



Danish Crown
PROFESSIONAL

ON TOP OF THE WORLD



MEET PASSIONATE PIZZA MAKERS

Get insights from
successful pizzerias

BUSINESS TIPS

Strategies for
pizzeria-success

CLASSIC MEETS CREATIVE

Inspiration for conventional
and modern flavours

*The taste of
traditions*

Elevate your
pizza

A safe & tasty
choice

Meet the
craftsmen



*High-quality
toppings*



Danish Crown
PROFESSIONAL

ON TOP OF THE WORLD

In the heart of every pizza lies a story. Tracing its origins to the early flatbreads of Naples, pizza has been on a journey ever since, embracing variations infused with local passions and flavours.

Whether it's a crispy baked thin crust or an airy, deep-pan delight, the personality of the cook shines in every slice. But what truly sets a pizza apart is what's on top.

From the puritanical recipes to the daring and unconventional, there are simply no rights or wrongs. Every topping on a pizza tells a part of this tasteful story, shaped by each country, traditions, local tastes, and culinary free-thinking.

What is on top of your world?

CELEBRATING THE CRAFT OF PIZZA MAKING

4

ELEVATE YOUR PIZZA WITH OUR TOPPINGS

To create the ultimate pizza experience, it is crucial to choose the right toppings.

6

PEPPERONI PIZZA

With cherry tomatoes and fresh rosemary. Recipe for a flavourful pepperoni pizza!

7

SPICY NDUJA PIZZA

A recipe for a delicious and flavourful pizza with our spicy and spreadable nduja sausage!

8

A SAFE & TASTY CHOICE

Explore our extensive range of topping products. A safe and tasty choice for any pizza maker.

10

MEET THE CRAFTSMEN

Visiting an authentic pizzeria is not just a culinary experience, it's a journey into a world of passion and dedication.



The taste of dedication

12

KEEPING IT SIMPLE

Meet Marco Harati, the owner of La Fiamma and hear his valuable advice for pizzeria-succes.



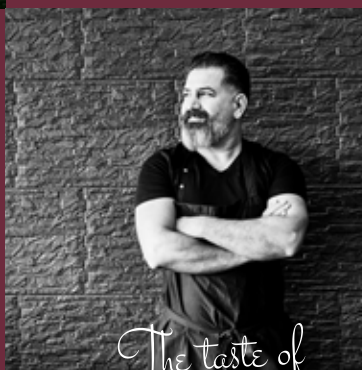
The taste of ambition



14

SLICING INTO TRADITION AND SPICES

Marco shares two of his cherished pizza recipes, each reflecting his commitment to quality and the art of simple yet profound flavors.



The taste of traditions

16

A TRUE PIONEER

Meet the passionate pizza maker Behzad Ganji, owner of Como Pizza, who shares valuable insights into pizzeria-succes.

18

CRAFTING CLASSICS AND IGNITING FLAVOURS

In sharing two of his preferred pizzas, Behzad emphasizes the importance of quality above all.



20

QUALITY STARTS IN THE PRODUCTION

Step behind the scenes and gain insight into the thoughts behind the development of our topping products.



22

CALABRESE PIZZA

A recipe with fresh basil and our Italian-inspired salami with a round, lightly spicy flavour.

24

ABOUT DANISH CROWN PROFESSIONAL

To us, food is more than a big industry of machines and distribution. Food is nutrition, know-how, and constant innovation.



26

THE TASTE OF A BRIGHTER FUTURE

Our journey from field to plate embodies dedication, focusing on collaboration, innovation and responsibility at every link in the chain.

ELEVATE YOUR PIZZA WITH OUR TOPPINGS

To create the ultimate pizza experience, it is crucial to choose the right toppings. The right topping products can contribute to enhance the taste and quality of the pizza experience. At Danish Crown Professional, we have developed a range of new and delicious toppings tailored to the busy kitchen, without compromising the quality.

Our assortment of toppings is created with a focus on value, quality and convenience, allowing you to create the ultimate pizza experience that will impress your guests and delight their taste buds.

With our products, you are guaranteed:

- Value for money
- Easy stocking
- Convenience with minimum preparation required
- Provision of substance and flavour to a dish
- Versatility – can be used in different dishes
- Fair price
- High quality
- Strong innovations
- Market leadership
- Reliable production
- Wide assortment

Choose our toppings for an unparalleled pizza-making experience that will leave your guests satisfied and coming back for more.







PEPPERONI PIZZA

with cherry
tomatoes and
fresh rosemary



INGREDIENTS

For the toppings:

- ½ cup tomato sauce
- 1 ½ cups shredded mozzarella cheese
- ¼ cup fresh rosemary
- ½ cup cherry tomatoes
a few slices of red onion
- ¼ cup Danish Crown Professional Pepperoni



INSTRUCTIONS

Roll out the dough

- Roll out the dough thin on a flat surface.

