRADIZIONE ITALIANA

TORINO.ITALIA

ENGLISH

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LENTINI PIZZA: COMPARATIVE ADVANTAGES

- 1. AUTHENTIC ITALIAN:**
TASTY NEAPOLITAN RIM; CLASSIC ITALIAN RECIPES; HIGH-QUALITY & VERY TASTY TOPPINGS
- 2. TRULY HAND-MADE:**
MADE IN TURIN, ITALY, BY REAL PIZZAIOLI
- 3. 100% ITALIAN:**
ORGANIC TOMATOES, EXTRA-VIRGIN OLIVE OIL, REAL MOZZARELLA
- 4. RESTAURANT-QUALITY:**
LIKE STRAIGHT FROM THE PIZZA OVEN IN ITALY!
- 5. EASY FOR CONSUMERS:**
 - SPEED: IN 7-8 MINUTES, STRAIGHT FROM THE FREEZER TO READY PRODUCT. NO PRIOR DEFROSTING
 - LIGHTNESS: EASY DIGESTION. 2-DAY DOUGH RISING PROCESS. VERY LOW-REFINED TIPO 1 FLOURS
 - DEEP-FROZEN: CONSERVING SUPERIOR TASTE FOR 12 MONTHS
- 6. FULL ASSORTMENT:**
CLASSIC, ORGANIC

WHERE CAN YOU FIND US?

LENTINI MAIN CUSTOMERS TODAY INCLUDE:

OFF-TRADE:

PREMIUM QUALITY RETAILERS AND SUPERMARKETS

- GERMANY: EDEKA MINDEN-HANNOVER, EDEKA NORD, EDEKA SUEDBAYERN, ALNATURA, GLOBUS, MARKTKAUF, BRINGMEISTER.DE, FAMILA-NORDOST
- BELGIUM: DELHAIZE, CARREFOUR GROUP - ROB BRUSSELS
- UAE: CASINETTO
- LUXEMBOURG: CARREFOUR LUXEMBOURG
- UNITED KINGDOM: WHOLE FOODS, AMAZON FRESH

1. ON-TRADE:

- HOTELS (ROOM SERVICE, RESTAURANT MENU)
- RESTAURANTS (WITHOUT A WOOD-FIRED OVEN)
- HOME DELIVERY



THE HISTORY

- **1953:** Alfonso Lentini begins his career in the agri-food industry.
- **1969:** Nicola Lentini was born in Turin into a family of fruit merchants.
- **1988:** At the end of his studies he starts to work with his father, finding out his great passion for natural products.
- **2000:** He opens the first of five supermarkets. This experience will be fundamental for his upbringing. The passion for the quality of raw materials, their traceability and the real “Made in Italy” will get stronger and stronger.
- **2011:** Nicola decides to open his first restaurant in Turin, which is later followed by another in Turin and Milan.

THE HISTORY

October 20, 1953

-
The day **Alfonso Lentini** descended from the train, at the age of 14 years, that took him to Turin from his home. He was welcomed by aunt Gina, who taught him the spirit of sacrifice and the first foundation to become a future fruit merchant.

From that moment on, the story of the **Lentini family** began in the world of agro-alimentation which brought Nicola, the firstborn son, to follow into his father's footsteps. First, as a fruit merchant and subsequently, as an entrepreneur in the food business.



NICOLA LENTINI

“Since I opened my first restaurant in Turin, I discovered a certainty: the quality and origin of our raw materials are fundamental for an excellent result. For this reason,

I personally follow each and every one of the producers of the ingredients that I use.

Only Italian, genuine, traceable and high quality products...

...my dream? With LENTINI products I want to bring Italian excellence all over the world...”

N. Lentini

MY RESTAURANTS



Torino
C.so Orbassano



Torino
C.so Moncalieri



Milano
Via Tivoli



THE IDEA





LENTINI: AUTHENTIC AND TRADITIONAL

A NEW WAY TO PRESENT FROZEN PIZZA

After many years of in gastronomy and food, and having selected the best products from the Italian territory for his restaurants, LENTINI brings the top quality of our pizza into consumers homes. For the first time, a truly unique product is revolutionizing the habits of consumers who, for lack of time or will, decide to consume a ready-to-eat meal, without compromising quality.

