



Verdi

LA PIZZA CON IL SIGILLO

Even with a Pizza
something great can be born

WWW.PIZZERIAVERDI.IT

PIZZERIA VERDI

Welcome to Pizzeria Verdi.

Verdi was born from a hunger deeper than the one you feel in your stomach. It's the hunger for meaning, for food **that also nourishes the conscience**. For a place that is shelter, ritual, and connection. For a business that knows how to make a profit, yes, but without ever losing sight of **human value**.

We didn't start with a marketing strategy. We started with a question:

"What if pizza could be a tool to change things?"

We found the answer in the crunchiness of a well-made crunchy pizza. In the living dough, in the generous toppings, in the transparency of our suppliers. But above all, in the people: those who knead, who serve, and who choose us every day.

This book recounts Verdi's journey.

Not to celebrate ourselves. But to share a model. To inspire. To demonstrate that business can be done with care, taste, and justice. And for those who, like us, believe that even a pizza can change the world.

PIZZERIA VERDI

“What if **PIZZA** could be
a tool **to change**
things?”

It's not just a
PIZZA

Pizzeria Verdi was born from a specific feeling: that the way of thinking, describing, and experiencing pizza had become too simple. Too banal. As if a symbol of our culture, a true expression of the Italian heart, had been reduced to a consumer product. That's when our revolution began.

For us, pizza isn't just a product to sell; it's a living system, a form of communication, a banner embodying values, flavors, and identity. Every pizza we bake is never the same as the last, because within it lies time, craftsmanship, intention, the season, and, above all, the desire to convey something. There's a narrative that comes through a thin crust that crunches when you bite into it, a tomato sauce that smells of summer, a drizzle of olive oil that speaks of the patience of those who pressed it.

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We started *from Padova*

Every tested flour, every regenerated yeast, every selected tomato took part in an artisanal ritual aimed at restoring pizza to its rightful place: that of being one of the finest expressions of Italian flavor.

But Pizzeria
Verdi is also
more than
that.

Our thinking has traveled far, nourished by research, study, mistakes, and wonderful discoveries.

Every ingredient
has become a travel-
ing companion.

It's a concrete response to the desire to combine what is good with what is right. To bring sustainability and responsibility to an industry that often doesn't look beyond profit.

