

ALFA

2023 Product Catalogue

DOMESTIC



We cracked the code to **making great pizza at home**

A family business since 1977

Leading a professional team requires leaders who can lead and motivate, who have a clear vision of the future and a keen eye on traditions: **Marcello Ortuso and Rocco Lauro are the founders of Alfa Ovens** and the soul of this great, wonderful company.



"We are proud to be Italian and we are proud to work with the best Italian artisans!"

Handmade in Italy

Alfa headquarter is based in **Anagni**, between Roma and Napoli, in the birthplace of pizza.



Every Alfa Oven is 100% handmade in Italy, by skilled artisans.

The word "artisan" comes from "art". That's why today more than ever, being an artisan means **combining creativity and skill, energy and passion to create something unique** with your own hands. Our domestic and professional ovens have been recognized worldwide for their quality and design for more than 45 years.





“In a series of thermodynamic equations, the researchers determined the formula for exactly how the brick oven imparts the perfect amount of heat to the pie. In general, heat is released relatively slowly from the brick, causing the crust to crisp up without burning while the toppings cook more quickly and give off some of their moisture, leading to the perfect balance.”

The Physics of a Perfect Pizza,
by Jason Daley Smithsonian Magazine

Alfa cooks toppings at one temp, crust at another

Why is it so difficult to make great pizza at home?

Pizza is the world's, and America's, favorite food. Ahead of burgers, steak, chicken. Everything! Why, then, do people routinely make burgers, steak, and chicken at home, but not pizza?

The problem is the pizza. **The solution is Alfa.**

Burgers, steak, and chicken are easy to cook correctly. They are one-dimensional foods. Pizza is a two-dimensional food. You've got the dough, which to turn into a crispy crust on the outside that's moist and chewy on the inside, needs to be cooked quickly on a stone at a high temperature. And, you've got the toppings - cheese, sauce, meats and veggies all of which have high moisture content. In order to fully cook them in the same short time it takes to bake the crust, you need an even higher temperature.

Other at-home pizza ovens, especially inexpensive entry-level pizza ovens, are not designed to make this all happen in concert. None of them, that is, except the Alfa Heat Genius™ Pizza Oven.

Alfa has a long history of building commercial pizza ovens, and they've applied this Heat Genius technology to their at-home pizza ovens. Alfa works like the commercial pizza ovens in a restaurant. It gets really hot and maintains the heat far better than other at-home pizza ovens. This means you get a crispy crust that's still moist and chewy, cheese that's melted and toppings that are perfectly cooked.

INTRODUCING

Heat Genius™

Alfa's technology trifecta!

ALFA



01 Authentic HeatKeeper™ Firebrick vs ordinary lava stone or ceramic

Alfa uses an authentic firebrick in every pizza oven they make. This HeatKeeper firebrick, which they make in their factory in Rome, Italy, the home of pizza, absorbs and stores heat far better than the lava stone or ceramic used in other pizza ovens. This is crucial to baking a crispy, moist crust at precisely the right temperature, quickly and without burning.

02 DoubleDown Ceramic Superwool® Insulation vs ordinary rock wool insulation (or no insulation at all)

The space between the two stainless steel walls on an Alfa Pizza Oven is filled with DoubleDown Superwool® insulation. This European ceramic fiber offers up to twice the heat resistance of the rock wool insulation used in other artisan at-home pizza ovens, which maintains the heat and allows you to consistently bake perfect pizzas. It also allows for faster heat recovery between pizzas and dramatically lowers the temperature of the outer oven wall.

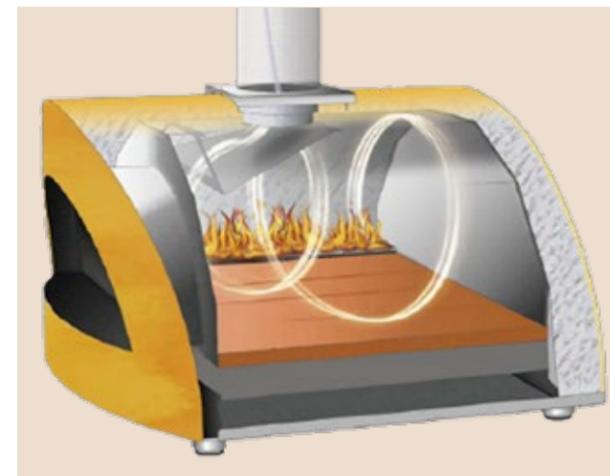
Superwool® is a registered trademark of Morgan Advanced Materials



03 Patented Full Effect Full Circulation Flue System® vs ordinary “up and out” chimneys

Other pizza ovens exhaust precious heat out the chimney at the top of their oven. Up and out! Not Alfa.