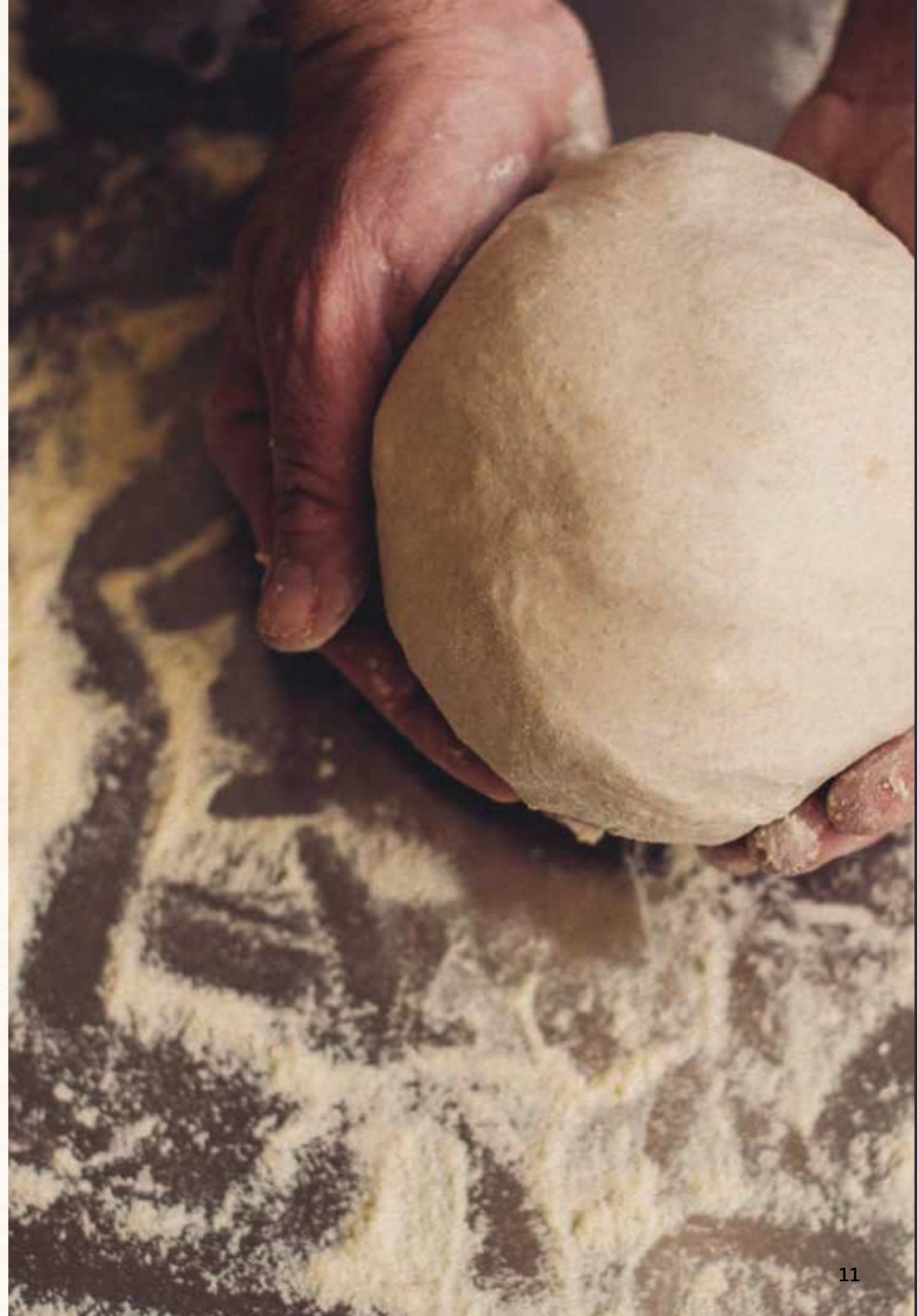
LENTINI pizza guarantees excellent quality and taste that no-one else can provide with a frozen product: **handmade** meals only, prepared according to our great Italian culinary tradition.

Based upon traditional Italian recipes, made unique by Nicola Lentini's long-term experience in the food sector and by an exclusive use of high-end ingredients. All LENTINI products are **genuinely handmade**.

THE REAL “HANDMADE” IN ITALY

Why is it that frozen food cannot be of finest quality? LENTINI, whose core philosophy is the love of excellence, is introducing this new concept of frozen food. Giving all its customers an opportunity to taste a dish of homemade pizza, at their own home, identical to the one offered in LENTINI's restaurants.

