



CATALOGUE
FRESH PRODUCT



CERTIFIED ROMAGNA WHEAT

wheat is the first and main ingredient of our work

JUST AS IT USED TO BE

At **Riccione Piadina** we have a real devotion to wheat and we treat it exactly as our grandparents would. My grandmother used to go into the field after the harvest and glean what was left on the ground, then she would grind it in the town mill, at home she would mix it with water and lard and patiently wait for the dough to mature becoming elastic and compact.

We want to allow everyone to experience the taste of this extraordinary fruit of the earth, which grows in the typical Romagna soil, humid and mild, close to the sea, which gives us the main ingredient of the **real Piadina Romagnola**.

SUPPLY CHAIN CERTIFICATION

Today the soft wheat we have chosen for our piadina has a **supply chain certification** and it is **exclusively certified Romagna wheat**.

The goal is to create value for farmers, improve environmental sustainability and give consumers more certainty about the origin of raw materials.

In order to have certain data on traceability, the companies involved in the project are required to report all data. Starting from the cadastral situation and the quantity of seeds used, the companies provide information about treatments and fertilizations of the **cultivated fields, up to the final numbers of threshing**.

In this way, the ones in charge of control can **verify that the harvest does not exceed what was sown**, clearly taking into account the environmental situations and the yield of that year's harvest.

Even the processing of wheat and its transformation into flour are carried out following **specific tested phases** in order to avoid cross-contamination.



EXCELLENT RAW MATERIALS

100% Italian ingredients

We have always been seeking for top quality and we only use the best raw materials.

FLOUR

It is obtained only from **Romagna wheat with ISO 22005 certification**, grown and processed by companies in Romagna involved in a program that provides for the reporting of each phase of wheat cultivation and of wheat cultivation and compliance with specific safety and quality standards and safety and quality standards and precise control by the competent bodies.

Only 10% of the wheat becomes the flour chosen for our piadine and it is the most valuable part, white and fragrant, selected for its low ash value equal to 0.45% (well below the maximum value of 0.55% according to the current laws and regulations) and strength W of 190, which indicates an average capacity of water absorption and which makes the piadina extremely soft and fragrant

EXTRA VIRGIN OLIVE OIL

Extracted from the sole pressing of the olive by mechanical methods, with acidity lower than 0,8%. Being rich in polyphenols it has antioxidant properties that make it the centerpiece of the Mediterranean diet.

The novelty of piadina with extra virgin olive oil is the sunflower oil, rich in fatty acids sunflower oil, rich in unsaturated fatty acids and useful for heart health. Thanks to this ingredient, piadina is **even more Italian**.

PORK FAT

For our piadina PGI we strongly wanted a **high quality pork fat**, obtained from pigs strictly bred in Italy and subjected to controls at every stage of their lives.

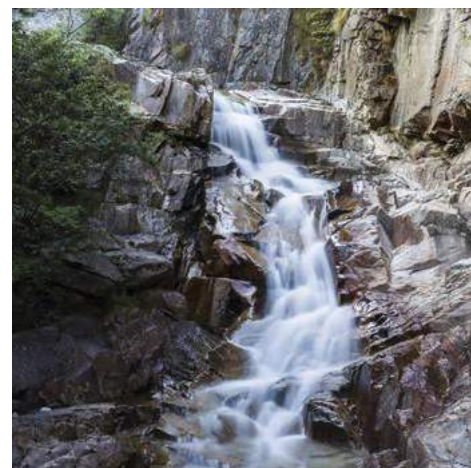
WATER

It comes from **local water sources**. The main source is the dam of Ridracoli dam, in the province of Forlì-Cesena. It is crystalline and **rich in mineral salts**.

SEA SALT

It is obtained from the **saltworks of Sardinia**.