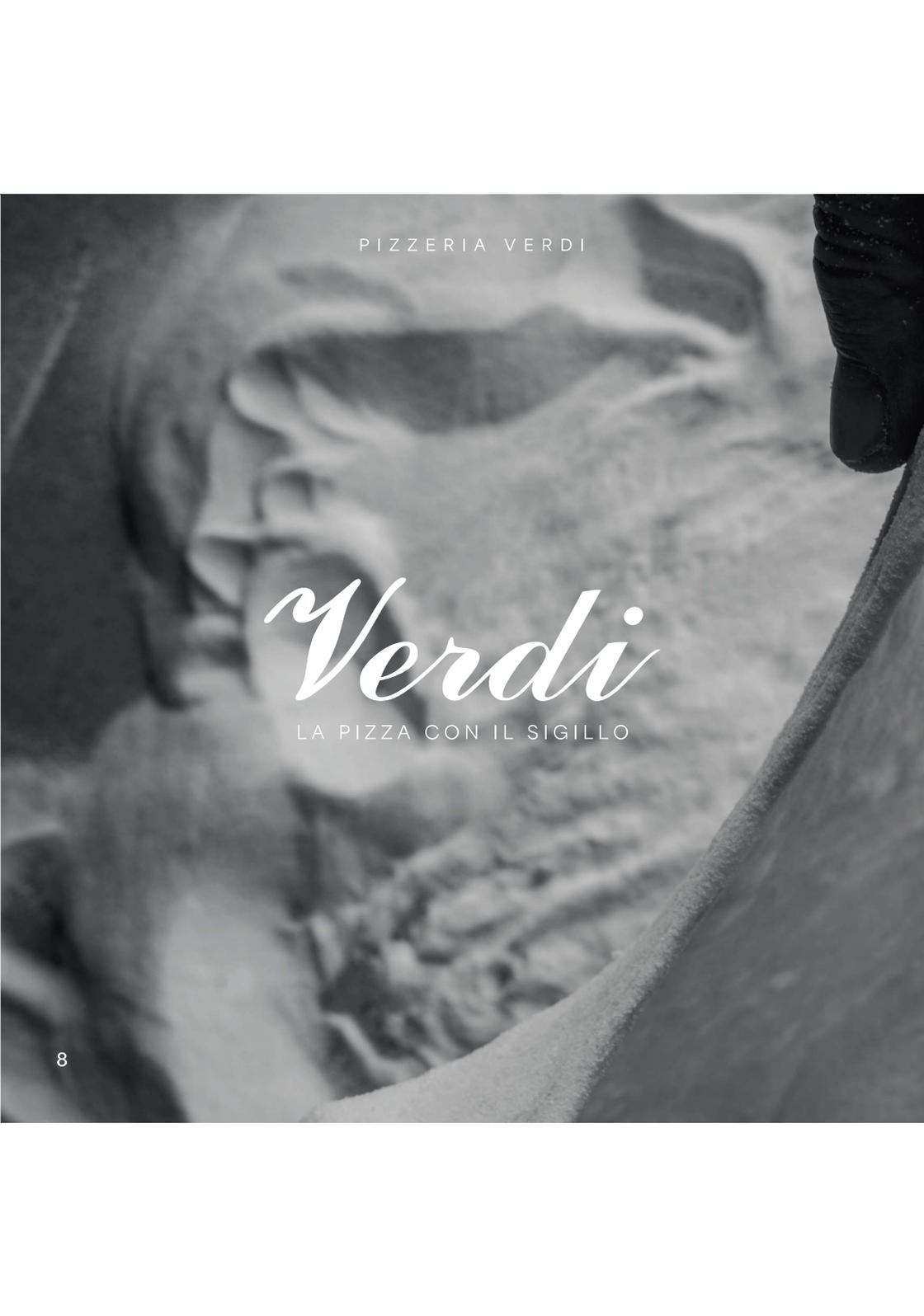
PIZZERIA VERDI

*We chose
green*

We chose "green" not because it's trendy, but because we're consistent. Because a well-made dough cannot exist without respect for the environment, ethical relationships with suppliers, and conscious management of resources. We chose to return to the essence of Roman pizza and bring it into the future.

Because we believe that what is truly authentic never goes out of style, but is renewed every day. And when a customer tells us, "This pizza moved me," then we know we're on the right path.

Pizzeria Verdi is a pizzeria, yes.
But it's also a cultural project. It's a way of being in the world, a philosophy that starts with a disc of dough and reaches people's hearts.



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Verdi

LA PIZZA CON IL SIGILLO



PIZZERIA VERDI

Verdi's Manifest

Every dough has a memory.

Every loaf holds the story of a choice. And it is from these choices that our Manifesto is born: a living, daily declaration, renewed every morning when the laboratory lights come on and the flour begins to dance.

For us, quality is not a standard to be met, but an act of respect. Toward those who will eat, to those who work, to the world that hosts us.

The selection of raw materials is just the beginning: we care about where they come from, who grew them, with what method, with what care. Every tomato must tell the story of the sun it has received.

Every mozzarella must preserve the dignity of the milk from which it is born. But it's not enough for us to remain within tradition. We want to go further.

At Verdi, every choice is a form of responsible innovation. We believe in the constant dialogue between what has been and what can be. We are not afraid of change if the change is based on value.

That's why we're constantly experimenting, researching new doughs, listening to food science discoveries, and putting them to work for flavor and health.

Ours is true craftsmanship: not a marketing buzzword, but a practice. Each pizza is made by hand, in plain sight, and without rushing.

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We don't chase numbers, but satisfaction. We don't focus on quantity, but on the impact we can have with each individual product.

Sustainability isn't an option. It's the path. We seek out local suppliers, reduce unnecessary transportation, use compostable packaging, limit waste in the kitchen, and train our team to be responsible.

We don't just want to serve a good Roman pizza:

we want those who eat it to feel part of a necessary change. Finally, we put people at the center. From our team to our customers, from producers to social partners. Because a pizzeria is a community.

And a community is built with trust, transparency, listening, and hospitality.

This is our manifesto. It's not written on a wall, it can be read in every pizza that comes out of the oven. It's not recited by heart, but lived every day. It's our way of being in the world: with respect, passion, and a vision.





PIZZERIA VERDI

Flour, Fire and Future.

Every revolution, even the quietest, starts with a seemingly simple element. For us, it all began with flour.

