



THE RIGHT FLOUR FOR YOU

By Peter Thor, BFC

There are two items in any pizzeria that will define the core flavors of your product - flour and cheese. Using the correct flour for your needs is critical to achieving the pizza crust that you are looking for and your customers want. Flours range in terms of protein levels and treatments. Make sure you are using the right flour for you with the information below.

Most pizzerias, especially on the East Coast use a High Gluten flour. Gluten is the binding that holds dough together, although there is no actual gluten in the flour. All flour contains wheat protein, and when mixed with water it creates "gluten", which gives the dough the ability to be shaped, tossed, and folded. The higher the protein the more glutes the dough will have, thus resulting in a tougher more elastic dough. But not all high protein flours are created equal. There is a common misconception that all high gluten flours have the same protein level. Proteins in high gluten flour could range from 11% to 14%. Flours on the lower end of the spectrum would have a harder time achieving that ultra thin NY style crust. The below graph from General Mills will give a simple guide to what flours to use for what circumstances.

Flour Type	Protein-Strength	Dough Strength	Mix Time	Thin Pizza Crust	Thick Pizza Crust	Neopolitan Pizza	Bagels	Breads & Rolls	Quick Breads	Cookies, Bars & Brownie
High Gluten	13.4 - 14.4%	High	Long 12-14 min.	✓			✓	✓		
Mid-High Gluten	12.8 - 13.2%	High	Long 12-14 min.	✓				✓		
Spring Patent	12.4 - 12.8%	High	Long 12-14 min.		✓			✓		
European Style Patent Blend	12%	Med	Med 8-12 min.		✓	✓		✓		
Winter Patent	11 - 12%	Med	Med 8-12 min.		✓			✓		
All-Purpose	10 -12%	Med	Med 8-12 min.		✓				✓	✓

High Gluten Flour is the most tolerant to mixing in larger machines and fermentation. This type of flower is typical if your goal is to develop a nice crispy crust that has a bit of a chewy texture (stretch).

(continued on page 2)

PLANT BASED PROTEIN

By Peter Thor, BFC

As more consumers are turning to plant-based protein alternatives, manufacturers are seeking out innovative ways to create products that not only taste the part of their animal influence, but also stand up to the vigor of modern kitchens and the palates of modern consumers.

But, what led to the introduction of this new category and why are people flocking to it? Does this latest craze have staying power, and what can you do to capitalize on the growing trend?

The simple reason why plant-based protein was introduced: The population of the world is increasing, and the more people

(continued on page 3)

MARKET UPDATE

Dairy	PRICE	LAST MONTH	DIFF
Cheese Blocks	\$1.396	\$1.510	(\$0.114)

The milk, cheese, and butter markets have been delayed in displaying their seasonal strength, hinting at weak demand. The downside risk for the dairy product markets, especially cheese, should be limited from here.

Beef	PRICE	LAST MONTH	DIFF
50% Trimmings	\$1.895	\$1.994	(\$0.099)

This year, per capita beef consumption is projected to be 2.9 percent weaker (y/y) but was raised by 0.6 percent (m/m). Expect higher beef prices at least in the near term.

Poultry	PRICE	LAST MONTH	DIFF
Wings (Jumbo)	\$0.889	\$0.879	\$0.010

Other than chicken tenders, most chicken items usually soften in June, with the beef markets entering the record-high territory. This will surely boost chicken demand, which should support prices.

As of 6/16/23

THE RIGHT FLOUR FOR YOU

(cont. from page 1)

Bread Flour is a flour that is in between high gluten and all purpose. It carries a good amount of tolerance in terms of mixing, and fermentation, but has a softer mouth feel than gluten. It is a good choice for traditional style pizza or pan pizza, but can also be stretched thin if needed.

All Purpose Flour is an all around product that will not have the same elasticity as high gluten or bread flour, so it is not recommended for flat crust pizza. The dough made from this flour would yield a softer finish and texture (more like bread). This type of flour is good for deep dish pizza or thick crust.

Other Treatments

Besides the protein level there are many other treatments that might affect how your flour performs. The popularity of Unbleached and Unbromated flour has also started to rise. Bleached flour uses a bleaching agent to speed up the flours aging process and results in a finer, whiter grain. Unbleached flour forgoes the aging process and lets the flour whiten naturally, but often results in an off-white color. While bleached flour isn't necessarily harmful its an added chemical agent that some consumers prefer not to use.

Bromated flour is another chemical treatment that is an "improver" to strengthen dough and allow for greater oven spring. When added in the milling process at the prescribed rates, bromate is completely used up in the cooking process. However, if the dough or bread is not baked long enough or at high enough temperatures, a small amount might remain. Bromate has been banned from several countries (UK, Canada), and requires a special store level cancer warning sticker in California. Using unbromated flour will give a cleaner, less chemically altered product, but might require longer mixing times to achieve the same strength.