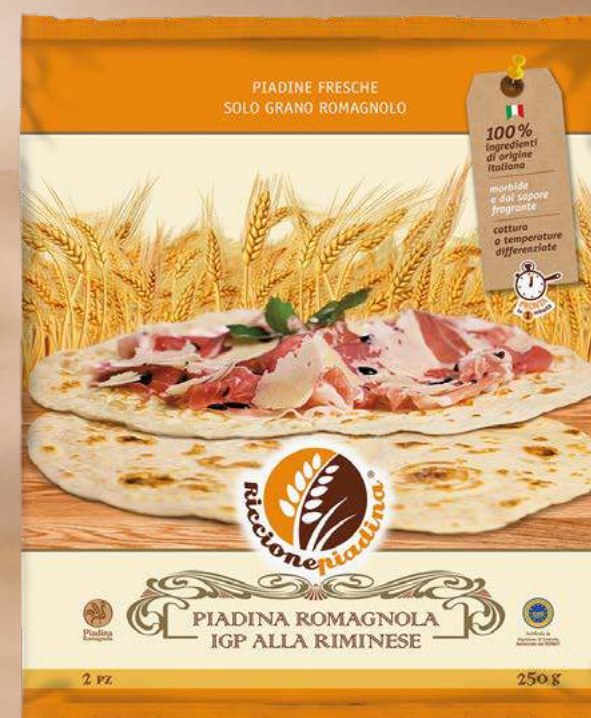
Choosing Italian salt is further confirmation of how much we care about our territory and our economy.



PIADINA ROMAGNOLA PGI RIMINESE STYLE

“The most loved by Italians”

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- SOFT AND FRAGRANT
- COOKED AT DIFFERENT TEMPERATURES
- PGI CERTIFIED



PIADINA ROMAGNOLA PGI ALLA RIMINESE BY RICCIONE PIADINA is “the most loved by Italians”, the “classic” par excellence, made according to the tradition of Romagna.

It is our first piadina, the one that wrote the history of Riccione Piadina!

CERTIFIED ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

- **Soft wheat flour**, grown in Romagna and with supply chain certification;
- **Water** from local springs;
- **Lard** from pigs bred in Italy;
- **Salt** from Sardinia;
- **Leavening agents** of Italian origin.

COOKING AT DIFFERENT TEMPERATURES

Choosing the perfect time for cooking after the **right resting time**, is the magic touch of our daily production.

Inspired by the tradition of Romagna, when piadine are cooked on the stoves of our grandmothers, we have made a **special oven** where our piadina **are pre-cooked at different temperatures**

This allows them to swell and flake. That's why they are so **soft and fluffy!**

CERTIFIED PGI

Proud to respect the regulations that enhance the territory! For us, being PGI is a source of pride, a **prestigious award**. We deeply believe in the importance of the PGI and we have always been in the front line always been in the forefront fighting to **certify and protect the Piadina Romagnola**, a product increasingly appreciated and known in the world!

Why is it called PGI “alla Riminese”? Because this is the piadina thin, typical of the southern areas of Romagna

PIADINA ROMAGNOLA PGI “LA SPESSA”

The Piadina of the inland of Romagna

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- RICH AND TRADITIONAL FLAVOUR
- FRAGRANT AND CRUMBLY
- IDEAL AS BREAD SUBSTITUTE
- IDEAL AS PIZZA DOUGH
- COOKED AT DIFFERENT TEMPERATURES
- PGI CERTIFIED



PIADINA ROMAGNOLA PGI “LA SPESSA” BY RICCIONE PIADINA, you just can't do without it! Who tastes it, immediately falls in love: thanks to the new processing method it is even more tasty and fragrant, just **unique and delicious**

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RICH IN FLAVOUR

Piadina “spessa” is typical from the area of north Romagna and the inland, it is characterized by a rich flavour, ready to bite! It is ideal for flavory dishes like cold cuts from the inland, roasted meet and fish soups. Good also as it is: ideal as a bread substitute on your table every day.

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Why is it called PGI “alla Riminese”? Because this is the piadina thin, typical of the southern areas of Romagna

PIADINA WITH EXTRA VIRGIN OLIVE OIL

The piadina without any animal fat

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- SOFT AND FRAGRANT
- WITH EXTRA VIRGIN OLIVE OIL 3%
- COOKED AT DIFFERENT TEMPERATURES
- SUITABLE FOR VEGETARIAN AND VEGAN DIET



PIADINA WITH EXTRA VIRGIN OLIVE OIL BY RICCIONE PIADINA

The classical piadina is, according to the tradition, also with extra virgin olive oil, without animal fat, lighter than the traditional version with the same taste.

CERTIFIED ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

- **Soft wheat flour**, grown in Romagna and with supply chain certification;
- **Water** from local springs;
- **Extra virgin olive oil** for a soft and tasty piadina;
- **Sunflower oil** of Italian origin
- **Salt** from Sardinia;
- **Leavening agents** of Italian origin.

