

MOLINO
Casillo
DAL 1958

PROFESSIONAL LINE

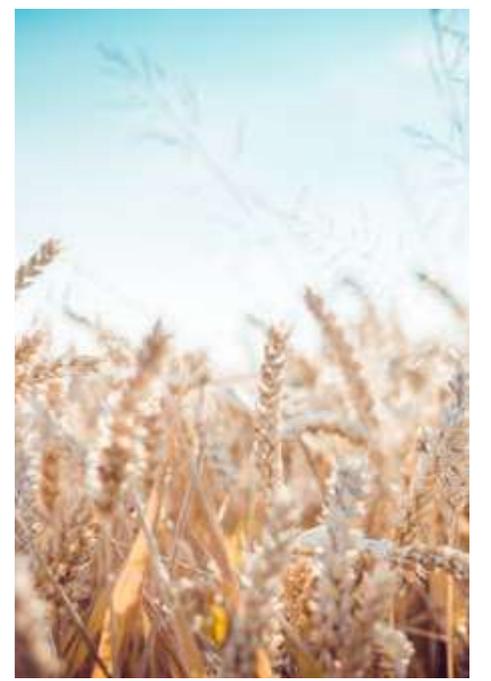


MOLINO
Casillo
 DAL 1958

THE LAND
 PRODUCES THE WHEAT.

BUT MAN
 PRODUCES
 THE DREAM ABOUT WHEAT,
 AND IT IS THE DREAM
 THAT MAKES
 THINGS COME TRUE.

VINCENZO CASILLO



MOLINO CASILLO. QUALITY, INNOVATION AND PASSION AT THE SERVICE OF PROFESSIONALS

The Casillo Group has decided to launch the new brand **Molino Casillo**, with the aim of catering to the needs of an increasingly specialised market in constant search of excellence. **Molino Casillo** is the result of a new corporate vision that seeks to also bring the “**Molino Casillo universe**” to professionals by offering a wide range of flours and semolina of the highest quality, produced to meet every need and able to ensure an excellent result in every field of use.

The Casillo Group is a great Italian company, world leader in the processing and marketing of wheat, rooted deep in the Italian tradition and still evolving with professionalism and passion in a constant search for perfection.

FLOURS AND SEMOLINA

EXPERIENCE, RESEARCH and **ATTENTION TO DETAIL** are at the service of bakers, pasta makers, pizza makers and professional pastry chefs who are looking for selected products starting from a top-quality raw material. Molino Casillo provides customers with a team of experts specialised in the four areas of reference (bakery, pasta making, pizzeria and confectionery) and offers a complete range of services to satisfy customers, accompanying them with dedication and expertise in every stage of their work.

QUALITY, INNOVATION and a constant focus on **SUSTAINABILITY** are the pillars of Molino Casillo Specialist. Our commitment is strongly focused on concrete actions: this is why, in addition to respecting the environment and the territory in every stage of our manufacturing process, we use only FSC® certified materials for our packs.



“This packaging is FSC® certified and made with paper from responsibly managed forestry sources. It is entirely recyclable”.



THE MANUFACTURING STRUCTURE

EXCELLENT RAW MATERIALS

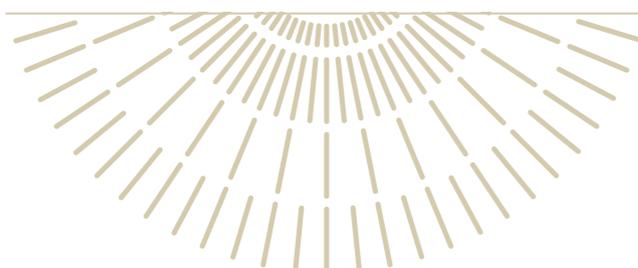
we select the best wheat to obtain a product with excellent technological and sensory qualities that can ensure outstanding performance and a top-quality end product.

BEST PRODUCTION PLANT

where we can experiment and develop new processes to guarantee the best production of flours and semolina.

BEST MANUFACTURING PROCESS

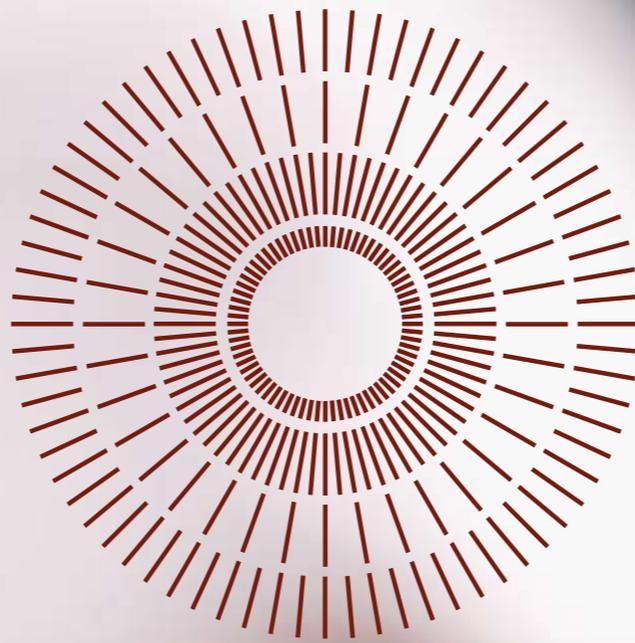
guaranteeing modern processing by means of cutting-edge milling techniques aimed at preserving the natural qualities of our raw materials.



MOLINO
Casillo
DAL 1958

THE PROFESSIONAL RANGE

A NEW RANGE OF PREMIUM AND SUPER PREMIUM PRODUCTS WITH A WIDE AND DIVERSIFIED CHOICE COMPOSED BY 7 LINES WITH EXCELLENT TECHNOLOGICAL AND SENSORY PROPERTIES PARTICULARLY SUITED FOR PROFESSIONAL USE SINCE THEY CAN GUARANTEE EXTRAORDINARY PERFORMANCE AND AN OUTSTANDING FINISHED PRODUCT.



THE PROFESSIONAL RANGE



PREMIUM

BREAD



Type "0" flour
230 PLUS

Type "0" flour
280 PLUS

Type "0" flour
330 PLUS

Type "0" flour
400 PLUS

Double-milled
semolina
TOP

Double-milled
semolina
ORO (GOLD)

Type "0" flour with
wheat germ
PER BIGA (For Biga)

Type "0" flour with
wheat germ
PER RINFRESCI
(For Refreshments)

PASTA



Semolina
TOP GIALLA
(Top Yellow)

Semolina
EXTRA AZZURRA
(Extra Blue)

Semolina
TOP ROSSA
(Top Red)

Semolina
EXTRA ARANCIO
(Extra Orange)

Wholemeal
semolina
WHOLEMEAL

Semolina
SFOGLIA E PASTE
RIPIENE (Fresh Egg
and Stuffed Pasta)

Type "00" flour
FLOUR FOR PASTA

Semolina
FRESH PASTA

PASTRY



Type "0" flour
TORTE E FROLLE
(Cakes and
Shortcrust Pastry)

Type "0" flour
SFOGLIA (Puff
pastry)

Type "0" flour
CROISSANTS

Type "0" flour
LIEVITATI (Leavened
Products)

Type "0" flour
MENO VENTI
(Minus Twelve)

Type "00" flour
VENTILATA (Airy)

PIZZA



Type "0" flour
ZERO UNICA (Zero Only)

Type "0" flour
ZERO M

Type "0" flour
ZERO L

Type "0"
ZERO XL

Double-milled
semolina
PIZZA ORO (Pizza Gold)

Type "0" flour with
wheat germ
LA 8

Type "0" flour with
wheat germ
LA 8 PLUS

Type "1" flour with
wheat germ
AROMA

THE PROFESSIONAL RANGE

SUPER PREMIUM



LE CLASSICHE



Wholemeal flour
INTEGRA



TYPE "1"
soft wheat flour



TYPE "2"
soft wheat flour



Organic Cappelli
double-milled semolina
LA SENATORE BIO



Organic Type "0"
flour
BIO PLUS



Organic double-
milled semolina
L'ORO BIO

PRIME TERRE



Double-milled
semolina
PUGLIESE



Double-milled
semolina
SICILIANA



Type "0" flour
LA FARINA PUGLIESE



Type "0" flour
LA FARINA TOSCANA



Type "0" flour
LA FARINA CAMPANA



Type "0" flour
LA FARINA LAZIALE



Semolina
LA SEMOLA

PIETRA



TYPE "1" FLOUR
MEDIUM



TYPE "2" FLOUR
MEDIUM



TYPE "1" FLOUR
STRONG



TYPE "2" FLOUR
STRONG



WHOLEMEAL FLOUR



SEMOLATO



THE ART OF BREAD-MAKING

OUR FLOURS OBTAINED WITH CAREFULLY SELECTED WHEAT ARE IDEAL TO GIVE AN INTENSE FLAVOUR AND EXCELLENT AROMA TO BREAD, FOCACCIAS, TARALLI, ETC. A CHOICE OF PRODUCTS SPECIFICALLY TAILORED FOR BREAD-MAKING THAT ENSURES EXCELLENT PERFORMANCE AND TOP-QUALITY FINISHED PRODUCTS.



