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ALFA LAUNCHES NEW AFFORDABLE, PORTABLE PIZZA OVEN FEATURING HEAT GENIUS TECHNOLOGY AND ITALIAN DESIGN

*New Moderno, Classico and Futuro Ovens
Offer More Pizza Capacity, Fuel Choices*

ROME, ITALY, January 31, 2023 – Outdoor pizza oven innovator Alfa has introduced its most portable and most affordable oven yet -- the new gas-fired **Moderno Portable**, which enables consumers to make pizzeria pizza for Alfa's lowest price ever, just \$1,299 (sugg. retail).

Weighing only 77 pounds, the new Moderno portable pizza oven is perfect for backyards, but can also be carried to a friend's house, lake home, party or wherever people gather to enjoy authentic Italian pizza. Like all Alfa pizza ovens, the new Moderno Portable is handmade in Italy and features Alfa's exclusive Heat Genius technology that guarantees fuel efficiency and superb cooking performance you can't get from entry-level pizza ovens.

The Moderno Portable can cook a Naples-style pizza in just 90 seconds with a top temperature of 950 degrees F. The oven comes with a cover which protects the oven from weather and turns into a convenient carrying bag thanks to two side handles. To learn more about the Moderno Portable oven, visit: <https://www.alfaforni.com/en/product/moderno-portable/>

At the same time, Alfa is also launching a new line of premium-quality, Italian-crafted pizza ovens – a bold reimagining of their award-winning ovens that combine elegant Italian technology and design. Thanks to Alfa's available Hybrid Kit, you can decide to cook pizza and other food with wood in the gas-fired models, choosing which fuel (wood or gas) to use to best cook your meals.

Divided into Moderno, Classico and Futuro tiers, Alfa's new backyard pizza ovens include:

- The **Moderno 2** Pizze oven offers a two pizza capacity and reaches a top oven temperature of 950 degrees F. Like all of the Moderno line, its' recognizable by its soft and rounded curves.
- The **Classico 2** Pizze oven offers the capacity for cooking two pizzas at once. A rounded dome, Ardesia Grey color, extra cooking area for the chef and stainless steel front distinguishes the Classico line. Perfect for cooking pizza, bread, roasts, grilled meats and even desserts.
- The **Moderno 3** Pizze wood or gas-fired pizza oven offers increased space so it's ready to cook your first pizza in just 30 minutes.
- The **Classico 4** Pizze oven, an elegant outdoor oven that offers consumers a wider cooking surface – cooks four pizza in just 90 seconds, or an entire meal at the same time, making it ideal for large family gatherings.

- The **Moderno 5** Pizze oven, Alfa's largest oven, enables consumers to cook an entire meal at one time for a large party of friends and family.
- The **Futuro 2 and 4** pizza ovens that are designed for outdoor kitchens. The minimal design of the new Futuro line is a synthesis of style and performance, with a stainless steel front that makes it ideal to pair with grills or other cooking equipment.

Most importantly, each pizza oven features Alfa's:

- Cooking floor of Heat Keeper™ refractory brick, made in their factory in Rome, Italy, that absorbs and stores heat better than the lava stone or ceramic used in other pizza ovens
- Double Down Ceramic Superwool I® insulation that offers twice as much heat resistance as the rock wool usually used in home pizza ovens – for faster heat recovery and pizza baking consistency.
- Full Effect Circulation Flue System® to optimize the circulation of hot air inside the pizza cooking chamber.

For more information on Alfa's premium-quality pizza ovens, pizza lovers can visit:

<https://www.alfaforni.com/us/> Alfa ovens are available throughout the U.S. from dozens of authorized Alfa dealers, who can be found through Alfa's Dealer Locator site:

<https://www.alfaforni.com/en/alfa-point/>

NOTE TO MEDIA: For interviews with company co-owner Sara Lauro, high-res images or to explore availability of test ovens for review, contact Paul Maccabee at 612-366-5287 or Elyse Bauchle at 651-470-0063.

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