



The art of making pizza
meets the organic



“ We really believe that our job has a great social value and thanking to the organic bases for pizza we succeed in bringing the best possible quality on the microrestoration.
The quality of an aliment simple and complete as pizza, healthy because totally organic, is finally reachable by everyone. ”

The starting point? A good project

The company “Le Basi” was born in 2011 in the botanical and faunistic protected area of San Vito Arcofiato in the surroundings of Camerino.

Marco Tomasi got his degree in herbalist techniques at the University of Agriculture in Ancona.

Paolo Gasparoni, the other member of the company, is a chef and “pizzaiolo” who got his degree in the hotel management institute in Senigallia, who owned a pizzeria and delicatessen shop in the city center of Ancona.

As a seed that finds its habitat in a fertile soil, working together mixing the competences and abilities up, the project naturally develops and starts. Nowadays **“Le Basi” is a farm, registered in the organic agriculture form, where medical herbs and cereals are grown, where poultry and sheep are bred.**

Our transformation lab, located in the farm itself, produces bases for organic pizzas, pre cooked and packed in protective atmosphere, using mainly our own products.

We keep direct relationships with other farms, giving the most value to the local products and paying the right price for the goods.

We can guarantee the lowest environmental area impact and, above all, we create a sort of social area network.





Why choosing organic?

The organic method of producing, the only one described in European regulations defining what is possible and impossible to do during the whole aliment production cycle, is the most complete one guaranteeing the health of the final consumer.

The organic agriculture involves all the agricultural systems promoting healthy way of production, both from a social and economic and environmental point of view.

The wellness principle

The organic agriculture has the aim of producing aliments of a very high quality being nutritious, contributing in preventing illnesses and guaranteeing health.

For this reason the organic agriculture avoids fertilizers, pesticides, vet medicines and alimentary supplements that can cause damages to our health.

The ecology and equity principle

Those who produce, transform, sell organic products have to protect and act in order to benefit the common wellness, of the environment, of the landscape, of the climate, of the habitat, of the biodiversity and the energy sources (water and air).

Animals are bred in conditions due to guarantee their physiology, their natural behavior and wellness.

The natural and environmental sources used to produce and to be consumed should be managed in a social and ecological correct way, in order to respect the future generations.

Those who are involved in the organic agriculture, do not only grow aliments but, above all, human relationships in order to assure social justice for everybody and everywhere : farmers, workers, transformers, sellers, shop keepers and consumers.

Equity needs that the producing, distributing and market systems are transparent, right regarding the real social and environmental costs.

All the activities here reported are ruled by a national law (D.M. n° 91737 – 18th July 2001) that transpose a European directive (CEE rule n. 209/91, substituted by the CE rule n. 834/2007 – 28th June 2007).

How do we prepare our bases?

The base of our pizza is **made of organic and controlled products only**, with no pesticides, gmo, herbicides and as much as possible at **kilometer zero**. The doughs respect the old traditions of bakery and have **long times of rising**.

The mixture of high quality ingredients and a precise and old technique let the organoleptic quality of every single element composing our products increase.

In a pizzeria the hardest job is the one that goes from the dough making to its perfect rising. This phase needs a lot of attention and professionalism because **a good dough is the result of the enzymes and live yeast** work that, for their role, react in a different way to environmental factors as temperature, humidity, water hardness, dough structure and salinity.

Cooking a pizza before or after the complete development of this phase means to have a product not completely mature or acid. And that's why **we, ourselves, take care of this phase, keeping it under strict control, offering, therefore, an organic product always perfect and constant**.

Beside the normal soft wheat pizza, we can offer pizzas made of integral spelt, whole wheat, of hard wheat, multi cereals and hemp.

Does our pizza cost more than the others?

It's true, producing with high organic standards in respect of the environment and of people costs more, but we consider it the only way to work with our products so important for the health of our planet and of our wellness.

In absolute terms, the differences of pricing in our organic pizzas is really low, with just a few more, you can have the best possible for yourselves and for the future generations, respecting humankind and environment.

All the ingredients in our products come from organic certified farms. The consumers can find, therefore, the best guaranteed quality of a top standard product.



Would you like to open
a pizzeria in franchising?

Be a member of our team and open a pizzeria in Italy or abroad!

To open an organic pizzeria with our name “Le Basi” we can offer a membership contract, with no entry fee. The membership offers the advantage to work on the same page following the same principles for reaching the same targets, with the guarantee of a certified and tested farm that can give not only the raw products but, above all, the correct assistance and consulting.

In this way all the members of the project give their best and help everyone in succeeding with the project itself. The only thing we ask to our members is to use our bases for producing pizzas.

What we offer you

In order to manage the opening and conduction of a biological pizzeria take away, we offer you:

- **Filling forms consulting for opening a shop**, for getting the certification for the organic path to be followed.
- **Consulting in finding the right place**, the right size and the right furniture for your shop and the assistance in its opening.
- **Technical tutoring** for reaching the high quality standard in your pizzas.
- **Commercial and managing consulting** for a correct relationship with the clients and the promotion of the activity.
- **Brand promotion and communication materials** provision both inside the shop and in our project and in the “organic” world.
- **Strict selection for the biological ingredients.**
- **Furniture and elements used in the pizzeria** should be in accordance with the biological ideals, natural and, as much as possible, recyclable.
- **Computer assistance** for a continue communication between the company and the members.



The membership vantages

The organic is nowadays spread all over Italy, but **the ORGANIC PIZZA TAKE AWAY is a national exclusive product of “Le Basi”**.

Thanking to our membership and to our bases:

- **You don't need a specialized pizzaiolo**, but only persons who want to improve their life, working for a project that gives them all the opportunities.
- **The producing activity is very easy**: the dough and its rising are guaranteed by us, you have a pre cooked product with all the organoleptic qualities with the right taste.
- **There's no waste of products**, the pizzas are always ready to be cooked, regardless the consuming previsions and the number of clients.

Do you want to invest your money? We manage your pizzeria!

We can also offer managing contract for a pizzeria, if you want to invest your money in an intelligent way, helping people and the environment where we live.



“ We let quality be the key point of our project and our target is to let it be reachable for everyone. We directly control the raw materials and all the working phases in order to guarantee the best quality of our pizzas and we do it with passion and love. ”

Le Basi, our vision for the future.

The organic market both in Italy and abroad tends to increase constantly in the last years. **Our target is to be ready for all the chances offered by an increasing market,** working for promoting our product and our brand with a sort of communication able to give the right value not only to our product but, above all, to our way of thinking and the organic way of living.



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