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**PURE**



**FLOUR**



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**ORGANIC & SUSTAINABLE  
FLOUR EXPERIENCE**



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[www.pureflourfromeurope.ca](http://www.pureflourfromeurope.ca)

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# What is Pure Flour from Europe?

**Pure Flour from Europe** is a project promoted by **ITALMOPA** (the Italian Association of Millers) and co-funded by the **European Union**, which aims to promote the export of **Italian and EU organic soft and durum wheat flour and organic semolina flour** in **Canada** and **the USA** focusing, above all, on a greater awareness of **the quality, uniqueness, safety and versatility of the promoted products** among chefs, restaurateurs, distribution professionals, opinion leaders and consumers.



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# From grain to flour: the European milling industry

Wheat is divided into **soft wheat**, used to produce **flour**, and **durum wheat** used to produce **semolina flour**. Approximately **47 million tons of flour** are processed each year. **This exceptional amount** makes the European Union milling industry the largest user of wheat with **a production of 600 different types of flour**.

The European milling industry guarantees the **production of high-quality organic flours**, thanks to the experience and skill of the producers: a masterful mix of tradition, combined with **cutting-edge technologies** accompanied by **constant high quality standards**.

## Uses:

Flour for bread

Flour for pasta

Flour for pizza

Flour for cakes and biscuits.



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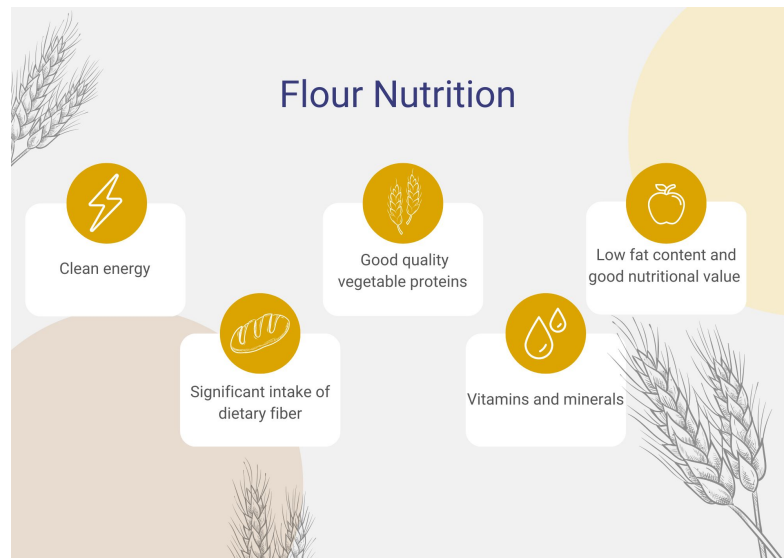
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# Flour gives nourishment

**Organic flours and organic semolina flour** provide a healthy source of nutrients that help maintain a **balanced diet**.

- clean energy from carbohydrates
- good quality vegetable proteins
- low fat content and good nutritional value
- significant intake of dietary fiber
- vitamins and minerals.



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# Flour gives nourishment

## Your guarantee of quality and safety

The European Union, and Italy in particular, have always been at the vanguard when it comes to important issues such as **food safety and quality** and their products using on **organic flour and organic semolina flour** boast **an excellent reputation worldwide**. **From the miller to the fork: quality and safety controls** are applied to **all stages of production**, from delivery of the grain to distribution.

## Traceability

The production of organic flour and organic semolina flour in the EU is controlled and recorded by a **computerized traceability system**, which allows the entire production chain of each batch of flour to be reconstructed and traced, **protecting the health** of consumers.

## Sustainability

**Grinding** is a very simple, controlled and safe production process. The EU organic **flour and semolina flour industry** continues to improve **sustainable management**, saving energy and reducing air emissions.

## Regulation

The EU milling industry has a **strict regime** and the most stringent regulations, carrying out **thousands of tests and cross-checks** through independent, accredited laboratories.



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# Recipes

## Pizza Marinara

**Recipe Type:** Pizza **Difficulty:** Easy

### INGREDIENTS

- 3 teaspoons active dried yeast (1 ½ envelopes)
- 2 cups lukewarm water
- 8 cups organic semolina flour
- 1 ½ tablespoons salt
- 2 ½ tablespoons extra virgin olive oil
- 1 can whole peeled tomatoes (about 14 oz), pureed until chunky-smooth
- oregano, to taste
- 1 clove of garlic (or more, to taste), chopped or grated
- salt, to taste
- 4 tablespoons extra virgin olive oil



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# Recipes

## Pizza Marinara

### METHOD

Dissolve the yeast in 1 ½ cups of the lukewarm water, then add it to the semolina flour, in a large bowl. Mix until smooth and well-combined. In another bowl, dissolve the salt in the remaining water, then add it to the semolina flour mixture along with the extra virgin olive oil and knead with your hands to mix all the ingredients. At this point, put the dough on a work surface dusted with a little semolina flour and continue to knead until you get an elastic dough. Place it in a floured bowl and cover with a clean cloth or cling film; leave to rise for about 8 hours until doubled.

Remove the dough from the bowl and cut it into 4 pieces. Sprinkle the work surface with a little semolina flour, and working one at a time, roll out each piece with a rolling pin. Place on a baking sheet, spread each with a quarter of the tomatoes, then sprinkle with salt, garlic and oil. Bake the pizzas for 10 - 15 minutes at 450°F, until the dough is puffed up and cooked through. Eat right away, deliciously fragrant and hot!



