



**virtue**  
THE VITAL INGREDIENT



**GOLD STANDARD  
PAR-BAKED AMBIENT  
SOLUTIONS**

# WE PROVIDE CONSISTENCY IN EVERY PROFESSIONAL KITCHEN

At Virtue, we understand that creating chef-quality dough with authentic, artisanal flavour takes time, skill and quality ingredients - resources that are increasingly stretched in today's hospitality kitchens - with rising costs, labour shortages, limited time and the constant expectation to deliver a high-quality baked offering, every service.

That's why we've developed our par-baked ambient solutions. Designed specifically for hospitality and catering operators, our range delivers consistency, convenience and outstanding taste, without compromising on quality.



# WHY CHEFS CHOOSE AMBIENT?

Our par-baked ambient solutions are shaping the future of hospitality, bringing many benefits that are captured in our four core pillars. Each ambient product in our range is purposefully chosen to elevate every touchpoint of your operation - from the kitchen all the way to the customer.

1

## FINANCIAL CONFIDENCE

Ambient takes the pressure off your operation-cutting labour, eliminating waste, and removing the need for refrigeration. With no skill required, teams can use the products instantly. The result is stronger margins and a more reliable P&L.

2

## OPERATIONAL CONVENIENCE

Shelf storage and ready to use, ambient products simplify service. They free up fridge and freezer space, cut prep time and deliver consistent results during busy shifts.

3

## CUSTOMER SATISFACTION

Made in Italy using premium, artisanal ingredients, our ambient range delivers exceptional flavour and consistency. This provides food customers remember and return for.

4

## INNOVATION & VERSATILITY

Ambient products make it easier to introduce and try out new menu ideas quickly. There's no testing, proving or preparation required, allowing professional chefs to have more free time to respond quickly to trends, popular occasions and seasonal menus.

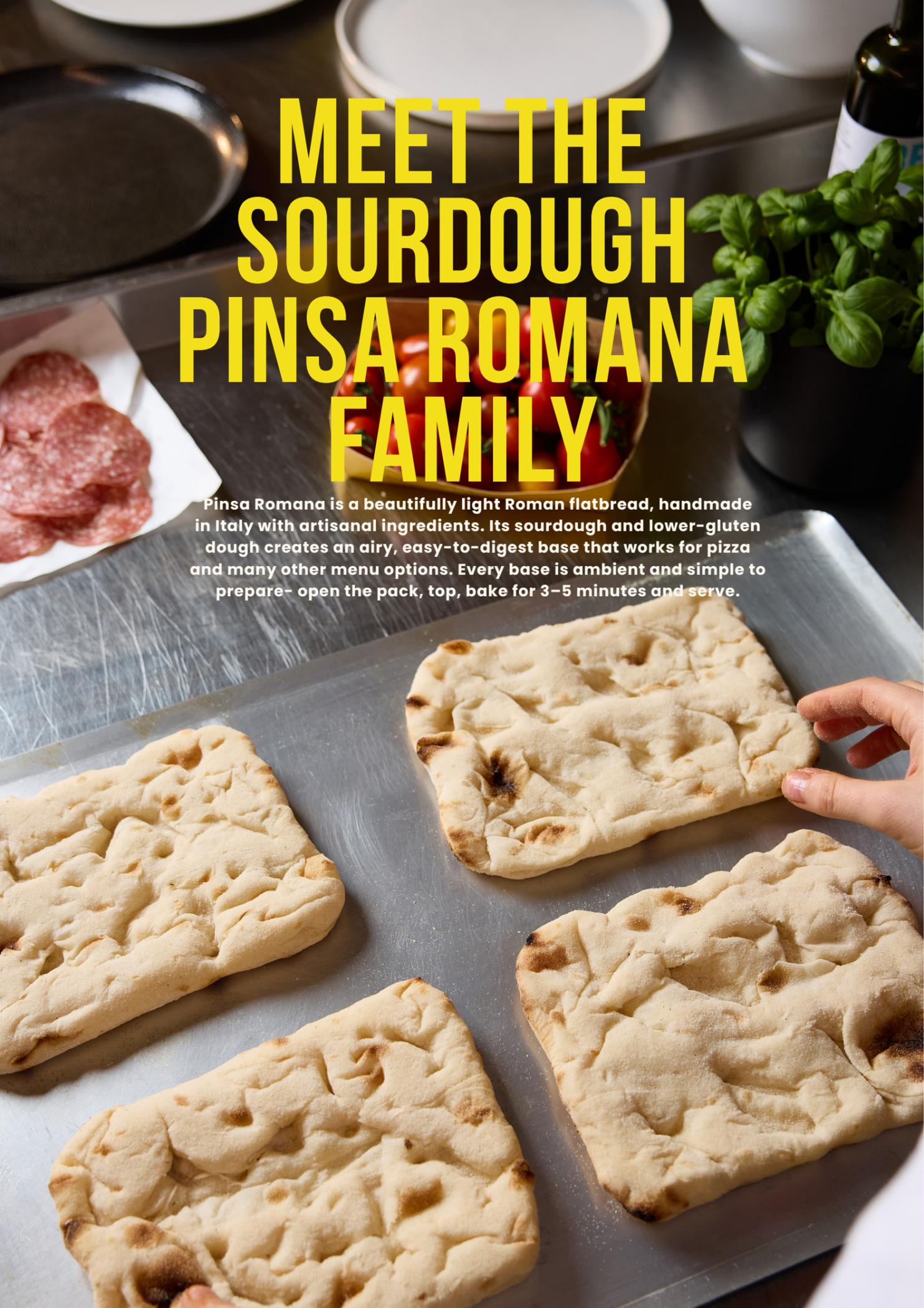
**MY CUSTOMERS ABSOLUTELY LOVE THE AMBIENT PAR-BAKED SOURDOUGH PINSA ROMANA BASES. THEY ARE DELICIOUS AND SO QUICK AND EASY TO COOK WITH.**