COOKING AT DIFFERENT TEMPERATURES

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A LONG SELLING HISTORY

Our piadina with extra virgin olive oil is **selling more and more**: it is unmissable in the fridges of the supermarkets, required by the consumers who look for a healthier diet and for those who follow a **vegan or vegetarian diet**.

bio

PIADINA ROMAGNOLA PGI RIMINESE STYLE ORGANIC

Piadina with flour type "1"

- CERTIFIED ORGANIC EMILIA ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- SOFT WHEAT FLOUR TYPE 1
- WITH EXTRA VIRGIN OLIVE OIL 9%
- RUSTIC AND GENUINE FLAVOUR
- COOKED AT DIFFERENT TEMPERATURES
- CERTIFIED PGI
- SUITABLE FOR VEGETARIAN AND VEGAN DIET



RICCIONE PIADINA ORGANIC combines the best of the nature and mixes it wisely to make you taste genuine and special piadina

RUSTIC AND GENUINE FLAVOUR

Our organic piadina and softer easy to digest, thanks to low fat and salt content (compared to a traditional piadina), and it is ideal to create recipes with traditional flavors. This Piadina with its rustic and genuine flavor will amaze you with its softness. Good also as it is: ideal as a bread substitute on your table every day.

CERTIFIED EMILIA ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

We have always put a great attention to **environmental and social sustainability**, for our organic products we have chosen natural ingredient, without any herbicide or fertilizer, respecting the environment and **taking care of the consumers and of the producers**

- **Soft wheat flour type "1"**, as in the tradition;
- **Water** from local springs;
- **Organic Italian Extra virgin olive oil** for a soft and tasty piadina;
- **Salt** from Sardinia;
- **Leavening agents** of Italian origin.

COOKING AT DIFFERENT TEMPERATURES

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CERTIFIED PGI

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bio

ORGANIC WHOLE WHEAT PIADINA 100% WHOLE WHEAT, 100% ORGANIC

The piadina rich in fibers

- CERTIFIED ORGANIC EMILIA ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- 100% WHOLE WHEAT
- WITH EXTRA VIRGIN OLIVE OIL 3%
- SOFTER
- RICH IN FIBER
- COOKED AT DIFFERENT TEMPERATURES
- SUITABLE FOR VEGETARIAN AND VEGAN DIET



RICCIONE PIADINA ORGANIC combines the best of the nature and mixes it wisely to make you taste genuine and special piadina

100% WHOLEWHEAT, 100% ORGANIC

An unmatched whole wheat Piadina so soft and scented!

Created for the lovers of natural flavours, with 100% whole wheat flours, rich in fibers, vitamins and mineral salts thank to wheat germ.

Our organic piadina and softer easy to digest, thanks to low fat and salt content (compared to a traditional piadina), and it is ideal to create recipes with traditional flavors.

Ideal for clients who look for an healthier diet and prefer a vegan or vegetarian diet.

CERTIFIED EMILIA ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

We have always put a great attention to **environmental and social sustainability**, for our organic products we have chosen natural ingredient, without any herbicide or fertilizer, respecting the environment and **taking care of the consumers and of the producers**

- **Whole wheat flour** preserving the characteristics of the soft wheat and its nutritional values
- **Water** from local springs;
- **Organic Italian Extra virgin olive oil** for a soft and tasty piadina;
- **Sunflower oil**, Italian and Organic
- **Salt** from Sardinia;
- **Leavening agents** of Italian origin.

COOKING AT DIFFERENT TEMPERATURES

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bio

RICCIONE PIADINA ORGANIC KAMUT

The Piadina "Zero"

- THE PIADINA "ZERO"
- ZERO SALT, ZERO LEAVENING AGENTS, ZERO FAT
- CERTIFIED ORGANIC KAMUT FLOUR
- INNOVATIVE AND LIGHT
- COOKED AT DIFFERENT TEMPERATURES
- SUITABLE FOR VEGETARIAN AND VEGAN DIET



RICCIONE PIADINA ORGANIC combines the best of the nature and mixes it wisely to make you taste genuine and special piadina

ZERO SALT... 100% LIGHT AND TASTEFUL!

Thanks to our research we have created the piadina with Khorasan Kamut flour, the first "zero piadina" ever made: ZERO salt, ZERO leavening agents, ZERO added fat... simple and tasty!

An innovative and light piadina, with a delicate flavour, soft, fragrant and ideal with every filling!

Ideal for clients who look for a healthier diet and prefer a vegan or vegetarian diet.

KHORASAN KAMUT WHEAT

It is an ancient product that can only be organic, without any genetic modifications and has to stick to high standard of quality, purity, and nutritional values. The word "kamut" comes from the ancient Egyptian and it means wheat. Appreciated for its high-protein content (compared to the normal wheat), the KAMUT Khorasan wheat is source of amino acid, vitamins and minerals such as magnesium and selenium.

