



**virtue**  
SOURDOUGH

CREATING  
ARTISAN PIZZA  
EXPERIENCES

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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 delicious experiences.

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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 PINSA ROMANA

- Consistent quality
- Pre-stretched & par-cooked.
- No mixing, proving, stretching, hassle.
- Cook in any style of oven
- Easy to produce exceptional results



<b>Nutritional Information:</b>	<b>per 100g:</b>
Energy (kj)	995
Energy (kcal)	235
Fat (g)	1.8
- of which saturates (g)	0.3
Carbohydrate (g)	46.4
- of which sugars (g)	1.1
Fibre (g)	1.9
Protein (g)	7.3
Salt (g)	1.2



## 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, sandwiches, wraps, brunches
- Desserts...



## AMBIENT

- 3 month shelf life from D.O.M.
- No chilled storage required
- Perfect for big volumes from constrained kitchens!



## FORMATS

- Oval 30x20cm, 230g
  - Classic pinsa pizza
- Round 32cm, 250g
  - Romana pizza
- Mini 20x15cm, 130g
  - Single portion
- Coming soon – XL Oval & folded sandwich versions!





## WHO WE WORK WITH

- Hotels
- Restaurants
- Caterers
- Pubs
- Cafes



## HOW WE WORK

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

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



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SOURDOUGH

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

T: 01926 611767 E: hello@virtue.pizza

[www.virtue.pizza](http://www.virtue.pizza)