

MOLINI SPIGADORO protagonist with “PIZZA NEL CUORE Point”

PIZZA EXPO 2012 -March 13-15 2012- Las Vegas

On March 13th-15th, Molini Spigadoro will participate at the Pizza Expo in Las Vegas with important novelties.

Molini Spigadoro has chosen the most important pizza event worldwide, now at its 28th edition, to officially present “**Pizza nel Cuore Point**”, a concept born by the collaboration with technologists, nutritionists, and university researches, to offer new ideas and concrete tools to the professional operator and final consumer, in order to appreciate the quality characteristics and nutritional properties of one of the main foods of our diet: PIZZA.

“**Pizza nel Cuore Point**” combines the love for pizza with the increasing attention towards a healthy and proper diet, and it offers a unique, healthy and tasty pizza, according to the indications of the food model of the Mediterranean diet, and respecting the consumer. The promise is to offer only excellent products in continuous improvement, to offer service and support to professional operators, in their role of aware partners and ambassadors of taste and health towards the consumer.

“**Pizza nel Cuore Point**” uses **NUTRIDEA** flour line, born from the collaboration between Molini Spigadoro and Università degli Studi of Perugia, Faculty of Food Science and Human Nutrition, to offer a “**100% HEALTHY**” product. NUTRIDEA is a line that well adapts to the various type of preparation, and in addition to be rich of fiber and mineral salts, it eliminates the presence of mycotoxins and other surface contaminants through a **UNIQUE SANITATION** process of cereals in the milling industry. **NUTRIDEA: TASTE, HEALTH, WORKABILITY – where research and technological innovation meet taste and the scents of the Mediterranean diet.** Thanks to NUTRIDEA, “**Pizza nel Cuore Point**” allows to also introduce pizza within a **HEALTHY DIET**.



Adhering to the “**Pizza nel Cuore Point**” concept offers remarkable **COMPETITIVE ADVANTAGES**, it means to embrace a quality philosophy that covers the entire pizza sector, that respects the food model of the Mediterranean diet and gives priority to the consumer’s awareness for a healthy, proper and tasty diet. The participants will dispose of various communication and promotional tools in order to valorize the work of the pizza chef and address the final consumer.

Molini Spigadoro will be waiting for you at booth no. 972 with its “**Pizza nel Cuore Point**” partners – Monini, Mutti and Moretti Forni, with a calendar rich of appointments, accompanied by demonstrative and tasting sessions.

See you at the Pizza Expo - Las Vegas

