

# FLOUR

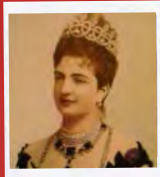






# The story of Flour

WHAT BETTER WAY  
TO A QUEEN'S HEART  
THAN BY A PIZZA?



**Never has such a  
delicious gesture struck  
such a chord that it  
has become one of the  
biggest and most loved  
gastronomical success stories.**

In 1889 a visit from King Umberto and Queen Margherita of Savoy prompted baker Raffaele Esposito to bake a pizza in honor of the Queen, the colours of which mirrored those of the Italian flag: red (tomatoes), white (mozzarella), and green (basil leaves). The Queen was so impressed that this humble dough with simple toppings became a defining symbol for the region and the Neapolitan pizza, remains one of the most coveted foods of our era.

Never has one food been so discussed, created and recreated to perfect its preparation for final taste. Whilst it is said that Napoli owns the rights to the Margherita, chefs from all over the world are consistently working to steal the crown and remake history.

**Esposito – we thank you!**

# The important stuff

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## PROTEIN

The most important protein in the flour is gluten. A flour with a high gluten content (11-14%) is a strong flour whereas lower gluten contents influence the soft or weaker flours. Due to their elasticity and water-absorbing properties, flours rich in gluten can withstand long hours of proofing. This is why strong flours are usually mixed with other flours in bread making.

## ASH

Ash is used as a method of 'quality' in flour from European based countries such as Italy, Switzerland, France and Germany. Originally the higher the ash content of a flour, the more 'impure' it

was seen to be, as it contained more of the 'brown stuff' from the wheat. However, today a higher ash content is seen as more desirable and an indication of wholegrain wheat being present in the flour.

## WHEAT GERM

One of the biggest barriers to customers eating pizza is the 'bloat', which occurs as the yeast continues to rise in the dough and consequently in the stomach, for several hours following the meal.

In addition to chefs ensuring longer 'proofing' time to absorb the yeasts, the other way to a more pleasant gastronomical experience is to bake with flours containing wheat germ.



‘OO’ Chefs of the renowned Napolitana style pizza from Southern Italy will typically use ‘OO’ flour, which is particularly soft and ground to a powder that is very fine and very white.

The Doppia ‘OO’ is responsible for the soft, sweeter style pizza that is thin, light and can be folded in your fingers and raised straight to the lips.

The key differentiator in cooking pizzas with ‘OO’ is the proofing time required. Too many Australian Chefs simply do not leave the dough to proof for long enough, resulting in a heavier dough that translates to a heavy and uncomfortable gut for customers eating the product.

Doughs made with ‘OO’ flour require a minimum 24 hours in a cool temperature. This ‘proofing’ or ‘ripening’ time means the final pizza will be lighter, airer and easier to digest.

In addition it allows the yeast to add a multiple of acids and complex organics that create a great, sweeter flavour.

The sugar content in ‘OO’ flours is much lower than other flour types which allows the pizza to be cooked for the desired time with less chance of burning.

Flour varies greatly and is used for many recipes. The ‘w’ is the index that measures flour strength.

‘O’ The single ‘O’ flour is more fibrous and due to the fact it is less ground, it creates a harder and stronger pizza base that is the preferred style for Northern Italy.

It produces a thicker base with a nice crunch and does not soften in your hands.

The proof time for the ‘O’ flour is 12 hours. This ensures no bloating for customers as the yeast and starches have had time to be absorbed.

#### WEIGHT - THE BIG W

<b>90-160w</b>	Are ‘weak flours’ with a low protein content used to produce biscuits or cakes.
<b>160-250w</b>	Have a medium strength. They are used to cook bread, pizza and focaccia.
<b>&gt;300w</b>	These high ‘w’ flours are ‘strong flours’ as they oppose a great resistance to the deformation of gluten. The more a product requires a long rising time, the higher the ‘w’ needs to be.

# Which is best?

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**It is not just the difference in scenery that divides the North from the South.**

**Lets just say it's a good job Italians are lovers not fighters, or the 'correct way' to make the humble pizza could almost be enough to start a civil war.**

**At the heart of the North-South divide is the dough itself. From the way it is cooked to the carefully defined impact it has on the senses upon that first bite, the differences are large.**

## NORTH

Chefs use much less dough, 220 grams max, and the leavening is shorter, sometimes lasting only 3 hours.

