

OperaPrima teams with White's to ramp up focus on UK market

◇ EQUIPMENT / MANUFACTURERS / NEWS by MARIA BRACKEN on JUNE 20, 2022

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Italian manufacturer OperaPrima has unveiled its presence at this week's European Pizza & Pasta Show (EPPS) – where its automatic pizza shaper machine will be in full operation for all to see.

Now in its sixth year and returning to Olympia London exhibition centre from 22-23rd June, the event is bringing together the best professional kitchen/catering equipment, pizza ovens distributors and manufacturers from UK, Europe and beyond – all under the one roof.

Providing high-tech solutions for the pizza sector, the OperaPrima model will be exhibiting on stand F41 where the team from OperaPrima's UK distributor, White's Food Equipment, will be on hand to discuss and demonstrate the model's unique features, including new ways of shaping dough.

The OperaPrima machine creates classic Italian pizzas in a quick and efficient way. It guarantees a high quality end product thanks to its patented dough opening system which imitates the hands of an expert pizzaiolo. The machine has a cold-working process for several types of dough, without stressing it. The finish is a quality, artisanal pizza with a defined crust and diameter – according to the customer's requests.

The model is also highly flexible, easy to maintain, user friendly and as well as adaptable. Guests visiting the stand at the show will be invited to sample the pizzas for themselves.

Over 600 other brands will be showcasing their products at the show, along with 10,000 specialised buyers, representing both retail and foodservice. Merged with sister events Bellavita Expo and Iberica Expo, visitors will have the opportunity to discover the best in the industry from restaurant chains, independent restaurants, pizzerias, wholesalers and equipment manufacturers.