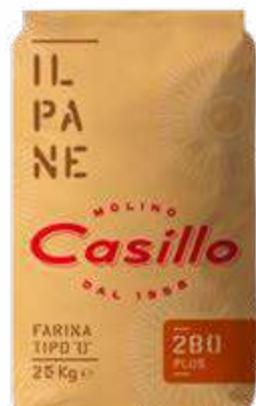


230 PLUS

TYPE "0" SOFT WHEAT FLOUR

"230 Plus" is the ideal type "0" flour to produce traditional bread with the direct-leavening method. Its composition will make your products light, crunchy and fragrant.

W 230 - 25 KG

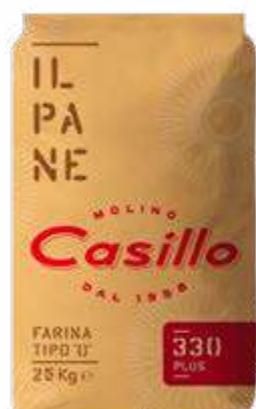


280 PLUS

TYPE "0" SOFT WHEAT FLOUR

"280 Plus" is the ideal type "0" flour to produce traditional bread with medium leavening. Its composition makes it highly performing and stable even when you use the cold rise technique.

W 280 - 25 KG



330 PLUS

TYPE "0" SOFT WHEAT FLOUR

"330 Plus" is the ideal type "0" flour to produce airy and light bread. It is suitable for indirect or direct long-leavening doughs and for high hydration doughs. Its composition makes it highly performing and stable even when you use the cold rise technique.

W 330 - 25 KG



400 PLUS

TYPE "0" SOFT WHEAT FLOUR

400 Plus is the ideal type "0" flour to produce airy and light bread. It is particularly suitable for indirect or direct long-leavening doughs and for high hydration doughs. Excellent to balance out every flour and give your doughs hold and stability. Its composition makes it highly performing and stable even when you use the cold rise technique.

W 400 - 25 KG



TOP

DOUBLE-MILLED DURUM WHEAT SEMOLINA

"Top" is a double-milled durum wheat semolina made by mixing the best protein-rich durum wheat. Thanks to the double milling of the wheat, the grain size is ultra-fine, which makes this flour ideal when preparing bread, pizza and focaccia as it fills all your products with a unique taste which is further enriched by the unmistakable aroma and colour of durum wheat.

W 210 - 25 KG



ORO (GOLD)

DOUBLE-MILLED DURUM WHEAT SEMOLINA

"Oro" is a double-milled durum wheat semolina made by mixing the best protein-rich durum wheat. Thanks to the double milling of the wheat, the grain size is ultra-fine, which makes this flour ideal when preparing bread, pizza and focaccia as it fills all your products with a unique taste which is further enriched by the unmistakable aroma and colour of durum wheat.

W 250 - 12,5 KG

*le Speciali
con germe*



PER BIGA (FOR BIGA) WITH WHEAT GERM TYPE "0" SOFT WHEAT FLOUR

"Per Biga" (For Biga) with wheat germ is the coarse type "0" flour, which is different from other type "0" flours, rich in aroma and sure to imbue your products with "the essence of a field of wheat". Ideal to produce puffed and light bread. Perfect for biga and pre-doughs it maintains unmistakable flavours and aromas throughout all production phases and allows you to create unique products!

W 380 - 12,5 KG



PER RINFRESCHI (FOR REFRESHMENTS) WITH WHEAT GERM TYPE "0" SOFT WHEAT FLOUR

"Per Rinfreschi" with wheat germ is the coarse type "0" flour which is different from the type 0 flour you are used to, rich in aroma and sure to imbue your products with "the essence of a field of wheat". Ideal for making traditional style bread. Its extraordinary performance makes it perfect to refresh any kind of yeast and to prepare polish.

W 285 - 12,5 KG

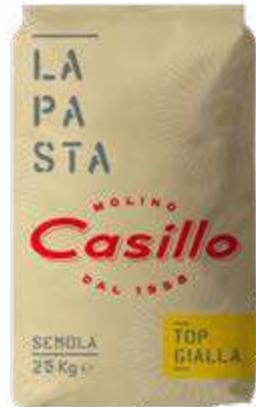


THE THOUSAND SHAPES OF PASTA

OUR CAREFULLY SELECTED DURUM WHEAT SEMOLINAS ARE IDEAL TO PREPARE PASTA WITH AN AUTHENTIC FLAVOUR AND A PERFECT HOLD DURING COOKING.

MOLINO CASILLO HAS BEEN MILLING THE BEST DURUM WHEAT FOR MORE THAN SIXTY YEARS TO PRODUCE TOP-QUALITY SEMOLINAS TO SATISFY THE MOST DEMANDING PROFESSIONALS.





TOP GIALLA (TOP YELLOW) DURUM WHEAT SEMOLINA

“Top Gialla” is the large grain size semolina for pasta. Obtained by skilfully milling selected varieties of durum wheat, it is ideal to produce fresh and dry pasta and has an intense yellow colour and strong hold during cooking.

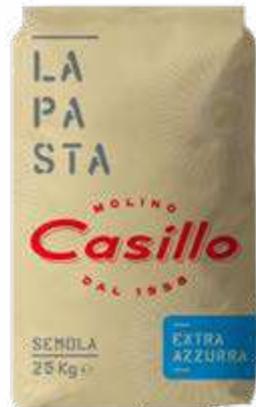
25 KG



EXTRA ARANCIO (EXTRA ORANGE) DURUM WHEAT SEMOLINA

“Extra Arancio” is the semolina for pasta by excellence. By skilfully milling the best hard grains we obtain a coarse-ground semolina which will allow you to produce fresh and dry, moulded and drawn pasta, with an intense colour and a strong hold during cooking.

25 KG



EXTRA AZZURRA (EXTRA BLUE) DURUM WHEAT SEMOLINA

“Extra Azzurra” is the calibrated semolina for pasta with elastic gluten, ideal to produce fresh and dry pasta with an intense colour and strong hold during cooking.

25 KG



INTEGRALE (WHOLEMEAL) DOUBLE-MILLED DURUM WHEAT SEMOLINA

“Integrale” is a whole durum wheat semolina. Its composition and natural fibre content guarantee the production of fresh wholemeal pasta of the highest quality, with a rich taste and strong aroma.

25 KG



TOP ROSSA (TOP RED) DURUM WHEAT SEMOLINA

“Top Rossa” is the large grain size semolina for pasta. Obtained by skilfully milling selected varieties of durum wheat, it is ideal to produce fresh and dry pasta and has an intense yellow colour and strong hold during cooking.

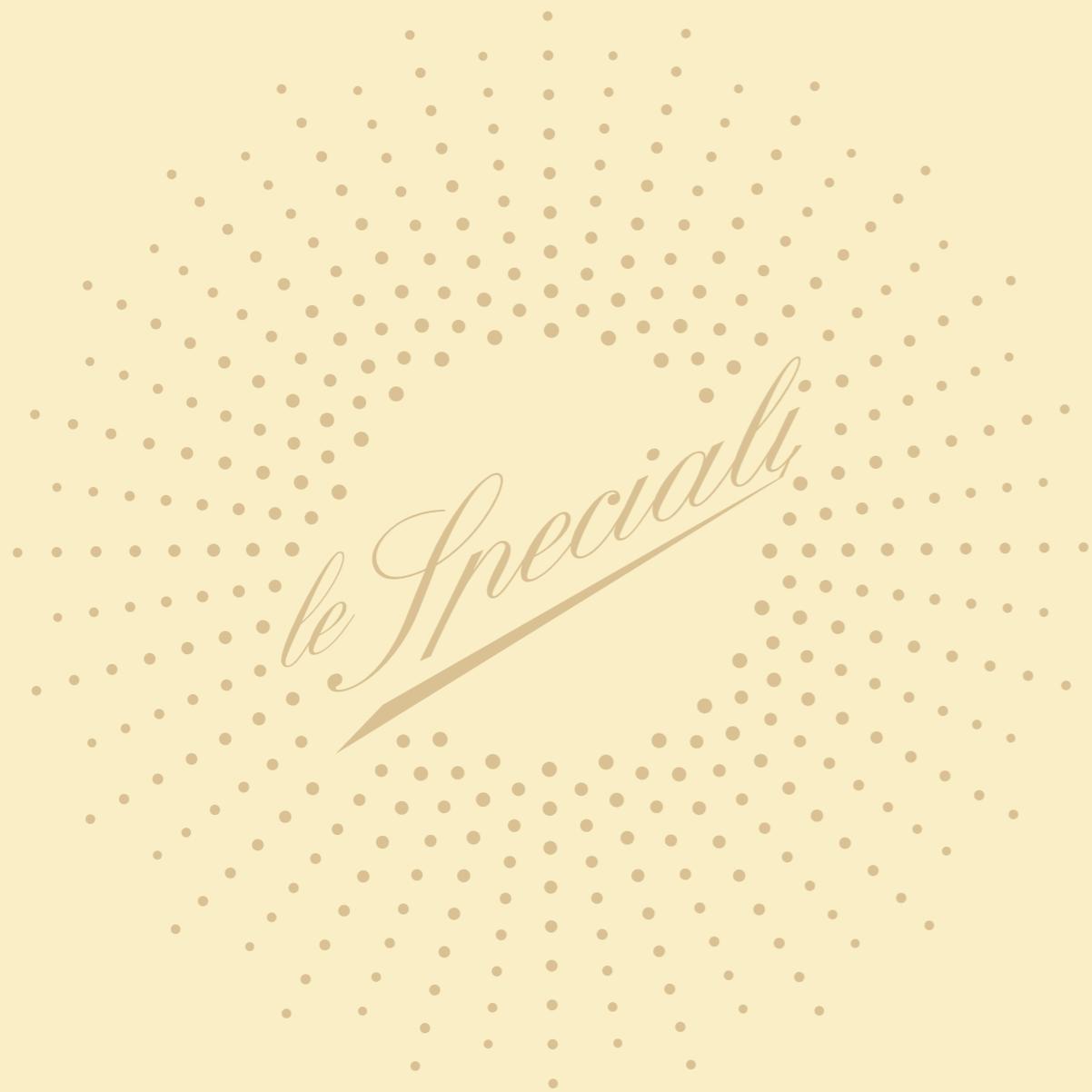
25 KG



SFOGLIA E PASTE RIPIENE (FRESH EGG AND STUFFED PASTA) DURUM WHEAT SEMOLINA

“Sfoglia e Paste Ripiene” is a fine-ground durum wheat semolina. Its elastic gluten and characteristic grain size make it ideal for the production of fresh pasta, perfect for fresh egg and stuffed pasta of the highest quality, with an excellent hold during cooking.

