

ALFA

**The evolution of
professional ovens:**
market, trends and
new challenges



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A look at the market

2022 was a year of stabilization and a return to normality for the catering sector, compared to the Covid emergency period.

However, some structural trends accelerated by the pandemic, such as **smart-working and the delivery phenomenon are becoming consolidated**, even if downsized and normalised.

Consumers, who are becoming increasingly specialised and demanding, are looking for **healthy and leavened foods with impeccable quality, cooked to perfection**.

The new sensitivity of consumers, which involves all areas of eating out, from street food to haute cuisine, **is also reflected in the professional equipment** that needs to be capable of adapting to an increasingly conscious demand.

As for professional wood-burning pizza ovens, it is expected that **between 2022-2027 the market will grow by 12.12 million**

dollars with a CAGR, compound annual growth rate, of 3.79%.

The positive trend is driven by the increase in the consumption of pizzas as a meal in developing countries, the growing popularity of fast-casual dining and the increased demand for fast-cooking ovens.



Source: Commercial Wood-Fired Pizza Ovens Market 2023-2027, Technavio.

Europe represents the largest segment of the global pizza oven market in 2022 and will continue to dominate the market in the coming years.

In fact, in this area, **the demand for pizzas is expanding and is characterized by a considerable customisation** and the increasing **preference of consumers for gluten-free pizzas**.

The choice of ingredients with which to season pizzas varies greatly from country to country, often preferring the use of local products.

For example, in Austria bratwurst is particularly popular, while in France goat cheese and Pendelottes, tomatoes from Provençal, are preferred.

France, Switzerland and Germany are just some of the key countries, more prone to the consumption of traditional Italian pizzas.

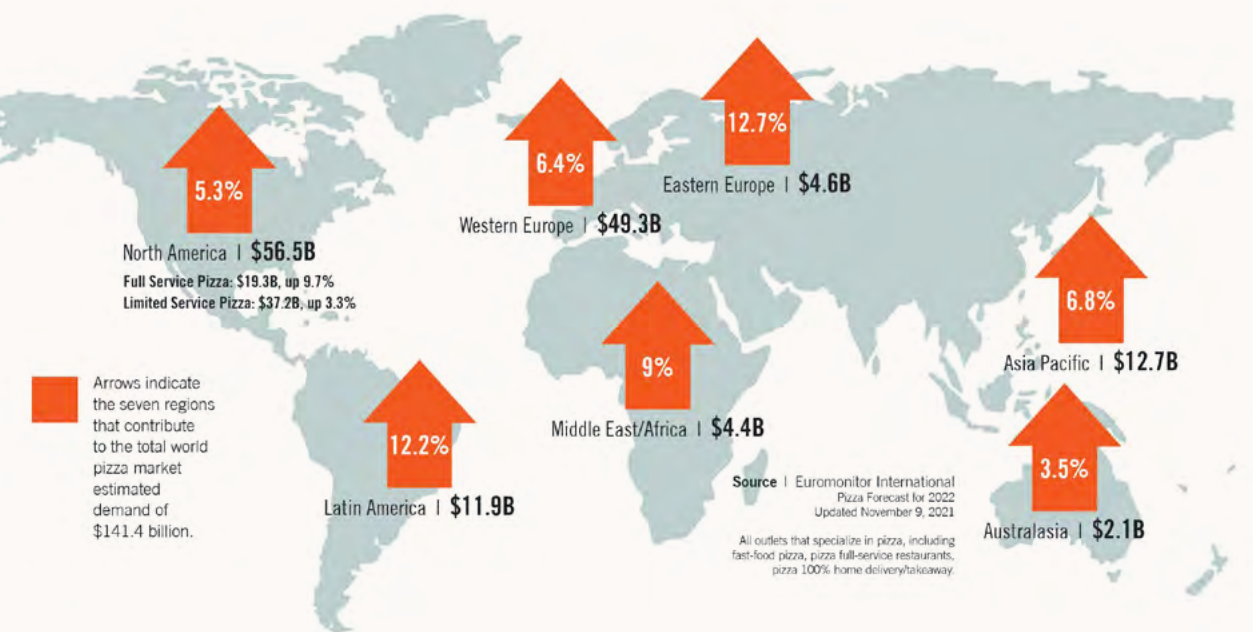
Between 2022 and 2027, the **United States will continue to dominate the North American pizza market**, while **demand is expected to increase in Southeast Asia and the Middle East**.

The increase in the demand for pizzas and the variety of pizzas that can be made to satisfy the palate of different nationalities means that **the demand for increasingly versatile, precise and high-performance pizza ovens also grows hand in hand**.

WORLD PIZZA MARKET

FORECASTED ANNUAL SALES GROWTH THROUGH 2022

\$141.4 BILLION (2022)—UP 6.7%



Source: Pizza Power Report 2022, PMQ.



New trends in Italy and around the world

After the lockdown period, both the places and the ways food is consumed have changed somewhat around the world, so much so that trends are showing common and globalised paths on lines of choice and consumer propensity.