By banning industrial processes and boring industrial raw materials, LENTINI ready-to-eat meals become for the first time truly hand made in Italy!



WHY HANDMADE?

For a product to be called “handmade”, it has to be executed by hand only, and by an experienced artisan. LENTINI frozen pizza can truly be defined as “handmade”, as **it is completely made by hand**, with fine ingredients coming from selected suppliers only.



HANDMADE PIZZA

LENTINI philosophy is to provide simply the best-in-class product “Made in Italy”. Most of all, to transmit to our consumers all over the world that our product is manufactured by the hand of our experienced Pizza Masters with truly excellent Italian ingredients.

LENTINI pizza is made with unique ingredients, from Italy: water from the Alps, stone-ground flour, whole sea salt, organic tomato, mozzarella and “extra virgin” olive oil. Ingredients of excellent quality are fundamental to set apart our handmade pizza from any other. Every single pizza is made by hand and will be different from all the others, the dough will be always and only handmade, the organic tomato will be always striped by hand by our pizza makers, mozzarella will be hand-cut, pizza will be spread out and tossed by hand.

For this reason we proudly call it “Handmade Pizza” and you will taste the difference!



THE DOUGH

LENTINI dough is made daily by our Pizza Masters. It is left to rise around **24 hours** in specific boxes which are temperature-controlled and then worked by hand into blocks of **260 grams**. The blocks are then subjected to rise further for an additional 24 hours - until perfect maturation is reached after 48 hours. This process brings two advantages: a unique fragrance and a very high digestibility.





INNOVATIVE PROCESS OF COOKING AND DEEP FREEZING

LENTINI pizza is baked in special oven with high temperature, 450°/500° which allows the dough to cook in 2 minutes and thereafter, it is deep frozen through a shock-freezing process that preserves the original fragrance and taste.

The result is a truly handmade pizza at least at par with Italy's prime pizza restaurants. Shock-frozen immediately after being baked, using an ultra-fast freezing process which in no time turns the fresh product into frozen.

Within just 7-8 minutes in a 210°C oven, without the necessity to defrost the product, LENTINI pizza can be consumed easily at home or anywhere else.

Our product comes with the same tastes and flavours as if it just came out of our pizzeria oven!

