

AUTUMN  
2025

VOL.01

# Pizza INFERNO

M A G A Z I N E

2026  
WEDDING  
TRENDS

5

TYPES OF  
MOZZARELLA –  
LEARN WHAT  
TO USE WHEN

Healthy  
PIZZA?

COVER IMAGE BY HELEN JANE PHOTOGRAPHY

# THE ART OF PIZZA MAKING

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Welcome to the first ever Pizza Inferno magazine! And thank you so much for making it past the front cover. I'm George, co-founder of the company and a life-long pizza enthusiast. When we started Pizza Inferno, I was a hobbyist pizzaiolo, enjoying making family and friends pizza in my tiny Ooni Karu 12. Although I knew how to make a reasonable pizza, I was acutely aware that there was so much that I didn't know about it. If my dream was to have a successful business, I needed to live and breathe it.

After countless hours of reading books, scouring the internet and visiting restaurants, my wife and I decided that we needed to make the ultimate pizza pilgrimage to truly graduate the school of pizza: Naples, Italy. In Naples, we ate at the oldest and most respected pizzerias in the world, spoke to the pizzaiolos and took classes. For pizza lovers, it's a surreal experience. We've since made (literally) thousands of pizzas and served countless customers from Vinnie, our bespoke pizza van.



**This magazine was born from a desire to share what we've learnt. Whether you're just beginning your pizza journey or you're a business owner like us, I hope that you'll find some gems in this magazine that helps you on your way.**

**Best of luck.**

**George**



# DIARIES: THE LIFE OF A PIZZA VAN MAN



September was the best month to date for Pizza Inferno. We attended weddings in gorgeous locations, fed hungry guests at some milestone birthday parties and — a huge achievement for us — catered a corporate function for Mercedes Vans for 700 people. Hands down the biggest event we'd ever done, I wondered on more than one occasion if we'd bitten off more than we could chew.

To my great relief, the event was a huge success. To pull it off, we had twice the number of staff that we'd usually take along to a gig, and prepared as much as we could before we set off. There's nothing like the feeling of being so rushed off your feet that there's no time to think; you fall into a familiar (if a little frantic) rhythm of stretching, topping and baking — my happy place.





# IS PIZZA HEALTHY?

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Whether I'm boxing up pizzas for customers or serving up a buffet for wedding guests, someone will inevitably mention that they're trying to eat healthily, and really shouldn't be having pizza. This is usually while piling slices onto their plates or speaking with a mouthful of margherita.

This is when I get to burst into action and start preaching about the virtues of true Neapolitan pizza; its San Marzano tomato sauce, with nothing but a pinch of salt and olive oil; its fresh fior di latte mozzarella that has no additives or starches (found in common low-moisture mozzarella); and, most importantly, the dough — slow fermented for improved flavour, texture and digestibility, and having just four ingredients: flour, water, salt and yeast. No sugar. No preservatives. No fat.

It's as close to 'healthy pizza' you can get. There is, however, one caveat: processed meat. The most popular pizza I serve (rivalled only by the margherita) is the humble pepperoni — customers (particularly tipsy men) can't seem to get enough of it. But on closer inspection of the Calabrian pepperoni I've been serving in the van, I can see that the ingredient list isn't quite as short as I'd expected: Pork, Salt, Calabrian Spicy Pepper, Natural Flavourings, Spices, Dextrose, Sugar, Smoke flavourings, Antioxidant: E300; Preservatives: E252, E250. To my horror, there were not one, but three different varieties of the dreaded E numbers.

Those particular E numbers are code for Nitrates and Nitrites. Why's that bad?

Put simply, when heated at high temperatures (like my 450 °C pizza oven), nitrites can react with proteins and form nitrosamines which, consumed over time, have been linked to an increased risk of colorectal cancer. In fact, for this reason, the World Health Organisation has classified all processed meats as a Group 1 carcinogen.

So... I guess some of my pizza isn't so healthy after all. Refusing to give in to the notion of serving poison pizza, I decided to hunt down pepperoni that didn't have an ingredient list as long as my arm; something that avoided E numbers and preservatives... something simple and traditional. After a quick search, to my amazement, the answer jumped out at me. Cue, *Properoni* — the Hungarian company making waves in the pizza world with their natural pepperoni that's created using time-honoured production methods. They claim their pepperoni has:

"No nitrites, no additives, no preservatives, no ultra-processing, no compromises. Just best-in-class pepperoni with exceptional award-winning taste. Quite simply, pepperoni made properly... our pepperoni is slowly smoked over real beechwood logs and naturally cured to create a rich, smoky flavour that sets us apart, using methods perfected for over 150 years."





