



At Bella&Brava, we protect nutrients,  
flavours and health by using  
a process known as flash-freezing.

### **How much do you know about our preservation method?**

Discover its reasons for use and advantages below

#### **At Bella&Brava, we have opted to use a flash-freezing method to maintain the quality and nutritious properties of all our ingredients**

Of all the preservation methods, freezing is the one that comes closest to maintaining the amount of nutrients in the various ingredients, in addition to preventing over-ripening.

Based on these considerations, Bella&Brava has elected to use flash-freezing so it can offer a healthy pizza, prepared by hand. Top quality at a reasonable price.

#### **BY FREEZING EXCELLENCE, WE PROVIDE EXCELLENCE**

Contrary to what most people think, frozen products can have considerable advantages.

Specifically, vegetables, if flash-frozen soon after being picked, hold onto the nutrition and texture of the living plant. This rapid and highly systemised method of “harvesting and freezing” blocks the action of en-

zymes and bacteria and minimises the loss of nutrients.

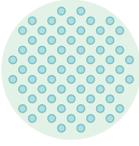
Contrast what we call “fresh” vegetables: nutrient loss goes on over the number of days (from 3 to 7) as the vegetables are washed, transported, packaged, stored in a cold room, displayed on a supermarket shelf, and lastly, kept in your fridge to deteriorate even more before ending up in your pan.<sup>1</sup>

Similar considerations apply to vegetables that you eat at a restaurant. Those who run quality restaurants stock up with vegetables that are picked daily, but certainly don't throw the leftover ones away at the end of the day. They keep them in the fridge where their appearance remains unaltered. Yet, in the space of three days they can lose most of their goodness, as was shown by research conducted by the University of Chester.<sup>2</sup>

This same survey also confirms that nutrient levels measured in frozen products come close to those found in fresh products – shortly after harvesting – and that two out of three nutrients are present in greater quantities in frozen vegetables than vegetables just three days after picking.

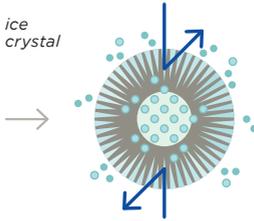
## CONVENTIONAL FREEZING

water molecule



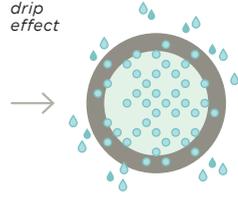
1 Water molecules in the food prior to freezing

ice crystal



2 Ice crystals near the surface expand before the entire product freezes, destroying the cell membranes as well as the nutrients and the components of the aromas in the cells

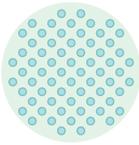
drip effect



3 After thawing, what is called dripping occurs, that is, the remaining water, nutrients and components of the aromas emerge from the cells

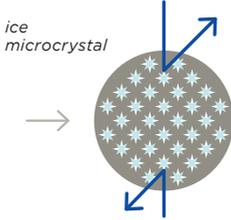
## FLASH-FREEZING<sup>2</sup> AT -35°C / STORAGE AT -18°C

water molecule



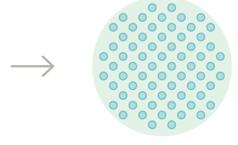
1 Molecules of water in the food prior to freezing

ice microcrystal



2 The food, respective nutrients and aromas all freeze instantly

water molecule



3 After regeneration, the molecules go back to their original state and the food maintains its freshness

The advantages of flash-freezing also apply to basic pizza dough. Thanks to the techniques of CAS (Cells Alive System),<sup>4</sup> the freshness and consistency of the original food preparation are kept intact and turn out to be perfect once baked.

A representative sample of customers that was served pizzas made on the spot, and

others that had been frozen, wasn't able to tell any difference.

The richness of nutrients of vegetal origin, a balance in the combination of the ingredients, and proper preservation, preparation and cooking methods are the foundation of a diet that positively influences our immune system, our vitality, our mood, and the way we look.

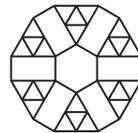
## LEARN EVEN MORE

1 Professor Ronald Pegg, University of Georgia, *Frozen produce may retain vitamins better than fresh stored.* <https://www.foodnavigator-usa.com/Article/2013/11/25/Frozen-produce-may-retain-vitamins-better-than-fresh-stored>

2 Professor Graham Bonwick, University of Chester, *Frozen fruit and vegetables may be more nutritious than fresh.* <http://bfff.co.uk/wp-content/uploads/2013/09/Leatherhead-Chester-Antioxidant-Reports-2013.pdf>

3 Web-japan.org, *The search for freezing technology that doesn't damage cells.* [http://web-japan.org/kidsweb/hitech/freezing\\_technology/002.html](http://web-japan.org/kidsweb/hitech/freezing_technology/002.html)

4 The Grimsby Institute, *New freezing technology leaves cells alive and kicking.* <https://www.foodmanufacture.co.uk/Article/2009/06/30/New-freezing-technology-leaves-cells-alive-and-kicking>



# Bella & Brava

VENEZIA

Cannaregio 4383  
+39 041 2778737

[bellabrava.it](http://bellabrava.it)