Assemble the pizza

- Spread tomato sauce on the dough, leaving a border for the crust.
- Sprinkle mozzarella and ricotta evenly over the sauce.
- Add Pepperoni.
- Insert the pizza in a preheated oven or onto a pizza stone.

Bake

- Bake for 12-15 minutes or until the crust is golden and the cheese is bubbly.

Garnish

- Sprinkle the hot pizza with fresh basil before serving.



SPICY NDUJA PIZZA



INGREDIENTS

For the toppings:

- ½ cup tomato sauce
- 1 ½ cups shredded mozzarella cheese
- ½ cup ricotta cheese
- ¼ cup fresh arugula
- ¼ cup Danish Crown Professional Nduja crumbles



INSTRUCTIONS

Roll out the dough

- Punch down the risen dough and roll it out on a floured surface to your desired thickness.

Assemble the pizza

- Spread tomato sauce on the dough, leaving a border for the crust.
- Sprinkle mozzarella and ricotta evenly over the sauce.
- Add nduja crumbles.
- Insert the pizza in a preheated oven or onto a pizza stone.

Bake

- Bake for 12-15 minutes or until the crust is golden and the cheese is bubbly.

Garnish

- Sprinkle the hot pizza with fresh arugula before serving.

A SAFE & TASTY CHOICE

Explore our extensive range of topping products. We have curated the selection to cater to every taste and offer a wide variety of flavour combinations. Our quality products are always created with the end user in mind.



PEPPERONI

All-round pepperoni with classic pepperoni flavour. Flavourful pepperoni without being too spicy.



HALAL PEPPERONI

Halal pepperoni made from chicken and beef. Same great taste as our regular pepperoni.



SPICY PEPPERONI

Spicy pepperoni with jalapeno, providing a fruity chili flavour with beautiful green specks.



DICED PEPPERONI

Our flavourful crumbled pepperoni has beyond pizza, many uses such as in pitas or baked goods.



MINI PEPPERONI

Versatile mini pepperoni suitable for various dishes. Ideal for, for example, focaccia.

*High-quality
toppings*



SALAMI SLICE

Classic spiced salami with a strong aroma.



HALAL SALAMI

Classic halal salami made from chicken and beef. Same great quality as our regular salami.



VENTRICINA

Spicy Italian salami with a flavour and beautiful marbling. With paprika, chili, and pepper.



CALABRESE

Italian inspired salami with a round, lightly spicy flavour. With paprika and flakes of red pepper.



CHORIZO SALAMI

Classic chorizo as salami. Spanish-inspired in thick slices, providing a good bite.



NDUJA

Nduja is our spicy sausage in crumbles perfect for a spicy pizza.



DICED BACON

Diced bacon perfect for, for example pizza and pita. Our bacon is smoked and dried.

All variants
come in
packages
of 1 kg.





MEET THE CRAFTSMEN

The taste of ambition



Visiting an authentic pizzeria is not just a culinary experience, it's a journey into a world of passion and dedication.

We have visited two passionate pizza makers to gain insight into their thoughts on creating the ultimate pizza experience.

MARCO HARATI

Owner of La Fiamma



KEEPING IT SIMPLE

Marco Harati is a passionate entrepreneur whose interest in cooking formed during his teenage years. As the founder of the popular Pizzeria La Fiamma, he begins each day with meticulous preparation, where quality is always the guiding star. His inspiration stems from a blend of tradition and innovation, always with the goal of delivering a memorable pizza experience.

At La Fiamma Marco sets a high standard for quality and taste in his pizzas. Every bite should be a memorable flavour experience. He believes that toppings are crucial, both visually and in terms of taste, and therefore, he never compromises on quality. With care, Marco selects products that are easy to handle in a busy everyday environment but also perfectly complements the pizzeria's stone oven.

For Marco, it's crucial that toppings behave consistently when baked to ensure his guests receive the same experience every time.

EMBRACING SIMPLICITY

Marco believes in the power of simplicity and keeps the menu straightforward. He uses a maximum of two to three types of toppings to highlight each flavour nuance. His homemade tomato sauce and pizza dough, made with top-quality olive oil, form the foundation. Marco is always on the lookout for new flavour combinations and insists on trying new things to remain innovative and continuously improve. Inspiration arises from a fusion of customer demands, new products, and the desire to stand out.