**- JOY DOWLEY**

Manager, Over The Bridge Pub

# MEET THE SOURDOUGH PINSA ROMANA FAMILY

Pinsa Romana is a beautifully light Roman flatbread, handmade in Italy with artisanal ingredients. Its sourdough and lower-gluten dough creates an airy, easy-to-digest base that works for pizza and many other menu options. Every base is ambient and simple to prepare- open the pack, top, bake for 3-5 minutes and serve.



**MINI**  
20 X 15CM, 130G

It may be the smallest option in our range but it delivers big on versatility. Top and serve it as a children's mini pizza, or slice it in half and use it as a soft, airy pitta-style carrier for cafés, brunch menus or grab-and-go offerings.

V, VE



**OVAL**  
30 X 20CM, 230G

Oval is the hero of our pinsa romana range. Designed for kitchens wanting a standout shape with real character for pizza or flatbread type recipes. It's award-winning too – proudly recognised with a Great Taste Award.

V, VE

**AVAILABLE IN WHOLEMEAL TOO!**



**9" ROUND**  
23CM, 200G

The smaller of our two Pinsa Romana rounds, designed for kitchens that need a more compact size to fit their ovens. It's a great choice for pubs and bars who want to offer pizza and pint deals, and it doubles beautifully as a folded flatbread.

V, VE



**12" ROUND**  
32CM, 250G

As the classic size in our Pinsa Romana range, the 12" Round is the go-to choice for a traditional pizza format. Ideal for all kitchens wanting a convenient, high-quality pizza option on their menus.

V, VE



**KING XL**  
45 X 30CM, 450G

Looking to add a real show-stopper to your menu? The XL size delivers. It's ideal for all hospitality and catering operators wanting an impressive centrepiece, a generous sharing option, or a standout food for baby showers, birthday parties and other celebrations.

V, VE



**GREAT DOUGH  
TAKES TIME SO  
WE'VE MADE  
IT FOR YOU**

## AMBIENT BEYOND PINSA ROMANA



### NEAPOLITAN STYLE BASE 28CM, 225G

Crafted in Naples using premium 00 flour, these pre-stretched, ambient bases deliver the signature puffy Neapolitan crust without the need for dough handling. Neapolitan dough is naturally softer, making these bases a simple, reliable solution for kitchens wanting effortless, Neapolitan pizza.

V, VE



### GLUTEN FREE BASE 20 X 15CM, 250G

We understand how important it is to cater for every customer, so our ready-to-use chilled gluten-free bases are free from all 14 major allergens. Great taste and simple, stress-free preparation.

V, VE

## ACCOMPANIMENTS

To make your customers' experience even better, we offer a wide accompaniments such as sauces, cheeses, toppings and drizzles. This means you can get everything you need in one place and serve effortless artisanal offerings across your menus.



### TOMATO SAUCE

Great pizza starts with a great base and an exceptional sauce. That's why our sauces are made with high-quality tomatoes, bursting with flavour to elevate every creation.



### CHEESES

When it comes to great garlic bread, toasties, or a classic margherita, quality cheese makes all the difference. That's why we offer Fior di Latte in both shredded and diced formats.

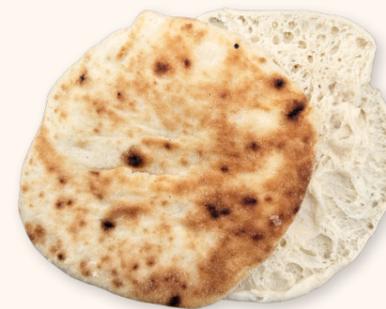


### DRIZZLES

Whether it's our hot honey or 240ml organic liquid herb blends, these flavour boosters bring an extra layer of creativity and taste to the dishes you create.

