

# THE KAMUT® REPORT

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*"I am looking towards a bright future for KAMUT® khorasan wheat ..."*

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To date, over 60 pizzerias in Italy are official members of the KAMUT® Pizza Project.

This idea started with Mr. Dovilio Nardi, the President and Founder of the N.I.P (Nazionale Italiana Pizzaioli). In 1998 he began working with alternative and organic cereals, trying to find a technique to raise dough in which there was little or no yeast or gluten. At the SANA show in Bologna in 2000, he launched the first World Championship of Organic Pizza. Several restaurants joined this competition and many of these companies became pioneers of the current KAMUT® Pizza Project.

For six years about 15 res-



taurants were making KAMUT® khorasan Pizza which was incredibly well received by consumers.

In 2006 Mr. Nardi met Bob Quinn and presented to him the project.

At this time Kamut International joined the project and helped set up:

1. The training course format in order to be accredited
  2. A distribution network of suppliers for the KAMUT® khorasan pizza flour
  3. A logo and advertising
  4. A no-cost licensing agreement for restaurants to be a part of the program.
- The full project was finally launched at MIA 2008 in

Rimini thanks to the first KAMUT® Pizza World Championship, won by Claudio Franchi from Pizzeria Red Baron.

The project has been an enormous success and there is a waiting list of those wanting to participate in the training course and become members. This is exciting but not surprising, as pizza is a favorite food not just in Italy but around the globe, and KAMUT® khorasan Crust tastes amazing.

Pair the two and you have a winning, and tasty, combination.



## New Website

Kamut International recently gave [www.kamut.com](http://www.kamut.com) a big facelift. Our new website is faster and more user-friendly than ever.

We have great databases to find suppliers and products in your area, along with press and newsletter archives. There

are also wonderful recipes plus photos under the "uses" tab. If you get a chance, take a look at [www.kamut.com](http://www.kamut.com) and let us know what you think about the new site.

We welcome any comments and suggestions you may have as updating a website is a large and on-going process!



## KI Introduces Geoff Brown who has opened a new market “Down Under”

I first heard about KAMUT® khorasan wheat in the early 90's when we were busy developing the spelt industry in Australia and then later met Bob Quinn at Expo East in Baltimore in 1998. It was the hat that left a lasting impression on me because two years later this fellow came into my office in western New South Wales and I immediately recognized Bob; much to his surprise. At this time I hadn't tasted KAMUT® khorasan and I just assumed that it was inferior flour to spelt.

My opinion suddenly changed when our favourite bakery in Sydney rang to say that customers were lined up outside to buy KAMUT® khorasan bread.



It has a unique colour, flavour and texture which really does make the best bread I have ever eaten.

Excited about initial marketing prospects, we were keen to develop the market and planted a modest area at the beginning of what turned out to be the most severe series of droughts in our farming history. Since 2001 we had only 2 years where we have had more than our KAMUT® khorasan seed left to

sell flour to bakeries. This sounds terrible but history shows that Australian droughts run in cycles sometimes lasting for up to 10 years!

The crop of 2008 has been our largest since 2000



and we have about 200 tons of flour to sell. This has come at a good time because the 2008 organic Australian spelt crop was poor and the market has been quite responsive to using KAMUT® khorasan wheat as an alternative. Australian bakers prefer to bake with Australian flour and we expect that the KAMUT® khorasan market, once started, will grow steadily. New Zealand is also what I call a “small but sophisticated market” and we sent our first exports of KAMUT® khorasan flour in May. The name of our company, Buckwheat Enterprises Pty Ltd, might seem strange, but we started as an exporting company specializing in sourcing and exporting buckwheat to Japan. We are also possibly the biggest Australian supplier of azuki beans which we send to either Japan or Taiwan. I am looking towards a bright future for KAMUT® khorasan wheat in Australia and New Zealand and we plan to spend a reasonable amount of time promoting and marketing it over the next year. -- Geoff Brown

### Meet a Manufacturer



## Pizzeria Red Baron - Italy

The Pizzeria Red Baron was established in the city of Avezzano (about 100km Southeast of Rome) in 1995. Their delicious pizzas in the Italian tradition focus on two important and innovative ideas: 1. Pizza for celiac consumers, and 2. KAMUT® khorasan pizzas. Mr. Claudio Franchi took time to answer a few questions about his business and the KAMUT® Pizza Project. He says he joined the KAMUT® Pizza Project because “the dough is really fun to work with and produce. The flour has special characteristics and is completely different from others”. Also, with KAMUT® khorasan pizzas we have a wonderful pizza that can be eaten by wheat sensitive people. Many people come in only to eat the KAMUT® pizzas. His most popular pizzas are the “Fornarina” which has a little oil, salt and Parma ham, the “Margherita” with a blend of tomato, mozzarella and basil, and finally the “Rocket Salad” which is a white pizza with rocket salad, creamy stracchino cheese and extra virgin olive oil. In general, the simpler the toppings on the KAMUT® khorasan crust, the more you can taste the wonderful flavor of the crust. Mr. Franchi says his customers comment that the pizzas have a big, big taste and are easy to digest. He thinks that in general the KAMUT® Pizza Project is very well-organized. He says, “The fact that there are training courses, a license and a selection criteria for the pizzerias who want to join, means the program is committed to high quality standards, and this is what is necessary today in the restaurant industry”. Thank you Pizzeria Red Baron, and all other KAMUT® Pizzerias for making the program such a success. For more information, please contact Marco Rusconi.



## Upcoming Events



\*18-19 July : **Healthy Living**

Edinburgh, UK

[www.healthysouthedinburgh.co.uk](http://www.healthysouthedinburgh.co.uk)

19-22 August : **American Association of Naturopathic Physicians**

Tacoma, WA. Booth #215

[www.naturopathic.org](http://www.naturopathic.org)

\*4-6 September : **Valériane**

Namur, Belgium

[www.natpro.be](http://www.natpro.be)

10-13 September : **SANA**

Bologna, Italy.

(Booth # will be on [www.kamut.com](http://www.kamut.com) soon)

[www.sana.it](http://www.sana.it)

\*20-23 September : **Broodway**

Kortrijk, Belgium

[www.broodway.be](http://www.broodway.be)

24-26 September : **EXPO East**

Boston, MA. Booth #2025

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

\*27-28 September : **Vitasana**

Gent, Belgium

[www.vitasana.be](http://www.vitasana.be)

2-4 October : **CHFA East**

Toronto, Canada. Booth #318

[www.chfa.ca](http://www.chfa.ca)

\*10-14 October : **Anuga**

Cologne, Germany

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

17-19 October : **NATEXPO**

Paris, France.

(Booth # will be on [www.kamut.com](http://www.kamut.com) soon)

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

*\* Visited by Kamut International Staff,  
contact Regional Director for more information.*

For more information on shows, please visit  
our website at [www.kamut.com](http://www.kamut.com)



## MISSION STATEMENT AND CONTACT INFO



### *Our Mission:*

*To promote organic agriculture and support organic farmers, to increase diversity of crops and diets, and to protect the heritage of a high quality, delicious ancient grain for the benefit of this and future generations.*

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Please contact the Regional Director for more information about our company or Kamut® grain.



# KAMUT® khorasan wheat

## The Ancient Grain for Modern Life