The chimney may be at the top, but, thanks to the patented Full Effect Full Circulation Flue System®, hot air circulates fully around the chamber and is driven back down to where it can heat the firebrick and pizza. This is key, as it ensures the proper temperatures required to bake both crust and toppings. The circulating heat then hits a deflector at the top of the oven and travels up an escape where it finally exits out the chimney. Around and down. Then up and out. Clever!



The art and science of Pizza baking performance

Six additional reasons to buy an Alfa Heat Genius™ Pizza Oven.

These ovens are built sturdy!

Forninox™ Premium Stainless Steel Chamber Construction

If you are going to generate high heat you need to withstand high temperatures. The Forninox combustion chamber on an Alfa Pizza Oven is constructed of two different types of special thermal-resistant heavy-gauge steel.

The inner wall is made of a titanium-impregnated 441 stainless that can tolerate thermal stress, is resistant to heat, corrosion and atmospheric agents.

The stainless used for the exterior wall is also heat and acid-resistant as it contains less iron than the steel used in other pizza ovens.

Together, these chamber walls help retain Alfa's heat while also providing for a well-made, very sturdy oven.

Testing reveals the perfect shape for the perfect pizza.

OptiDome Half-Sphere Design

The unique shape of an Alfa Heat Genius Pizza Oven is integral to its performance. The "flattened" half-dome design was developed after extensive testing revealed the shape maximized circulation and heat flow, a phenomenon that leads to quick heat-up as well as consistent temperatures for even cooking.

Seamless Shell. (unlike other pizza ovens)

Seamless Shell Construction

Alfa Pizza Ovens are built to last. The oven shell features seamless construction which will last much longer than the riveted shells on other pizza ovens.



Choosing the right size Alfa Pizza Oven

Compact (1 Pizza)

A compact oven has ample space for a good-sized pizza. A full meal would need to be cooked in sequence.

Medium (2 to 3 Pizzas)

A medium size oven has extra space allowing you to cook an additional item simultaneously cutting total cooking time in half.

Large (4 to 5 Pizzas)

A larger oven has the space to cook pizza and an entire meal all at the same time, making ideal for a family.

Our burners push heat across the oven while others blow it out.

Premium SideFire Gas Burner

All gas-powered Alfa Ovens feature a SideFire Burner system in which the burner is located on the side of the oven. This way, the heat is blown across the oven to circulate up and around the combustion chamber. Other brands place their burners in the back of the oven. This means the heat is blown out the door which is, obviously, very inefficient.

Heats up much faster than other artisan pizza oven. (shorter time between pizzas, too)

"Ready Already" Faster To Baking Temperature

Alfa's Heat Genius™ design not only allows you to bake the perfect pizza, it also allows you to start baking the perfect pizza much sooner. There is nothing more frustrating than having to wait for the pizza oven to heat up when you have hungry pizza-lovers that are ready to eat. Alfa can be ready in as little as 20 minutes, much faster than other artisan pizza ovens! And, as important, your Alfa Pizza Oven will better-maintain the heat, as well. With other pizza ovens, after removing a baked pizza or pizzas, the vessel will take considerably longer to come back up to proper temperature which, again, causes hungry pizza-lovers to wait.

The finish is beautiful and made to last.

Double Powder-Coated Oven Shell

All Alfa Pizza Ovens are double powder-coated using a seven-step powder-coating process that will ensure a durable, long-lasting finish.



CLASSICO Line

Alfa's CLASSICO line is a clever combination of traditional lines and technological innovation. Soft but elaborate curves to embellish any space. An artisan oven perfect for elegant villas and gardens.

The unique patented design of our ovens ensures a comfortable and elegant cooking experience, whether in an outdoor kitchen or in the garden, thanks to materials and technologies that promote excellent resistance to moisture and efficient thermal insulation.



FUTURO Line

Alfa's FUTURO line is specially designed for outdoor kitchens. The design, structure and front in stainless steel make it ideal to pair with your grill or other cooking equipment.

Alfa Ovens's evolution lies in the design, innovation and versatility of its ovens. The FUTURO line allows all types of cooking and thanks to its capacity, it's ideal for the whole family to eat in little time.