# ARTISANAL SANDWICHES MADE EASY

Our sandwich breads are crafted in Italy for exceptional flavour and a beautifully light, airy texture. Each product comes pre-sliced for maximum convenience in busy professional kitchens. Simply bake in a pre-heated oven at 180–200°C for 3–5 minutes. For a crispier finish, open the bread for the first two minutes of baking. Your customers won't have experienced sandwich breads quite like this.



**PUCCIA BUNS**  
15CM, 115G

A truly authentic Italian pre-sliced bun with a soft, chewy texture and exceptional flavour. Great menu versatility, it's ideal for everything from smashed burgers and cold cuts to deli sandwiches, soup dippers and more.

V, VE



**PANUZZO**  
30 X 10CM, 250G

Made from the same style of dough used for traditional Neapolitan bases, panuzzos are packed with flavour. They come pre-sliced and cook effortlessly, making them ideal for hot or cold fillings. Each one can also be portioned into two or three individual sandwiches.

V, VE

**WE HAVE BEEN USING VIRTUE'S AMBIENT PRODUCTS FOR OVER 12 MONTHS NOW. I CAN SAY HANDS DOWN VIRTUE SUPPLY THE BEST SOURDOUGH BASES AND BUNS I'VE TRIED - BEAUTIFUL RISE, AMAZING FLAVOUR AND THAT PERFECT BALANCE OF CRISP AND SOFT. A TOTAL GAME CHANGER!**

**- DEAN COLLINS**

Head Chef, Thomas Franks Foundation

**TASTED PIZZA IN ITALY IN THE LATE 80S, ALWAYS STRUGGLED TO ACCEPT UK PIZZA, IT WASN'T RIGHT IT IS NOW AFTER TRYING VIRTUE'S PINSA BASES, MEMORIES CAME FLOODING BACK OF PROPER FLAVOURS FROM A COUNTRY THAT DOES FOOD SO WELL!**

**-STEVE ALEXANDER**

Manager, Spices On The Web

**ENDLESS  
VERSATILITY  
WITH VIRTUE**



## OUR SOLUTIONS SUPPORT ALL HOSPITALITY BUSINESSES

In the fast-paced world of hospitality, reliability matters. That's why we supply exceptional par-baked ambient solutions that can be trusted by all hospitality businesses.



*PUBS & BARS*



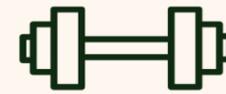
*HOTELS*



*CATERING*



*FOODSERVICE*



*LEISURE &  
STADIUMS*



*CAFES &  
RESTAURANTS*

### DISCOVER HOW OUR PRODUCTS CAN ELEVATE YOUR KITCHEN

Apply for a trade account online or get in touch with our sales team who can arrange some samples.



**PIZZAS  
SANDWICHES  
FLATBREADS**



**BURGERS  
DIPPERS  
DESSERTS**



### BOOK A DEMO AND SEE EXACTLY HOW OUR AMBIENT SOLUTIONS CAN TRANSFORM YOUR HOSPITALITY OPERATION

Nothing demonstrates the quality of our par-baked ambient products better than tasting them.

Book a guided demo with Virtue's founder Gareth Dixon to explore our full range - whether you're considering pinsa bases for your kitchen or puccia buns for your café. We'll show you exactly why our solutions stand out from the rest.

Contact us to schedule your demo.

# READY FOR RETAIL

Our Ready for Retail range covers everything from Pinsa Romana sourdough flatbreads and Neapolitan bases to Puccia and Panuozzo buns – all par-baked, ambient and up to a three month shelf life. These products sit perfectly on your shelves next to pizza sauces, toppings, sandwich fillers, antipasti and olives, giving shoppers everything they need to build their own personalised Virtue creation.

We can also equip your stores with POS, recipe cards and marketing material to help drive interest and boost sales. Think of us as your partner in bringing gold-standard par-baked ambient products to your customers.



PINSA ROMANA  
SOURDOUGH OVAL  
1 X 230G

PINSA ROMANA  
SOURDOUGH MINI  
2 X 130G

PINSA ROMANA  
SOURDOUGH  
WHOLEGRAIN OVAL  
1 X 230G



PUCCIA BUNS  
15CM, 115G



PANUOZZO  
30 X 10CM,  
250G



NEAPOLITAN  
STYLE BASE  
28CM, 225G

## ORGANIC LIQUID HERBS

We are the UK distributor for organic liquid herbs – a unique product made from just three ingredients: fresh herbs, vinegar and sea salt. With Liquid Herbs, there's no washing, peeling, or chopping required. They're ready to use herbs straight from the bottle, can be stored at room temperature, and have an impressive two-year shelf life even after opening.



40ML



120ML



GIFT SETS

## 11 FLAVOUR VARIETIES...



POS AND MARKETING MATERIAL AVAILABLE!

## SOME OF OUR STOCKISTS...

**BOOTH'S**  
FOOD, WINE AND GROCERY

**CRESSCO**  
DELIVERING FINE FOOD

**COTSWOLD FAYRE**  
Making a difference through fine food



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