25 KG



FARINA PER PASTA (FLOUR FOR PASTA)

TYPE '00' SOFT WHEAT

“La Farina per pasta” is a soft wheat flour, extracted from the most internal part of the wheat kernel. The result is a flour with a very low ash content and with extensible gluten to make the dough for your fresh pasta highly workable and give the finished product a characteristic shine and excellent hold during cooking.

25 KG



PASTA FRESCA (FRESH PASTA)

DURUM WHEAT SEMOLINA

“Pasta Fresca” is the coarse calibrated durum wheat semolina produced by skilfully milling the best Italian protein-rich hard grains to guarantee high quality fresh pasta with a golden yellow colour and an excellent cooking hold.

25 KG



THE SWEET UNIVERSE

OUR FLOURS FROM THE IL DOLCE LINE ARE IDEAL TO GIVE FLAVOUR, AROMA AND THE RIGHT CONSISTENCY TO TARTS, SOFT CAKES, FRAGRANT BISCUITS, LEAVENED PRODUCTS, ETC. OUR PASTRY FLOURS HAVE BEEN CONCEIVED TO OFFER PROFESSIONALS A TOP-QUALITY RAW MATERIAL CAPABLE OF GUARANTEEING EXCELLENT END PRODUCTS.





TORTE E FROLLE (CAKES AND SHORTCRUST PASTRY) TYPE "0" SOFT WHEAT FLOUR

"Torte e Frolle" is a flour with a high starch content and a fine almost impalpable texture that can ensure ideal consistency as well as an unmistakable flavour and aroma. Ideal when preparing sponge cake, soft cakes, muffins, plum cakes, biscuits and shortcrust pastries of all kinds. Try it also to make fabulous puffs.

W 150 - 12,5 KG



LIEVITATI (LEAVENED) TYPE "0" SOFT WHEAT FLOUR

"Lievitati" was conceived for long-leavened products and is ideal to prepare mother yeast and its refreshments. Excellent for preparations like Panettone, Pandoro, Colombe, Veneziane and babà. The quality of its proteins grants the dough a surprising extensibility and makes it irreplaceable when preparing rich products packed with taste.

W 400 - 12,5 KG



SFOGLIA (PUFF PASTRY) TYPE "0" SOFT WHEAT FLOUR

"Sfoggia" is the perfectly balanced flour to give you excellent workability, for a malleable and easily stretchable dough, which adapts to any puff pastry recipe. The result are well-developed products with an irresistible friability..

W 300 - 12,5 KG

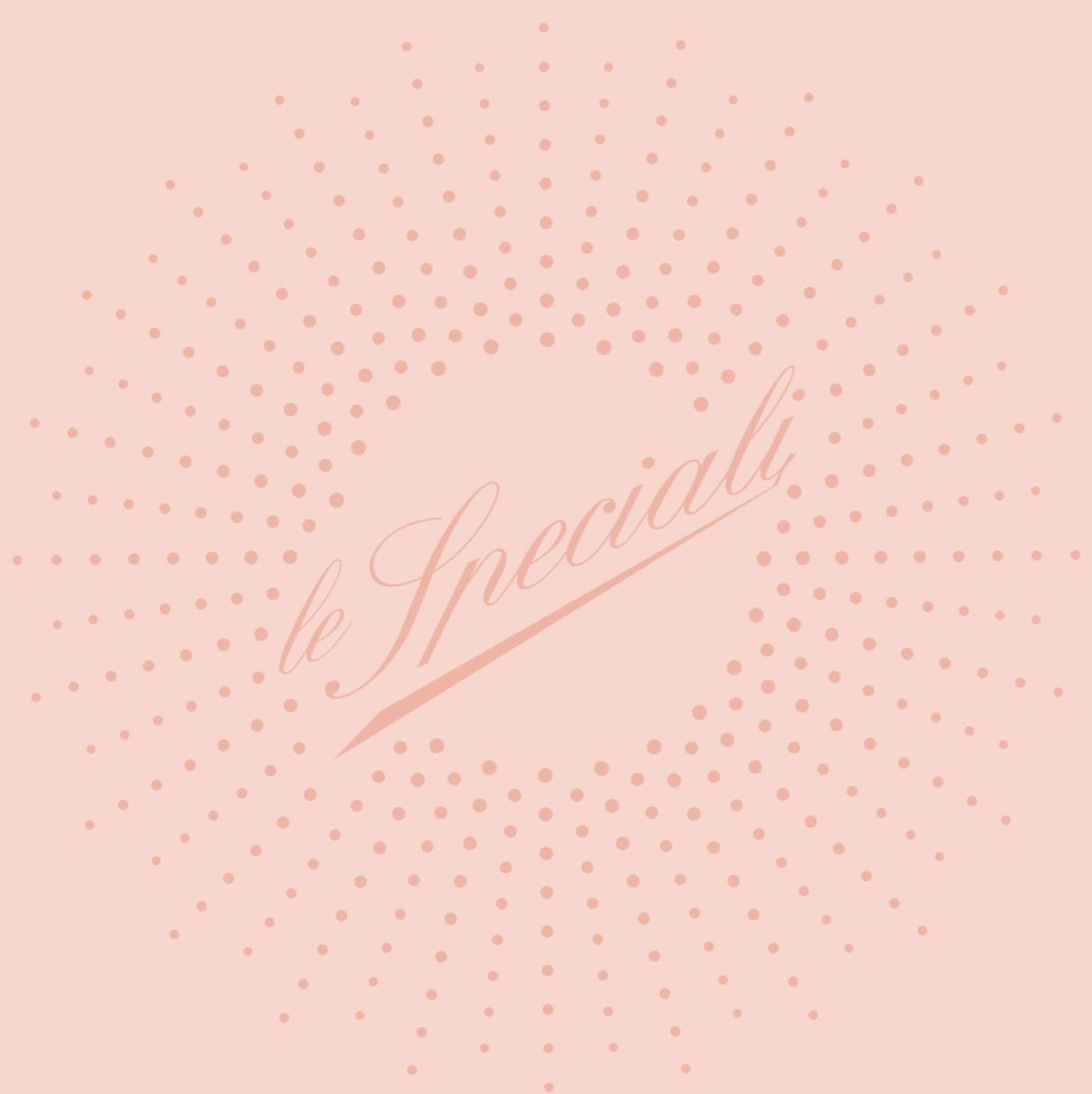


CROISSANT TYPE "0" SOFT WHEAT FLOUR

"Croissant" is the ideal flour for brioches, croissants and other breakfast pastries. Made by milling hard wheat grains with extensible gluten, it guarantees exceptional hold during both rolling-out and leavening of the dough and allows you to create well-developed croissants with a unique flavour and chewability.

W 340 - 12,5 KG





VENTILATA (VENTILATED) TYPE '00' SOFT WHEAT

“Ventilata” is an extremely fine flour made with a high-precision technological process. Its light texture was conceived to make it unbeatable when preparing light whipped doughs like Savoiardi biscuits and to make light shortcrust pastries like Lingue di gatto (“Cat tongues”) and wafers.

W 100 - 12,5 KG



MENO VENTI (MINUS TWELVE) TYPE “0” SOFT WHEAT FLOUR

“Meno Venti” is the perfect flour for all doughs that need abatement and need to be stored at negative temperatures. It guarantees an excellent resistance to cold, resulting in well-developed and exceptionally soft products that preserve their flavour and freshness for a long time.

W 400 - 12,5 KG



HOMAGE TO PIZZA

OUR FLOURS MADE WITH CAREFULLY SELECTED WHEAT ARE IDEAL TO MAKE BOTH TALL AND SOFT AND LIGHT AND CRUNCHY PIZZAS. MOLINO CASILLO DEDICATES ALL ITS EXPERIENCE IN THE FIELD OF MILLING TO THE PIZZERIA LINE TO PRODUCE FLOURS THAT ARE THE IDEAL POINT OF DEPARTURE TO SATISFY EVEN THE MOST DEMANDING MASTER PIZZA-MAKERS.





ZERO UNICA (ZERO ONLY) TYPE "0" SOFT WHEAT FLOUR

"ZERO UNICA" is the ideal flour for every use. Perfect for same-day use and for all types of pizzas and focaccia with a short leavening time. It guarantees light and fragrant pizzas and focaccia as in the best traditions.

