

*The leading brand of fresh piadina,  
now Room Temperature*



**AMBIENT**  
CATALOGUE





## A POST CARD FROM THE SEA

*The Room Temperature piadina by Riccione Piadina*

- TOP QUALITY INGREDIENTS
- RESPECT OF THE NATURAL RESTING TIME
- COOKED AT DIFFERENT TEMPERATURES
- NEW AMAZING PACKAGING
- LONGER SHELF LIFE







## GREETINGS FROM ROMAGNA

*An emotion on you shelves*

Thanks to its long experience, Riccione Piadina, the leading brand of fresh piadina in Italy, is glad to introduce you the new Room Temperature piadina: same passion, same expertise, same quality. Our Room Temperature piadinas are able to maintain the same softness, fragrance and taste of a fresh product, while being able to be storer out of the fridge. This allows it to have a longer shelf life and greater versatility on the shelves of your supermarket.

Thanks to the innovative packaging you can amaze, entertain and retain your customers. We come from Riccione and our mission with this particular packaging is to bring the piadina every day in the Italians' houses. If when they are on holiday, they cannot do without eating piadina, we are certain that they cannot give it up even once home!

This packaging evokes the beach, the sun and the sea of Romagna, and by cooking piadina in everyday life your clients can rediscover that beloved vacation scent.

Are you ready to be surprised by a new range of piadinas with unique features?





## 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

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.

### PORK FAT

For our piadina 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 ROOM TEMPERATURE

*The most beloved by Italians*

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

## THE RICCIONE PIADINA ROOM TEMPERATURE

is just the Room Temperature version of the “classic” piadina par excellence, “the most loved by Italians” made according to the tradition of Romagna.

## 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 “SPESSA” ROOM TEMPERATURE

*The piadina from the Inland of Romagna*

- CERTIFIED ROMAGNA WHEAT
- 100% ITALIAN INGREDIENTS
- RICH TASTE
- CRUMBLY AND FRAGRANT
- IDEAL AS A BREAD SUBSTITUTE
- IDEAL AS PIZZA DOUGH
- COOKED AT DIFFERENT TEMPERATURES

### THE RICCIONE PIADINA SPESSA- ROOM TEMPERATURE

Whoever tastes it, will just never stop: it is simply irresistible, thanks to a new method of preparation that keeps it **soft and fragrant**.

### CERTIFIED ROMAGNA WHEAT AND INGREDIENTS 100% OF ITALIAN ORIGIN

- **Soft wheat flour**, grown in Romagna and with supply chain certification;
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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 meat and fish soups. Good also as it is: ideal as a bread substitute on your table every day.





# PIADINA ROMAGNOLA PGI RIMINESE STYLE WITH EXTRA VIRGIN OLIVE OIL ROOM TEMPERATURE

## *The piadina without animal fat*

- CERTIFIED ROMAGNA WHEAT
- SOFT AND FRAGRANT
- WITH EXTRA VIRGIN OLIVE OIL 4%
- COOKED AT DIFFERENT TEMPERATURES
- SUITABLE FOR VEGAN OR VEGETARIANS
- PGI CERTIFIED

### 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**.

For this reason, it is increasingly in demand among consumers who are attentive to a healthier and more controlled diet and among those who prefer a **vegetarian or vegan diet**.

### CERTIFIED ROMAGNA WHEAT AND QUALITY INGREDIENTS

- **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

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!**

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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





# MERAVIGLIE ROOM TEMPERATURE, THE MINI PIADINA

*The piadina beloved by the children*

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

## THE MERAVIGLIE BY RICCIONE PIADINA ROOM TEMPERATURE

The same recipe as the Piadina Room Temperature by Riccione Piadina, but in a 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.

### 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!**





# GLUTEN FREE PIADINA ROOM TEMPERATURE

*The taste of a real Piadina gluten free*

- THE TASTE OF A REAL PIADINA
- SOFT AND FRAGRANT
- SUITABLE FOR VEGANS AND VEGETARIANS
- EASY TO ROLL



## OUR GLUTEN-FREE PRODUCTS ROOM TEMPERATURE BY RICCIONE PIADINA

The quality of our traditional piadina also in the version gluten-free Room Temperature 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 suitable for those who follow a **vegetarian and vegan diet**.

