PINSAMI SHOWCASES ITS PREMIUM FROZEN LINE AT PLMA CHICAGO

From the Oval pinsa to top favorites Margherita and Cacio e Pepe: bringing authentic Italian bakery into international markets

Reggio Emilia, September 15, 2026 – At PLMA Chicago, Pinsami — the leading Italian company in the production of high-quality Pinsa — presents its **full range of frozen specialties**, featuring its versatile **frozen bases alongside its topped pinsa line**.

Building on strong international demand, Pinsami continues to strengthen its position in the frozen bakery sector, blending culinary tradition with modern, convenient formats designed for worldwide retail and foodservice operators.

What is "Pinsa"?

Pinsa is one of Italy's most successful food creations: a light and crispy crust made from a **unique blend of three flours**: wheat, rice, and soy. Compared to traditional pizza, pinsa is light, crisp on the outside, soft inside, and highly digestible — the result of a long fermentation process and careful ingredient selection.

Pinsami has played a key role in bringing this authentic Roman-inspired specialty to global consumers through its ambient, fresh, and frozen product lines.

A Versatile Frozen Range: Plain and Topped Pinsas

Pinsami's frozen line meets market needs, combining versatility with ready-to-serve convenience:

- **Oval pinsa:** The plain crust ready to be baked and topped. It offers maximum flexibility for foodservice operators and creative home chefs who want to make their own signature recipes.
- **Topped Margherita and Cacio e Pepe**: Ready-to-heat options that deliver authentic regional flavors **in just 8 minutes**. The classic Margherita provides a timeless taste experience, while the Cacio e Pepe features a creamy topping made **with Pecorino Romano PDO** and black pepper.
- **Diverse Formats for Retail and Foodservice:** To meet the demands of both home and professional kitchens, Pinsami offers a versatile range of shapes and sizes. The retail line includes the **Oval** and **Mini** pinsa, while the foodservice catalog features **Oval, Mini, Round,** and **XL** crusts.

Premium Quality and Extended Shelf Life

Made to meet international demands, Pinsami's frozen line guarantees exceptional durability when stored at -18°C: **18 months of shelf life for the plain crust and 12 months for the topped variants**. The extended shelf life ensures logistics efficiency, simplifies inventory management, and minimizes food waste.

Combined with pack formats and quick oven preparation, **the frozen line allows consumers and trade partners to enjoy authentic Italian taste without compromise** — making it an ideal solution for retail chains, distributors, and foodservice channels. To better meet international distribution needs, Pinsami also offers **an Ambient-from-Frozen line for the US market**.

A Complete Portfolio: Frozen, Ambient, and Fresh

While showcasing its frozen range at PLMA Chicago, **Pinsami continues to offer the Ambient and Fresh lines**. This approach provides retail and foodservice partners with maximum flexibility to choose the preservation method best suited to their supply chains and customer preferences.

A Proven Business Opportunity for International Retailers

For international retail and foodservice buyers, Pinsami's complete frozen line represents a concrete opportunity to expand and elevate the frozen bakery section with distinctive, 100% Made-in-Italy products that combine authenticity, operational efficiency, and broad consumer appeal.

About Pinsami

Pinsami is an Italian company based in Reggio Emilia, in the heart of the Italian Food Valley, specialized in the production of high-quality Pinsa Romana. Founded in 2017, it quickly became a market leader, serving retail and food service channels worldwide across ambient, fresh, and frozen lines. Its mission is to celebrate Italian culinary tradition by bringing a healthy, tasty, and light product to tables worldwide.