W 240 - 25 KG



ZERO XL TYPE "0" SOFT WHEAT FLOUR

"ZERO XL" is the flour created by means of a careful selection of hard wheat grains, which will guarantee high hydration and surprising dough hold. It produces doughs with an extraordinary hold and extensibility. Excellent for long leavening times and for the preparation of Biga.

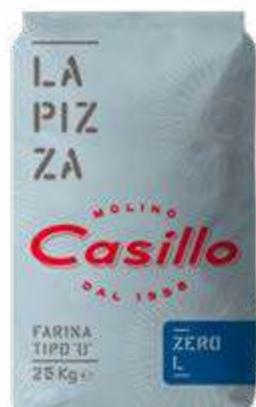
W 380 - 25 KG



ZERO M TYPE "0" SOFT WHEAT FLOUR

"ZERO M" is the flour true pizzaioli appreciate most. It is based on a careful selection of grains and has a high ability to adapt to all processes, thanks to the perfect balance between tenacity and extensibility. Recommended for the preparation of pizzas and focaccia with a medium leavening time.

W 290 - 25 KG



ZERO L TYPE "0" SOFT WHEAT FLOUR

"ZERO L" is the flour designed to guarantee high performance and high hydration. Thanks to a perfect balance between tenacity and extensibility, it fully expresses itself during processing and leavening, giving the finished product exceptional digestibility and a fragrance never experienced before. Suitable for medium to long leavening.

W 340 - 25 KG



*le Speciali
con germe*



AROMA WITH WHEAT GERM TYPE "1" SOFT WHEAT FLOUR

"AROMA" with wheat germ is the type "1" flour obtained by means of a careful and extremely slow milling process. Molino Casillo dedicates this flour to all lovers of Roman-style pizza who wish to make a super crunchy pizza with an exceptional aroma and unique crispness. "AROMA" is the flour of your dreams, conceived for pizza makers who want a different pizza... an Authentic Romana pizza with wheat germ!

W 280 - 12,5 KG



LA 8 WITH WHEAT GERM TYPE "0" SOFT WHEAT FLOUR

"LA 8" with wheat germ is the flour designed for a contemporary pizza with an intense aroma and the famous pronounced pizza crust, which has become an icon in the category of dish pizzas. "LA 8" is the flour we recommend for very high hydration and long leavening doughs. It is obtained by a slow and gentle milling of the best wheat grains to guarantee a unique stability and a smooth and never rubbery pizza, particularly recommended for direct doughs.

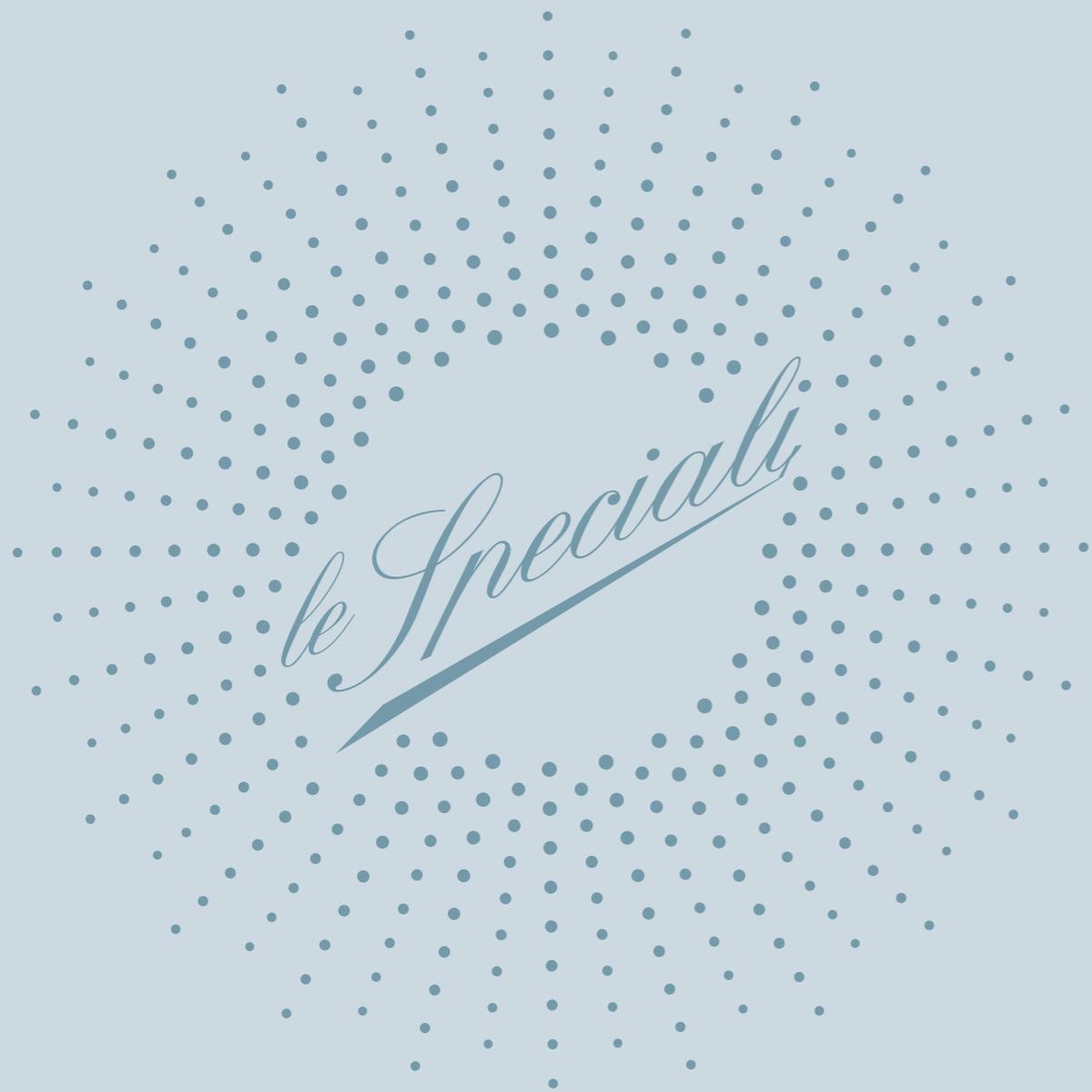
W 300 - 12,5 KG



LA 8 PLUS WITH WHEAT GERM TYPE "0" SOFT WHEAT FLOUR

"LA 8 PLUS" with wheat germ is the flour designed for a contemporary pizza with an intense aroma and the famous pronounced pizza crust, which has become an icon in the category of dish pizzas. "LA 8 PLUS" is the flour we recommend for very high hydration and long leavening doughs. It is obtained by a slow and gentle milling of the best hard wheat grains, to guarantee a unique stability and a smooth and never rubbery pizza both with direct and indirect doughs such as biga and poolish.

W 350 - 12,5 KG



PIZZA ORO (PIZZA GOLD)
DOUBLE-MILLED DURUM WHEAT
SEMOLINA

“Pizza ORO” is the double-milled semolina as yellow as gold and as the sun that shines on the durum wheat. A concentrate of aromas to be used for pizzas and focaccia with a rustic flavour, which tell a story fuelled by tradition.

W 240 - 25 KG





LE CLASSICHE

OUR SELECTED SEMOLINA AND FLOURS ARE THE INDISPENSABLE INGREDIENTS IN THE WORKSHOP OF ANYONE WHO PUTS HIGH QUALITY AT THE CENTRE OF HIS OR HER WORK. A LINE DEDICATED TO ALL THOSE PROFESSIONALS WHO ARE LOOKING FOR THE VERY BEST FOR THEIR PREPARATIONS, BOTH SWEET AND SAVOURY, TO PRESERVE ALL THE SENSORY QUALITIES OF THE WHEAT.





INTEGRA-MEDIUM AND STRONG SOFT WHOLEMEAL FLOUR

“Integra” is the ideal whole wheat flour for your sweet and savoury productions. “Integra” is a concentrate of taste and aromas. Made by milling the whole grain of wheat. Its consistency, amber colour and unmistakable aroma make this flour delicious and rich in nutrients due to its high fibre content.

***MEDIUM W 250 - STRONG W 320 - 25 KG**



TYPE 1 - MEDIUM AND STRONG TYPE “1” SOFT WHEAT FLOUR

Our Type “1” soft wheat flour is a high-quality ingredient full of authentic, genuine flavour. Versatile and packed with nutrients, this flour will infuse your sweet and savoury recipes with a delicious taste and wonderful aroma. Ideal to give a delicately rustic taste to all your preparations.

***MEDIUM W 260 - STRONG W 340 - 25 KG**



TYPE 2 - MEDIUM AND STRONG TYPE “2” SOFT WHEAT FLOUR

Our “Type 2” soft wheat flour is full of nutrients that are naturally found in the wheat kernel and give this flour its characteristic hazelnut colour and high nutritional value. Easy to work with, it is ideal for your sweet and savoury preparations with an intense flavour.

***MEDIUM W 250 - STRONG W 340 - 25 KG**

* The indication of the type of reference will be clearly shown on the side of the bag.



LA SENATORE BIO ORGANIC DOUBLE-MILLED DURUM WHEAT SEMOLINA SENATORE CAPPELLI

Our organic double-milled semolina, made with this variety of durum wheat, is excellent to prepare bread, pasta, pizza, cakes and pastry which are characterised by their intense taste and distinct aroma.