JUST TWO INGREDIENTS

We have always put a great attention to **environmental and social sustainability**, for our organic products we have chosen natural ingredient, without any herbicide or fertilizer, respecting the environment and **taking care of the consumers and of the producers.**

For this recipe we have only used two ingredients:

- Kamut Khorasan flour
- Water from local springs;

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PROTEIN PIADINA

High-protein piadina

- HIGH FIBRE CONTENT
- SUITABLE FOR VEGETARIANS AND VEGANS
- EXCELLENT FOR SPORTS ACTIVITIES
- COOKED AT DIFFERENT TEMPERATURES



RICCIONE PIADINA'S HIGH-PROTEIN PIADINA

Replacing bread with piadina appeals to many, but if you want to drastically cut down on saturated fats (the bad ones) and increase your protein intake, RICCIONE HIGH-PROTEIN PIADINA is the best substitute for traditional piadina from Romagna.

We could call it a "zero (guilt) piadina".

IRRESISTIBLE TASTE

An irresistible, full flavour and as soft as a traditional Piadina Romagnola, with the added crunchiness of the seeds in the recipe.

Made using only natural ingredients and almost no saturated fats, which are present only in small quantities.

Besides giving a full flavour and also having great satiating properties, the seeds in the recipe are a small treasure trove of antioxidants, useful for helping the body to reduce oxidative stress and hence, cell damage.

EXCELLENT FOR SPORTS PEOPLE AND VEGANS

Only 11% carbohydrates, of which 1.5g sugars, 26g of protein per piece (125g) and a good 8.5g of dietary fibre, which, by absorbing a lot of water, increases in volume and causes a greater sense of fullness. It also binds to fat molecules, thereby considerably reducing their absorption. This is a product for those who practise sport, but also for those who have decided to exclude animal products from their diet.

COOKED AT DIFFERENT TEMPERATURES

Choosing the perfect time to cook the dough after it has rested properly is the magic touch in our daily production.

Inspired by the traditions of Romagna, when piadina was cooked on grandmothers' stoves, we have had a special oven built where all our piadina is pre-cooked at different temperatures.

This means they can puff up and flake. That's why they are so soft and fluffy!

FORNARINA WITH ROSEMARY

Brilliant and unique

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- TRADITIONAL FOCACCIA FROM ROMAGNA
- SOFT AND FRAGRANT, WITH AN UNMATCHED FLAVOR
- GOOD WITH EVERY FILLING
- A NEW MARKET NICHE
- COOK IT AS A PIADINA



LA FORNARINA BY RICCIONE PIADINA, the unexpected focaccia! With rosemary and extra virgin olive oil, ready to cook on a pan like the piadina.

Trendy: eaten in the Romagna beach restaurants, with your feet in the sand!

UNMATCHED

You can taste it with mortadella or burrata, or why not, a nice fish recipe!

Fornarina **goes along well with everything**, enhances every flavor and it is also good as it is!

COOK IT AS A PIADINA

You can cook it as a Piadina, on a hotplate, or on our made in Italy pan, turning it every 15 seconds for a 1 or 2 minutes. The consumer will easily cook it and enjoy it!

SOFT AND FRAGRANT

A **unique flavour** that will amaze you. The fornarina will enchant you after the first bite!

A MARKET OPPORTUNITY

Brilliant and unique: the Fornarina by Riccione Piadina opens you a world of possibilities. Its presence in your supermarket will make your turnover increase

CERTIFIED ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

- **Soft wheat flour**, grown in Romagna and with supply chain certification;
- **Water** from local springs;
- **Lard** from pigs bred in Italy;
- **Extra virgin olive oil** for a soft and tasty piadina;
- **Rosemary**
- **Salt** from Sardinia;
- **Leavening agents** of Italian origin.

THE PERFECT RESTING TIME

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PIADINA SFOGLIATA, THE MOST DELICIOUS

The crunchy and soft piadina

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- RICH TASTE, UNEXPECTED TEXTURE
- FRAGRANT
- DIFFERENT FROM ALL THE OTHERS
- A NEW MARKET NICHE



PIADINA SFOGLIATA BY RICCIONE PIADINA

The special occasion piadina, just like the one made by the grandma, with many tasty layers!