OUR RAW MATERIALS

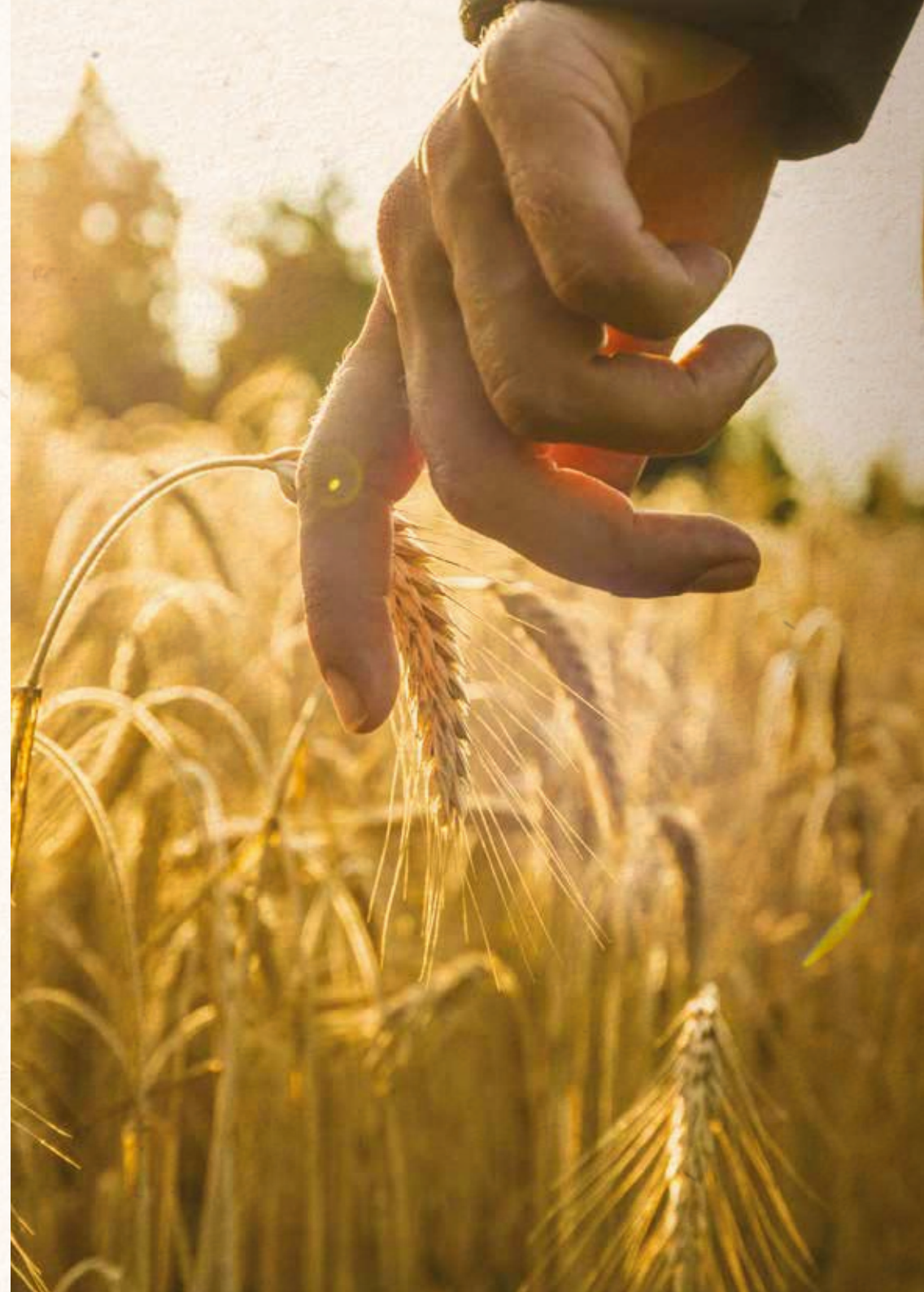




THE FLOUR

LENTINI exclusively uses stone-ground flour from the ancient BONGIOVANNI Mills. It is a flour with a certified short supply-chain. Its origin is from Piedmontese grains and from farms that cultivate lands far away from cities, highways and factories, to get grains free from pollution. Thanks to the stone-grinding process, MULINO TORINO flour keeps all the nutritional elements of grain

- rich in soluble and insoluble fibers
- rich in natural antioxidants • rich in vitamin E
- rich in mineral salts
- low in carbohydrates





WHOLE SEA SALT

For its dough, LENTINI exclusively uses integral sea salt from saline pans, based in Sicily. This salt, obtained from the pure evaporation of sea water without any chemical treatment, keeps intact its low mineral content and its organoleptic properties. Our integral sea salt is totally natural, free from any chemical treatments, supporting the health of the body.

TOMATOES

LENTINI pizza uses only organic San Marzano tomatoes from the best producers. The farm based in the south of Italy grows and transforms its products without chemical substances and is in full respect for the environment. Grown under the sun of Italy, and picked at the optimum point of maturation, only the best tomatoes are used to keep all their qualities, to worthily substitute fresh tomatoes.





EXTRA VIRGIN OLIVE OIL

LENTINI pizza is seasoned with “extra virgin” olive oil only, originating from farms in Umbria, Tuscany and Liguria. Our producers combines product excellence with the warranty of a careful production process. The olive oil is controlled and certified across the entire production chain.

Our “extra virgin” olive oil provides a full taste and a unique flavour, thanks to due attention to olive cultivation and highest care of processing the precious raw materials.

MOZZARELLA

LENTINI pizza is seasoned exclusively with real mozzarella. It is a unique product, made from pure cow milk in a classic Italian-style production process. Obtained during a 24 hour production process. Mozzarella is perfect for pizza and, whilst releasing less water when cooked, prevents pizza from turning wet. It has a truly tempting taste. We never use different kinds of cheeses!





THE PRODUCTS



LENTINI
AUTENTICA TRADIZIONE ITALIANA
TORINO, ITALIA

MARGHERITA
REALMENTE FATTA A MANO

VERO PRODOTTO ITALIANO
ITALIAN PRODUCT

AUTENTICO

WHY IS A LENTINI PIZZA AUTHENTIC AND TASTY?