Not just any flour, but the one that can speak: with its raw texture, its slightly nutty aroma, its living response to water and time. We began to search, to touch, to taste. The flours spoke to us of different lands, of hands that had worked them, of respectful cultivations. We understood that behind a good dough there is not just a technical choice, but a stance. We wanted Italian flours, organic, not overly refined, rich in fiber, light for those who eat them, sustainable for those who grow them.



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Then came the encounter with time. In a world that rushes by, we chose to slow down. To let the dough transform patiently, to breathe, to grow. Our leavening isn't forced: it takes the hours it needs, sometimes 24, sometimes 48, sometimes more. Because every day is different. Because every yeast has its own mood. Because we want every bite to be light, digestible, alive.

And then, when the dough is ready, comes the fire. Not just the fire that cooks, but the fire that burns inside those who do this work. The fire of intention. The fire of choice.

Our oven is electric, for environmental reasons. But the passion we put into baking every

pizza has the same primitive energy as a brazier.

"Fire" is also the word we use to describe our drive toward the future. For us, there's no pizza without planning. Every crust we roll out is an act of faith: in those who will eat it, in those who made it possible, in a concept of food that truly nourishes. We believe that the future of pizza lies in the hands of those who treat it with respect, those who study it without distorting it, those who love it without trivializing it.

This is where we want to start, every day: from real flour, from an inner fire, and from a clear idea of where we want to go. Because a good pizza never happens by chance.

A crost that speak of ROME.

There's a city where pizza has a sound. Not just a taste. In Rome, pizza isn't chewed: it crunches. That subtle, precise, almost elegant sound is the voice of the "pizza scrocchiarella." A name that sounds like a joke, but is actually a code: that of a Roman pizza that has made its crunchiness its hallmark.

We at Pizzeria Verdi immediately fell in love with that voice. We didn't want a pizza that shouted, that imposed itself with thickness or presumption. We wanted a pizza that was easy to eat, that was light on the stomach and strong in the memory. Roman pizza is like this: thin, dry on the edges, generous with toppings. It grabs you lightly, but stays with you.



PIZZERIA VERDI

We took that crunchiness elsewhere.

Far from the alleys of Rome, we let it travel with us. But we never betrayed it.

We stayed true to its soul, trying every day to listen to it, not just remake it. And in doing so, we began to add our own.

The dough is always Roman, but we experiment with different flours. The baking is precise, but we let the oven have its say. The crust remains thin, but the toppings change often: seasonal, inspired, careful. We use mortadella like a perfume. We carefully place the fior di latte, never throwing it away. The tomato is always present, but never invasive. Like a good supporting actor.

Our pizza has a crunch, yes.
But it also keeps you company.

It's designed for everyday use: to grab on the go
Or to enjoy sitting down, to share with friends, or

to take home, to order a thousand times
without ever tiring.

It's a pizza that doesn't show off, but leaves its
mark.

And when a customer, after their first bite, looks
at us with a smile and says, "I can't stop," we
know that the voice of our crunchy pizza has
spoken once again.

And it's said the right thing.





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de G. VERDI
Version française
BOITO et PAUL SOLANG

Giuseppe Verdi:

Music, Art, and Painting

Giuseppe Verdi is more than just a name. It has a profound impact on Italian cultural history. When we chose this name for our pizzeria, we didn't do it purely for fun or to evoke the color of sustainability. We did it because Verdi, as an artist and a man, embodies a vision that inspires us every day: making excellence accessible, uniting beauty and people, nourishing with art.

Verdi composed operas that have spanned the centuries, which still resonate in theaters and in people's hearts. His music had the ability to move, unite, and endure. It was popular and cultured, instinctive and complex. And this, in a certain sense, is what we want to do too: a pizza for everyone, but made with the intensity of an opera.

A TRAVIA



PIZZERIA VERDI

Each of our gastronomic creations is conceived like an aria: it has an introduction (the foundation), a development (the ingredients), and a finale (that perfect note that lingers). Just as Verdi worked on every detail of the orchestration, we work on the structure of each dough, the balance between crispness and moisture, the choice of each topping.

But there's more. Giuseppe Verdi was also a social innovator, a man who invested his earnings to found the "Casa di Riposo per Musicisti", a place where his most vulnerable colleagues could live with dignity.

