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FACT SHEET

Authentic Neapolitan Pizza

History:

Some of the world's first pizzas were first created in Naples, Italy. Many believe pizza was born in this region centuries ago. Over time, the Neapolitan tradition of pizza was established in the late 19th century. With the emigration of people from Naples to other parts of the world, pizza's popularity began to take off. The first American pizzeria was opened in 1905 by Italian immigrants.

Vera Pizza Napoletana (VPN):

For more than 150 years, Italian pizza makers (pizzaioli) were known for producing extraordinary pizzas. However it wasn't until the last decade that a group of pizzaioli formed an organization that would protect the authenticity of their product. Together they formed the Vera Pizza Napoletana, an organization that would clearly define what it meant to be an authentic Neapolitan pizza, and uphold the integrity of their finely tuned pizza-making craft. In 1998, the association became established as a protected legal entity, which allowed these pizzaioli to set the standard for true, authentic Neapolitan pizza.

Denomination of Control (DOC):

The VPN established a denomination of control once they became established as a recognized association. This allowed the group to outline strict regulations, defining exactly what it means to create an authentic Neapolitan pizza. While the DOC doesn't state that the pizzas must be created in Italy, it does demand the production of these pizzas include only the freshest ingredients, many which come straight from Italy.

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Guiding Principles:

In order to be deemed authentic Neapolitan, pizza's must adhere to the following four basic guidelines:

- **A wood-burning oven:** The pizza must be cooked by wood. Gas, coal or electric ovens, while they may produce delicious pizza, do not conform to the tradition.
- **Proper ingredients:** Type 00 flour, San Marzano (plum) tomatoes, all natural fior-di-latte or bufala mozzarella, fresh basil, salt and yeast. Only fresh, all-natural, non-processed ingredients are acceptable.
- **Proper technique:** Hand-worked or low speed mixed dough, proper work surface (usually a marble slab), oven temp (800° F), pizza preparation, etc.
- **Review:** Final review by the designated representative of the association assuring that the ingredients, technique and final product conform to the tradition.

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PRESS RELEASE

Authentic Italian Pizza Finds Home in Hudson

Bricks Neapolitan Pizza is one of only a handful of pizzerias in the country offering true authentic Naples-born pizza

(Hudson, Wis. – January 10, 2006) — Starting this winter, pizza lovers seeking authentic Neapolitan pizza won't have to fly to Italy to taste some of the world's greatest pizza. Bricks Neapolitan Pizza – an authentic Italian pizzeria that features fire-kissed pizzas with ingredients straight from Italy – has opened its doors to the public. Bricks Pizza is located at 407 2nd Street in historic downtown Hudson, Wisconsin.

What will make Bricks Neapolitan Pizza unique is its status of being certified by the Associazione Verace Pizza Napoletana (VPN), an Italian organization that protects the authenticity of the restaurant's pizzas (this status of authenticity is comparable to the guidelines and regulations wine makers need to follow in order to be considered authentic). According the VPN charter, the certification requires the restaurant to use tomatoes harvested from Italy's renown Mt. Vesuvius region, fresh mozzarella, a process of hand pressing the dough without any mechanical means and cooking the pies in a volcanic rock, wood-fired oven. Even the flour used at Bricks Neapolitan Pizza will come direct from Naples, Italy.

What visitors will notice and taste is this process creates a pizza that ranks among the best in the world. Since every order is hand-prepared with fresh ingredients, each 10-inch pizza contains a fragrant aroma, tender texture and a fire-kissed crust that is unique to the world's first pizza makers.

The art of making hand-crafted, truly authentic Neapolitan pizzas is a technique that and Bricks Neapolitan Pizza owners and fellow pizza lovers Kevin and Heidi Bordenave first experienced in Italy. "As we spent time in Italy, we found what we believe to be the world's best



pizza in Naples – the birthplace of pizza,” says Kevin Bordenave, Brick’s Neapolitan Pizza chef and owner. “We sampled pizza at more than 20 pizzerias and immediately decided to work with officials at the VPN Association to bring this food experience to Hudson.”

Bordenave has almost a decade of restaurant experience and trained in Los Angeles in 2005, where he became certified as a VPN pizzaiolo. As part of his VPN training, Bordenave spent months working side by side an Italian, VPN-certified pizzaiolo, learning the strict guidelines set forth by the VPN. When Bricks Neapolitan Pizza opened in December 2005, officials from the VPN association traveled to Hudson to visit the restaurant and certified it as an official VPN pizzeria. Currently, there are only 11 VPN certified pizzerias in the United States.

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Bricks Neapolitan Pizza Opens in Hudson
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Every pizza at Brick’s Neapolitan Pizza is hand-crafted according to the VPN guidelines and is fired in the volcanic rock oven for 90 seconds. This process also requires that each pizza is adorned with only the finest ingredients, including San Marzano tomatoes of Italy’s Mt. Vesuvius, Italian extra virgin olive oil, Mediterranean Sea Salt and Fior di Latte mozzarella. Bricks Neapolitan Pizza will offer its guests a casual, fine dining experience. With lunch and dinner menu offerings, guests will be able to choose from a variety of pizzas as well as fresh salads, panini sandwiches, desserts and more.

Everything at Bricks Neapolitan Pizza is made in house, including the pizza, appetizers, salads, salad dressing and desserts. The restaurant will feature an open-style kitchen, where guests can view the art of “mozzarella stretching.” The process involves significant strength as the mozzarella curd is heated in a water bath, stretched and formed before it becomes part of the pizza. The finishing touch on each pizza is when it is wood-fired at a blazing 800 degrees.

Hudson-based design firm christiansen : creative worked closely with Bricks Neapolitan Pizza to brand the restaurant as contemporary, warm, and full of character – much like the menu. Bricks Neapolitan Pizza is located in historic downtown Hudson, Wis., at 407 2nd Street.

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