



Date:01-07-2023

# DANBRO UPDATES



Danbro now brings pizza straight from Italy for you, Naples, Italy, takes pride in being the birthplace of pizza. Today the Associazione Verace pizza Neapolitan pizza sets down the rules by which its members must abide if they wish to claim that they serve authentic Neapolitan pizza. The rules state that the dough must contain only flour, water, salt, and natural yeast and that it must be made by hand or in an approved mixer. The pizza must be shaped by hand and baked on the hearth of a wood burning oven. Toppings are limited to a list of approved ingredients.

Two pizzas-- Margherita, topped with tomatoes, basil and buffalo mozzarella; and Marinara, topped with tomatoes, garlic, oregano, and olive oil- are considered the original and true Neapolitan pizzas.

Pizza has grown beyond its origins to become an international favorite, In North America, most of the pizzas served make no claim to being authentically Italian and instead sport toppings.



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## PIZZA

Pizza is eaten all over the world because of its simplicity and taste. Given its importance in the Italian diet, this paper provides a qualitative insight into fresh pizza consumption for the first time. This study deals with the perception of pizza attributes in Italy focusing on the main drivers of consumer acceptance of the traditional Margherita pizza, and analyzing in addition consumers' preferences for novel types of pizza in the marketplace, such as those made with organic, low calorie or frozen ingredients. The results show how respondents firstly prefer to eat traditional pizza and mainly prefer organic ingredients leading Italian consumers to perceive them more positively than conventional ones.

Furthermore, despite the frozen pizza market being fairly well-established in many countries, the study finds a strong propensity to buying fresh pizza in the traditional market. The role of low calorie pizzas appears to be limited despite consumers being quite interested in this type of product. The novelty of this paper is to fill the knowledge gap about new typologies of pizza available in the marketplace, by exploring consumer preferences for and perceptions of a traditionally made product in a traditional producer country. The study will also offer managerial-oriented implications to help pizza producers develop new strategies for better identifying the ongoing demand of pizza consumers both for traditional and new typologies.

Margherita pizza has become widespread throughout the world, because of its simplicity and taste. Given its significance in Italian diet patterns, the first time the qualitative profile of pizza as perceived by the Indian consumer.

We analysed primarily prefer to eat traditional pizza. This last outcome is certainly due to the fact that pizza restaurants are very common and widespread both in small towns and in metropolitan areas. At the same time, respondents prefer mainly organic food ingredients rather than conventional ones which means that organic ingredients lead consumers to positively perceive the image of a quality product

The appeal of low-calorie pizza appears to be limited, consumers still not being well informed and this is probably not helped by its rarity in local pizza restaurants. Wider availability could have a positive impact on consumers'. In addition, despite the frozen pizza market being fairly well-established and it is one of the most important product among purchased frozen food.

A strong propensity towards buying fresh pizza on the traditional market denoting how rooted the linkage is between Indian consumers and traditional pizza. The widespread availability of ready-to-serve pizza, such as frozen pizza is still of limited interest among respondents and although this kind of pizza is certainly not perceived as a high-quality food, its convenience as a quick meal is likely to see increased consumption in the future.

Consumers seem willing to demand healthy product nutrients with a low calorie content, since slightly more than half of the respondents declare their intention to buy energy-reduced pizza, paying an additional price up to 10 to 20% more. The acceptability of new



typologies of pizza, such as organic or energy-reduced ones, will depend also on consumer awareness of any perceived health risks.

The quality of raw materials can't be the only lever that encourages the consumption of pizza; nowadays food consumers require more added services than in the past, such as safety, environmental friendliness and nutritionally balanced food. As a consequence, the results recommend investing in both quality and healthy food consumption, since the consumption of pizza, like that for traditional food products, is not only a gastronomic experience but also an emotional experience.

Future Market of Pizza: Which Attributes Do They Matter the socio-economic and geographic connotations of the sample allow the results to be reasonably extended to the current Italian scenario. Further research could analyse consumer behaviours taking into account the influence of socio-demographic characteristics focusing especially on gender, age and income as well as aspects related to the comfort food consumption of pizza consumers.

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## PASTA



### Why is Danbro's pasta so special?

Pasta is one of the most common and popular staple foods thanks to its sensory and nutritional value, convenience, and versatility. About 14.3 million tons of pasta are produced annually worldwide. The main producer is Italy, followed by the United States, Brazil, Turkey, and Russia. Italians are the main pasta consumers, with 23.1 kg per capita per year, followed by Tunisians (17 kg), Venezuelans (12 kg) and Greeks (11.4 kg) and now Indian people are also liking it. And that's why we have collaborated with our Italian partners to produce this variety of pasta for you.

Along with this we also want to give you this information according to Italian law, "dried pasta" must be produced with water and durum wheat (i.e., semolina, coarse semolina, or wholemeal semolina). Although in the rest of the world (except for France and Greece) common wheat can be used for pasta production, it is well-known that only durum semolina can assure the best product quality, in terms of dough rheological properties, cooking quality and consumer acceptance. However, it should be noted that common wheat is approximately 20–25% cheaper than durum wheat, making it an interesting raw material for worldwide production thanks to our Italian partners to provide this flour to us.

Pasta plays a key role in the Mediterranean Diet. WHO (the World Health Organization) and FAO (the Food and Agriculture Organization of the United Nations) described pasta as a healthy, sustainable, and quality food model. Moreover, in 2010, UNESCO (United Nations Educational, Scientific and Cultural Organization) declared pasta an intangible cultural heritage of humanity. One of the main reasons for the success of pasta is its nutritional profile. Indeed, pasta generally is very nutritious, due to its low amount of fats and readily digestible carbohydrates. Moreover, pasta can supply healthy components, such as fibre or prebiotics. The low cost and long shelf life of pasta make it popular with many diverse groups of consumers.



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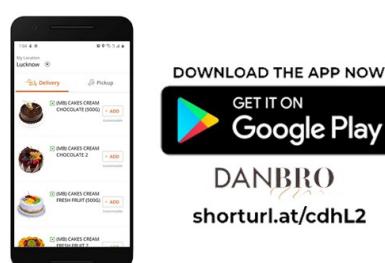


Our Institute was founded on 27th September 2021 with a aim to give world qualified chef's in bakery & Culinary. Our Institute is running under the guidance of Mrs. Tanu Shree Gupta (Founder of the Institute)

Danbro Institute of Bakery and Culinary Art and Science is a premier Organization and focussing on New and Advance Techniques of Market with skill development, Food Technology, Research and Development projects by developing platforms for Market Demands and Skill Acquisition and Skill Enhancement.



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