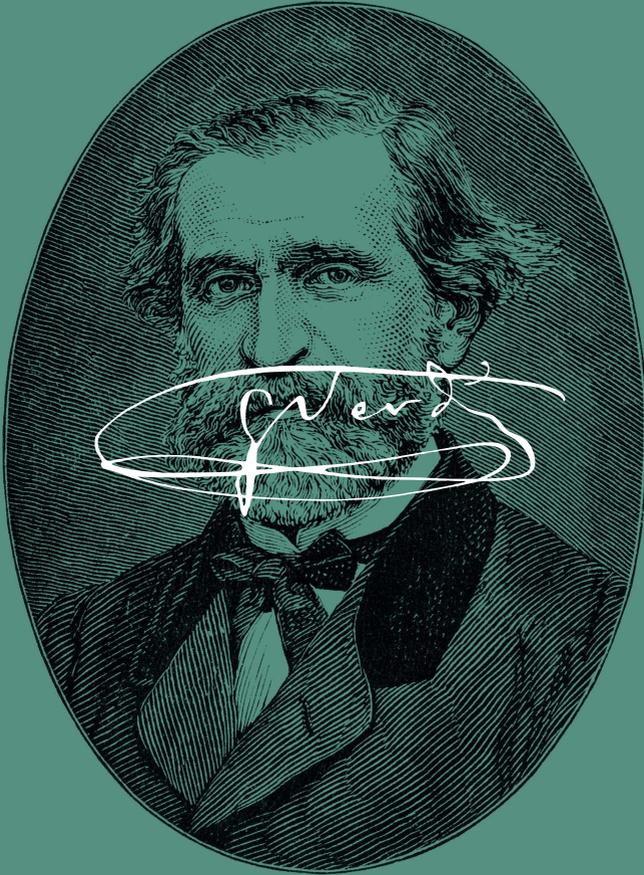
This idea, that beauty cannot exist without justice, is also the foundation of our commitment. And it is the deep root of projects like Pizzeria Verdi for Fondazione Vite Vere, where inclusion is not optional, but a necessity.

Bearing the name Verdi means bearing a responsibility.

It means remembering that every pizza we serve isn't just a dish, but a cultural gesture, a small act of harmony. Like a choir, we want our pizzas to speak with many voices, combining taste, aesthetics, respect, and humanity. Because yes, you can play a symphony with the instruments of an orchestra.

But you can also tell the story of an opera with flour, tomato, and fire.

PIZZERIA VERDI



Green at heart: Sustainability.

For us, green isn't just a color. It's a direction, an active principle, the North Star that guides our every decision, even when the going gets tough. In an era where the word "sustainability" risks becoming an empty decoration, we've chosen to etch it into the heart of our project, authentically and radically.

It all starts with raw materials: seasonal, local, traceable.

We don't buy randomly. Every ingredient has a story, a provenance, a human face behind it. Working this way means creating a more just economy, one that enriches local communities and reduces environmental impact.

But the real challenge lies in everyday life. We've optimized our processes to reduce waste, not just food but also energy. We knead only what's absolutely necessary. We monitor the cold chain. We study the consumption of every machine. Our team is trained to be attentive, to carry out every action with awareness. These aren't imposed rules, but a shared culture

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Then there's our packaging—a detail that many overlook, but which for us has become one of the key elements of our sustainable identity. We didn't want a simple takeout box. We wanted a solution that met two fundamental needs: environmental friendliness and product quality.

We therefore chose to invest in a patented system, which very few in Italy have: a compostable cardboard container with an integrated internal riser, designed to lift the pizza from the base of the box. A detail? No, a revolution. This riser allows residual moisture to evaporate without stagnating under the pizza, keeping it crispy and warm, as if freshly baked.

It's a solution that respects the environment, of course, but also our product, our idea of excellence. Because sustainability isn't just "not polluting."

It's about not ruining or lowering quality. It's about conveying to the customer the emotion we feel when we bake.

This way, every pizza that travels with us is made in a small, carefully designed home, where the flavor isn't lost, but rather protected. Where the crust stays crispy. Where the tomato sauce doesn't overcook. Where Verdi's careful, precise, artisanal philosophy extends to every last bite.



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But it's not just a matter of saving or reducing. For us, being sustainable means thinking before acting.

Every choice, from oil to flour, from the cardboard box to resource management, is the result of constant questions:

Where does it come from? How much does it pollute? How long does it last? Where does it end up?