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# Recipes

## Cavatelli with baked cherry tomato sauce

**Recipe Type:** Fresh Pasta **Difficulty:** Moderate

### INGREDIENTS

3 cups (plus a little more if/as needed) organic semolina flour  
salt to taste

1 ¼ cups water (plus a little extra, if/as needed)

1 lb fresh cherry tomatoes

salt and pepper, to taste

1 pinch of sugar

2 tablespoons of extra virgin olive oil

1 whole or lightly smashed clove of garlic

1 Italian dried red chili pepper or pinch of dried chili flakes

3 ½ oz mozzarella, diced

fresh basil leaves, to taste, torn at just the last minute



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# Recipes

## METHOD

Place the cherry tomatoes in a pan, season with salt, pepper, a pinch of sugar and a tablespoon of olive oil.

Bake at 350-375°F for 30 minutes.

Place half of the roasted tomatoes in a blender and whirl to puree until it forms a smooth sauce.

Heat the remaining tablespoon of olive oil in a skillet with the garlic and chili pepper for a minute or so. When the garlic is golden, add the pureed tomato sauce, season with a pinch of salt and cook for five minutes.

Meanwhile, heat a large saucepan of water until boiling, then add salt and the cavatelli.

Halfway through cooking - about 2 minutes - drain and keep some of the pasta water aside.

Add the half-cooked cavatelli to the sauce in the skillet, and heat together for a minute or two, adding a ladle of the hot pasta water as you do, then add the diced mozzarella and basil.

Pour onto a platter, spoon the reserved roasted cherry tomatoes over it, and serve with love.



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# Recipes

## Chocolate Semolina Sponge Cake

**Recipe Type:** Sweet Dishes **Difficulty:** Easy

### INGREDIENTS

6 large eggs 1  $\frac{3}{4}$  cups sugar

$\frac{3}{4}$  cup sunflower or other mild vegetable/seed oil

2 cups milk

2 cartons of plain yoghurt (each 6 oz)

300 cups organic semolina flour, sifted

2 heaping tablespoons of bitter cocoa powder

sifted 2  $\frac{1}{4}$  teaspoons baking powder, sifted

1  $\frac{3}{4}$  cups chopped, toasted, almondsilcing (confectioners, also known as powdered) sugar (as desired, to sprinkle)



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# Recipes

## METHOD

Combine the eggs and sugar in a bowl and beat until the mixture is soft and fluffy. Mix in the oil and milk, and when mixed in, then add the yogurt and continue mixing.

Beat in the semolina flour, cocoa powder and baking powder, a little at a time. Finally, add the toasted, crushed almonds. Set aside while you prepare the pan.

Grease and flour a 10 inch cake pan.

Preheat the oven to 350°F.

Pour the cake batter into the prepared pan and bake for about 40-45 minutes. Test it for doneness using a skewer.

Remove from the oven, let the cake cool a few minutes. When cool enough to handle, loosen with a knife all around between the pan edges and cake; turn it over and unmold on a wire cooling rack.

Sprinkle with icing sugar and serve warm or wait until it cools.



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# Website

The website [www.pureflourfromeurope.ca](http://www.pureflourfromeurope.ca) is full of information, data and in-depth studies on the organic flour industry and related products.

There are both **traditional recipes** and **gourmet recipes** created especially for the project by famous **chefs, including Michelin-star chefs, using European organic flours and organic semolina flour**, useful tips on how to make savory and sweet dishes using organic flours, **news on cooking** from all over the world as well as a **rich calendar of scheduled events**, and **interactive games and quizzes** to enjoy.



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# Activities

The **Pure Flour from Europe project** will take part with its companies in the most important **international trade fairs** in the food and Ho.re.ca sectors. After participating in Bakery @ Sial, Pure Flour from Europe will be present at Winter Fancy Food in Las Vegas (15-17 January 2023), the Natural Products Expo in Anaheim (8-12 March 2023) and SIAL Canada in Toronto (9-11 May 2023).

**Journalists, bloggers, influencers, opinion leaders and experts are invited to participate** in important **meetings and press events**, accompanied by tastings of dishes made with organic flour and organic semolina flour, from appetizers to desserts. The campaign was presented in Las Vegas on 23 March. Two more events are planned in 2023, in Los Angeles (March) and Toronto (May).

But there is more! If you are an importer, distributor or retailer, take part in our b2b workshops. If you are a consumer, visit our exhibition stands during the many InStore promotions planned in New York, Los Angeles, Chicago, Dallas, Toronto and Montreal.

If you are an opinion leader, do not forget to submit your request to participate in the press tour that will be organized at the end of 2023.

Pure Flour from Europe is truly a **gourmet party** that everyone wants to attend!



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# Star recipes

The **Pure Flour from Europe project** collaborates with famous chefs, including Michelin-star chefs, who create **gourmet recipes using Italian and EU organic flours and organic semolina flour.**

They make their skill and knowledge of the promoted products available to consumers and professionals, through recipes for sweet and savory dishes and useful tips.

Check out the star recipes at [www.pureflourfromeurope.ca](http://www.pureflourfromeurope.ca)



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# We can't wait to involve you in this exciting project and get in touch!

## Contact us

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