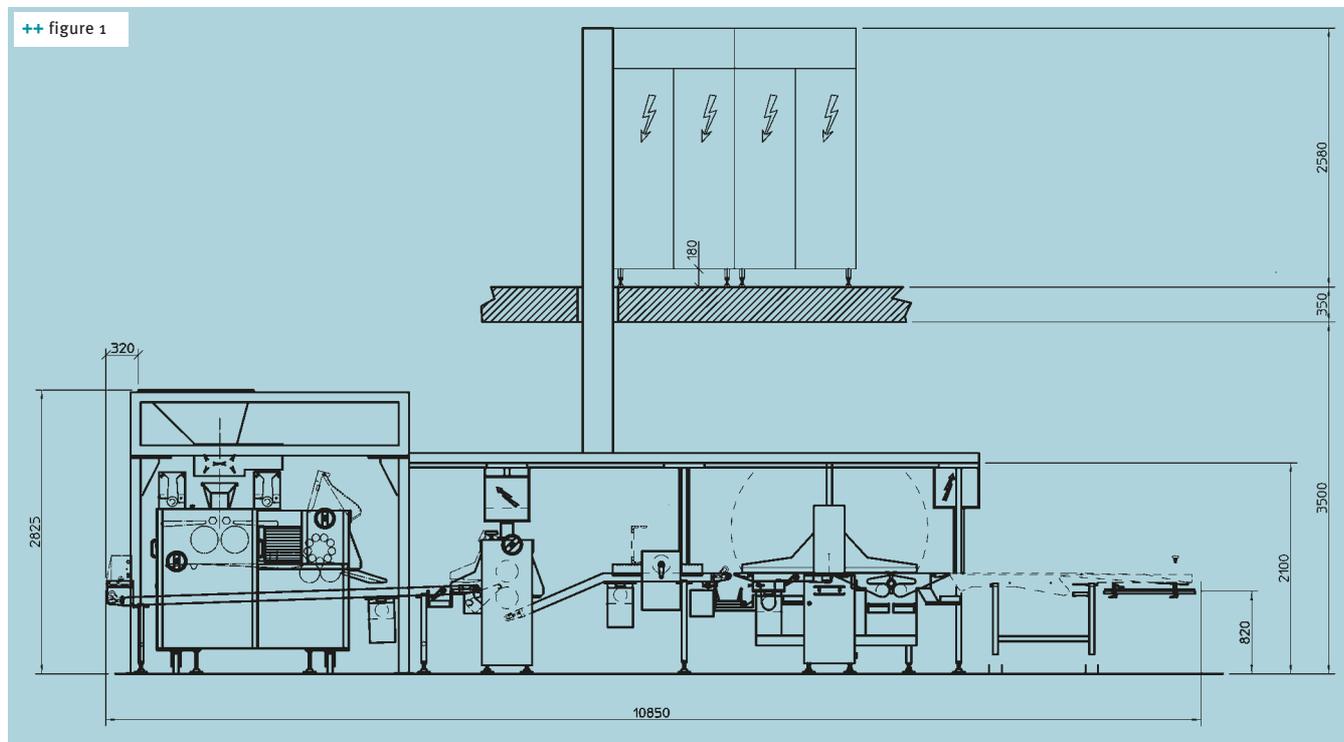


Scent of bread

ROBERT ALOISIO HAS A CLEAR CONCEPT: TRADITIONAL PRODUCTS FOR A SELECTED GROUP OF CUSTOMERS AND HIGH QUALITY SERVICE



++ figure 1
Layout of the ciabatta/
focaccia line

+ The bakery is located in Alessandria, in the middle of Lombardy and processes 20,000 kg flour each day. This is a manageable amount and Roberto Aloisio (42) hopes that this quantity will not be exceeded by much more in the future, as he wants to deliver quality and not quantity. He is the son of a family of bakers who first operated a classical artisan bakery in Liguria, near Genoa. In 1997 he founded together, with a friend and partner Franco Zorzi, the company Sapore di Pane (Scent of Bread) to provide bakery colleagues, delicatessen shops, restaurants, catering companies, small food markets and their own network of franchise shops with frozen baked products of premium quality.