The mozzarella cheese is Fiordilatte, with a different consistency and taste, the cooking time is slightly longer, up to five minutes. The result is a thinner, crunchy sensation, and slightly saltier.

## SOUTH

The Neapolitans let it rise from 24 to 48 hours to make it highly digestible so they can use more of it - from 270 to 300 grams; this creates the chewy, translucent, creamy crust and a sweeter taste (caused by the prolonged fermentation) that is coveted the world over.

The use of Buffalo mozzarella cheese, sweet San Marzano tomatoes marinated in extra virgin oil, salt and basil and the pizza base, which is 28-30 centimetres in diameter, cooked in a wood stove for no more than 2 minutes, adds to the uniqueness of this style of pizza.







IN THE NORTH, ITALIANS ENJOY A  
SALTY, THIN AND CRUNCHIER DOUGH



IN THE SOUTH, ITALIANS PREFER A SWEET,  
CHEWY AND CREAMIER DOUGH





# Molino Dallagiovanna

***"As soon as you put your hands in the flour you can feel the quality."***

**The brand responsible for creating the world's most coveted pizzas has arrived on our Australian shores.**

Spanning four generations, the Molino Dallagiovanna have perfected the art of milling and are the biggest suppliers of flour to Napoli.

Always favouring quality over quantity the Molino methods have allowed chefs to create natural, not forced blends.

Their process comes from the grinding and consequent sifting of the soft wheat which has been washed and purified to rid it of any foreign substances and impurities.


The flour is renowned for its purity; it does not contain additives and technological auxiliaries of any kind.

## OUR STANDARDS





# Capricciosa?

**Conquistala con le nostre Farine Speciali.**

UNA PIZZA DALL'AGIOVANNA A LUNGA LEVITAZIONE  
 100% FARINA DALL'AGIOVANNA  
 Permette di realizzare la pizza con la giusta elasticità e consistenza.  
 L'AMALGAMAZIONE FINALE È DA 150°C PER 15 MINUTI.  
 L'AMALGAMAZIONE FINALE È DA 150°C PER 15 MINUTI.

Prodotto e distribuito in Italia da: **MOLINO DALL'AGIOVANNA S.p.A.**  
 Via dell'Industria, 10 - 20139 Milano (MI) - Tel. 02/76111111  
 www.dallagiovanna.it

# Diavola?




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 100% FARINA DALL'AGIOVANNA  
 Permette di realizzare la pizza con la giusta elasticità e consistenza.  
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# Marinara?




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# Contadina?




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# Guinness Record-Breaking Pizza

**Molino Dallagiovanna put themselves in the Guinness Book of Records by being chosen to supply the flour for the worlds largest pizza.**

On Saturday, June 20, at Expo Milano 2015, 1,595.45 meters of Pizza Margherita was produced, bringing 'the World's longest pizza' title back to Italy from Spain.

The pizza comprised of:

- 1700kg of Molino Dallagiovanna Flour
- 1500kg of Tomato Sauce
- 1700kg of Mozzarella
- 150lt of Extra Virgin Olive Oil
- 30kg of Yeast







## LA NAPOLETANA '00'

Developed by technical experts in conjunction with the best Neapolitan pizza chefs, the famous Neapolitan flour '00' is the key ingredient to making an excellent Neapolitan pizza.

The techniques used result in the soft and bubbly outer crust that harmonises the succulent flavours of the finest ingredients in the world.

One of the few flours in Italy certified to be used in a Neapolitan Pizza.

## VERA PIZZA NAPOLETANA CERTIFICATION

To obtain the Vera Pizza Napoletana Approval, flour must fully meet the criteria defined in the Neapolitan Council's 11 pages of Regulations.

The Association performs rigorous periodic checks on all of its members to ensure those using the brand name are following the traditional methods outlined in the Regulations.

Regarding condiments and products used, they must be produced in the Campania region of Italy in order to meet the standards required and maintain the authenticity of the product.



Certified by the Neapolitan Council

Strength	250 - 320
P/L	> 0.6
Percentage of proteins	11.5% - 13.5%
Percentage of dry gluten	9.5% - 11.5%
Milling technique Indication	Si
Falling Number 'FN'	11.5% - 13.5%
Absorption	55 - 60
stability	6' - 12'
Value Index - Caduta E10	max 60





## NOBILGRANO - BLUE 10KG

‘O’

Obtained through grinding and subsequent sifting of the finest Italian, European and American soft wheat grains, carefully selected, washed in water according to the best milling tradition and then slowly ground to avoid deterioration of its characteristics.