## 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**!





# FLOUR GLUTEN FREE

*Specifically for pizza, pinsa, or bread*

- WITHOUT DEGLUTINATED STARCH
- PERFECT FOR LEAVENED PRODUCTS
- SOURCE OF FIBER
- FACILE UTILIZZO

## WITHOUT DEGLUTENIZED WHEAT STARCH

Made only with high-quality ingredients.

## PERFECT FOR LEAVENED PRODUCTS

This flour is ideal for making gluten-free bread, pizza, and pinsa.

## RICH IN FIBRE

The soluble fibres in the mix – including inulin – have the unique ability to retain nutrients and slow their absorption, providing a steady release of energy.

## EASY TO USE

An innovative product that makes it easy and quick to prepare delicious gluten-free pizza at home, just by following the simple instructions on the label.





# HappyRicc

uno tira l'altro

## The Crispy Piadina Snack

- HIGHT QUALITY I
- BAKED
- IDEAL FOR PERITIFS
- PRESERVATIVE-FREE



### CRISPY PIADINA SNACKS

These snacks are made from our Piadina, baked to perfection in our ovens to create an incredibly satisfying crispy texture.



### HIGHT QUALITY INGREDIENTS

Certified Romagnolo Wheat and top quality ingredients (the same as those used in our Piadinas) make HappyRicc super tasty.



### NEW COMMERCIAL OPPORTUNITY

HappyRicc fit into a completely alternative market segment compared to the snacks already on the market.



### PRACTICAL

HappyRicc are supplied in packets of 75g: easy to grab from the shelf, even for those in a hurry, and convenient to eat instantly.



### VERSATILE

Perfect for snacking on any occasion: ideal for a tasty aperitif or a tasty snack. They can be eaten on their own, or combined with cold meats, cheeses, creams and sauces.



### DELICIOUS FLAVOR MIX

Happyricc are available in a variety of delicious flavors: classic, herbs, turmeric, paprika, and protein.



# OUR TESTO ROMAGNOLO (NON-STICK PAN)

## The ideal tool for cooking piadina



The “Testo Romagnolo” (non-stick pan), typical of our local tradition, is the ideal tool for cooking piadina to perfection. It’s a non-stick aluminum pan with a Teflon coating, 32cm in diameter and weighing 1 kg: its robustness makes it a reliable and long-lasting tool. The stainless steel aluminum plate at the bottom of the pan helps maintain a constant temperature, ensuring even heat distribution and optimal cooking on both induction and gas stovetops. Its versatility makes it suitable for various preparations, allowing you to cook not only the Piadina but also vegetables, meat, or fish, without greasing it.



### Sturdy and durable

Thanks to its Teflon-coated aluminum construction and total weight of 1kg, the Romagna Pan is ultra-resistant and long-lasting over time.



### Oil-free cooking

Its non-stick surface allows for cooking light and healthy recipes without the use of additional fats.



### Universal for gas and induction

With the stainless steel plate at the bottom, it is suitable for cooking on both gas and induction stovetops



DATA SHEET	
Internal Code.....	2003
Ean13 .....	8020926002973
Ean14 .....	18020926002970
Dimensions .....	Ø32cm - handle 18cm
Weight.....	1 Kg
Pcs per package .....	10
Package weight.....	11Kg
Package size.....	55 x 36 x h15cm
Palletization .....	4boxes x 9layers = 36