W 190 - 12,5 KG



BIO PLUS - BASIC AND REINFORCED ORGANIC TYPE ‘0’ SOFT WHEAT FLOUR

Our organic type “0” soft wheat flour has a delicate taste and aroma. Made by milling 100% Italian wheat from organic farming. It is ideal for your sweet and savoury recipes. Bring the unique taste of natural ingredients to your table every day with our organic flour.

***BASIC W 230 - REINFORCED W 300 - 12,5 KG**



L'ORO BIO ORGANIC DOUBLE-MILLED DURUM WHEAT SEMOLINA

Our organic double-milled durum wheat semolina is fine ground and adds a bit of crunch and extra flavour to your recipes. Made by double-milling organically-grown 100% Italian durum wheat, our semolina stands out for its intense yellow hue and it is the ideal ingredient when preparing bread, pasta, pizza and cakes, which are characterised by the intense and unmistakable aroma of durum wheat.

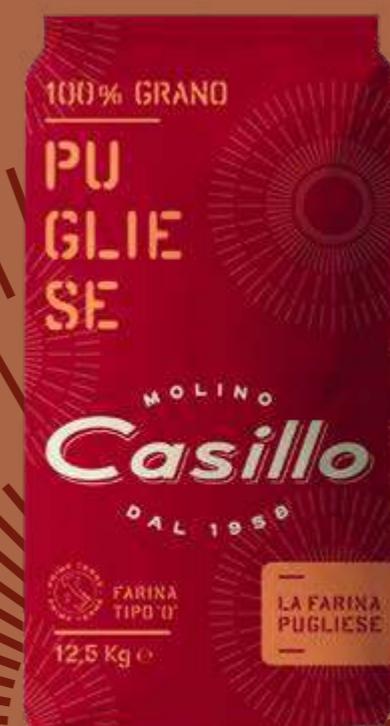
W 200 - 12,5 KG

* The indication of the type of reference will be clearly shown on the side of the bag.



PRIME TERRE

REGIONAL FLOURS AND SEMOLINA AT 0 KM FROM CONTROLLED AND CERTIFIED SUPPLY CHAINS BASED ON GENUINENESS AND RESPECT FOR THE TERRITORY. PRIME TERRE IS OUR MONITORED AND CERTIFIED SUPPLY CHAIN WHICH GUARANTEES THE LOCAL ORIGIN OF OUR MILLED WHEAT AND BEARS WITNESS TO MOLINO CASILLO'S COMMITMENT TO PROTECT THE TERRITORY.





LA RIMACINATA PUGLIESE DOUBLE-MILLED DURUM WHEAT SEMOLINA

La semola Pugliese is a double-milled semolina obtained by milling durum wheat grown and milled entirely in Apulia. Its intense yellow colour and unmistakable aroma make it perfect for bread, pizza, focaccia, cakes and pastries and it is particularly suitable for the production of typical Apulian bread.

W 220 - 12,5 KG



LA FARINA TOSCANA TYPE "0" SOFT WHEAT FLOUR

Our type "0" Toscano flour is made with soft wheat entirely grown and milled in Tuscany. Ideal for making typical bread, pizzas, focaccia and fragrant and tasty cakes that preserve all the aroma and taste of the Tuscan tradition, a land where nature and culture meet in magical harmony.

W 200 - 12,5 KG



LA RIMACINATA SICILIANA DOUBLE-MILLED DURUM WHEAT SEMOLINA

La semola Siciliana is a double-milled semolina obtained by milling durum wheat grown and milled entirely in Sicily. Its yellow colour and intense aroma make it ideal for the preparation of bread, pizza, focaccia, cakes and pastries. Particularly suitable for the production of all traditional Sicilian products.

W 180 - 12,5 KG



LA FARINA CAMPANA TYPE "0" SOFT WHEAT FLOUR

Our type "0" Campana flour is made with soft wheat entirely grown and milled in Campania. Ideal for the preparation of traditional bread and for making pizza, focaccia, cakes and pastries, with an intense aroma and the distinct taste of Campania, a land of strong and enveloping flavours.

W 210 - 12,5 KG



LA FARINA PUGLIESE TYPE "0" SOFT WHEAT FLOUR

Our type "0" Pugliese flour is made with soft wheat entirely grown and milled in Apulia. Perfect for bread, pizza, focaccia, cakes and pastries, this flour ensures your baked goods will be fragrant and bursting with flavour, encapsulating the unique aroma of Apulia, a region of gastronomic marvels from both the land and sea.

W 200 - 12,5 KG



LA FARINA LAZIALE TYPE "0" SOFT WHEAT FLOUR

Our type "0" Laziale flour is made with soft wheat entirely grown and milled in Lazio. Ideal for bread, pizza, focaccia, cakes and pastries, it will give you the fragrant and tasty products typical of Lazio, a lush land steeped in history.

W 210 - 12,5 KG



LA SEMOLA ITALIANA DURUM WHEAT SEMOLINA

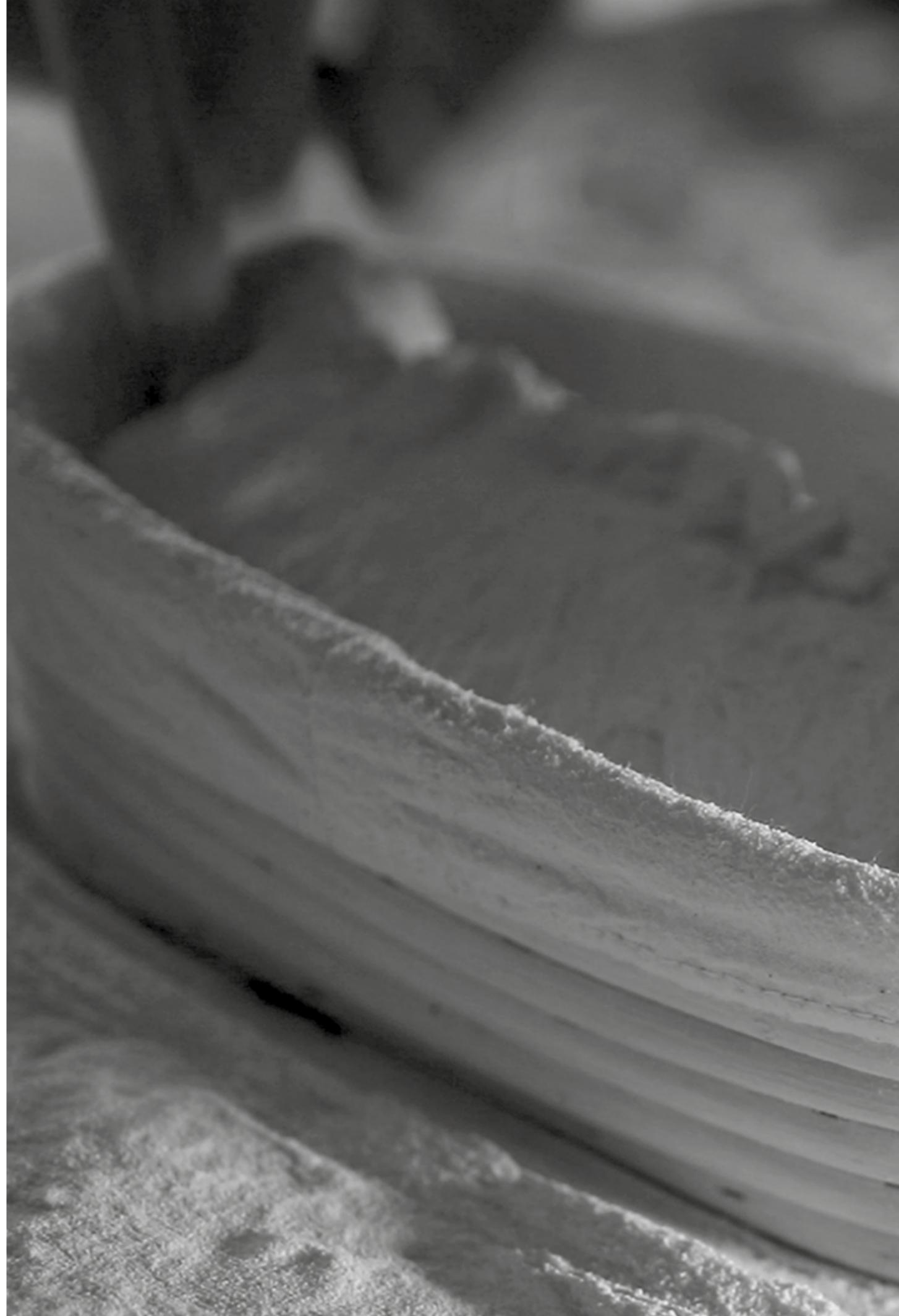
La Semola durum wheat semolina for pasta 100% Italian wheat is a double-milled durum wheat semolina grown and milled entirely in Italy, its particular grain size and elastic gluten make it ideal for the production of fresh and dry pasta which encloses all the aromas and flavours of Italy and its agricultural traditions.

W 180 - 12,5 KG

The CSQA (International Certification Body) tracking system gives value to the origin and local nature of every Prime Terre product and guarantees the origin of the raw material by fully satisfying the expectations of increasingly demanding customers and consumers who are more and more informed about the origin of the product.