It's an exercise in constant attention.

We've chosen to collaborate only with suppliers who share this vision. Small, conscious farms, attentive to the soil and natural cycles. What reaches our kitchen has an ethical history even before a gastronomic one. And when we can choose, we choose the least convenient but the most appropriate. Not because it's trendy, but because for us it's normal.

Even the name we bear has a weight: Verdi.

It's a tribute to the Maestro, of course, but it's also a declaration of intent. Green like the leaf, like the fertile land, like the future we imagine. Green as a choice, not as a marketing ploy. Because if there's one thing we care about, it's demonstrating that even a pizzeria can be a small space for balancing quality and respect.

And while some consider packaging merely a wrapper, we consider it an extension of our philosophy. We chose recyclable and compostable

cardboard, printed with water-based inks. We're not interested in the cheapest box, but rather the one that's good for the customer, the pizza, and the planet. Every time a customer opens our box, we want this invisible care to be present inside. Because every detail counts. Every gesture adds up. And that's how, one layer at a time, a truly sustainable project is built.

Being green, ultimately, means precisely this: thinking beyond pizza. Thinking about how pizza, today, can be part of a bigger change. One that starts with what you put on your plate but ends with what you leave in the world. We've become accustomed to thinking in a circular way. To seeing waste not just as something to be reduced, but as a responsibility to be rethought. That's why we're working on solutions that increasingly lean toward reuse, compostability, and minimalism.

We've also revised our procurement and transportation practices. We favor local suppliers, optimized deliveries, and local collaborations. Fewer kilometers, fewer emissions, and less waste. Every ingredient we receive follows a specific logic: to have the least possible impact, while ensuring maximum quality.

It's not just about being eco-friendly; it's about being consistent. These are small things, yes. But if done every day, they become a system. And then there's transparency.

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An overused word, but for us it means being accessible, honestly explaining what we do, why we do it, and where we can still improve.

We know that sustainability isn't a medal to hang on our chest, but a long journey, made up of small, courageous choices, mistakes, and second thoughts. And precisely for this reason, we're committed to keeping our eyes open. To staying updated, to asking ourselves if we can change something, reduce an impact, extend the life of a material, avoid additional transportation.

It's not easy. But we don't want the easy way. We want the one that lets us sleep soundly. The one that lets us say that even if we "just make pizza," we do it with awareness, with respect, and with an eye to the future.



PIZZERIA VERDI

Suppliers:
Those who put
their heart into it,
before us.





PIZZERIA VERDI

DELFINO BATTISTA
CREMA DI
POMODORI SECCHI
Condimento pronto

DELFINO BATTISTA
TONNO
FILETTI IN OLIO DI OLIVA
PINNA GIALLA

DELFINO BATTISTA
FRIARIELLI
NAPOLETANI
IN OLIO VEGETALE

Condimento a base di olio
extravergine di oliva
al peperoncino
CETANA 1930
DELFINO BATTISTA



Delfino Battista

Delfino Battista was founded in the 1950s in Cetara, the heart of the Amalfi Coast, by Pasquale Battista, who opened an artisanal anchovy canning workshop. Today, the company is still family-run and carefully crafts each product by hand, according to Cetara tradition, without preservatives or additives. The raw materials are simple, sustainable, and crafted with passion. Among their specialties: Colatura di Alici di Cetara DOP, a symbol of a thousand-year-old tradition.

At Pizzeria Verdi, we've chosen to use their anchovy fillets, tuna fillets, broccoli rabe, pesto with anchovy colatura, and chili pepper oil: products that tell a story of sea, family, and authenticity.

A red Italforni pizza oven is shown in a kitchen setting. A pizza is being pulled out of the oven using a metal peel. The oven has a prominent logo on top and a control panel on the right side. The scene is brightly lit, highlighting the red color of the oven and the golden-brown crust of the pizza.

ITALFORNI



Italforni

For the heart of our kitchen, we chose Italforni, an Italian company with over 40 years of experience in the production of professional electric and gas ovens. Specializing in the pizzeria, bakery, and pastry sectors, Italforni combines craftsmanship and innovation, creating ovens with 100% Italian design and excellent performance. The choice of materials, high-performance insulation, and heat management technology ensure efficiency, quality, and energy savings. Italforni invests in sustainability, a value we fully share: for us, making pizza also means respecting resources and the future.



