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Alfa Pizza Ovens – Media Backgrounder

About Alfa Pizza Ovens

- Family-owned creator of premium wood and gas-fired pizza ovens for over 40 years.
- Based in Anagni, Italy, between Rome and Napoli, in the birthplace of pizza
- Building pizza ovens in Italy, with maniacal attention to detail and nonstop research and innovation.
- Dedicated to enabling people at home to cook pizza the way chefs do in professional ovens at a pizzeria.
- Sold through a network of 550 retail dealers across the United States.

Pizza is the undisputed favorite food in the world and in North America.

- Americans eat 3 billion pizzas per year
- 93% of Americans have eaten pizza in the last month
- The average American eats 40 pizzas per year
- Americans spend \$38 billion each year on pizza
- About 13% of Americans eat pizza daily

Properly baking pizza is fundamentally more difficult than cooking other foods

- Because a). dough/crust and b). toppings, must be cooked at different temperatures to finish cooking at the same time
- Properly cooked pizza dough should be crispy on the outside yet moist and chewy on the inside
- Toppings - cheese, sauce, meat and veggies - are all high in moisture content which requires higher heat to cook in a short amount of time
- This makes properly cooking pizza (without either burning the crust or under-cooking the toppings) at home, especially difficult
- NPR article –
<https://www.npr.org/sections/thesalt/2018/07/23/630544154/pizza-physics-why-brick-ovens-bake-the-perfect-italian-style-pie>

There are two categories of at-home pizza ovens sold today

1. Entry level - basic metal boxes that use either gas or wood (uninsulated and inexpensive); struggle to avoid burning crust without under-cooked toppings; struggle to maintain heat especially in cooler temps; struggle to stay up to temp with successive pizzas; outer shell gets very hot.
2. Artisan - high-performance at-home pizza ovens that are better-constructed, insulated and more professional looking; while these ovens certainly perform better than the entry level ovens, none perform at the level of Alfa.

Alfa offers eight different Heat Genius™ Pizza Oven models in North America that fit into three different series. The ovens come in either wood, gas or, in some cases, both. All feature Heat Genius™ Technology!

1. **Authentic HeatKeeper™ Firebrick** (vs ordinary lava stone or ceramic) - Alfa uses an authentic fire brick in every pizza oven they make. This HeatKeeper™ fire brick, which they make in their factory in Rome, Italy, the home of pizza, absorbs and stores heat far better than the lava stone or ceramic used in other pizza ovens. This is crucial to baking a crispy, moist crust at precisely the right temperature, quickly and without burning.
2. **DoubleDown Ceramic Superwool® Insulation* (vs ordinary rock wool insulation)** - The space between the two stainless steel walls on an Alfa Pizza Oven is filled with DoubleDown Superwool® insulation. This European ceramic fiber offers twice the heat resistance of the rock wool insulation used in other artisan at-home pizza ovens which maintains the heat and allows you to consistently bake perfect pizzas. Entry level ovens have no insulation at all.
**Superwool® is a registered trademark of Morgan Advanced Materials*
3. **Patented Full Effect Full Circulation Flue System® (vs ordinary "up and out" chimney systems)** - Other pizza ovens exhaust precious heat out the chimney at the top of their oven. Up and out! Not Alfa. The chimney may be at the top, but, thanks to the patented Full Effect Full Circulation Flue System®, hot air circulates fully around the chamber and is driven back down to where it can heat the firebrick and pizza. This is the key as it ensures the proper temperatures required to bake both crust and toppings. The circulating heat then hits a deflector at the base of the oven and travels up an escape where it finally exits out the chimney. Around and down. Then up and out.

There are several other notable features on an Alfa Pizza Oven

1. Forninox™ Premium Stainless Steel Chamber Construction

If you are going to generate high heat you need to withstand high temperatures. The Forninox™ combustion chamber on an Alfa Pizza Oven is constructed of two different types of special thermal resistant heavy-gauge steel. The inner wall is made of a titanium-impregnated 441 stainless that can tolerate thermal stress. The stainless used for the exterior wall is also resistant to heat, corrosion and atmospheric agents as it contains less iron than the steel used in other pizza ovens. Together, these chamber walls help retain Alfa's heat while also providing for a well-made, very sturdy oven.

2. OptiDome Half-Sphere Design

The unique shape of an Alfa Pizza Oven is integral to its performance. The "flattened" half-dome design was developed after extensive testing revealed this shape maximized circulation and heat flow, a phenomenon that leads to quick heat up as well as consistent temperatures for even cooking.