Growing alongside traditional restaurants are those related to street food, i.e. street food trucks, cafés-bars, grills or steak houses as well as places specialized in local or national types of food such as piadinerie, sandwich shops, pubs etc.

To meet the needs of increasingly competitive and evolving markets, many operators in the sector are moving towards:

- **electric and hybrid pizza ovens** (wood-gas);
- **smart models;**
- **compact size solutions;**
- **instruments designed for the increase of gluten-free pizzas.**

U.S. gluten-free pizza crust market size, by end use, 2015 - 2025 (USD Million)



Source: U.S. gluten-free pizza crust market size, Grandviewresearch.

It is estimated that in the next 10 years the market for electric pizza ovens will have a CAGR, compound annual growth rate, of 6.7% reaching 455.1 million dollars by 2033.

The reasons for such growth are to be found **in the numerous advantages that this type of ovens offers:**

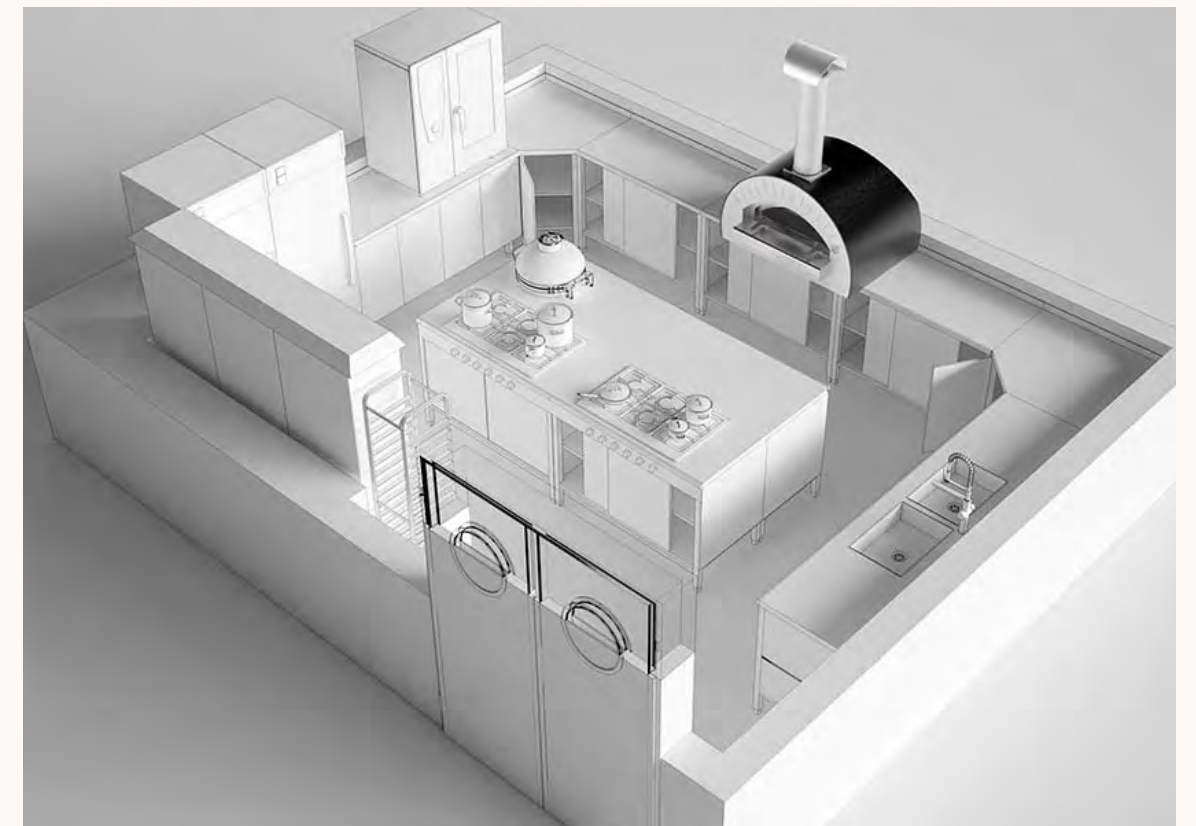
- no installation constraints;
- no need for a flue;
- low fixed costs of use;
- automatic heat management;
- differentiating the temperature between the oven's ceiling and floor;
- small dimensions compared to traditional wood-fired ovens;
- possibility of cooking numerous types of pizza: Neapolitan, Roman, metre-long, contemporary, American or gourmet;
- quick cleaning;
- ease of maintenance.

Differentiating Aspects	Electric Pizza Oven Market
CAGR	6.7%
Market Valuation in 2023	US\$ 237.9 million
Projected Market Value in 2033	US\$ 455.1 million
Drivers	<ul style="list-style-type: none"> • The main advantage of an electric oven is that it completely looks after itself owing to programmed temperature management. • Large restaurants are paying increasing attention to electric pizza ovens because of their convenience since pizza consumption has increased.
Opportunities	<ul style="list-style-type: none"> • The cost of power might be reduced by investing in renewable energy sources like solar panels, which are subsidized in many countries. • As consumer spending power has increased, pizza joints have become a very popular place for millennials to spend their spare cash.