If you wish to try an unbleached and unbromated flour, the Bellissimo High Gluten pizza flour is a phenomenal product exclusively sold through your Bellissimo authorized distributor.



selfish COW™
PLANT-BASED CHEESE

- VEGAN
- DAIRY FREE
- CRAVEABLE
- SUPERIOR MELTABILITY

UNBLEAFABLY GOOD!

selfishcow.com



CLEAN INGREDIENTS, TRUSTED RESULTS

THE NATURAL FLOUR
PREFERRED BY PIZZAIOLOS

BELLISSIMO

Pizzaiolos know the importance of choosing the right flour for their pizza style.

Bellissimo High Gluten Pizza Flour is perfect for that crispy, chewy New York style pizza or old-world style bread, while having the added benefit of cleaner raw ingredients.

www.bellissimofoods.com

HOME OF THE PIZZA DESSERTS

FAMILY STYLE "PIZZA" COOKIES AND BROWNIES



PIZZA COOKIE

The HERSHEY'S trademark and trade dress are registered trademarks of The Hershey Company.

MADE WITH
HERSHEY'S
CHOCOLATE CHIPS

BAKING GOURMET DESSERTS SINCE 1977

8-Inch Chocolate Chip Cookies and Brownies
Fully Baked; Simply Heat & Serve
The perfect dessert for your restaurant!



stellasgourmet.com
info@stellasgourmet.com or 866.383.2444

BELLISSIMO



**DELICIOUS AUTHENTIC
BBQ SAUCE
JUST IN TIME FOR
GRILLING SEASON!**



www.bellissimofoods.com

BELLISSIMO



A PROUD DISTRIBUTOR OF BELLISSIMO

PLANT-BASED PROTEIN *(cont. from page 1)*

in the world, the harder it is to feed them all. Red meat and poultry are going to become harder and harder to provide to the masses. Thus, having alternatives that taste and act like protein are reasonable alternatives.

People who tend to spring for a plant-based alternative generally fall into two camps: Camp A sees plant-based protein as a healthier alternative, and getting a true portion of your protein intake from plants is in fact healthier than getting it from a singular source such as red meat. That being said, some of the plant-based alternatives in the market, such as the Impossible Whopper, are still considered processed food, and aren't that much better for you than the original. Camp B are those who don't tie plant-based alternatives to health but see it as a way to combat climate change and a reduction in factory farming.

Whatever an individual's feeling on plant-based alternatives there is one overarching feeling that captures both camps – curiosity. People are curious to know how plant-based protein alternatives taste; and it's our (and your) objective to turn that curiosity into sales and sales margin.

Manufacturing plant-based alternatives is currently more expensive, but a portion of that additional cost is due to the fad being new. We have had hundreds of years to perfect the transition of a cow into a burger and it will take some time to gain efficiencies in plant protein. While the plant rage is hot, people are willing to pay more for it – thus you should make sure your menu reflects the increased cost of the product, labor and fees for stocking and cooking an additional item. In the long run, as meat prices continue to rise plant-based alternatives might be the alternative that keeps pricing down.

We have seen a general spike in the sales of plant protein alternatives, and it will slowly dissipate as certain key products become mainstays. But no matter what your feelings on the addition are, remember that every pie, pasta dish, or sub that you put into someone's hands represents your brand. Your brand is too important to diminish with any item, including plant-based protein. If you choose to make the leap and add plant-based protein to your menu, make sure that item is really exceptional and matches the same high quality product that you want to stand behind.

For more information on plant-based protein or any other products, visit bellissimofoods.com or contact your local BFC distributor.

INSIDE THIS ISSUE

- The Right Flour For You
- Plant-Based Protein
- Market Report



PH: 978-794-1500
www.colonyfoods.com

Colony Foods is a proud distributor of Bellissimo authentic Italian ingredients.



Visit Bellissimo.com for more information on Bellissimo authentic Italian items, specials & more!

CHECK INSIDE FOR THE LATEST PIZZA INDUSTRY NEWS

Presorted Standard
US Postage
PAID
Oakland, CA
Permit 810

c/o BELLISSIMO FOODS
1600 Riviera Ave. Ste. #315
Walnut Creek, CA 94596

BELLISSIMO

Talk to your distributor today about **CUSTOM BLENDING** your pizza sauce and dough recipes to achieve consistently superior, flavorful results each and every time.

www.bellissimofoods.com

Bellissimo Foods is proud to add our *new Spicy Breaded Chicken Breast Fillet (#25373)* to our already impressive portfolio of premium, quality poultry at exceptional prices! Our breaded chicken breast fillets feature the convenience and safety of a fully cooked item while ensuring a juicy and tender bite every time. Contact your local sales rep to place an order now!

www.bellissimofoods.com