RINTRACCIABILITÀ CERTIFICATA
UNI EN ISO 22005 – CERT. n° 42861



LA PIETRA

FLOURS AND SEMOLINA FROM 100% STONE-GROUND ITALIAN WHEAT IDEAL TO ENJOY THE FLAVOURS AND AROMAS ENCLOSED IN A GRAIN OF WHEAT IN ALL YOUR BAKED PRODUCTS. "LA PIETRA" COMES FROM THE SICILIAN INLAND, FROM THE RESPECT OF THE ANCIENT MILLING TRADITION. THE SLOW STONE MILLING PROCESS PRESERVES ALL THE SENSORY CHARACTERISTICS OF THE WHEAT SO AS TO FILL YOUR PRODUCTS WITH UNMISTAKABLE AROMAS AND FLAVOURS.





TYPE 1 MEDIUM
TYPE "1" SOFT WHEAT FLOUR
SOURCE OF FIBRE 3.7%

La Pietra "Type 1" Medium is a natural source of fibre. It is the stone-milled flour made with 100% Italian wheat. Perfect for bread, pasta, pizza and pastries, it confers an intense taste and aroma to all products

*** 12,5 KG**



TYPE 2 MEDIUM
TYPE "2" SOFT WHEAT FLOUR
SOURCE OF FIBRE 5.4%

La Pietra "Type 2" Medium is a natural source of fibre. It is the stone-milled flour made with 100% Italian wheat. Perfect for bread, pasta, pizza and pastries, it confers an intense taste and aroma to all products.

*** 12,5 KG**



TYPE 1 STRONG
TYPE "1" SOFT WHEAT FLOUR
SOURCE OF FIBRE 3.7%

La Pietra "Type 1" Strong is a natural source of fibre. It is made by milling the best Italian grains. It is perfect for bread, pizza, and focaccia made with long-fermentation direct method dough, as well as indirect method dough and high hydration dough. It is also ideal for your cake or pastry recipes.

*** 12,5 KG**



TYPE 2 STRONG
TYPE "2" SOFT WHEAT FLOUR
SOURCE OF FIBRE 5.6%

La Pietra "Type 2" Strong is a natural source of fibre and is made by milling the best Italian grains. It is perfect for bread, pizza, and focaccia made with long-fermentation direct method dough, as well as indirect method dough and high hydration dough. It is also ideal for your cake or pastry recipes.

*** 12,5 KG**



INTEGRALE (WHOLEMEAL)
WHOLEMEAL SOFT WHEAT FLOUR
RICH IN FIBRE 6.4%

La Pietra "Integrale" is made by milling 100% Italian grain. Rich in fibre, it is the perfect mix of flavour and aroma, the whole grain of wheat is stone-milled slowly so as to obtain a rustic-looking flour with a delicate hazelnut colour, which contains an intense aroma. Its characteristics make it ideal for all your sweet and savoury preparations.

*** 12,5 KG**



SEMOLATO
DURUM WHEATSEMOLINA
SOURCE OF FIBRE 5%

La Pietra "Semolato" is made by milling the best Sicilian durum wheat. A semolina that is a natural source of fibre, with a rustic look and typical aroma of freshly harvested wheat. It will surprise you at every preparation. Excellent for bread, pasta, pizza, cakes and pastries with an intense colour and packed with all the aromas of the wheat grain.

*** 12,5 KG**

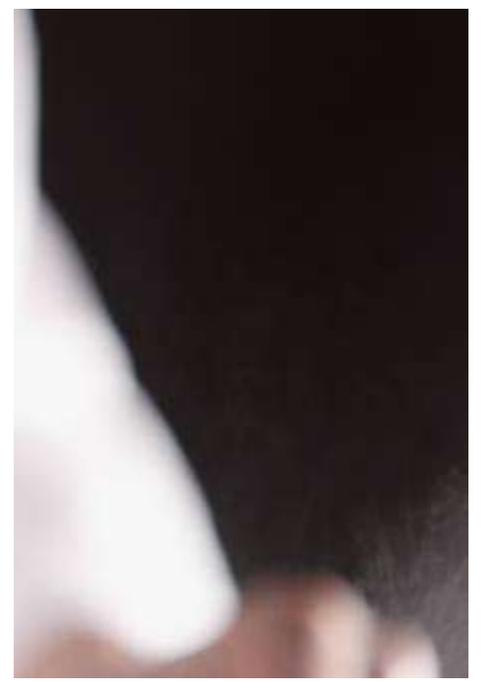
* The high fibre content and particular milling process make it impossible to achieve significant alveographic values. Please contact our technical staff for any further information you may need.

* The high fibre content and particular milling process make it impossible to achieve significant alveographic values. Please contact our technical staff for any further information you may need.



**MOLINO CASILLO
SPECIALIST.**

**OUR PROFESSIONALS
THE CORE OF OUR
COMMUNICATION PLAN.**



AN AMBITIOUS PLAN FOR THE FUTURE

Molino Casillo's communication strategy targeting professionals is to be considered the core of Molino Casillo's rebranding strategy. As such, it includes the creation of different communication tools supported by one **single strategy and by the active and dynamic participation of our Food Specialists, who are authentic ambassadors of the new brand.**

A team of experts specialised in the four areas of reference (bread, pasta, pizza, and pastry) capable of supporting our customers and offering them their expertise and professionalism to accompany them with dedication and competence in all stages of their work.

OUR SPECIALISTS



ALESSANDRO LO STOCCO
PIZZERIA



MICHELE CELLAMARO
BAKERY



PAOLO SANGUEDOLCE
CONFECTIONERY



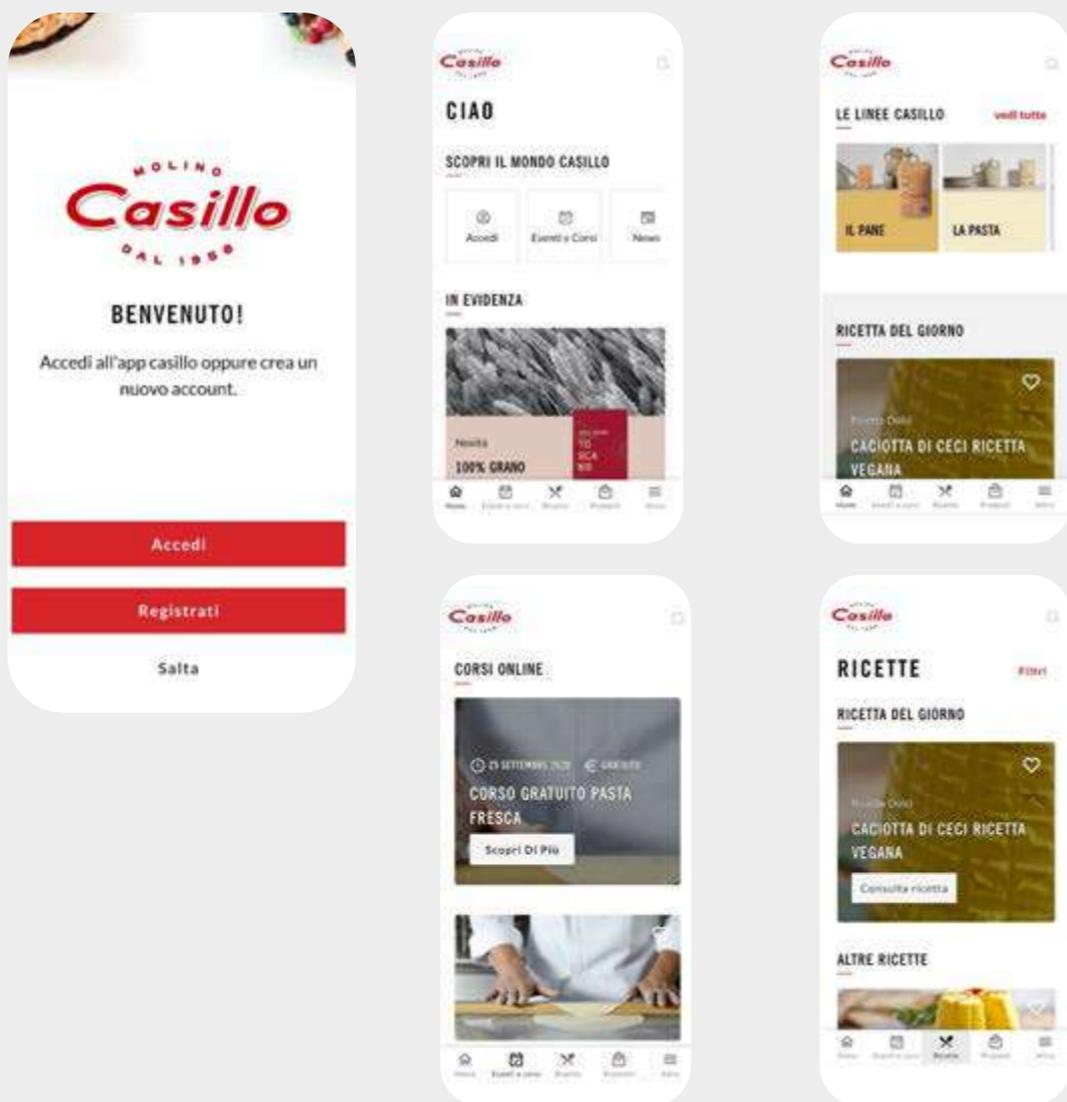
ANTONIO SGARRA
FRESH PASTA

COMMUNICATION PLAN

- 1. DEDICATED APP**
- 2. STORYTELLING VIDEO**
- 3. A MADE-TO-MEASURE MEDIA PLAN**

1. DEDICATED APP

An important investment in digital tools which will lead to the development of an innovative App, a CRM system capable of reaching the end consumer, and the creation of a dedicated area on the molinocasillo.com website



1

SMOOTH REGISTRATION/ONBOARDING WITH PROFILING

Register with very few simple steps and using the functionalities and contents of the App in an optimal way.