BalestriValda

OLIO EXTRA VERGINE DI OLIVA
VENETO VALPOLICELLA DOP
BIOLOGICO
BalestriValda

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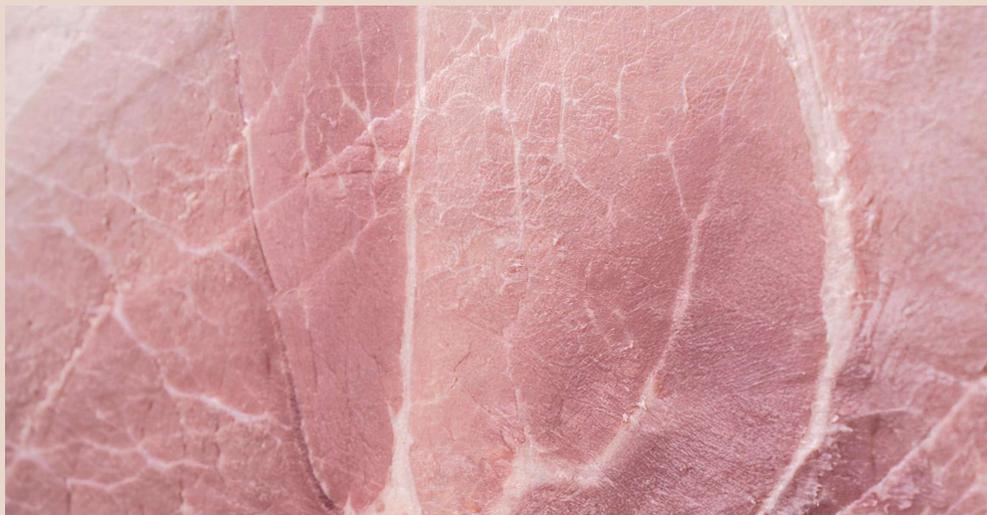
PIZZERIA VERDI

Balestri Valda

To pair our pizzas with an excellent oil, we've chosen Balestri Valda's Valpolicella DOP organic extra virgin olive oil. The company, led by Laura and Federico, was born from a family passion for the land and a deep respect for nature. Their olive groves, cultivated according to organic farming principles, are located on the volcanic hills of the classic Soave area, in perfect harmony with the environment.

Each bottle captures the scent of the Veneto hills, artisanal care, and a love of biodiversity. A pure, sustainable, and authentic oil, just like our way of making pizza.





Cotto Branchi

To enhance our pizzas, we've chosen Branchi's Prosciutto Cotto '60, a superb artisan product produced in Felino, in the heart of the Parma hills. Born from a family tradition rooted in the post-war period, Cotto '60 is hand-salted in the artery, without flavorings or refined sugars: only honey and spices. The result is a soft, natural cooked ham with a balanced flavor, recognized by Gambero Rosso as the best cooked ham in Italy.

It takes 21 days of processing and slow maturation to achieve the delicacy that makes it unique. A choice that speaks of territory, quality, and respect for tradition.



There's no good pizza without Good hands.

The team that makes the difference!

Without watchful eyes. Without a heart beating behind every gesture. Verdi isn't made of ovens and recipes: it's made of people.

Our team is our secret ingredient. We don't say this rhetorically, but because we live it every day. Each team member is chosen, trained, and valued. But above all: listened to. We want those who work with us to feel like they're building something of their own, not just following orders.

Many stories intersect in the pizzeria. Some started from the bottom and now lead a team. Some had never kneaded dough in their life, and today they create unforgettable pizzas. Some started part-time and have now become trainers. We offer everyone the tools to grow, to train, to dream.

Hard work exists, of course. But it's a shared, constructive effort, faced with dignity and often even with a laugh.

Working in a pizzeria can be hectic, but it never has

to be toxic. We've created an environment that combines rigor and respect, professionalism and a lighthearted approach.

And then there's the team spirit. We're not an assembly line. We're a vibrant team, helping, supporting, and motivating each other. Here, we learn, make mistakes, and improve. We work with our hands, but also with our heads, and, above all, with our hearts.

Because in the end, a successful pizza is always the result of an invisible choreography: who rolls out the dough, who bakes it, who serves it, who tells the story. And when all this aligns, the result is something the customer feels, even if they can't see it.

Verdi isn't a pizzeria. It's a community.