The obtained product is then expertly mixed with vital wheat germ, cold stabilized and ground, representing the most noble and highly nutritional part of the grain that generates the young plant.

A balanced flour, easy to work with, which gives life to a dough that does not require particularly long leavening times - up to 10 hours.



## NOBILGRANO - ROSE 10KG

‘O’

Obtained through grinding and subsequent sifting of the finest Italian, European and American soft wheat grains, carefully selected, washed in water according to the best milling tradition and then slowly ground to avoid deterioration of its characteristics.

The obtained product is then expertly mixed with vital wheat germ, cold stabilized and ground, representing the most noble and highly nutritional part of the grain that generates the young plant.

A balanced flour, easy to work with, which gives life to a dough that requires short leavening times - 5-6 hours.





## FAR FARINA 25KG

Durum Wheat Semolina – ‘Semola’ large or double ground special flour for dry pasta production or as a complement in traditional blends for fresh pasta. ‘Semola’ or/durum is ideal for firmer dough.

## GLUTEN FREE BREAD & PIZZA 1 KG

Ideal for gluten intolerants, those who follow alternative diets or simply those who wish to vary their diet.

The perfect solution for combining flavour and workability. Quick and easy, it lets you make pizza and bread in a short amount of time without compromising the quality of the final product.

The mix gives plasticity to the dough, a great hold during fermentation and a significant increase in volume when baked.

The bread and pizzas produced will have a well-structured crumb and, what's more important, a delicious flavour.





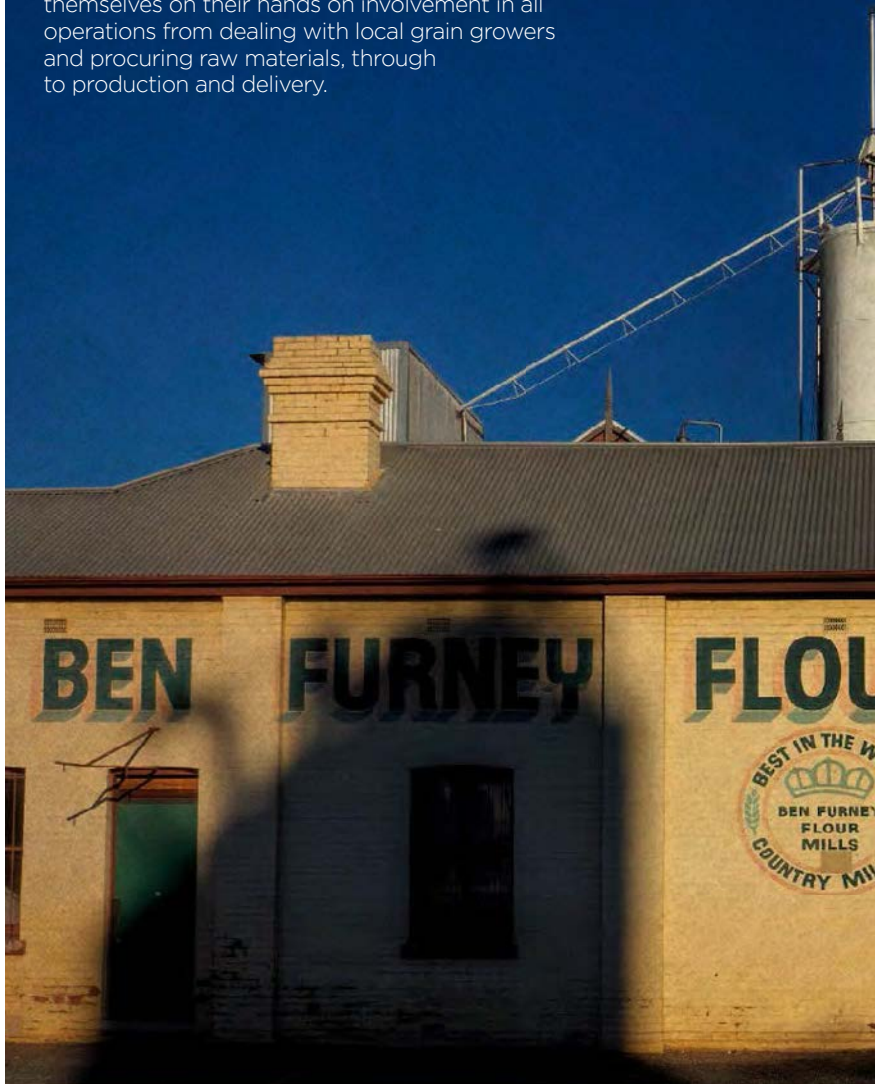


“Bread is the  
king of the table  
and all else is  
merely the court  
that surrounds  
the king.”

