

ORIGINAL APULIAN FOOD  
  
• BROOKLYN •

**PANZEROTTI**  
*Bites*<sup>®</sup>

**PRESS KIT**



## The panzerotto finally lands in Brooklyn

Panzerotti Bites will open its first location in Brooklyn, at 235 Smith Street. Vittoria and Pasquale, the owners, will welcome and introduce you to the world of panzerotto, one of the most famous and appreciated Italian street foods coming from the Apulia region, which is where they are from.

It's hard to put into words what a panzerotto is but imagine it to be a half-moon shaped pocket of dough filled with fresh and high quality ingredients, then wrapped and delicately fried until golden.

Motivated by the love of their region, Vittoria and Pasquale started studying and perfecting the bread-making process attending a specific professional course until they made a dough rich in flavor and in Italian history. Now they are ready to show New Yorkers how to indulge in the Panzerotto life-style in an open and family friendly environment.

Whether you are a foodie looking for new trends, a family in search of something yummy and quick, or friends craving a typical and delicious Italian street food, the panzerotto is the new perfect answer for everyone at anytime.

## What is a panzerotto?

A panzerotto is a half-moon-shaped pocket of dough filled with countless sweet and savory ingredients. It is then wrapped and delicately fried until it turns golden. This process, allows the panzerotto to rise, creating a pocket of hot filling, ready to be eaten bite after bite. Its name comes from the word "panza," which, means "belly" in Apulian dialect, used to refer to the rounded shape of the panzerotto.

The panzerotto was invented in Apulia and it has always been associated with the "cucina povera." Which means that it is made with basic and simple ingredients and generally made by house wives from scratch. They formed circles of dough and filled them with whatever was left in the kitchen, like cheese and tomatoes.

For this reason, Vittoria and Pasquale want to provide ingredients that are imported from Italy, healthy and homemade. The dough is made by them daily and they make it by using a small amount of yeast so it becomes digestible and made to perfection. Everyone should have the pleasure of tasting it at least once in their lifetime.



## How to eat a panzerotto



In Italy, especially in Apulia, learning how to eat a panzerotto is a necessity. The Italians say, “è una vera e propria arte” = “it is a real art.” That said, the proper way to eat a panzerotto is bite after bite, seated or standing, without a fork and knife. Lean forward while indulging to avoid a mess!

## Patience is their secret ingredient

Their panzerotto recipe is the result of years of study and development. The dough is key to a delicious panzerotto. All of the dough they use endures a 72-hour fermentation process in which it rests in the fridge while all of the natural ingredients (oil, yeast, flour, water, and salt) melt together and become more easily digestible. The durum wheat semolina is used as a tribute to Apulian grain. It allows for the elasticity and crunchiness of a panzerotto and is also low in carbs.

Another secret for the real panzerotto lies within the quality of the frying oil. How can you identify that? Try to smell a panzerotto. If you notice a smell of fresh and clean ingredients, that means you're at Panzerotti Bites. The secret entails in using good quality oil and constantly substituting it.

Vittoria and Pasquale love healthy and natural ingredients and this is why all the panzerotti are GMO and preservative free. They also are dedicated to serving panzerotti for those who are vegan, vegetarian and even lactose intolerant.



## Discover their menu

At Panzerotti Bites you can find the traditional panzerotto made with tomato pulp, fresh mozzarella and oregano. However, overtime, the Apulian panzerotto has evolved into a gourmet treat. Panzerotti can either be sweet or savory. It is best to be eaten with your hands like a sandwich, filled with different savory ingredients such as meat, fish, vegetables and Italian cold cuts.

Such as their Tartufo Panzerotto with mozzarella, porcini mushrooms and black truffle oil. Or their Salmon and Avocado Panzerotto with mozzarella, smoked salmon, avocado, cream cheese and sesame seeds.

At Panzerotti Bites, you will also be able to find dessert Panzerotti such as their white chocolate and oreo cookie panzerotto and their nutella and ricotta cheese panzerotto.

There will also be daily and weekly panzerotti with special dough on the menu. The dough will have cool shapes and colors like a coffee panzerotto and a special cocoa panzerotto.

But the main ingredient is of course, Vittoria and Pasquale's creativity!



[www.panzerottibites.com](http://www.panzerottibites.com)



[@panzerottibites](https://www.facebook.com/panzerottibites)

**PRESS CONTACTS**

[info@panzerottibites.com](mailto:info@panzerottibites.com)