It is the good old style, the traditional way of making pizza, the way that has been passed on for generations. It is the way that has made the pizza what it is today. It is the way that has made the pizza what it is today. It is the way that has made the pizza what it is today.

WHY BUY LENTINI PIZZA AUTHENTIC?

Because it is the only pizza that is made the way it was always made. It is the only pizza that is made the way it was always made. It is the only pizza that is made the way it was always made.

INGREDIENTI | INGREDIENTS

PIZZA MARGHERITA	100g
PIZZA MARGHERITA	100g
PIZZA MARGHERITA	100g
PIZZA MARGHERITA	100g
PIZZA MARGHERITA	100g

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CLASSIC PIZZAS

01. Margherita (V)
02. Bufala Mozzarella D.O.P. (V)
03. Vegetarian (V)
04. Four Cheeses (V)
05. Four Seasons
06. Salsiccia and Friarielli
07. Calabrese (SALAMI)
08. Prosciutto
09. Rustica (SALAMI)
10. Pepperoni (SALAMI)

ORGANIC PIZZAS

11. Margherita 100% BIO (V) 
12. Vegetarian 100% BIO (V) 
13. Bufala 100% BIO (V) 
14. Calabrese (SALAMI) 100% BIO 
15. Rustica (SALAMI) 100% BIO 
16. Prosciutto 100% BIO 
17. Pepperoni (SALAMI) 

Organismo di Controllo autorizzato dal MI.P.A.A.F.
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Operatore Controllato n.117279



DAL 1957
LENTINI
AUTENTICA TRADIZIONE ITALIANA
TORINO, ITALIA

- 100% NATURAL
- VEGETARIAN
- MADE IN ITALY
- PRODOTTO IN ITALIA

MARGHERITA
REALMENTE FATTA A MANO



PIZZA LENTINI, AUTENTICA E TRADIZIONALE PERCHÉ ?

FARINA: perché utilizziamo esclusivamente farina poco raffinata come si faceva una volta;
POMODORO: perché per condire le nostre pizze utilizziamo solo pomodoro proveniente da agricolture biologiche maturato al sole del sud Italia;
MORTARELLA: perché utilizziamo solo mozzarella di latte 100%;
LIEVITRIZIONE: il nostro impasto lievita naturalmente per almeno 48 ore a temperatura ambiente;
LAVORAZIONE A MANO: perché le nostre pizze sono sempre stese e condite a mano dai nostri pizzaioli;
ORIGINI: perché ogni pizza è salma, artigianale e non industriale, lo si vede dalla sua forma!

WHY IS A LENTINI PIZZA AUTHENTIC AND TRADITIONAL ?

FLOUR: Because we only use little refined flour, as in the good old days;
TOMATO: Because the tomatoes we use for the topping of our pizza are fully organic, and have been exposed to the ample sun of Southern Italy;
MORTARELLA: because we only use mozzarella from pure cow milk;
RISE: Because the secret of our dough is the rising process. Our dough is made to rise - naturally naturally - for 48 hours at room temperature;
HANDMADE: Because our Lentini-Pizzaiolos work the dough exclusively by hand;
ORIGINS: Because each pizza we make is unique and handmade - and free of any industrial processing. Each pizza is also slightly different from the next.

WARUM IST EINE LENTINI PIZZA AUTHENTISCH UND TRADITIONELL ?

MEHL: Weil wir ausschließlich Weizenmehl vom Typ "00" verwenden, wenig raffiniert, wie in den guten alten Tagen.
TOMATEN: Weil die Tomaten, welche wir für den Belag unserer Pizze verwenden, ausschließlich aus biologischen Anbau stammen, und von der Sonne des südlichen Italiens veredelt werden.
MORTARELLA: weil wir nur Mozzarella aus reiner Kuhmilch verwenden.
AUFZIEHPROZESS: Weil das Geheimnis unserer Teige der Aufziehprozess ist. Unser Teig geht vorzüglich natürlich auf - während 48 Stunden - bei Raumtemperatur.
HANDBEREITUNG: Weil unsere Lentini-Pizzaiolos den Teig ausschließlich von Hand bearbeiten.
ORIGINEN: Weil jede von uns gefertigte Pizza einzigartig und handgemacht hergestellt wird - und in seinem industriellen Prozess. Die unterscheiden sich auch in ihrer individuellen Form.

POURQUOI LA PIZZA LENTINI EST-ELLE AUTHENTIQUE ET TRADITIONNELLE ?