Increase in sales  
in 2023

Pos adhering  
to the promo

Consumer who cook Piadina  
using a non-stick pan

## PROMO

### 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



### 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

## How to cook Piadina

### 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 - Place Piadina on Testo Romagnolo (or a non-stick pan)

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 - Piadina is ready

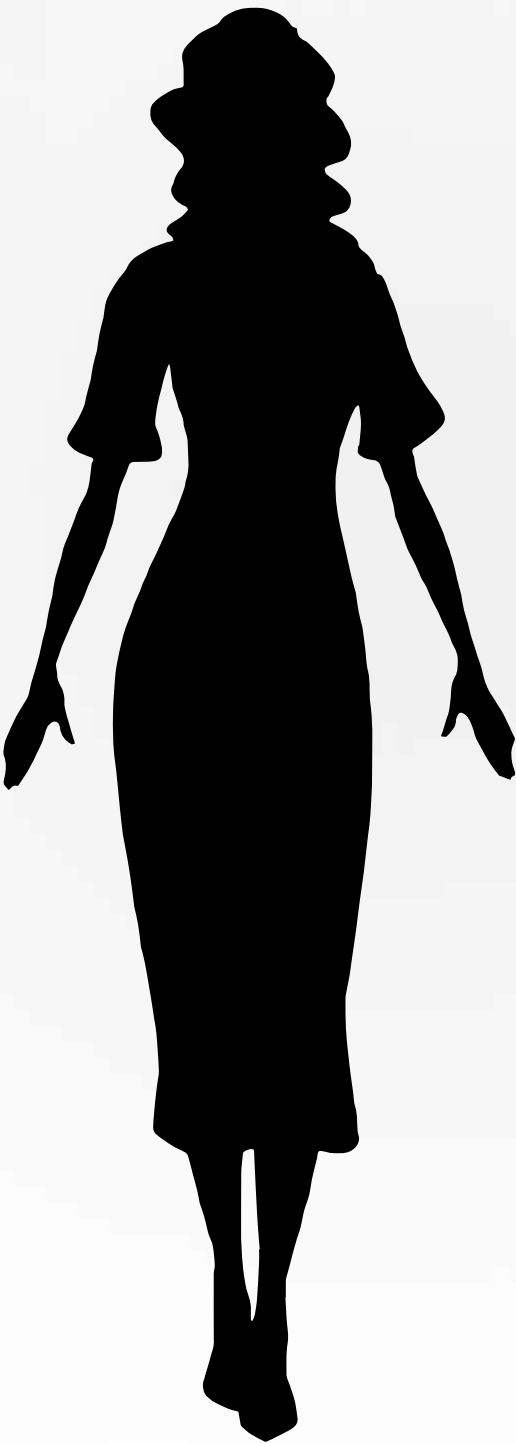
Once cooked, remove it from the Testo Romagnolo (or from the non-stick pan). Stuff it as you prefer and heat it for another 15-20 sec. to improve the flavor.





MAKE ROOM FOR A SMILE  
CHOOSE THE COLORFUL DISPLAY BY RICCIONE PIADINA

Get the emotion out of the shelves!



*Imagine... The taste of choosing a postcard, closing your eyes and feel like you're on holiday in Romagna... directly in your store!*

THE RICCIONE PIADINA DISPLAY

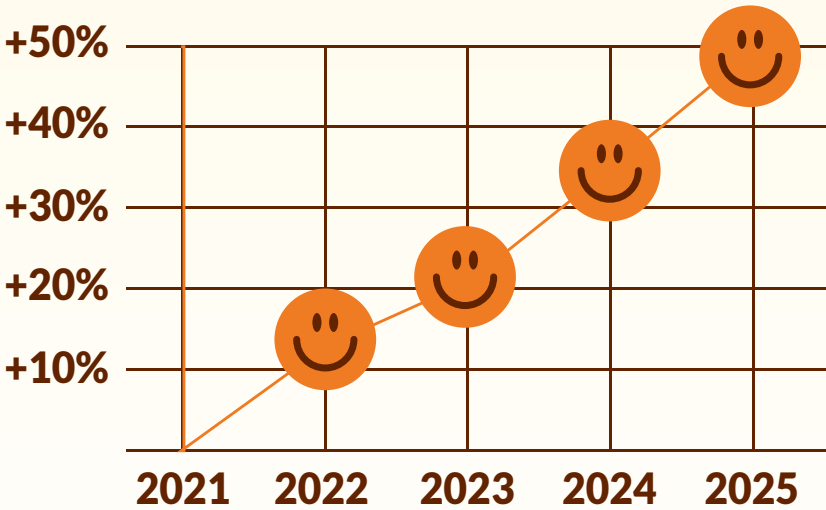
This colorful and fun display is composed of 6 shelves, ideal for displaying all our Room Temperature references, along with our Romagna Pan- Testo Romagnolo.

