

# CORPORATE PROFILE



**DI MARCO**

TASTE DIFFERENT



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*For us, respect for our centuries-old family tradition translates into a desire to always look forward, making innovation our distinctive trait. We believe that this is the only way to satisfy consumers' current needs as well as anticipate their future preferences. The rigorous application of scientific research is how we consistently guarantee breadmaking solutions that combine flavor, lightness and naturalness.*

“

*I have always been driven by the desire to understand how things work.*

*Since I was a child, whether I was with my grandfather, a baker during World War I, or in front of the large oven in my grandmother's kitchen, I have always been burning with curiosity about that magic that transformed ingredients into something warm, delicious and fragrant that would bring the whole family together around the table.*

*I decided to quench my thirst for knowledge by experimenting - first in an artisanal way and, later, increasingly guided by science.*

*My idea, which has become the very DNA of the company, has always been to create innovative breadmaking solutions that enhance the flavor, and, at the same time, result in light and highly digestible creations.*

*Using only natural ingredients, eliminating fats and sugars, and working on the best fermentation and correct leavening times: these are the aspects we have focused on to achieve our goals.*

*My family and I have dedicated ourselves to realizing this company mission, and our commitment has paid off.*

*With the Pizzasnella mix and the invention of the Pinsa Romana, we have created two products that perfectly embody our philosophy.*

*My desire to understand and to look to the future, however, is still strong, and we have many innovations in store for both the professional sector and for consumers.*

*The warmth of my grandfather's oven is still very much present in my mind... and in my heart.*

*Corrado Di Marco*



# DI MARCO

# A FAMILY STORY

A family tradition that dates back to the beginning of the last century, in the heart of Rome.

A commitment to innovation that over the years has transformed a passion into a modern company. This is our story...



1970s

This is the decade when Corrado Di Marco, inspired by his family, begins to focus on his own goal: creating products that combine taste, genuineness and wellness. Thus began in-depth research including over 2,000 fermentation experiments.



1992

Consumers' sensitivity is growing, and the new philosophy of a low-calorie, highly digestible pizza begins to gain popularity. Success comes. The pizza chefs we have trained using our products have won the pizza world championships for many years in a row. "The world's pizza is Roman" read a headline of the Italian newspaper *Messaggero* at the time.



2001

Another innovation occurs well ahead of its time. Corrado Di Marco invents the *Pinsa Romana*. This is a veritable revolution. Rice and mother dough are added to the mix of wheat and soy flours. The oval shape and a light texture guaranteed by the absence of fats and sugars convince everyone. Today there are about 7,000 *Pinserias* (Pinsa pizzerias) all over the world that offer our product.



2012

The company takes another leap forward to meet new market needs: the production of precooked and frozen bases begins. The production is completely done by hand and requires 72 hours of leavening before the freezing process. This year that Francesco, the founder's third son, also joins the company as Head of Administration.



2020

Our success continues and we complete the expansion of the plant to a total of 7,000 m<sup>2</sup> (75,300 ft<sup>2</sup>). In addition to the frozen bases, we commence production of *Nuvola* for large-scale distribution. This is the pre-cooked base for *Pinsa Romana*, made artisanally, which can finally be purchased by end consumers.



1981

Insatiable curiosity, combined with the awareness that true innovation can be achieved only by rigorously applying the scientific method, guided us in our research. The result, well ahead of its time, is *Pizzasnella*, a wheat- and soy-based flour mix that allows you to make a pizza with a long leavening time, without added fats or sugars.



1993

The desire to create a culture promoting techniques for innovative breadmaking translates into a concrete result. We open the first pizza school in Rome. Over the years, we will train thousands of students, helping to grow the breadmaking culture based on exclusively natural products, without the addition of fats or sugars.



2006

In response to constantly growing market demand, we move our headquarters to the larger plant located on Via Nomentana in Rome. Enrico Di Marco, the founder Corrado's oldest son, joins the company. With a degree in biotechnology, he takes on the role of Production Manager and Quality Manager. Two years later, in 2008, Corrado's second son Alberto, an Economics and Business Management graduate, also joins the company as Sales and Marketing Director.



2016

We are the leaders in founding the Original *Pinsa Romana* Association, with Corrado di Marco as Honorary President and his son Alberto as President. The association's purpose is to certify the *Pinserias* that make this product all over the world.



2021

We purchase an additional 1,000 m<sup>2</sup> (10,800 ft<sup>2</sup>) plant to bring our philosophy to the gluten-free world. We open "Romana Gluten Free" and further expand the flour plant by another 4,000m<sup>2</sup> (43,100 ft<sup>2</sup>), for a total production area of 12,000 m<sup>2</sup> (129,200 ft<sup>2</sup>).



# VISION

*We strive to create a new culture in the world of breadmaking based on the concepts of nature and wellness. We are convinced that today, even in the world of pizza, it is possible to create natural products, without adding sugar and without fats, which allow you to enjoy a product that represents Made in Italy in the world, preserving a healthy and balanced lifestyle.*

# DI MARCO CORRADO TODAY

We are a **modern production company** that responds to new consumer needs in a timely manner thanks to our ability to continuously **develop innovation**. Because of this **we have become a benchmark** in the world of **pizza** and, more generally, in the market for **breadmaking products**.

