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Italy-based Alfa, Leader in At-Home Pizza Ovens, Introduces Line of Artisan Pizza Ovens in U.S. Featuring Revolutionary Heat Genius™ Technology

ANAGNI, ITALY, April 4, 2022 – Pizza oven innovator Alfa has launched a campaign to introduce U.S. pizza lovers to a line of eight outdoor, at-home pizza ovens – all manufactured in Italy and each offering Alfa’s Heat Genius™ Technology. The exclusive technology allows homeowners to cook crust and toppings at different temperatures (just like in a professional wood-fired oven at a pizzeria) in an at-home pizza oven.

Heat Genius is a combination of Alfa’s three technologies that work in concert to produce perfect pizzas from Alfa’s wood or gas-fired ovens on any outside patio, outdoor kitchen or deck:

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 Alfa manufactures in their factory in Rome, 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 at-home pizza ovens, which maintains the heat and allows you to consistently bake perfect pizzas. Comparatively, other entry level ovens on the market actually have no insulation at all.
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. 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 ensures the proper temperatures required to bake both crust and toppings.

“Not only do authentically Italian-manufactured Alfa Pizza Ovens make better pizza, but because of these technologies, the ovens get up to baking temperature more quickly and bake your pizza faster,” says Alfa pizza chef Giuseppe Pinto. “This makes these Alfa ovens perfect for anyone who wants to entertain at home, gathering friends and family outside for an at-home pizza experience that you couldn’t duplicate without traveling to a pizzeria in Rome!”

Alfa offers eight different Heat Genius™ Pizza Oven models that fit into three different series. The Alfa ovens sell for suggested retail prices ranging from \$1,499 for the single-pizza capacity Alfa Nano to \$7,099 for the large, 4- pizza capacity Stone L, which is one of two models designed specifically for outdoor kitchens. Alfa’s outdoor pizza ovens are either wood-fired or gas-fired or, in some cases, both (with available hybrid kit). All models feature Heat Genius™ Technology. The ovens are available through Alfa’s network of 550 retail dealers across the United States.

Alfa ovens also feature a Forninox™ combustion chamber constructed of two different types of special thermal resistant heavy-gauge steel and a unique OptiDome half-sphere shape that maximizes heat circulation.

For more information on choosing the right Alfa oven for your backyard or patio, please visit www.alfaovens.com

NOTE TO MEDIA

For interviews, high-res images, pizza recipes or to explore availability of test ovens for review, contact Paul Maccabee at 612-366-5287 or Elyse Bauchle at 651-470-0063.