2

PRODUCT CATALOGUE AND CORRELATED CONTENTS

Consult the wide range of products by means of video contents, infographics and tools to customise your search.

3

E-C OMMERCE AND ORDER MANAGEMENT

Place orders online, manage re-orders in an easy and straightforward way.

4

LOYALTY PROGRAMME

Participate in a loyalty programme with rewards, incentives and exclusive advantages and order dedicated kits for your specific channel.

5

CONTENTS & COMMUNITY

Browse specialised contents (guides, tutorials, news, events) and interact with our community of professionals. Interact directly with the professionals. Possibility of interacting directly with the professional by means of surveys and personalised contents.

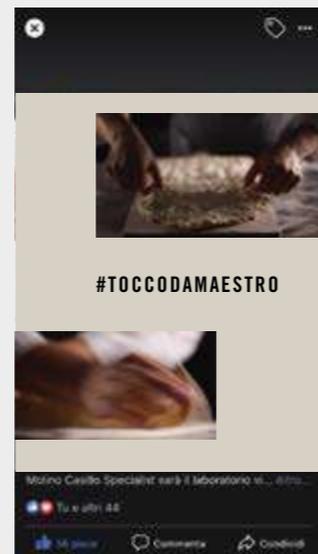
6

ONLINE ASSISTANCE

Consult an on-line assistance composed by: FAQs with videos and tutorials, chats and questions to our experts Molino Casillo.

2. STORYTELLING VIDEO

Creating dedicated video formats to continuously communicate and promote the new range of flours (and the research carried out by Molino Casillo) by means of our ambassadors and target specialists (and more!).



3. MEDIA PLAN TO SUPPORT THE PROJECT





DENOMINAZIONE DI ORIGINE
PROFESSIONALE

MOLINO CASILLO DOP, STORIES OF ORDINARY EXCELLENCE.

Molino Casillo DOP - Designation of Professional Origin is the team of talents united by their passion for high quality, the club of specialists who choose and share the excellence of the Molino Casillo world and stand united around it.

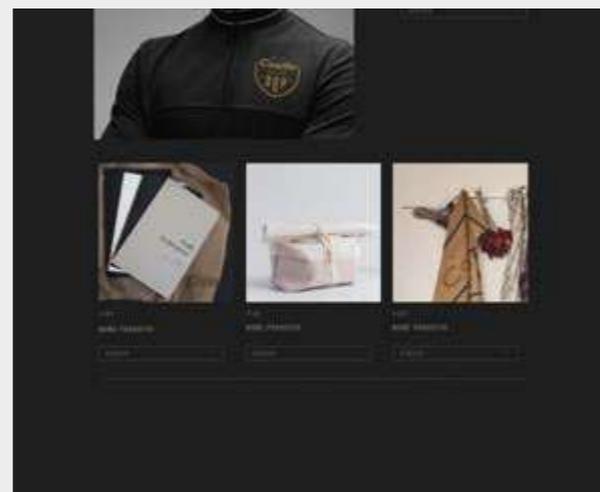
Molino Casillo DOP is an innovative process and a training programme dedicated to the best professionals who are also capable of becoming "ambassadors" of the Brand.

For them, we have designed a new visual identity with:

1. **A DEDICATED WEBSITE**
2. **MASTER CLASSES**
3. **DEDICATED PROFESSIONAL KITS**
4. **REWARDS**

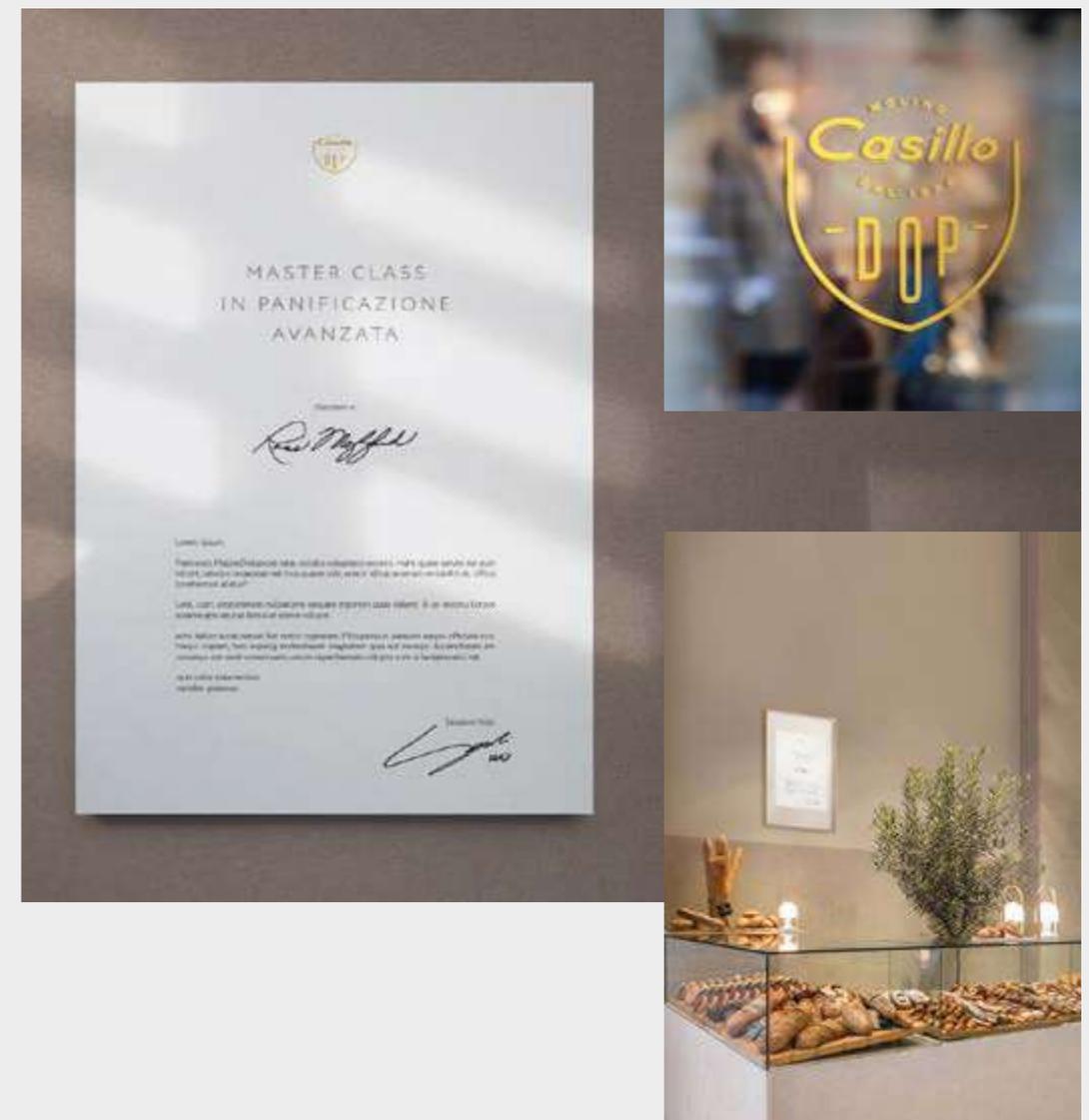
→ 1. A DEDICATED WEBSITE

A universe to be discovered. Not just a page, but an entire world, specifically created to host and share the contents we have dedicated to our Specialists.



→ 2. MASTERCLASSES

A mini-series of online “masterclasses” on the topics chosen by our ambassadors. At the end of the programme, the Brand will issue a certificate and offer the participant the possibility of becoming a full member of the DOP world.



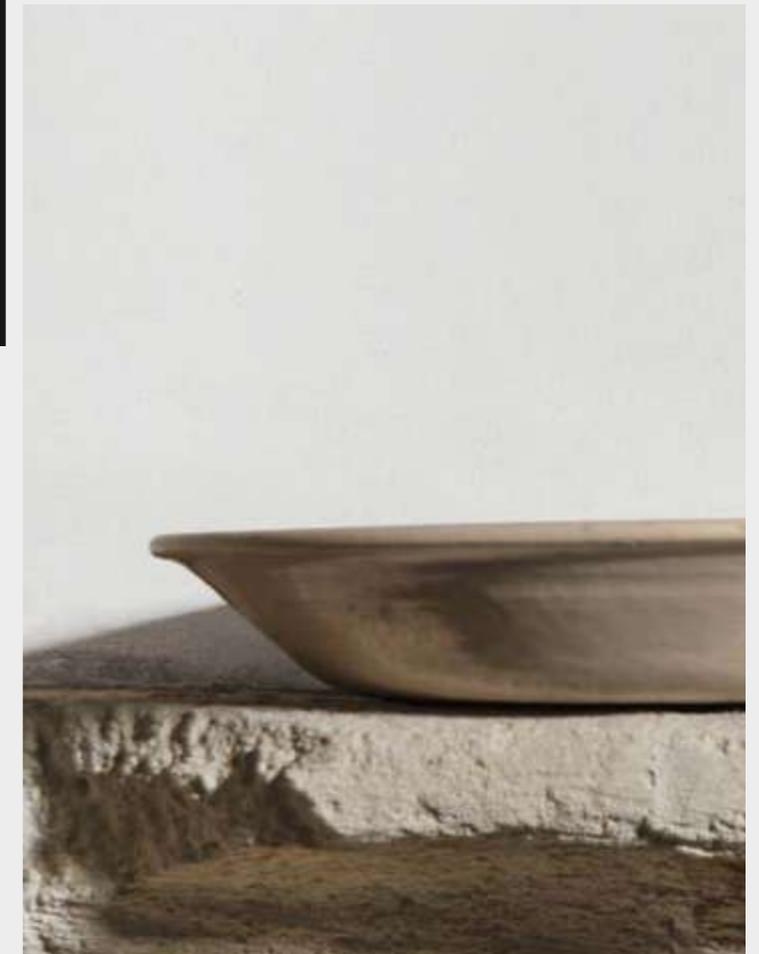
3. DEDICATED PROFESSIONAL KITS

Creating various levels of loyalization to encourage the transition from Molino Casillo FRIEND to Molino Casillo DOP.