THE CRUCHY AND SOFT PIADINA

Incredibly tasty, the dough rests for the right amount of time and with the right heat: in this way the piadina has many delicious layers. That's why it is crunchy and soft at the same time.

DELICIOUS IN EVERY RECIPE

Ideal to go along with traditional recipes with a trendy touch! The piadina of the special occasions!

FRAGRANT

Ideal to be filled or to be eaten as it is

A MARKET OPPORTUNITY

A new piadina, with an ancient flavor for those who want to re-discover past recipes. Different from all the others, unmissable in your fridges.

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- **Lard** from pigs bred in Italy;
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- **Salt** from Sardinia;
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SFOGLIATINE, SIMPLY DIFFERENT

For high-quality finger foods

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- IDEAL FOR BRUNCH AND APERTIF
- CRUNCHY AND SOFT AT THE SAME TIME
- DIFFERENT FROM ALL THE OTHERS
- INNOVATIVE AND SPACE SAVING PACKAGING
- SMALL SPACE, BIG TASTE



SFOGLIATINE BY RICCIONE PIADINA are unique as they are crunchy on the outside, and soft on the inside.

Delicious and ideal to give a special gourmet touch to your aperitif, brunch with friends and family. Use them to create delicious top quality finger food! Their format and their rich and fragrant taste make them totally stand out.

THE CRUCHY AND SOFT PIADINA

Incredibly tasty, the dough rests for the right amount of time and with the right heat: in this way the piadina has many delicious layers. That's why it is crunchy and soft at the same time.

SPACESAVING PACKAGE

The maximum of the taste in a clever package. Thanks to the small dimensions you can fit 4 packages in the space normally taken by 1 package: their great identity will make your turnover multiply by four!

A MARKET OPPORTUNITY

They address a different market niche, to satisfy demanding clients, who want to bring on the table a unique taste combined with the Romagna tradition.

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LE MERAVIGLIE, LE MINI PIADINE

The piadina beloved by the children

- CERTIFIED ROMAGNA WHEAT
- INGREDIENTS 100% OF ITALIAN ORIGIN
- SPACE SAVING PACKAGE
- SOFT AND FRAGRANT
- COOKED AT DIFFERENT TEMPERATURES
- IDEAL FOR SNACKS AND APERITIFS



LE MERAVIGLIE BY RICCIONE PIADINA are born from our Riccione Piadina PGI Classica. The same recipe as Riccione Piadina PGI “Riminese style”, but in its baby version.

NOT JUST FOR CHILDREN

The Meraviglie are funny, original and tasty! Ideal for you children' snack, to celebrate a birthday, or to create small and delicious desserts. Try it with your friends, for a tasty aperitif together with cold cuts and cheese of your region! Thought for the children, **beloved by everybody!**

SPACE SAVING PACKAGING

The Meraviglie, thanks to their dimensions (12 cm diameter x 8 mini piadina per package) have a space saving and fresh saving package: the package is thought in a way that can be opened into 2 portions of 4 mini piadina each.

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CASSONE ROMAGNOLO, READY TO EAT

The filled piadina with a hot and stringy heart

- CERTIFIED ROMAGNA WHEAT
- TYPICAL RECIPE OF ROMAGNA
- SIMPLE: IT IS JUST READY
- GOOD ALL AROUND THE CLOCK



CASSONE ROMAGNOLO BY RICCIONE PIADINA

What is cassone romagnolo?

It is a piadina with a hot and stringy heart, perfect for every occasion.

Available in 3 different taste:

- **Tomato and Mozzarella**
- **Wild herbs and Mozzarella**
- **Cooked ham and Mozzarella**

No stress: you do not have to look for the filling, we have done it!

EASY TO COOK

Everybody can cook it.

Just put it on our "testo", on a non-sticking pan or in the oven.

FAST!

Ready in 4 minutes

Ideal for when you do not have time, a lot of hunger and do not want to miss the taste

VERSATILE!

Good all around the clock

Lunch, snack, dinner, you just need a little hunger

CERTIFIED ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

The ingredients are the same used for our Riminese style piadina PGI

- **Soft wheat flour**, grown in Romagna and with supply chain certification;
- **Water** from local springs;
- **Lard** from pigs bred in Italy;
- **Salt** from Sardinia;
- **Leavening agents** of Italian origin.