THE CUSTOMER IS ALWAYS RIGHT

Marco measures success based on customer satisfaction and advises other pizzerias to focus on high service and simplicity on the menu. He emphasizes the importance of listening to customers, investing in the right atmosphere, and leveraging social media to attract customers and receive feedback for constant improvement.

ATTENTION TO DETAIL

For Marco, the ultimate pizza experience is not just about taste but also about atmosphere, authenticity, and the right ambiance. At La Fiamma they prioritize details, including Italian beverages on the menu, to complete the authentic experience. According to Marco, it's the small details that make the crucial difference in delivering a pizza experience which the customer remembers - and comes back for.



The taste of traditions



SECRETS OF THE CHEF

Scan the QR code to view the chef's favourite + spicy pizza.



A man with a beard and short dark hair, wearing a black t-shirt, is looking off to the side with a slight smile. He is holding a large metal pizza peel. In the background, there is a brick oven with a glowing fire inside, set against a dark brick wall.

SLICING INTO TRADITION AND SPICES

Marco shares two of his cherished pizza recipes, each reflecting his commitment to quality and the art of simple yet profound flavours, using selected topping products from Danish Crown Professional.



A BURST OF BOLD FLAVOURS

This spicy recipe is a reflection of Marco's love for experimenting with flavors, offering a gentle nod to those who enjoy a touch of heat and tradition with a touch of greens.

INGREDIENTS

Tomato sauce
Mozzarella
Spicy pepperoni

Red onions
Bell pepper
Fresh basil



The taste of ambition



CLASSIC ELEGANCE

Sometimes, the secret to an extraordinary pizza lies in the simplicity of patience, the selection of the right ingredients, and a deep passion for the craft.

INGREDIENTS

Tomato sauce
Mozzarella
Pepperoni

Red onions
Olives



A TRUE PIONEER

Behzad Ganji is not just your average pizza maker – he is a master of his craft, and his passion for pizza shines through in every bite.

With his background as the winner of the Best Pizza Dough and Tomato Sauce at Denmark's Best Gourmet Pizza in 2022, he is a true trailblazer in the industry.

With Italian music playing in the background, Como Pizza exudes Italian ambiance from the moment you step through the pizzeria's door. We have delved into Como Pizza's world of flavor and quality to understand what makes this pizzeria so extraordinary. Behzad Ganji's journey began years ago when his fascination for pizza took shape. Over the years, he has perfected his craft and created a pizzeria known for its authentic Italian pizzas. His mantra of quality and continuous improvement has made Como Pizza a must-visit destination for pizza lovers everywhere.

BEHZAD GANJI

Owner of Como Pizza



THE KEY IS QUALITY TOPPINGS

For Behzad, everything revolves around quality. He does not compromise on ingredients and only chooses the best for his pizzas. With a preference for Italian ingredients and fresh produce, every bite is a flavour sensation. Behzad believes that toppings are an essential part of a pizza, and he carefully selects products that complement each other and bring out the best in his creations.

THE ULTIMATE PIZZA EXPERIENCE

Inspiration comes to Behzad Ganji from a variety of sources, including travel, videos, and visits to other restaurants. He is always on the lookout for new flavour combinations and strives to create the ultimate pizza experience for his customers. Because it's not just about making a good pizza; it's about creating an experience - from the first bite to the last crumb.

HARD WORK, QUALITY, AND SERVICE

Behzad Ganji believes that the success of a business cannot only be measured in financial gain but also in satisfied customers and a positive atmosphere. He highly values hard work, quality, and good service and is always looking for ways to improve his business. With a focus on constant innovation and attention to customer needs, Behzad has managed to create a pizzeria that stands out from the crowd.



*High-quality
toppings*



SECRETS OF THE CHEF

Scan the QR code to view the chef's bestseller + inventive pizza.





CRAFTING CLASSICS AND IGNITING FLAVOURS

In sharing two of his preferred pizzas, Behzad emphasizes the importance of quality above all. Selecting only the best ingredients and produce, he crafts pizzas that stand out for their flavor through simplicity.



THE BESTSELLING CLASSIC

A trio of ingredients comes together on this bestselling pizza. It exemplifies simplicity and quality, capturing the essence of traditional flavors with every bite.

INGREDIENTS

Tomato sauce
Mozzarella
Pepperoni



The taste of dedication



THE INVENTIVE PIZZA

Behzad presents a distinctive pizza that marries traditional roots with inventive twists. Crafted with an eye for harmony and a flair for the unexpected, this creation comes to life with a special touch of basil pesto, added post-bake for an extra burst of flavour.

INGREDIENTS

Tomato sauce
Mozzarella
Calabrese

Eggplant
Mushroom
Basil pesto
(add after baking)





QUALITY STARTS IN THE PRODUCTION

At the heart of any great pizza lies a sublime topping, and behind our topping products stands a dedicated product development team, elevating the pizza experience to new heights. Step behind the scenes and gain insight into the thoughts behind the development of our topping products.