FARINE: Parce que nous n'utilisons que de la farine de blé peu raffinée, comme au bon vieux temps;
TOMATE: Parce que les tomates que nous utilisons pour garnir nos pizzas proviennent exclusivement d'agriculture biologique et sont gorgées de soleil du sud de l'Italie;
MORTARELLA: parce que nous n'utilisons que de la mozzarella à partir de lait de vache pur;
LEVAGE: Parce que le secret de notre pâte est le levage: elle croûte naturellement pendant 48 heures à température ambiante;
RECETTE À LA MAIN: Parce que les pizzaiolos Lentini travaillent exclusivement la pâte uniquement à la main;
ORIGINES: Parce que chaque pizza, réalisée par nos soins, est donc unique et artisanale (pas industrielle). Elle se distingue aussi par sa forme.

WAAROM IS EEN LENTINI PIZZA AUTHENTIEK EN TRADITIONEEL ?

MEEL: Omdat we alleen Tarwebloem "Type 0" gebruiken, zoals in de goede oude tijd.
TOMATEN: Voor onze pizza topping gebruiken we uitsluitend biologische uit Zuid-Italië.
MORTARELLA: omdat we alleen mozzarella van pure koe melk gebruiken.
RIJZEN: Het geheim van onze deeg ligt in de rijzing. Het deeg gaat 48 uur lang op natuurlijke wijze en op kamertemperatuur.
HANDBEREIDING: Omdat onze Lentini Pizzaiolos het deeg uitsluitend met de hand maken.
ORIGINE: Omdat elke pizza een andere vorm heeft door de stuurer artisanale bereiding.



INFORMAZIONI / INFORMATION / INFORMATIONS / INFORMATION / INFORMATE

NO CONTIENE NESSUNO DEGLI INGREDIENTI CHE SONO SOTTO RICERCA DI ALLERGENI / NO CONTAINS ANY OF THE INGREDIENTS WHICH ARE UNDER RESEARCH OF ALLERGENS / NE PAS DE COMPOSÉS QUI SONT SOUS RECHERCHE D'ALLERGENES / NICHT BEI ONZES NEDERLANDSE NUTRIENTIELLE ONTOEKENINGEN VINDEN WERDEN VERMEDIENDE

PIZZA MARGHERITA Ingredienti: Farina di grano duro, acqua, lievito naturale, pomodoro, mozzarella, basilico. Valori nutrizionali per 100g: Energia 2600 kJ, 620 kcal; Carboidrati 45g; Proteine 12g; Grassi 10g; Fibra 2g; Sale 0,8g.	ISTRUZIONI DI COTTURA 7-8 min 180°C 170°C	-18°C CONSERVAZIONE Conservare in frigorifero a 4°C. Conservare in freezer a -18°C. Conservare in freezer a -18°C. Conservare in freezer a -18°C.	VALORI NUTRIZIONALI MEDI PER 100g Energia 2600 kJ, 620 kcal; Carboidrati 45g; Proteine 12g; Grassi 10g; Fibra 2g; Sale 0,8g.
INGREDIENTI / INGREDIENTS / ZUTATEN / INGREDIENTEN			

400g WWW.LENTINI.IT
 Ingredienti: Farina di grano duro, acqua, lievito naturale, pomodoro, mozzarella, basilico.
 Valori nutrizionali per 100g: Energia 2600 kJ, 620 kcal; Carboidrati 45g; Proteine 12g; Grassi 10g; Fibra 2g; Sale 0,8g.







PIZZA MARGHERITA

Water flour yeast and salt

This is how a very good pizza is made!
Simply 4 ingredients of very high quality!
We produce our dough in a 48-hour rising process.
This provides lightness to our pizza and a very easy digestibility.

Ingredients:

type 1 flour
water
organic peeled tomato
real mozzarella
extra virgin olive oil
fresh basil

DAL 1953

LENTINI

AUTENTICA TRADIZIONE ITALIANA

TORINO.ITALIA

Our Italian partners include Mr Nicola Lentini (LENTINI founder, and Turin's leading restaurateur, with Lentini's Restaurants - www.lentinis.it), and Mr Massimiliano Gancia (part of the Gancia family, who have for generations built the leading Gancia brand for Italian wines, Asti Spumante and appetizers).

DAL 1953

LENTINI

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TORINO.ITALIA

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