4. REWARDS

Developing "dedicated kits" for professionals, which function as rewards and stimulus to increase visibility and participation in the Molino Casillo project.



LOGISTIC INFORMATION



THE PROFESSIONAL RANGE	REFERENCE NAME	FORMAT	EAN	PARCELS PER LAYER	NUMBER OF LAYERS	PARCELS PER PLATFORM
IL PANE	TYPE '0' FLOUR - 230 Plus	25 KG	8033971747133	4	10	40
IL PANE	TYPE '0' FLOUR - 280 Plus	25 KG	8033971747140	4	10	40
IL PANE	TYPE '0' FLOUR - 330 Plus	25 KG	8033971747157	4	10	40
IL PANE	TYPE '0' FLOUR - 400 Plus	25 KG	8033971747164	4	10	40
IL PANE	DOUBLE-MILLED SEMOLINA - TOP	25 KG	8033971747775	4	10	40
IL PANE	DOUBLE-MILLED SEMOLINA - ORO (GOLD)	12.5 KG	8033971747171	6	10	60
LE SPECIALI CON GERME	TYPE "0" FLOUR - PER RINFRESCHI CON GERME DI GRANO (FOR REFRESHMENTS WITH WHEAT GERM)	12.5 KG	8033971747188	6	10	60
LE SPECIALI CON GERME	TYPE "0" FLOUR - PER BIGA CON GERME DI GRANO (FOR BIGA WITH WHEAT GERM)	12.5 KG	8033971747195	6	10	60
LA PASTA	SEMOLINA - TOP GIALLA (TOP YELLOW)	25 KG	8033971747331	4	10	40
LA PASTA	SEMOLINA - EXTRA AZZURRA (EXTRA BLUE)	25 KG	8033971747348	4	10	40
LA PASTA	SEMOLINA - TOP ROSSA (TOP RED)	25 KG	8033971747355	4	10	40
LA PASTA	SEMOLINA - EXTRA ARANCIO (EXTRA ORANGE)	25 KG	8033971747362	4	10	40
LA PASTA	SEMOLINA - WHOLEMEAL	25 KG	8033971747379	4	10	40
LA PASTA	SEMOLINA - SFOGLIA E PASTE RIPIENE (FRESH EGG AND STUFFED PASTA)	25 KG	8033971747386	4	10	40
LE SPECIALI	TYPE '00' FLOUR - LA FARINA PER PASTA (FLOUR FOR PASTA)	25 KG	8033971747393	4	10	40
LE SPECIALI	SEMOLINA - PASTA FRESCA (FRESH PASTA)	25 KG	8033971747409	4	10	40

LOGISTIC INFORMATION



THE PROFESSIONAL RANGE	REFERENCE NAME	FORMAT	EAN	PARCELS PER LAYER	NUMBER OF LAYERS	PARCELS PER PLATFORM
IL DOLCE	TYPE '0' FLOUR - TORTE E FROLLE (CAKES AND SHORTCRUST PASTRY)	12.5 KG	8033971747270	6	10	60
IL DOLCE	TYPE '0' FLOUR - SFOGLIA (PUFF PASTRY)	12.5 KG	8033971747287	6	10	60
IL DOLCE	TYPE '0' FLOUR - CROISSANT	12.5 KG	8033971747294	6	10	60
IL DOLCE	TYPE '0' FLOUR - LIEVITATI (LEAVENED PRODUCTS)	12.5 KG	8033971747300	6	10	60
LE SPECIALI	TYPE '00' FLOUR - VENTILATA (AIRY)	12.5 KG	8033971747317	6	10	60
LE SPECIALI	TYPE '0' FLOUR - MENO VENTI (MINUS TWELVE)	12.5 KG	8033971747324	6	10	60
LA PIZZA	TYPE '0' FLOUR - ZERO UNICA (ZERO ONLY)	25 KG	8033971747201	4	10	40
LA PIZZA	TYPE '0' FLOUR - ZERO M	25 KG	8033971747218	4	10	40
LA PIZZA	TYPE '0' FLOUR - ZERO L	25 KG	8033971747225	4	10	40
LA PIZZA	TYPE '0' FLOUR - ZERO XL	25 KG	8033971747232	4	10	40
LE SPECIALI	DOUBLE-MILLED SEMOLINA - PIZZA ORO (PIZZA GOLD)	25 KG	8033971747249	4	10	40
LE SPECIALI CON GERME	TYPE "0" FLOUR - LA 8 WITH WHEAT GERM	12.5 KG	8033971747683	6	10	60
LE SPECIALI CON GERME	TYPE "0" FLOUR - LA 8 PLUS WITH WHEAT GERM	12.5 KG	8033971747256	6	10	60
LE SPECIALI CON GERME	TYPE "1" FLOUR - AROMA WITH WHEAT GERM	12.5 KG	8033971747263	6	10	60

LOGISTIC INFORMATION



THE PROFESSIONAL RANGE	REFERENCE NAME	FORMAT	EAN	PARCELS PER LAYER	NUMBER OF LAYERS	PARCELS PER PLATFORM
LE CLASSICHE	WHOLEMEAL FLOUR - MEDIUM	25 KG	8033971747416	4	10	40
LE CLASSICHE	WHOLEMEAL FLOUR - STRONG	25 KG	8033971747423	4	10	40
LE CLASSICHE	TYPE 1 FLOUR - MEDIUM	25 KG	8033971747430	4	10	40
LE CLASSICHE	TYPE 1 FLOUR STRONG	25 KG	8033971747447	4	10	40
LE CLASSICHE	TYPE 2 FLOUR MEDIUM	25 KG	8033971747454	4	10	40
LE CLASSICHE	TYPE 2 FLOUR STRONG	25 KG	8033971747461	4	10	40
LE CLASSICHE	DOUBLE-MILLED ORGANIC CAPPELLI- LA SENATORE BIO	12.5 KG	8033971747478	6	10	60
LE CLASSICHE	TYPE '0' ORGANIC FLOUR - FARINA BIO PLUS	12.5 KG	8033971747485	6	10	60
LE CLASSICHE	ORGANIC DOUBLE-MILLED - L'ORO BIO	12.5 KG	8033971747492	6	10	60
PRIME TERRE	LA SEMOLA ITALIANA	12.5 KG	8033971747744	6	10	60
PRIME TERRE	LA RIMACINATA PUGLIESE	12.5 KG	8033971747508	6	10	60
PRIME TERRE	LA RIMACINATA SICILIANA	12.5 KG	8033971747515	6	10	60
PRIME TERRE	TYPE '0' FLOUR - LA FARINA PUGLIESE	12.5 KG	8033971747522	6	10	60
PRIME TERRE	TYPE '0' FLOUR - LA FARINA TOSCANA	12.5 KG	8033971747539	6	10	60
PRIME TERRE	TYPE '0' FLOUR - LA FARINA CAMPANA	12.5 KG	8033971747546	6	10	60
PRIME TERRE	TYPE '0' FLOUR - LA FARINA LAZIALE	12.5 KG	8033971747553	6	10	60

LOGISTIC INFORMATION



THE PROFESSIONAL RANGE	REFERENCE NAME	FORMAT	EAN	PARCELS PER LAYER	NUMBER OF LAYERS	PARCELS PER PLATFORM
LA PIETRA	TYPE '1' STONE-GROUND FLOUR - MEDIUM	12.5 KG	8033971747560	8	10	80
LA PIETRA	TYPE '2' STONE-GROUND FLOUR - MEDIUM	12.5 KG	8033971747577	8	10	80
LA PIETRA	TYPE '1' STONE-GROUND FLOUR - STRONG	12.5 KG	8033971747584	8	10	80
LA PIETRA	TYPE '2' STONE-GROUND FLOUR - STRONG	12.5 KG	8033971747591	8	10	80
LA PIETRA	STONE-GOUND WHOLEMEAL FLOUR	12.5 KG	8033971747607	8	10	80
LA PIETRA	STONE-GROUND SEMOLATO	12.5 KG	8033971747614	8	10	80

MOLINO CASILLO S.P.A
VIA S. ELIA Z.I 70033 CORATO BA - ITALY
TEL. +39 080 9172505 P.IVA 00252860721

MOLINOCASILLO.COM