3. Seamless Shell Construction

Alfa Pizza Ovens are built to last. The oven shell features seamless construction which will last much longer than the riveted shells on other pizza ovens.

4. Double Powder-Coated Oven Shell

All Alfa Pizza Ovens are double powder-coated using a seven-step powder-coating process that will ensure a durable, long-lasting finish.

5. "Ready Already" Faster To Baking Temperature

Alfa's Heat Genius Design not only allows you to bake the perfect pizza, it also allows you to start baking the perfect pizza much sooner. There is nothing more frustrating than having to wait for the pizza oven to heat up when you have hungry pizza lovers that are ready to eat. Alfa can be ready in as little as 20 minutes, much faster than other artisan pizza ovens! And, as important, your Alfa Pizza Oven will better maintain the heat, as well. With other pizza ovens, after removing a baked pizza or pizzas, the vessel will take considerably longer to come back up to proper temperature which, again, causes hungry pizza lovers to wait.

6. Premium SideFire Gas Burner

All gas-powered Alfa Ovens feature a SideFire Burner system in which the burner is located on the side of the oven. This way, the heat is blown across the oven, allowing it to circulate up and around the combustion chamber. Other brands place their burners in the back of the oven. This means the heat is blown out the door which is, obviously, very inefficient.

Alfa is the authentic Italian-based pizza oven brand

Alfa has a long history of building commercial pizza ovens for restaurants, from which these innovations were borrowed. Alfa is based in Rome, Italy, the home of pizza (so many other pizza ovens are not)

Alfa Pizza Ovens draw rave reviews from the at-home pizza community

- 93% of Alfa reviews on Amazon are 5 stars and average 4.9 stars*
*(Amazon ratings associated with Alfa Nano)
- Import records into the U.S. show at-home pizza oven sales in 2019 were greater than the three previous years combined; then the pandemic hit driving sales skyward

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Moderno Line - Where contemporary Italian design meets breakthrough technology

- Nano - Compact and portable; available in either wood or gas; 1 pizza capacity
- Ciao - The wood burning specialist; available wheeled leg kit makes it easy to move around; 2 pizza capacity
- Brio - The versatile gas oven that can also cook with wood (with available hybrid kit); 2/3 pizza capacity
- Allegro - The semi-professional wood burning oven designed to feed a crowd; 4/5 pizza capacity

Classico Line - A clever combination of traditional lines and technological innovation

- 5 Minuti - Our best-selling wood-burning oven; compact, comfortable and portable thanks to a tall, wheeled stand; 2 pizza capacity
- 4 Pizze - The family-sized wood-burning oven; with handy built-in base and shelves; 4 pizza capacity

Futuro Line - Specially designed for outdoor kitchens

- Stone M - Thanks to its depth and beautiful stainless front, it is ideal for an outdoor kitchen; gas with available hybrid kit; 2 pizza capacity
- Stone L - A semi-professional oven; the largest gas oven in the Alfa family; 4 pizza capacity

Alfa also offers a complete line of accessories

Multi-functional base - Pizza preparing stations (stainless steel tables with wheels/brakes) for your Alfa Pizza Oven; come in three sizes - 100/130/160 cm; with shelf, cylinder, cover bulkhead/umbrella holes (130/160 only) and accessory hooks, handle

Pizzaiolo Kit - 12-piece kit includes everything you need to prepare and roll out dough, bake and serve pizza

Professional Peel Set - Four peels: Turner Peel (for turning pizza while it cooks), Perforated Peel (for placing pizza into oven), Rake Peel (for safely removing ash, embers and burning wood) and Brush Peel (with brass bristles for cleaning refractory surface w/o scratching); all include anodized aluminum tubular handles with Duroplast grips and two extensions.

Vela Peel Holder - Conveniently holds your peels when not in use; innovative design makes for an elegant display.

BBQ 500 - Turn your Alfa Pizza Oven into a barbeque; includes tray (protects oven surface, catches melting fat), rotating grill grate (with handle) and tongs.

Wood Holder - The all-steel Alfa wood holder rack lets air pass through the wood allowing you to light the fire faster and for a better burn and easier cleaning. Two sizes: 37 or 59 cm.

Alfa Covers - Protect your Alfa Oven from the elements with these custom, model-specific, waterproof technical-fabric covers.

Hybrid Kit - Turn your gas-fired Alfa oven into a wood-fired oven with the patented Alfa Hybrid Kit. Constructed of AISI 441 stainless steel, which can withstand temperatures up to 2,000°F, this burner lid is compatible with Alfa Brio and Stone M or L ovens.