



At Bella&Brava, we protect the nutrients,  
flavours and healthy goodness of our pizzas  
by cooking them well away from wood combustion fumes.

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

Discover its reasons for use and advantages below

### **Bella&Brava supports the advice given by renowned food scientists in scientific studies who state that the right preparation and correct cooking method results in healthier pizzas**

Have you ever wondered what those blackish spots are on many pizza bases? It is most likely soot, in other words, carbonised particulates produced by the improper combustion of certain molecules. These are hydrocarbons, also found in the smoke from chimneys and vehicle exhaust pipes.

They have a name: polycyclic aromatic hydrocarbons or PAHs.<sup>1</sup> There are a lot of them and from their labels alone your gut instinct is that you wouldn't want to eat them – a bit more Naphthalene anyone? And your gut would be right – they are known to cause cancer.<sup>2</sup> But, we do eat them – all too often.<sup>3</sup>

So how can we avoid PAHs? Well, let's turn to the experts. The issue of contaminated pizza was brought to the attention of the Italian public in October 2014 by Ber-

nardo Iovene whose report was broadcast by RAI 3. The investigation reported the opinion of Prof. Guido Perin, Toxicologist at the University of Venice, which was followed by a statement by Alberto Mantovani, Toxicologist at the National Institute of Health and member of the European Food Safety Authority.

According to these researchers a blackish pizza represents a risk similar to the fuel combusted, namely the fuel emitted, by motor vehicles.<sup>4</sup>

The investigation aimed to denounce the toxic agents produced by incorrectly operated ovens,<sup>5</sup> where residues of burnt flour stick to the soft dough placed inside for cooking. Have you ever noticed whether there are clouds of black smoke inside a wood-burning oven? These are the particulates (fine powders) of the wood combustion smoke which then settle on the food.

The tone of the report was upbeat despite the uncovering of malpractice within the industry – because the problems were avoidable. Firstly, ensure that no loose flour enters the oven and, secondly, ensure the pizza is kept away from the smoke.

## THE APPROPRIATE METHODS OF PREPARATION AND COOKING



1 The dough and the topping are produced in a controlled environment and by specialised personnel



2 They are prepared to their optimum point of cooking, in electric furnaces free from wood combustion fumes



3 After cooking, the oven is cleaned of any residue



4 Our ovens are cleaned frequently, entirely, and thoroughly

### LEARN EVEN MORE

1 Tox Town, *Polycyclic Aromatic Hydrocarbons (PAHs) are released by burning gasoline, oil, charcoal, or garbage and can cause cancer.*

[https://toxtown.nlm.nih.gov/text\\_version/chemicals.php?id=80](https://toxtown.nlm.nih.gov/text_version/chemicals.php?id=80)

2 Doctors and Scientists Against Wood Smoke Pollution, *Wood-Burning Restaurant: Polluting our public spaces.*

<https://woodsmokepollution.org/restaurants.html>

Agency for Toxic Substances and Disease Registry, *Polycyclic Aromatic Hydrocarbons (PAHs). What Health Effects Are Associated With PAH Exposure?*

<https://www.atsdr.cdc.gov/csem/pah/docs/pah.pdf>

3 Lodovici M., Dolara P., Casalini C., Ciappellano S., e Testolin G., *Polycyclic aromatic hydrocarbon contamination in the Italian diet.*

<http://www.tandfonline.com/doi/abs/10.1080/02652039509374360>

4 Bernardo Iovene, RAI, *Non bruciamo la pizza.*

<http://www.report.rai.it/dl/Report/puntata/ContentItem-f9952f0e-1a7e-4362-b3d3-5033eb1d24ed.html>

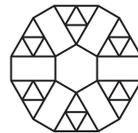
5 Pizzas cooked in a wood oven can have negligible PAH levels if (the oven) is well managed.

6 Lijinsky W., National Cancer Institute at Frederick, *The formation and occurrence of polynuclear aromatic hydrocarbons associated with food.*

<https://www.ncbi.nlm.nih.gov/pubmed/2017211>

## BELLA&BRAVA FOLLOWS A METHOD OF BAKING THAT SAFEGUARDS TASTE AND HEALTH

The result is a flavourful affordable pizza that is hydrocarbon-free. That is, free of polycyclic aromatic hydrocarbons, such as naphthalene, chrysene, pyrene, ovalene and superbenzene.<sup>6</sup>



# Bella&Brava

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