PIADINA GLUTEN FREE, NATURALLY LACTOSE FREE

The taste of a real piadina, gluten free

- DELICIOUS GLUTEN FREE
- NATURALLY LACTOSE FREE
- CERTIFIED AIC
- SOFT AND FRAGRANT
- SUITABLE FOR VEGETARIAN AND VEGAN DIET
- EASY TO ROLL



OUR GLUTEN-FREE PRODUCTS

The quality of our traditional piadina also in the version gluten-free version with Extra Virgin Olive Oil. A soft piadina created thanks to the constant search for **high-quality ingredients**.

Always dedicated to the needs of consumers, we have treasured all their advice to create our gluten-free products.

We have dedicated a special part of our plant to the production of the Gluten Free line in a special part of our plant, where the risk of contamination is absent and we can guarantee safe food.

With our Gluten Free line everyone will have the opportunity to eat a piadina as good as the traditional one.

All our gluten-free products are naturally lactose-free and suitable for those who follow a **vegetarian and vegan diet**.

CERTIFIED AIC

All Riccione Piadina GLUTEN-FREE products are AIC CERTIFIED

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OUR TESTO ROMAGNOLO

The ideal utensil for cooking piadina



INCREASE IN SALES IN 2021

POS ADHERING TO THE PROMO

CONSUMERS WHO COOK PIADINA USING OUR TESTO OR HOTPLATE

A Testo Romagnolo, a hotplate typical of our region's tradition, is the ideal utensil for cooking piadina at its best; it's a premium-quality, Teflon-coated aluminium plate that weighs 1.2 kg and is 100% Made in Italy.

Our Testo Romagnolo is versatile, in fact in addition to piadina, it can be used to cook vegetables, meat and fish.



VEGETABLES

MEAT

FISH

COOKING INSTRUCTIONS

A few simple steps

Riccione Piadina's Test Romagnolo for traditional and induction cookers is the only utensil that can perfectly cook all our piadinas, cassoni and fornarinas evenly, quickly and perfectly and they don't need to be greased beforehand.

Excellent cooking releases all the goodness of our products.



1. Heat the Testo Romagnolo (or a non-stick pan) for at least 2 minutes, without greasing it.

When hot, lower the heat and place the piadina on top.



2. Cook the piadina for about 1 minute, turning it every 15 seconds to get a perfect cooking. Should you prefer it crispy, increase the cooking time.



3. Once cooked, remove it from the Testo Romagnolo (or from the non-stick pan). Stuff it as you prefer and heat it for another 15-20 sec. to improve the flavor.

THE STRENGTHS OF A TESTO ROMAGNOLO

Why buy one?



TEFLON-COATED ALUMINIUM



ROBUST AND RESISTANT



COOK WITHOUT OIL



100% MADE IN ITALY

TESTO ROMAGNOLO PROMOTION

Activate it at your point of sale



OUR PROMOTION

Excellent cooking helps to boost customer loyalty. The "Testo Promo" is an immediate promotional activity, does not require a hostess, is very popular with customers and has been tried-and-tested over the years



HOW IT WORKS

By purchasing a package of his or her choice of Riccione Piadina the customer will be able to buy (with a special price) the Romagna Pan for **traditional stoves** and the Romagna Pan for **induction stoves**.



DISPLAY STAND

We will send you a colourful Testo Romagnolo display stand with simple assembly instructions.



RESTOCKING

There is no minimum number of piadinas required to activate the Promo



HOT TO COOK



PROPER DISPLAY

to increase the selling performances

ROMAGNA PAN OFFER

Display for Romagna Pan of traditional or induction stove



PROMOTIONAL FRIDGES

Available

80x70 / 100x100 / 150x100 / 200x100

Fridge + Romagna Pan display for traditional or induction stove



PROMOTIONAL FRIDGE WITH EXTRA ROMAGNA PAN DISPLAY

Fridge + Romagna Pan display for traditional or induction stove

OUR GADGETS

Colorful offers

HOW DOES THE PROMOTION WORK?

Improve sales with the Multipack + Gadget

It will be possible to activate a period of promotional activity.

Two packs of Riccione Piadina and a free gadget will be flocked together inside a transparent envelope, to guarantee maximum convenience and usability during the sale.

On the transparent bag there will be an attentional stamp with the words "It contains a gift for you", to catch the consumer's attention and entice him to buy. Thanks to this promotion we aim to achieve very important results: increased sales of the product, increased profitability through increased sales, customer loyalty.



THE SHOPPERS

Ideal for shopping or going to the beach, available in four graphics to collect. Format 45x40x20 cm.

LECCAPIADINA

The colorful spatula, great for spreading creams and cheese on your piadina.

