Ambasciata d'Italia Belgrado · ITA Italian Trade Agency · Associazione Pizzaiuoli Napoletani · Pizzaiuoli School · OpportunItaly — Il programma di accelerazione dell'export italiano.

PROGRAMME · APN – PIZZAIUOLI SCHOOL

Neapolitan Pizza *Masterclass*

An introduction and two masterclasses on the art of the Neapolitan pizzaiuolo

Introduction
Gianluca Pirro
President, APN

Masterclass 1
Maestro Goran Abramovic
with Marija Mosic

Masterclass 2
Maestro Crescenzo Capuozzo
with Sanja Krstic

Introduction

Gianluca Pirro · President, APN – Associazione Pizzaiuoli Napoletani

"The Art of the Neapolitan Pizzaiuolo: Tradition, Training and Inclusion"

1	**The Art and UNESCO Recognition**	• *The art of the Neapolitan pizzaiuolo and its UNESCO recognition* • *Cultural value and passing on the tradition* • *APN's role in protecting and promoting the art*
2	**The 4 Fundamental Steps**	• *Preparing the dough* • *Shaping the dough balls* • *Stretching by hand* • *Baking in the traditional Neapolitan oven*
3	**Pizzaiuoli School**	• *Training and passing on know-how* • *Promoting women in the world of pizza* • *"MARGHERITA" project – a women's format*
4	**APN – Pizzaiuoli School Project**	• *With the support of the Embassy of Italy in Belgrade and ICE Belgrade* • *Promoting the presence of women in the sector*

1 Masterclass 1

Maestro Goran Abramovic · Student Marija Mosic

" Neapolitan Pizza: Identity, Raw Materials and Territory "

I	**Raw Materials as Culture**	• *Flour and the milling tradition* • *Tomato* • *Fior di Latte and Mozzarella di Bufala Campana DOP* • *Extra virgin olive oil and basil*
II	**The Balance of the Product**	• *Hydration and softness* • *The airy cornicione* • *Melt-in-the-mouth texture and digestibility*
III	**Authenticity and Protection**	• *Authentic Neapolitan pizza versus imitations* • *The value of certifications* • *Cultural responsibility around the world*

2 Masterclass 2

Maestro Crescenzo Capuozzo · Student Sanja Krstic

" Tradition and Innovation: The Future of the Art of the Neapolitan Pizzaiuolo "

1	**Innovating Without Betraying**	• *Principles that never change: artisanal dough* • *Stretching by hand only* • *The oven at the centre* • *A direct relationship with the customer*
2	**Evolution of Doughs and Toppings**	• *Indirect methods (biga and pre-ferments)* • *Controlled high hydration* • *Temperature control with fermentation chambers* • *The concept of topping*
3	**The Global Future**	• *Exporting the art while keeping it authentic* • *International quality standards* • *Training the next generations* • *The pizzaiuolo as an ambassador of Made in Italy*