MEDIUM



Authentically Beechwood Smoked

MEDIUM

READY TO EAT AND ENJOY

Authentically Beechwood Smoked

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# PROPERONI: MADE THE PROPER WAY

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Eureka! Just what the doctor ordered! All that was left to do was taste it. The company offers classic pepperoni, hot pepperoni and pepperoni crumble. After a few clicks online and a 24 hour wait, a pack of each was delivered to my door. Staring at the tasty trifecta, I decided to do what any decent person would, and celebrated them in a triple pepperoni pizza. Check out the finished product below.

The flavour? Honestly out of this world. The classic slices bring smoky-sweet richness, the spicy adds a warming chilli kick, and the crumble crisps up beautifully into little bursts of intense flavour. Together, they create a pizza that's rustic, indulgent, and full of character.

It seems to me that *Properoni's* nitrite-free recipe offers a cleaner, more natural pork taste without a harsh chemical tang. The beechwood smoke and paprika shine through, giving a rich depth that feels balanced and less greasy, with flavours that are smoky, spicy, and slightly sweet rather than just salty heat.

So, will using *Properoni* in future restore my faith in the 'healthy pizza'? Well, in reality, all cured meats are likely to be high in salt and saturated fat — it's certainly no salad. On balance, however, I'd choose *Properoni* over the alternatives any day.





# AUTUMNAL TREAT

*Spiced Pumpkin Pizza*







100% biga pre-ferment, 70% hydration, and 2.5% salt. Cold-fermented for 48 hours for depth, balance, and an airy, blistered crust



# Ingredients

## To make the puree

- 1 medium pumpkin or butternut squash (about 1–1.5 kg)
- 2 tbsp olive oil
- Salt & black pepper
- A pinch of nutmeg and cinnamon

## Toppings

- Crispy pancetta
- Caramelised red onion
- Fresh sage
- Fresh basil

## Drizzles

- Olive oil over the crust
- WilderBee hot honey

## Optional Toppings

- Gorgonzola or dolcelatte (blue cheese adds a sharp contrast)
- Mascarpone dollops
- Prosciutto or speck after baking
- Walnuts or hazelnuts, roughly chopped

# Spiced Pumpkin Pizza

- Prep the pumpkin: Cut in half, scoop out the seeds, and chop into wedges (leave the skin on for roasting — it peels off easily after).
- Roast: Place wedges on a baking tray, drizzle with olive oil, season with salt and pepper. Roast at 200 °C (fan 180 °C) for 40–50 minutes until soft and caramelised at the edges.
- Scoop & blend: Once cool enough to handle, scoop the flesh from the skin. Put into a blender or food processor with the cinnamon and nutmeg, and a drizzle of olive oil. Blend until smooth.

To assemble the pizza:

- Base: Roasted pumpkin purée
- Cheese: Grana Padano and Fior di latte mozzarella
- Toppings: Crispy pancetta, caramelised red onion, and a handful of fresh sage leaves.
- Finish: A drizzle of WilderBee hot honey after baking to balance the savoury with a touch of warm sweetness.

The result is a pizza that's rustic, comforting, and bang on-season — perfect for chilly nights.





# THE PIZZAIOLO

A pizzaiolo (plural pizzaioli) is essentially a master pizza chef — but in Naples, it's not just a job title, it's a badge of honour.



The word itself is a combination of “pizza” with the Italian suffix “-aiolo,” which is used to describe someone who works with or makes something. People started using it in Naples around the 18th–19th centuries, when pizza was graduating from humble street food to a respected dish worthy of its own profession.

What does a pizzaiolo actually do? Everything. From mixing and fermenting the dough, to stretching it by hand (do not mention rolling pins), to balancing toppings, and most importantly, taming the blazing wood-fired oven. Neapolitan pizzas bake in 60–90 seconds at nearly 500 °C, so the pizzaiolo's skill in managing the fire is half the battle..

Their craft is taken so seriously that in 2017, UNESCO listed the art of the Neapolitan pizzaiolo as part of the Intangible Cultural Heritage of Humanity. In other words, the world officially agrees: Neapolitan pizza isn't fast food, it's an art form.

## Did You Know?

In 18th-century Naples, pizzaioli didn't have restaurants. They often baked pizzas in street ovens or carried them through the city in tin stoves balanced on their heads, calling out to sell slices on the go.

The world's first true pizzeria, Antica Pizzeria Port'Alba, opened in 1738 in Naples — and it's still serving pizza today.

**PIZZA  
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We were approached this month by the leading event supplier company *Add To Event* to contribute to one of their blogs entitled 2026 wedding trends: Food vans, country bands & outdoor “I dos” — you can read it here: <https://www.addtoevent.co.uk/articles/wedding-trends>.