The partners have now separated and the franchising enterprise is now headed by Franco Zorzi. Aloisio took over the production. This separation did no harm to sales volume and figures. Aloisio still supplies Zorzi's shops and is also currently setting up his own franchise system. The activities will stay within a radius of 150 km because Aloisio is convinced that this is the only way to keep close contact with the final customers and to respond quickly to their requests and requirements. Export customers, for example located in

Switzerland, or an important producer of salami in Italy, who offers his sausages together with a special focaccia made by Sapore di pane are serviced separately. Supermarkets, roadhouses and self-service establishments are turned down by Aloisio.

The production comprises three lines. The most important one is a ciabatta and focaccia line by Rondo Doge on an industrial scale, which processes more than 80% of the flour. The remaining flour is processed on a small bread line and a sheeter/make-up combination which can be linked to the necessary filling stations, if needed. Here the production of croissants, filled puff pastry products in mini size, called Salatini, vegetable cakes called Torta Pasqualina made from salted short dough, and Focaccia al Formaggio, a speciality made with no-yeast dough takes place.

Focaccia is the only product that Aloisio supplies in a par-baked state because; due to the high water quantity in the dough the quality will not be impaired. Bread and croissants are delivered frozen, Torta Pasqualina and Focaccia al Formaggio as ready to bake products. The main part of the production however is the ciabatta and focaccia line by Rondo Doge which deposits dough pieces on 40-60 cm



++ figure 2

Ciabatta and focaccia line

The line produces a dough band for “focaccia”, cuts it into rectangular pieces of 380 x 580 mm which are then automatically deposited onto 400 x 600 mm baking sheets by a retracting belt system. The line can also produce pizzas of different shapes and breads like ciabatta, ciabattine and zoccoletti (small ciabattas) and bocconcini.

Product 1

Focaccia on trays (1,150 g/tray)

Product 2

Ciabatta on trays (1,500 – 3,000 g/tray)

Tray size

400x600 mm.

Production capacity

from 200 to 600 trays/h

250/700 kg/h (focaccia) +++

++ figure 2

Manual finishing of the surface of focaccia

baking sheets. These pieces are then slightly pushed down with fingers to produce small dents on the surface of the focaccia. Prior to par-baking, olive oil (up to 12%) and salt are

placed into the dents. After that, tomatoes, cheese or other toppings are added. The dough made with biga (Italian pre-ferment) is dumped with a bowl lifter into a ▶

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++ figure 3

++ figure 3
Focaccia (front) can be clearly distinguished by the oil on the surface. Focaccia al Formagio (left). In the middle next to the focaccia are small salatinis made from puff pastry, behind, a Torta Pasqualina and a pizza

pre-portioning hopper. From here the dough is passed on in quantities of 10 kg to the next hopper where two hexagon rollers pull the dough out and guide it between two serrated rollers which form the dough band. Two side guides control the width of the dough band and also seal the sides of the band with their oscillating movement. In the satellite roller plant, consisting of ten top rollers and two bottom rollers the dough is sheeted in small steps to the desired final thickness. The two rollers at the bottom ensure that the steps are very small and thus extremely gentle. The dough benefits from this gentle treatment which preserves its internal texture. During the subsequent manual treatment of the dough it reacts as expected to form classical focaccia dough. Due to the gentle treatment, the dough only needs a final proofing time of 50-60 minutes. Two special rollers are used to pre-shape the dough before the guillotine cuts the dough band into pieces which are depos-

ited on 40-60 cm baking sheets and passed on to the station where the dough is given its final appearance manually.

The line displays an almost industrial performance. Up to 600 baking sheets per hour can be produced, almost 24 hours a day. Drives, bearings and other parts are designed for this high performance. During construction, emphasis was placed on quick and thorough cleaning.

If the line is not used for the production of focaccia – which is the most important product of Sapore di pane, making up about 80% of the sales – then it is used for ciabatta or similar products for which Aloisio has also found a target group of customers who prefer quality instead of quantity.

Sapore di Pane SRL

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++ figure 4
Focaccia and salatinis

++ figure 5
Roberto Aloisio



++ figure 4



++ figure 5



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