MODERNO Line

The MODERNO Line was designed to enhance the beauty of the design and performance of Alfa ovens while maintaining the characteristic lines that distinguish them. Perfect for those who have many friends with whom to share the taste of Italian cuisine.

Alfa ovens are the most satisfying outdoor cooking experience. Every technical feature of Alfa's stainless ovens is designed to improve your life.

Starting with the speed of ignition and cooking precision: they quickly heat up to 500°C and can cook a pizza in 1 minute.



MODERNO Portable

THE NEW PORTABLE PIZZA OVEN BY ALFA

A true Neapolitan Pizza Oven, that marries technology and design in only 35 Kg.

The new Moderno Portable is compact and only weighs 35 kilograms. Thanks to the available carry bag cover it can be transported anywhere you desire. Easy to assemble - just insert the flue and chimney cowl and let the party begin.



Colors:

Antique Red ● Ardesia Grey ●

Heatkeeper Refractory Floor:

40x40 cm



Gas only
(LPG version)



Dimensions: 55x53x91h cm

MODERNO 1 Pizza

THE ITALIAN OVEN FOR EVERYONE



Colors:

Copper ●

Heatkeeper Refractory Floor:

Wood 60x40 cm | Gas 50x40 cm



Wood or Gas

With its unmistakable Alfa design the Moderno 1 Pizza oven is compact and weights only 50 Kg.

- Ideal for those who want to have a high performance compact oven that can cook many different items
- Available in either in gas or wood fired versions
- Thanks to its available base with sturdy wheels it can be moved anywhere



Dimensions: 73x55x105h cm

MODERNO 3 Pizze

OUR BEST SELLING OVEN, READY TO COOK MULTIPLE NEAPOLITAN PIZZAS AND MORE.



Colors:

Antique Red ● Ardesia Grey ●

Heatkeeper Refractory Floor:

Wood 90x50 cm | Gas 80x50 cm

Hybrid Kit Accessory:

Available



Wood and Gas
(Hybrid with kit)

The new Moderno 3 Pizze oven with increased capacity is an oven that is ready to cook the first pizza in just 30 minutes

The Moderno 3 Pizze oven can be placed on an existing table in your garden, install it on its own dedicated base or combined with one of Alfa's multi-functional bases.

The oven is available in either a wood or gas version. Thanks to the available hybrid kit you may choose to cook with wood in your gas oven.



Dimensions: 108x73x114h cm

MODERNO 2 Pizze

DISCOVER 2 PIZZE, THE MODERNO LINE OVEN IDEALLY SUITED FOR YOUR BACKYARD



Colors:

Antique Red ● Ardesia Grey ●

Heatkeeper Refractory Floor:

Wood 70x50 cm | Gas 60x50 cm

Hybrid Kit Accessory:

Available



Wood and Gas
(Hybrid with kit)

Functional design and attention to detail combined with the best of Alfa technology make the 2 Pizze oven an exceptionally high-performance cooking tool that blends perfectly in modern outdoor spaces.

Moderno 2 Pizze is available in a wood-fired or gas-fired version, but thanks to the practical Hybrid Kit, you can decide to cook with wood in the gas-fired model, choosing which fuel to use to best cook your recipes.



Dimensions: 95x76,5x105,5h cm

MODERNO 5 Pizze

THE SEMI-PROFESSIONAL OVEN THAT HAS NO LIMITS



Colors:

Antique Red ● Fire Yellow ●

Heatkeeper Refractory Floor:

Wood 100x70 cm | Gas 85x70 cm

Hybrid Kit Accessory:

Available



Wood and Gas
(Hybrid with kit)

Moderno 5 Pizze is the largest Alfa oven

The Moderno 5 Pizze is designed for those who want to cook like the pros with capacity to feed a crowd. Plus, it has beauty to enhance any outdoor setting.

The custom base comes with ample storage and foldaway shelves.

The oven is available in either a wood or gas version. Thanks to the available hybrid kit you may choose to cook with wood in your gas oven.



Dimensions: 118x102x149h cm

CLASSICO 2 Pizze

OUR COMPACT STAINLESS STEEL OVEN
DESIGNED FOR COOKING PIZZA AND MORE



Colors:

Ardesia Grey ●

Heatkeeper Refractory Floor:

Wood 70x50 cm | Gas 60x50 cm

Hybrid Kit Accessory:

Available



Wood and Gas
(Hybrid with kit)

**Perfect for small backyards, balconies or
anywhere space is at a premium.**

Very stylish and great for cooking pizza, bread, roasts, grilled meats, foods cooked in crockery, desserts and everything else you love to cook in a traditional oven.