THE ART OF DEVELOPMENT

Customer requests guide our development process. When it comes to the development of our topping products, it's a delicate balance between innovation and customer needs. We always listen to our customers, and their requests guide our development process. From the classic pepperoni to special varieties, it's the customer's desires that help drive development. A key component in the process is fermentation, ensuring the unique taste and quality of our topping products. From texture to flavour profile, each element is carefully selected to deliver an unparalleled pizza experience.



QUALITY AND PERFORMANCE

At Danish Crown Professional, we strive to deliver a high-quality product based on butchery traditions that meet both customer and consumer expectations. Through careful testing and quality control, we ensure that each topping is consistent and satisfying. Another key factor is the product's performance.

From shape to taste to cooking method, every detail is carefully considered to ensure that our products always deliver a perfect pizza experience.

NEVER COMPROMISING

Behind every product is a detailed production process that ensures quality and consistency. From raw materials to finished product, every step is crucial. We never compromise on quality.

From chopping to fermentation to slicing, each product undergoes multiple quality checks to ensure it meets our high standards. And no matter what cooking method the customer prefers, the topping products are designed to impress.



DANIEL BØGH PEDERSEN
New Product Developer

*The taste of
know-how*



CALABRESE PIZZA

with fresh basil

INGREDIENTS

For the toppings:

- ½ cup tomato sauce
- 1 ½ cups shredded mozzarella cheese
- ¼ cup fresh basil leaves
- ¼ cup Danish Crown Professional Calabrese

INSTRUCTIONS

Roll out the dough

- Roll out the dough thin on a flat surface.

Assemble the pizza

- Spread tomato sauce on the dough, leaving a border for the crust.
- Sprinkle mozzarella over the sauce.
- Add Calabrese evenly.
- Insert the pizza in a preheated oven or onto a pizza stone.

Bake

- Bake for 12-15 minutes or until the crust is golden and the cheese is bubbly.

Garnish

- Sprinkle the hot pizza with fresh basil before serving.

*The taste of
dedication*







Danish Crown
PROFESSIONAL

OUR AMBITIONS AT DANISH CROWN PROFESSIONAL

At Danish Crown Professional, our Foodservice team is at the forefront of the change we want to make. A change for better animal care, better balance with nature, better collaborations, and a better food environment.

For too long, food as an industry has become too distanced from the passion that comes from enjoying and creating tasty meals. It has become a commodity, where one piece of produce can easily be replaced by another.

To us, food is more than a big industry of machines and distribution. Food is nutrition, know-how, and constant innovation. Food comes with an innate responsibility to serve people, facilitate traditions and inspire creativity.





*High-quality
toppings*



Danish Crown
PROFESSIONAL

BETTER FOOD. BRIGHTER FUTURE

**Like you, we share a passion for delivering food that delights,
nourishes, and is meticulously prepared.**

Our journey from the field to the dinner plate embodies this dedication, highlighting our focus on fostering collaboration, innovation, and responsibility throughout every link in the chain.

This narrative encapsulates our unwavering journey towards a future where every bite tells a story of dedication, innovation, and respect for both the planet and the plate.



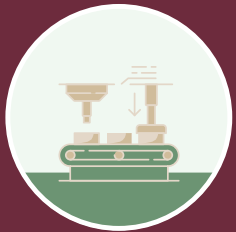
1: CULTIVATING WITH CARE

Farmers cultivate the land to produce feed for animals. Just as we take great care of our animals, we aim to care for the soil we farm. We collaborate with Danish universities to develop methods that allow for a modern, efficient agriculture that considers nature.



2: WELFARE IN THE BARN

The work in the barn focuses on ensuring a good upbringing for our pigs. We collaborate with experts and organizations in animal welfare.



3: THOUGHTFUL PRODUCTION LINES

In all our productions, we consistently strive to reduce our environmental footprint. We minimise waste and optimise the use of energy, water, and packaging resources. Food safety is a crucial competitive edge in international markets, and we maintain our position through the right systems and processes.



4: CULINARY UNIVERSES

In our recipe universes, we inspire a variety of dishes, with some recipes reducing meat and emphasizing greens. We also focus on food waste by developing products that make it easy to reuse leftovers in new dishes.



5: MEETING FUTURE CONSUMERS

We have today's and tomorrow's consumers in mind, who demand both a great food experience and food made thoughtfully, as we develop the food of tomorrow. We aim to constantly improve.





Danish Crown
PROFESSIONAL

www.danishcrown.com