THE GIRAPIADINA

A 39cm long steel spatula, suitable for use in contact with high temperatures. It is indispensable and optimal for turning the piadina during cooking.

POTHOLDERS

An essential accessory for a more colourful and fun kitchen. Available in 4 graphics to collect.



PROMO +1

Same price, one more Piadina



CUSTOMER LOYALTY



INCREASED SALES



INCREASED PROFITABILITY OF YOUR SHOP

HOW DOES THE "PROMO +1" WORK?

It will be possible to activate a period of promotional activity. In each package there will be an extra Piadina for free.

The Promo packs have a dedicated packaging with with a fuchsia band to attract customers' attention, ensuring you get maximum visibility in the store.

FRESH PIADINA

PIADINA ROMAGNOLA PGI RIMINESE STYLE

It is our main success, the first ever made, Certified PGI. The best seller and most distributed in the supermarkets. Produced only with Italian ingredients and prepared according to the tradition.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000368	22	250g	2	20	40 days
8020926000054	230	360g	3	15	40 days
8020926000016	90	600g	5	10	40 days
8020926000054	230P	480g	3+1	15	40 days
8020926000016	910P	720g	5+1	10	40 days

PIADINA WITH EXTRA VIRGIN OLIVE OIL

The typical piadina, according to the tradition, can also be made with extra virgin olive oil, without animal fat, lighter than the traditional one.

This piadina is selling more and more and it can not be missing in your fridge. More and more clients are demanding for a Extra Virgin Olive oil piadina.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000214	800	375g	3	10	40 days
8020926000214	800P	500g	3+1	10	40 days

PIADINA ROMAGNOLA PGI- LA SPESSA

In the north of Romagna, Piadina is typically thicker, soft and fragrant. Its unique flavor will make you desire another bite, and another and another. It is a PGI product, with Italian origin ingredients, prepared according to the recipe of the inland of Romagna. This product is more and more appreciated throughout Italy

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000351	33	440g	3	10	40 days
8020926000351	33P	590g	3+1	10	40 days

LE MERAVIGLIE

An amazing piadina in every occasion. The mini piadina "meraviglie" are a versatile product for children and adults, extremely tasty and suitable for a consumer who is looking for something small to have a different breakfast or a yummy aperitif. It is the same recipe as our traditional piadina.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000085	450	180g	4+4	10	40 days



FORNARINA WITH ROSEMARY

Typical focaccia of the Riviera, Fornarina is a unique and clever product that we have restyled at Riccione Piadina. We use the same ingredients as in our PGI piadina Riminese style. Good with everything and easy to cook!

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926001082	300	300g	2	10	40 days
8020926001082	300P	450g	2+1	10	40 days



PIADINA SFOGLIATA

Our sfogliata is just as the one our grandmas used to make, with many yummy layers! Its success formula is the perfect match between a rich taste and an unexpected texture. Good with everything and easy to cook!

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926001174	310	450g	3	10	40 days



SFOGLIATINE

The sfogliatine are completely different and ideal for a top quality finger food. Cruchy on the outside and soft on the inside, just as our Piadina sfogliata, the small dimension and the innovative packaging make them unique compared to all the other products.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926001709	311	300g	4	10	40 days

PROTEIN PIADINA

Replacing bread with piadina appeals to many consumers, but if they want to drastically lower saturated fats (the bad ones) and raise their protein intake, Riccione Piadina's protein piadina is the best substitute for traditional Piadina Romagnola.

An irresistible and full flavour, as soft as a traditional Piadina Romagnola, with the crunchiness of the seeds in its recipe. It is an excellent product for those who practise sport, but also for those who have made the decision to eliminate animal-based food sources from their diet, such as vegetarians or vegans.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926002485	400	250g	2	10	40 days



FRESH PIADINA *Organic*



ORGANIC WHOLE WHEAT PIADINA WITH EXTRA VIRGIN OLIVE OIL 3%

A brand new recipe with an ancient flavor, coming from a time when the diet was based on whole wheat cereals. The flour used is rich in fiber thanks to the bran and contains vitamins and mineral salt thanks to the wheat germ

A high-quality piadina

- ✓ 100% whole wheat
- ✓ wheat from Emilia Romagna
- ✓ only Italian ingredients

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000443	240	375g	3	10	40 days
8020926000443	240P	500g	3+1	10	40 days



PIADINA PGI RIMINESE STYLE ORGANIC WITH EXTRA VIRGIN OLIVE OIL 9%

The experience and the wisdom of our grandmas to make a modern piadina.