We have invested in **Research & Development**, equipping an internal laboratory and collaborating with numerous specialized scientific structures that support us in the process of continuous product improvement in terms of quality and nutritional and dietary properties.

Our **modern equipment and production lines** are combined with the **craftsmanship** of the numerous Pinsa-making experts in the company who work the dough by hand to make it unique and inimitable.

We currently have **three distinct plants**: one for processing **flour mixes**, one for **precooked and frozen bases**, and one dedicated to **gluten-free** solutions.

Our **commercial area's** considerable proactivity allows us to serve pizzerias and eateries located throughout Italy and internationally thanks to a **widespread distribution network**.

We continually create new distribution routes to bring our products to more and more areas around the world.







# PRODUCTS

## FLOUR

Research and innovation for the world of pizzerias reaches its apex in our **flour**. The different mixes we develop are specifically designed to create **high quality** products, characterized by a **unique flavor** and **very high digestibility**.

The **Pizzasnella** line has represented **the Di Marco philosophy since 1981**. It's a one-of-a-kind mix of wheat and soy characterized by the property of retaining more water during baking, making the dough even lighter and softer. The high digestibility is also ensured by the presence of "Biga", an acidic dough that speeds up the leavening process.

The innovation that brought us worldwide recognition is the **Pinsa Romana Line**. This specialty was **created in 2001 based on Corrado Di Marco's idea** to give consumers a unique product, made fragrant and highly digestible thanks to a mixture of wheat, soy flour and rice flour.

**As specialists in Roman-style Pan Pizza**, we propose a mixture of wheat, soy and rice, with more mother dough for even more hydrated doughs; while for **Round, Roman and Classic Pizzas**, we have chosen a mixture composed of type 0 wheat, wholemeal spelt and rice, which ensures more crunchiness by including rice sourdough.

## SPOLVERO (DUSTING FLOUR)

To maintain the perfect level of crispiness after cooking, we have developed the **Spolvero** line.

**Spolvero Blu**, with heat-treated rice flour, and **Spolvero Rosso**, with durum wheat semolina, dry and make even extremely hydrated doughs workable, making the pizza even more delicious.

# PRODUCTS

## BASES

The same handcrafted quality, ready for immediate use: our **precooked Pinsa Romana** bases are entirely made by hand.

After a slow, **natural leavening lasting 72 hours**, our Pinsa-maker artisans **spread out each base by hand**, and after a quick pre-cooking, each is blast chilled (i.e. flash frozen) to fully preserve its taste and freshness.

All our Pinsa bases are made with **mother dough**, without adding any preservatives or additives.

## NUVOLA, PINSA IN YOUR HOME

We decided to make **Nuvola** so you can enjoy **the original Pinsa Romana from the comfort of your own home**. The bases, handcrafted by the Pinsa-maker experts who carefully lay them out one by one, are made with **Mother Dough** and are left to leaven for 72 hours before being packaged in a modified atmosphere.

To prepare them, just preheat the oven to the maximum temperature, put your favorite toppings on and bake them for 5-6 minutes. The result? An extraordinary Pinsa, with the same quality you would find in a pizzeria.

# MARKETS



Proud of our Roman roots, we looked to Italy and the world, certain that the ability to combine the quality of the Made in Italy gastronomic tradition with strong innovation was the key to success in the marketplace.

Our products are currently appreciated by **professionals who work in pizzerias and restaurants**, not only in Italy, but in many areas of the world.

In addition to a diffuse **national and international distribution network**, we can now count on over **7,000 Pinnerias** all over the world that offer the real Pinsa Romana invented by Corrado Di Marco.

However, we have not limited ourselves to the professional sector. With **Nuvola** we wanted to bring our Pinsa to **final consumers'** tables as well. Hence the choice of **large-scale retail** as a channel that could allow anyone to taste the unique and inimitable quality of the Pinsa Romana.



# TRAINING AND CERTIFICATION

*We carefully control every aspect of the supply chain: from the selection and entry of raw materials to the processing stages, up to the exit of the products.*

*We continuously test our processes because we want to guarantee our customers the highest quality, and this means investing and constantly working to improve.*

*This is the spirit that has always guided us, helping us earn the reputation that distinguishes us on the market today.*

Our attention to quality does not stop when the products leave our warehouses. We are committed to ensuring that our flour is used in the best way possible to enhance its unique characteristics.

To achieve this objective, **we collaborate with numerous schools** that train hundreds of professional operators annually. Here the correct **dough making techniques** are taught in order to obtain the highest quality products.

Certification is another aspect we care deeply about. **We founded the Original Pinsa Romana Association in 2016** with the aim of creating an authoritative body to **certify Pinnerias**. The establishments that want to offer this product undergo a genuine and in-depth **quality control** by the expert members of the Association. If the evaluation is positive, the activity can boast the title of **Original and Certified Pinneria**.







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Via Monte Nero, 1/3 - 00012 Guidonia Montecelio (RM) - Italy / T. (+39) 0774 572804 - T. (+39) 0774 363847 - Fax (+ 39) 0774 572037

[www.dimarco.it](http://www.dimarco.it)