

PRESS RELEASE
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MIDLANDS MOBILE PIZZERIA IS FIRST IN UK TO BE AWARDED GLOBAL CERTIFICATION

PRESS RELEASE SUMMARY

A Midlands mobile pizzeria is the first of its kind in the UK to receive a prestigious international distinction awarded exclusively to pizzerias which follow the strict rules and traditions of classic Neapolitan pizza.

Pizzeria Bufala is not only the first mobile Pizzeria in the UK to be honoured with the prestigious seal of authenticity, it is also the only pizzeria of any kind in the local area to earn the honour.

The Neapolitan pizza was born in the 1700s as street food and its popularity spread thanks to traders who – at first on foot and later on bicycles - sold the pizzas on the city streets of Naples, Italy.

The Associazione Vera Pizza Napoletana (AVPN) is an international organisation officially established in 1984 by a group of Neapolitan people representing some of the oldest families of pizza makers, seeking to cultivate the culinary art of making Neapolitan pizza. The association was officially established by the Italian government as a denomination of control (DOC), a designation that made AVPN a legal entity able to give special designation to pizzerias meeting strict requirements that respect the tradition of the art of Neapolitan pizza making.

AVPN accreditation is a challenging and long journey for a pizza maker. The organisation's Neapolitan method of making pizza has been certified by UNESCO as "Intangible Cultural Heritage". Pizzerias face a series of theoretical and practical assessments and inspections whilst making traditional Neapolitan pizza in order to become certified and must follow the strict international regulations.

Derbyshire-based Pizzaiolo Verace (True Pizza Maker) Thomas Mackey learned the art of Pizza Napoletana at the Associazione Verace Pizza Napoletana (AVPN) itself in Naples, Italy, where he trained under Maestro Enzo Esposito, the great grandson of Raffaele Esposito, who created the first Margherita Pizza in 1889.

Thomas started Pizzeria Bufala in 2021 and has rapidly established the business as the top provider of pizzas in Burton and Swadlincote. Pizzeria Bufala is the highest customer-rated restaurant on Just Eat in the area.

Not only do Pizzeria Bufala's pizzas taste divine, the company's vintage Citroen HY van is a real head-turner and is proving to be hugely popular at weddings and events. Originally built in 1965 and imported from France in 2021 to be beautifully restored in the Essex, UK by Food Truck Masters over a period of six months, the Citroen features an original 1.9 petrol engine and, on a good day, can reach speeds of 40mph downhill.

You can often find Pizzeria Bufala at The Wheel Inn Public House in Midway but can also be ordered online, Justeast, Deliveroo, Ubereats and booked for private weddings and events.

PRESS RELEASE QUOTES

"We observed the phenomenon of food trucks with great curiosity and we carefully studied a trend which, starting from the USA, has quickly spread globally" - explains **Antonio Pace, President of AVPN, Naples, Italy**.

"Pizzeria Bufala is all about authentic Neapolitan pizza. You won't find a thin and crispy or deep pan pizza on our menu. Authentic Neapolitan pizzas are soft, meaning the slice cannot to hold its own weight which is why many customers choose to fold the slice or use cutlery" says **Thomas Mackey, Pizzaiolo Verace**

"Neapolitan pizza is famous for its easy digestibility. Our dough is made each day in our temperature controlled kitchen and only five ingredients are used; flour, water, salt, fresh yeast and passion and is proved for a minimum of 24 hours." **Thomas Mackey, Pizzaiolo Verace**

Fellow AVPN Graduates were quick to heap praise onto Thomas's achievements:

"Pizzeria Bufala is The UK's first certified pizzeria on the road and rightly so. The people of the Midlands are incredibly lucky to have some of the best pizza around on their doorstep" exclaimed **Jason Rea, Pizzaiolo in Dublin, Ireland**.

South Wales based Pizzaiolo Gareth George was also keen to acknowledge Thomas's achievements saying "Thomas and I share the same passion for protecting the true "Vera" pizza of Naples and his dedication to the art has paid off. Being recognised by the AVPN is a sign of elite quality and is not easily achieved. Hopefully being the first on the road in the UK will be the beginning of pizza trucks setting the standards for Neapolitan pizza".

NOTES TO EDITOR

- Images are available to download for press use. <https://www.pizzeriabufala.com/press>
- Certification can be verified online <https://www.pizzanapoletana.org/en/associati/953-bufala>
- Pizzeria Bufala currently operates across the Midlands with locations advertised online.
- Pre-ordering online is strongly advised to avoid disappointment, we sell out of dough most nights.
- Pizzeria Bufala specialises in Weddings and Events.
- Authentic Italian ingredients and recipes are used so do not expect to find pineapple on the menu.
- Pizzeria Bufala is currently the highest customer rated restaurant on Just Eat in Swadlincote and Burton on Trent. <https://www.just-eat.co.uk/restaurants-pizzeria-bufala-woodville/reviews>
- Interviews, further imagery, and pizza may be available on request.
- Facebook 126,000 followers, Instagram 5000 followers

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