Louis Bromfield, American novelist



Owned and operated for three generations by the Australian Furney Family, the family pride themselves on their hands on involvement in all operations from dealing with local grain growers and procuring raw materials, through to production and delivery.







UR

**MILLS**

**GRAINS**

- KIBBLED WHEAT
- KIBBLED RYE
- WHEATMEAL
- BRAN
- POLLARD

**FLOUR**

- SELF RAISING
- BAKERS
- WHOLEMEAL
- PLAIN
- PIZZA





**Ben Furney** flour mills

## PLAIN

This general purpose flour is suitable for a broad range of cakes, pastries and similar bakery products giving all round excellent results.

## BAKERS GOLD AWARD

A multifunctional flour that can be adopted for a variety of uses such as sandwich loaves, soft and crusty rolls, pies and pastries.





**Ben Furney** flour mills

## SELF RAISING

A mix of soft flour with added aerators formulated to deliver maximum volume, making it well suited to a wide range of baking and culinary applications, this general purpose flour contains leavening agents to help provide a lighter fluffier texture. Suitable for a broad range of cakes, pastries and bakery applications.

## SPECIAL WHITE '00'

This premium low-ash flour is produced using low extraction milling techniques to give an exceptional natural white colour.





**Ben Furney** flour mills

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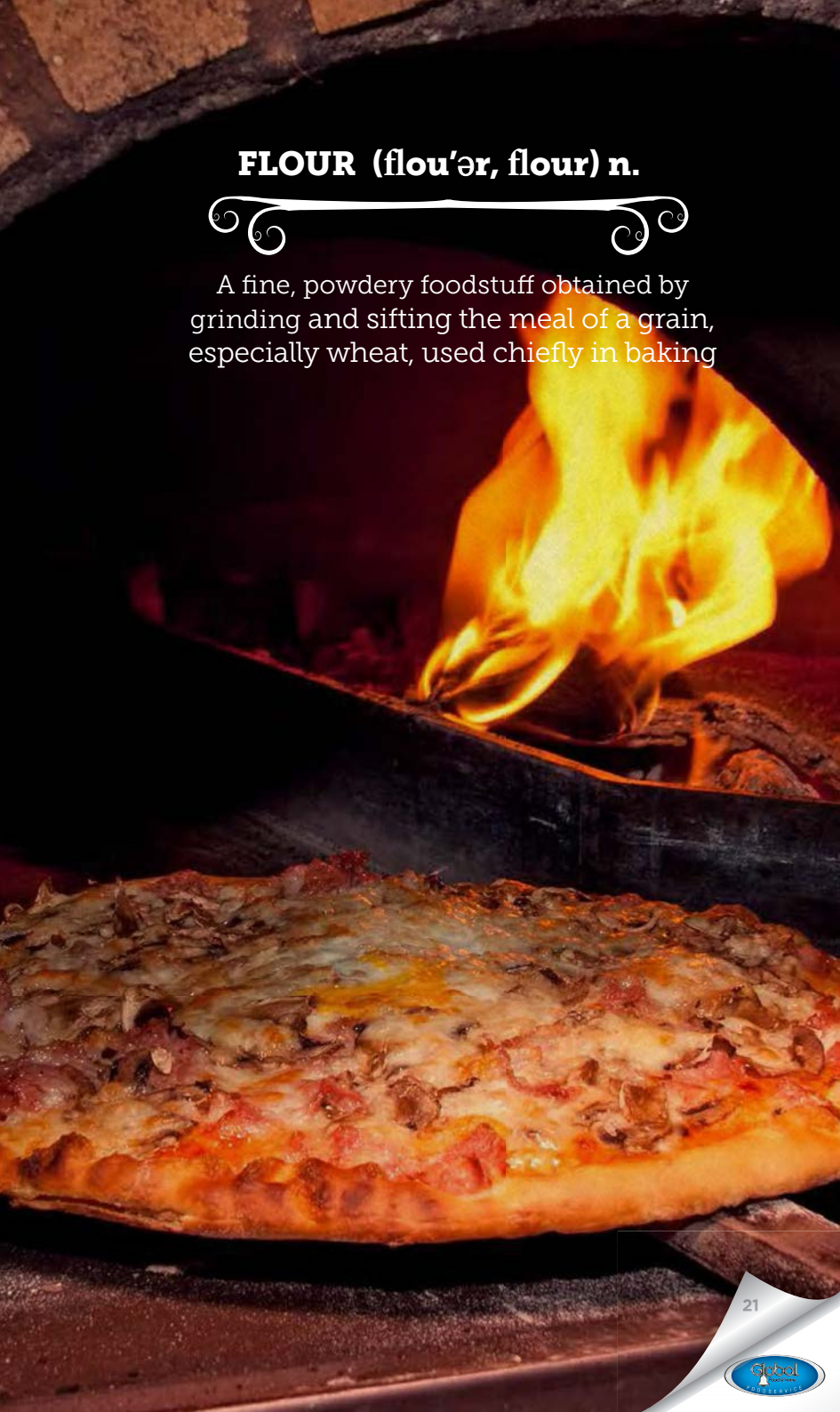
## PIZZA

