



“AUTENTICA”
**LEGGERA
ROMANA**
Premium- PINSA



Leggera Romana PINSA

Pinsa is the Roman **ancestor of pizza**, that comes from the latin term “pinserie” which means “to crush, to grind, to beat.”

Pinsa is characterized by a blend of **only 3 high-quality ingredients**- wheat flour, rice flour, soy flour.

Pinsa dough has **85% less fat**, **100% less cholesterol**, **50% less calories** than regular pizza.

It is **100% vegan**, **70% gluten free**, **does not contain** artificial preservatives, cholesterol, or added sugar.



Pinsa vs. Pizza

Pinsa dough has **85% less fat** than regular pizza, **100% less cholesterol**, **50% less calories**, in turn it contains a greater quantity of water because the rice flour helps to retain it. Its fermentation period is 72 hours.

The final product must be **crunchy** outside, and **soft** on the inside.

Pinsa's **nutritional** and **high digestibility** properties are two elements that are important to the Millennial/Gen-X/Gen-Z consumer.

In the last 11 years, Pinsa has absorbed **over 34%** of the pizza market in Italy. The growth that is happening in Italy is predicted on a **larger scale** in the U.S.

PINSA

PIZZA

	PINSA	PIZZA	Delta
Dough	Wheat, rice, soy	Wheat	Delta
Rising time (h)	72	12-24	+48-60%
Water (wt%)	80	50	+60%
Protein (g)	9.9	15.5	-36%
Sugar (g)	0.50	0.96	-48%
Fat (g)	2.0	13.09	-85%
Saturated fat (g)	0.6	6.6	-91%
Fiber (g)	1.0	1.7	-41%
Cholesterol (mg)	0.08	29.00	-100%
Energy (kcal)	247	370	-33%

Nutritional Facts
100 gr / 3.53 ounce of product

3 easy steps for creating the perfect Roman-style Pinsa

- Put on toppings of your choice. This can be done in advance (pictured).
- Place Pinsa in any conventional oven at 500 degrees. No Pizza oven necessary.
- Bake between 5-7 minutes.