In it, I explain why I think pizza has become so popular at weddings. In fact, the same ideas apply to most gatherings — I really believe that a good quality pizza can put a smile on anyone’s face. So, is pizza a passing trend or here to stay? I think you know my answer.



# WEDDING TRENDS 2026



# DEEP DIVE: MOZZARELLA

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When you're starting out making pizza, you would be forgiven for spending most of your energy focused on perfecting your dough; what hydration should it be? Do I have the right flour? How long should I ferment it? Do I need a pre-ferment? Do I need a fridge? What even is sourdough?! The questions never stop and you can quickly feel like picking another hobby. The reality is though, there's a very wide spectrum of tasty dough that makes a perfectly fine pizza — not every mix needs to be a 70% hydration, 72-hour cold fermented, 50% biga beast. Save those for Instagram.

Before wasting any more time on dough (because trust me, you'll be tweaking it forever), spare a moment to consider the most expensive ingredient on your pizza: cheese. You see, not all mozzarella is made equal, and knowing what to use when (as well as what not to bother using at all) can make or break your pizza.



**Here are five different types of mozzarella. Learn when to use it, how to use it, and when not to bother using it at all.**



## **NO. 1 FIOR DI LATTE**

Literally meaning 'flour of milk' this is your gold standard (in my opinion) for making a Neapolitan pizza. Made of cow's milk, this cheese melts into creamy white puddles on your pizza, giving Neapolitan pizza its characteristic look. Bought fresh in balls packed with brine, it's best to drain and cut this mozzarella the night before using it and leave it in the fridge to dry out a little — that will protect you making wet, soggy pizzas.



## **NO. 2 BUFFALO MOZZARELLA**

Produced from the milk of water buffalo in southern Italy, this cheese has is often called the 'king of mozzarella'. It's so special that it has Protected Designation of Origin status in the EU. This cheese is exceptionally soft and creamy (and delicious) but be warned — it's extremely wet and more expensive than fior di latte. For that reason, I only use it on Margheritas, where the subtle flavour can be appreciated without other more powerful toppings getting in the way. To protect your pizza from the excess moisture, a good trick is to start your pizza off in the oven, and then add the Buffalo Mozzarella half way through cooking — that way it won't get a chance to release all of its moisture during the cooking process.





### **NO. 3 LOW-MOISTURE MOZZARELLA**

This starts life as fior di latte that is then aged/dried for a few weeks. It's usually bought in blocks that you cut yourself, and it has a firmer drier texture. Due to there being less moisture, it can bake for longer without making your pizza soggy — vital for making a classic New York style pizza, that typically bakes for 5-8 minutes. It tastes more mild than fresh cheese, with a lot less of the tang that you get from Buffalo Mozzarella.



### **NO. 4 SHREDDED MOZZARELLA**

Made from industrial low-moisture mozzarella, with the addition of starches and anti-caking agents. It is cheaper, oilier and less flavourful than the other options; funnily enough, it's the go-to choice at your local fast-food pizza chain. If you're going through the effort of making your own pizza (especially in a high temperature pizza oven) my advice is to avoid shredded mozzarella like the plague. It looks cheap, tastes cheap, and undermines all of your effort. I guess it is convenient though.





## NO. 5 BURRATA

Burrata is not baked on your pizza — instead, it's an indulgent creamy centrepiece you add after cooking for some luxury and drama.

Made from an empty mozzarella ball that gets filled with Stracciatella and fresh cream; it's the diva of the mozzarella world. Place it at the centre of a cooked pizza, cut into it with a knife, and the rich creamy centre spills out over your pizza. If you want to give it a go, keep your toppings simple — Burrata doesn't like to be upstaged.



Burrata is best enjoyed at room temperature, not straight from the fridge. When it's too cold, the creamy centre stays firm and the delicate outer shell tightens, which means you miss out on that signature silky, spoonable texture. Letting it sit out for about 30–60 minutes allows the cream inside to relax and flow beautifully when cut, while the flavour becomes richer and more buttery. It also prevents the cheese from chilling your hot pizza.



# CONNECT WITH US

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And that's a wrap for the first edition of Pizza Inferno Magazine! If you've made it this far, you're definitely one of us — obsessed with dough, toppings, and chasing the perfect pizza. I'd love to hear from you.

Send in your pizza photos, experiments, questions, or stories from your own pizza journey — whether that's at home, on the road, or in your back garden. You can reach us at [info@pizzainferno.co.uk](mailto:info@pizzainferno.co.uk) or tag @pizzainfernouk on Instagram. A few of your creations might even make it into the next issue.

We're already working on the Winter Edition, packed with cold-weather comfort food, festive flavours, and plenty of tips to keep your dough happy through the chilly months.

Thanks for reading, for sharing the passion, and for being part of the Pizza Inferno community.

George  
Co-founder, Pizza Inferno



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