In this way a rustic, soft and unmatched piadina is born.

Prepared with flour type "1" as it used to be in the tradition, with extra virgin olive oil, and only top quality Italian ingredients.

- ✓ The taste of the tradition
- ✓ flour type "1"
- ✓ only Italian ingredients,
- ✓ Certified PGI

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000917	25	375g	3	10	40 days
8020926000917	25P	500g	3+1	10	40 days



ORGANIC FRESH PIADINA WITH KAMUT

A simple piadina, with only two ingredients: Kamut flour and water.

Kamut is a very appreciated wheat thanks to its high content of protein, source of amino acid, vitamins and minerals.

The first piadina "Zero" ever made

- ✓ zero salt
- ✓ zero leaving agents
- ✓ zero added fat

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000719	830	375g	3	10	40 days



FRESH CASSONI



TOMATO AND MOZZARELLA

THE TYPICAL TASTE OF ROMAGNA, BELOVED BY EVERYBODY

Stringy mozzarella and scented tomato only of Italian origin make this cassone just mouth-watering.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life	Iva
8020926002430	710	230g	1	10	30 Days	10%

HERBS AND MOZZARELLA

DELICATE AND LIGHT, THE TASTE OF NATURE

The herbs that have just been picked in the field and the mozzarella will make you fall in love with the most traditional cassone.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life	Iva
8020926002447	711	230g	1	10	30 Days	10%

COOKED HAM AND MOZZARELLA

TASTY AND STRINGY THE MOST LOVED BY THE CHILDREN

The cooked ham and the mozzarella will remind us of the first bite to our favorite food in our childhood.

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life	Iva
8020926002454	712	230g	1	10	30 Days	10%

FRESH PIADINE *Gluten Free*

THE TASTE OF A REAL PIADINA

Gluten free and lactose free, AIC certified

The quality of our traditional piadina in its gluten free version.
 All our products gluten free are also naturally lactose free and vegan OK
 We have put a great attention into our Gluten Free products: a separate area in the production plant and zero risk of contaminations.
 All our products Riccione Piadina Gluten Free are Certified AIC.

GLUTEN FREE PIADINA

Our gluten free piadina is born thanks to the constant seek for the right ingredient mix that could make everybody taste the flavor of the real piadina. Soft and easy to roll!
 With extra virgin olive oil, perfect with every filling!

EAN 13	Our code	Weight	Pieces per packages	Pieces per box	Shelf Life
8020926000771	60	250g	2	5	40 days
8020926000771	60P	375g	2+1	5	40 days



TESTO ROMAGNOLO

TESTO ROMAGNOLO

The Romagna Pan, typical of the tradition of our territory, is the ideal and top quality tool to cook the piadina at its best: a plate made of Teflon-coated aluminum weight of 1.2 kg, 100% Made in Italy, also suitable for cooking meat, fish and vegetables.

EAN 13	Our COde	Weight	Pieces per packages	
8020926000825	2001	1.200g	10	traditional stoves
8020926001266	2002	1.200g	10	induction stoves





PIADINA experience

The world's first piadina museum



VIDEO



SITE



PIADINA EXPERIENCE MUSEUM

The world's first piadina museum

A journey through history that traces the most significant moments of a wonderful bread



THE EVOLUTION OF PIADINA

The story of a great success, told with the typical friendliness and congeniality of the people of Romagna... Theatre, imagination and reality with a surprise

UNLEAVENED BREADS AROUND THE WORLD

On a magical parchment, the tale will come alive of the origins of piadina and its sisters in various cultures and historical eras



PANORAMIC TOUR

For the first time, you can witness the production process and discover its secrets, with an exciting walk through the panoramic viewing tunnel



MAGIC ROOM

A fantastic, close-up encounter with ingredients, immersive video mapping and a tactile and sensory experience



HANDS ON EXPERIENCE

With the local women, known as "Azdore Romagnole", you'll have the chance to get your hands dirty, to the rhythm of folk music, with a tasting of piadina and small filled cassoni made by you at the end!



OSTERIA RICCIONE PIADINA

Complete the tour by adding a tasting at our fantastic Osteria



LOCATED WITHIN THE
COMPANY'S FACTORY



GUIDED TOURS FOR
SCHOOLS AND TOURISTS



AN IMMERSIVE,
TECHNOLOGICAL,
MULTIMEDIA AND
SENSORY EXPERIENCE



OPEN DAY FOR INDUSTRY
PROFESSIONALS
+30% turnover in POS post open day



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