The customer will therefore be more tempted to buy a Riccione Piadina Room Temperature together with the Testo Romagnolo, leading to an immediate increase in turnover.

DISPLAY INFO ROMAGNA PAN+ PIADINA:

Material.....	Rigid cardboard
Height.....	210cm
Base.....	42cm
Depth.....	35cm
Our Code .....	ESPOFF

RICCIONE PIADINA  
A STEADY TURNOVER GROWTH





ROOM TEMPERATURE PIADINA



PIADINA ROMAGNOLA PGI RIMINESE STYLE  
ROOM TEMPERATURE

It is our most successful piadina, because it is the Classic Piadina par excellence.  
Made only with raw materials of Italian origin and according to tradition.

EAN 13	Our code	Weight	Pieces per package	Pieces per box	Shelf Life
8020926001105	46	375g	3	10	80 days

PIADINA ROMAGNOLA PGI RIMINESE STYLE WITH  
EXTRA VIRGIN OLIVE OIL ROOM TEMPERATURE

Traditionally, piadina is also made with extra virgin olive oil, without animal fats, lighter than the traditional one.  
This piadina is selling more and more and it can not be missing in your supermarkets. More and more clients are demanding for a Extra Virgin Olive oil piadina.

EAN 13	Our code	Weight	Pieces per package	Pieces per box	Shelf Life
8020926001150	461	375g	3	10	80 days

PIADINA SPESSA ROOM TEMPERATURE

In the northern areas of Romagna, piadina is typically thicker, softer and more succulent.  
The flavor it releases is unmistakable and with every bite you want to eat more.  
It has only Italian raw materials and is made according to the typical recipe of northern Romagna.  
This product is increasingly more and more appreciated throughout Italy.

EAN 13	Our code	Weight	Pieces per package	Pieces per box	Shelf Life
8020926001716	464	450g	3	10	60 days

MERAVIGLIE ROOM TEMPERATURE PIADINA

The piadina is spectacular in all its versions. Le Meraviglie” mini piadina is a versatile product ideal for young and old, a delicious format for the consumer who is looking for something small suitable for an alternative breakfast or creative aperitifs.  
It is the same recipe as our Room Temperature Piadina

EAN 13	Our code	Weight	Pieces per package	Pieces per box	Shelf Life
8 020926002195	467	240g	8	10	60 days

ROOM TEMPERATURE PIADINA



SNACK



GLUTEN-FREE PIADINA ROOM TEMPERATURE

Our gluten-free piadina was born thanks to a continuous search for the best mix of ingredients that could ensure that everyone could enjoy the taste of the real piadina.  
Softer and softer, even easier to roll.

EAN 13	Our code	Weight	Pieces per package	Pieces per box	Shelf Life
8020926001099	67	250g	2	10	60 days

RICCIONE PIADINA FLOUR GLUTEN-FREE

Specifically designed for preparing gluten-free leavened foods, this flour allows you to cook pizza, pinsa, or bread at home without compromising on taste.

EAN 13	Our code	Weight	Pieces per box	Shelf Life
8020926002935	600F	1Kg	10	365 days

HAPPY RICC - THE CRISPY PIADINA SNACK

Are you relaxing on the beach, or planning a snack at home? A picnic in the park?  
These snacks will amaze all who taste them. They are simply irresistible, one pulls the other!

TASTE	EAN 13	Our code	Weight	Pieces per package	Shelf Life
Classic	8020926002539	500	75g	10	120 days
Tumeric	8020926002553	502	75g	10	120 days
Paprika	8020926002546	503	75g	10	120 days
Aromatic Herbs	8020926002577	504	75g	10	120 days





# PIADINA experience

The world's first piadina museum



## 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



### MAGIC ROOM

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



### OSTERIA RICCIONE PIADINA

Complete the tour by adding a tasting at our fantastic Osteria



### 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



### 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!



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

### INFO

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[WWW.RICCIONEPIADINA.COM](http://WWW.RICCIONEPIADINA.COM)

I nostri canali Social



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