Source: *Electric Pizza Oven Market, Future Market Insights.*

More and more activities have the need to add **an extra oven, that can be easily positioned and small** enough to adapt to small spaces and that can be **used as a dedicated production line.**

In this case, **compact, versatile solutions** capable of **warming up quickly and keeping the temperature constant** as well as **easy to use** are particularly appreciated.



The pandemic has prompted many restaurateurs to **enhance the use of spaces outside** their premises.

This proved to be a winning choice not only because it guaranteed social distancing during the Covid emergency, but also because eating outdoors is a pleasant experience and represents an element of attractiveness for passing customers.

This trend has made **the mobility aspect of pizza ovens**, that can be **easily moved to the external** premises during the summer, particularly interesting, **along with activities such as cooking shows**.



Source: Restaurant Statistics, Finances Online.

Furthermore, in general, the market is witnessing a lack of qualified personnel, which means that **ovens are being designed to be increasingly easy to use**.

Electric ovens are also particularly useful in this case as they can be used by those with little experience as well, reducing the need to turn pizzas, and require less handling needs with **considerable savings in terms of both labour costs management**.

Smarter, more connected and sustainable professional ovens

To date, Italy is the country that is dictating the pace both in terms of technological innovations of the equipment and high quality of the ingredients.

The 'Made in Italy' symbol is a strong driver for the growth of both aspects mentioned above.

Technology, local raw materials and communication activities with the big names in the pizza world have made it possible to open new commercial channels.

The current market requires **cooking tools that are more compact, light, easy to clean and quick at reaching the desired temperature.**

To meet these needs, modern pizza ovens are designed to be **faster, smarter and more sustainable** and, if of high quality, they are **made with particularly high-performance materials and state-of-the-art technologies.**

They offer various types of fuel systems, reduced consumption, optimization of personnel management costs and can be customised with accessories designed to increase the oven's performance.

The introduction of new digital technologies, increasingly precise sensors, the evolution of software and artificial intelligence, as well as the possibility of connecting each device to the network, have made professional ovens increasingly performing and easy to use with an eye towards sustainability.



The most innovative models, in fact, are capable of offering **savings in terms of energy consumption, labour and waste**, perfectly adapting to the growing attention and sensitivity to the environment by the market and consumers.

Programming makes it possible to automate the processing and cooking processes. These are significant advantages considering the lack of qualified personnel with which many restaurateurs find themselves having to deal with nowadays.

Innovation doesn't just regard software, but also design.

Taking into account current trends, such as the growing tendency to provide cooking shows and the increased use of visible workspaces, designers are creating tools with increasingly refined shapes, which are **aesthetically appealing and at the same time quite functional**.



Alfa Forni innovative proposals at Host 2023

At Host 2023 we will be presenting a fully evolved and up-to-date range of professional ovens.

The new solutions combine all of Alfa's know-how and extensive years of experience with the latest technological innovations, guided by **careful research and analysis of market trends and insights on an international scale**.

We have designed **agile and energy-efficient professional ovens**, which do not require masonry work for installation and are adaptable even in limited spaces.

Every little detail has been designed **to allow pizza makers to work quickly and efficiently**, so as to put them in a position to churn out more quality pizzas in the shortest possible time, **reducing both management and consumption costs.**



New ovens for every catering activity

We have developed new solutions to offer maximum performance to everyone, whether it be small workshops, food trucks on the road, bistros and hotels that want to add pizzas to their menu and large pizzerias with high hourly pizza numbers

Greater simplicity and user-friendly

We have taken advantage of new technologies and new designs that favour simplicity of use, reduced consumption costs and rapidity in reaching operating temperatures. All these features are combined with electric, gas, wood and hybrid fuel systems.

Renewed professional range

We have maintained the technology, design and performance that make Alfa commercial ovens different, while expanding the range.

At Host 2023 you'll find **Naples, the most traditional of Alfa ovens**, available in different sizes and suitable for various types of pizzerias.



The innovative Neapolitan electric oven **Zeno** that reaches 500°C, does not require a flue and has a practical capacitive touch screen to easily and accurately adjust the temperature of the oven ceiling and floor.



The renewed **Quick Series provides light and compact solutions** ideal for those who have to set up food trucks, for those who organize cooking shows or for those who simply want to add a gluten free oven to their business.



All Alfa professional ovens are designed to offer **solutions, particularly to those who work in the Ho.Re.Ca. sector, that have a strong aesthetic impact and ovens that are highly performant, innovative, user-friendly** and capable of **guaranteeing perfect and uniform cooking with reduced consumption costs.**

Come and visit us at **HostMilano, 13-17 October 2023, fieramilano (Rho)**



Alfa Forni: pioneers of professional ovens since 1977

Alfa is a company specialized in the production of domestic and professional wood and gas ovens, fireplaces and refractory bricks. In recent years the company has focused its attention on the world of flame cooking. The headquarters of Alfa is located in Anagni, between Rome and Naples, where the pizza culture originated and developed.



ALFA

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