



virtue
SOURDOUGH

CREATING
ARTISAN PIZZA
EXPERIENCES

Virtue was born when our quest to improve gut health led to us falling in love with sourdough pizza, and we have been preaching the virtues of it ever since!

Our parent company, Blackdown Growers, has been growing fresh produce in the rich soil of Warwickshire since 1969, so the love of good produce runs through our DNA!

Pizza is unique in the almost magical way it brings people together, regardless of age or culture. With the nation's health in a perilous state we saw it as an opportunity to inspire the most possible to make better food choices.

Here's to a happier, healthier future through the power of pizza!



OUR STORY

virtue

noun

vir·tue 'vər-()chü

“a beneficial quality or power of a thing”

Merriam-Webster dictionary



WE SIMPLIFY THE
ARTISAN PIZZA
EXPERIENCE



Consistent quality across venues/ shifts.

Save time and hassle.

Wow your customers with a delicious pizza experience.

A restaurant chef recently summed this up perfectly for us:

“It’s like it’s got more soul”

Luca Meola, Luca’s Italian, London.



BENEFITS OF VIRTUE PINSA ROMANA SOURDOUGH PIZZA

- Pre-stretched & par-cooked Italian sourdough base
- Consistent - high quality every time
- Simple - no specialist chef needed
- Profitable - 68% GP margin*
- Fast - cook in 3 minutes**
- Cook in any style of oven including: Merrychef & Rational.

*See page 7 for profit breakdown

**Based on Merrychef. Cooking times vary from 2-5 minutes, depending on oven.



LUXURIOUS, YET HEALTHIER*

- Long fermentation Italian sourdough
- 80% hydration
- Crisp exterior, soft interior
- Lower gluten
- Lower calories, sugar, salt & fat*

*When compared with PizzaSi Sourdough A La Pala Premium Pizza Bases



FLEXIBLE

- Much more than just a posh pizza.
- Create flatbreads, open sandwiches, “foldwiches”
- Desserts...



PROFITABLE

Profit per 12" pizza, based on Margherita recipe:

- 1x Virtue Pinsa Romana 12" Base
- 80g x Virtue Pomodoro Tomato Sauce
- 80g x Virtue Fior di Latte Mozzarella

- COST: £3.10
- SELL: £12.00 inc VAT
- **PROFIT: £6.50 or 68% GP**

All using standard commercial kitchen equipment, and no specialist chef!



FORMATS

- Oval 30x20cm, 230g
 - Classic pinsa pizza
- Round 32cm, 250g
 - Romana pizza
- Mini 20x15cm, 130g
 - Single portion

All modified-atmosphere packed,
for 3 month **ambient** shelf life!



MARGHERITA

- Pre-topped Sourdough Pinsa Margherita
- Same healthier base
- Quality Italian toppings
- Frozen, 12 mth shelf life
- Ultimate simplicity, supreme quality.



WHO WE WORK WITH

- Hotels
- Caterers
- Pubs
- Restaurants
- Cafes



HOW WE WORK

- High-capacity manufacturing
- Fast nationwide distribution*
- On-site demos & client support

*Via your preferred wholesaler, or direct from Virtue via next day courier.

Delicious
Nutritious
Luxurious
Consistent
Crisp
Innovative
Fast
Indulgent
Simple
Magical
Healthier
Sourdough
Pizza



virtue
SOURDOUGH

North Fosse Farm, Radford Semele,
Warwickshire, CV33 9BQ

T: 01926 611767 E: hello@virtue.pizza

www.virtue.pizza