The oven is available in either a wood or gas version. Thanks to the available hybrid kit you may choose to cook with wood in your gas oven.



Dimensions: 95x75x109h cm

FUTURO 2 Pizze

THE HYBRID OVEN THAT'S DESIGNED FOR OUTDOOR KITCHENS.



Colors:

Silver Black ●

Heatkeeper Refractory Floor:

70x40 cm

Hybrid Kit Accessory:

Available



Gas only
(Hybrid with kit)

**The design and stainless-steel front make the
Futuro 2 Pizze ideal to pair with your grill and
other outdoor kitchen equipment.**

Add the ability to cook perfect pizzas to your outdoor kitchen with the Alfa Futuro 2 Pizze.

Designed specifically to fit into your outdoor kitchen, the Futuro 2 Pizze features a stainless steel front. And you can cook with gas or wood (with an available Alfa Hybrid kit)



Dimensions: 100x63.8x123h cm

CLASSICO 4 Pizze

THE STYLISH STAINLESS OVEN DESIGNED FOR THE FAMILY



Colors:

Ardesia Grey ●

Heatkeeper Refractory Floor:

Wood 90x60 cm | Gas 80x60 cm

Hybrid Kit Accessory:

Available



Wood and Gas
(Hybrid with kit)

**The new Classico 4 Pizze with increased capacity
can cook up to 4 pizzas and much more.**

From pan pizzas, roasted meat and fish; these dishes will make your relaxing moments in the open air delightful.

The oven is available in either a wood or gas version. Thanks to the available hybrid kit you may choose to cook with wood in your gas oven.



Dimensions: 108x91x115,7h cm

FUTURO 4 Pizze

THE SEMI-PROFESSIONAL OUTDOOR KITCHEN (HYBRID) PIZZA OVEN.



Colors:

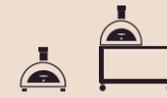
Silver Black ●

Heatkeeper Refractory Floor:

80x60 cm

Hybrid Kit Accessory:

Available



Gas only
(Hybrid with kit)

Our top of the line oven for the serious outdoor kitchen.

The large capacity Futuro 4 Pizze is a semiprofessional pizza oven designed to fit harmoniously in any outdoor kitchen.

Made to meet a wide range of cooking needs the oven is gas fired but, with the available Alfa Hybrid kit, can also work with wood.



Dimensions: 110x84x151h cm

ALFA



Comparative table



	CLASSICO Line		FUTURO Line	
	2 Pizze	4 Pizze	2 Pizze	4 Pizze
Dimensions	95x75x109h cm	108x91x115,7h cm	100x63.8x123h cm	110x84x151h cm
Cooking Floor	70x50 cm WOOD 60x50 cm GAS	90x60 cm WOOD 80x60 cm GAS	70x40 cm GAS	80x60 cm GAS
Pizza capacity	2 Pizzas	4 Pizzas	2 Pizzas	4 Pizzas
Weight	86 kg	118 kg	110 kg	119.5 kg
Fuel	Wood and Gas (Hybrid with kit)	Wood and Gas (Hybrid with kit)	Gas (Hybrid with kit)	Gas (Hybrid with kit)
Combinations				
Colors				



	MODERNO Line				
	Portable	1 Pizze	2 Pizze	3 Pizze	5 Pizze
Dimensions	55x53x91h cm	73x55x105h cm	95x76,5x105,5h cm	108x73x114h cm	118x102x149h cm
Cooking Floor	40x40 cm GAS	60x40 cm WOOD 50x40 cm GAS	70x50 cm WOOD 60x50 cm GAS	90x50 cm WOOD 80x50 cm GAS	100x70 cm WOOD 85x70 cm GAS
Pizza capacity	1 Pizza	1 Pizza	2 Pizzas	3 Pizzas	5 Pizzas
Weight	35 kg	54 kg	79 kg	97 kg	175 kg
Fuel	Gas	Wood or Gas	Wood and Gas (Hybrid with kit)	Wood and Gas (Hybrid with kit)	Wood and Gas (Hybrid with kit)
Combinations					
Colors					

We cracked the code to **making great pizza at home**



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