Specially blended for good extensibility and machineability, with minimal resultant absorption of juices into the crust. A fine white powder, milled from selected, sound, cleaned and conditioned prime hard Australian wheat.



## **FLOUR** (flou'ər, flour) n.

A fine, powdery foodstuff obtained by grinding and sifting the meal of a grain, especially wheat, used chiefly in baking







**Countrywide**  
Food Service Distributors

# Countrywide

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Countrywide has over 100 distributors across Australia servicing a wide variety of food service operators including:

- Cafés and Restaurants
- Pubs and Clubs
- Hotels and Motels
- Health and Aged Care Facilities
- Schools and Educational Institutions
- Takeaways, Fast Food Outlets and Pizza Shops
- Caterers
- Bakeries
- Contract Group and Franchise Organisations

Food Safety is important to Countrywide. With distributors and suppliers HACCP accredited, you are assured that the quality products you purchase have been stored and handled in a safe and correct environment.

## Countrywide Private Label

We offer a range of quality Countrywide branded products at a competitive price. These products are exclusive to Countrywide and are only available through your local Countrywide distributor.

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## PLAIN



## SELF RAISING



# At a glance...

		WEIGHT	PROTEIN	ASH
0	MOLINO DALLAGIOVANNA			
	Nobilgrano Blue	290	12%	0.65%
	Nobilgrano Rose	230	11%	0.65%
00	MOLINO DALLAGIOVANNA			
	La Napoletana	310	12%	0.55%
SPECIALTY	MOLINO DALLAGIOVANNA			
	Far Farina	300	11.5%	8.6%
	Gluten Free Bread & Pizza	300	11.5%	8.6%

		WEIGHT	PROTEIN	ASH
BEN FURNEY				
	Self Raising	290	11.5%	0.35%
	Plain	290	10.5%	0.35%
	Gold Award	290	12.3%	0.55%
	00	300	10%	0.5%
	Pizza Flour	300	10%	0.5%
COUNTRYWIDE				
	Self Raising	300	9.1%	4.20%
	Plain	290	10.5%	0.50%



# More in our range of



*pasta*

**FACT:** According to the International Pasta Organization, there are more than 600 different shapes of pasta produced throughout the world.



*olives*

**FACT:** The oldest certified olive tree is more than 2000 years old - Olive Tree of Vouves Crete, Greece. It is probably one of the oldest olive trees in the world and still produces olives today.



*cheese*

**FACT:** Larger Roman houses even had a special kitchen, called a careale, just for making cheese. After developing new techniques for smoking and adding other flavours into cheeses, the Romans spread this knowledge slowly across their Empire.



*tomatoes*

**FACT:** For the best tomato based sauces, the 'Brix' of a tomato should be a minimum of 6. This guarantees the best texture throughout the sauce.

# Mini Food Bibles



## seafood

**FACT:** The oldest fishhook ever found, dates back to about 42,000 years ago.



## meat & game

**FACT:** There are only two ways to cook any piece of meat. Hot and fast, or low and slow. Anything in between is liable to end in toughness.



## smallgoods

**FACT:** Meat curing can be traced back as far as 3000BC, when cooked meats and fish were preserved in sesame oil and dried.



## olive oil

**FACT:** Because oil flows from the olives naturally when they are crushed, the vitamins and natural ingredients are not destroyed with chemicals and preservatives.

**Sharing our Knowledge can grow your business**



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