



GUGLIELMO VUOLO

PRESS KIT

GUGLIELMO VUOLO, 40 YEARS AS A NEAPOLITAN PIZZA MAKER

From the first steps to the “Eccellenze Campane” assignment going through the institutional role at AVPN, the oldest trade association. Pizza with no glitters and dough with seawater.

Born in 1960, Neapolitan, Guglielmo Vuolo represents the fourth generation of counter artisans, a pizza maker with **40 years of experience in Neapolitan pizza-making**.

Over these many years, he collected numerous successful start-ups around the world, Pizza cooking, workshops, training courses and, above all, millions of work hours on dough and toppings.

He is a national Councilor, Regional Trustee and Chief Instructor of the Associazione Verace Pizza Napoletana (AVPN) (True Neapolitan Pizza Association), the oldest association of the Campania region, of which his father Enrico, who died in 2013, was appointed senior member.

His activity, within the AVPN, over the years, earned him countless assignments and missions abroad, and many national and international awards.

As its trainer, as well as during his activity as a consultant, throughout his career, he trained at least a thousand pizza makers and held hundreds of training courses around the world.

While preferring to work out of the spotlight, Master Vuolo earned the deep respect of those working in the sector, for his unending activity on the technical field.

And, in this sense, he is one of the Association’s “pillars”. A person who- through continuous teamwork - ensures that, any demonstration, event, competition, seminar and public occasion is technically and operationally beyond criticism.

Since the early 2000s, Guglielmo Vuolo has been traveling around the world bringing his art everywhere: London, Paris, Athens, New York, Sao Paulo, Las Vegas, Taipei and, of course, Italy. He tested products, launched production lines, took care of premises startup, held training courses, proposed seminars and events. The well-established premises of Ribalta in New York, Princi in London, Pizza Today in Taipei, Marechiaro in Mykonos are his offspring, like many others.

In 2014, he entrusted to his sons, Valerio and Enrico, the historic Pizzeria, "Fratelli Vuolo" (established in 1998 in Casalnuovo, after the successful opening of premises in Naples downtown and its suburbs), and he began a new prestigious adventure: his premises at the Eccellenze Campane (Naples, Via Brin), a millionaire project of the Adler Pelzer Group.

Vuolo was chosen to establish premises representing the excellence of the Campania region, in other word the most loved dish in the world: pizza.

Thus, Guglielmo Vuolo returned to Naples and success followed suit quickly. Only a few months later, constantly supported by public opinion and the local press, the Guida Pizzerie d’Italia (Guide of Italy’s Pizzerias) by Gambero Rosso, after having awarded him two in the previous edition, in 2015, awarded him Tre Spicchi (Three Cloves), a recognition reconfirmed in the 2016 edition.

But there is more: On September 19, 2015, just over a year after the opening in Via Brin, Eccellenze Campane doubles in size and Vuolo is entrusted with the startup of the new premises located in Via Partenope.



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Here he devoted himself to the development of a sophisticated menu through which he pays tribute to the Gulf, carrying out his project of Pizza Agricola (Farm Pizza), in which the "Tomato from the Campania region, according to Vuolo" triumphs, while thanks to the creative collaboration of the Neapolitan food journalist Monica Piscitelli, he designed the first "Vuolo Tomato Chart". It is September 2015.

The pizzas by Guglielmo Vuolo bring the sun of Naples and Felix Campania on the table.

The Master has a real passion for Tomato from the Campania region, (such as the tomato of San Marzano di Corbara, Piennolo del Vesuvio, Datterino, Yellow tomato, and Tigrato di Somma Vesuviana) and he likes to use it in a thousand different ways (as Pacchetelle, fresh, dry, fillets, hand processed, hand crushed, in the shade).

Among the seasonal ingredients, bought directly from farmers of trust, according to an established tradition in the Vuolo family and started by his father Enrico, on Vesuvio, over twenty years ago, the tomato is of particular importance.

Thanks to an agreement with Agriselva, company founded by six producers, among them the Petrella brothers, located between Acerra and San Felice al Cancellino, this and other products are harvested for use in the Pizzeria.

The farm, founded in 1999, since the summer of 2015 has been producing for Vuolo, on a plot of 4,000 square meters, San Marzano tomatoes, Cannellini beans, Paesanelle artichokes, wild striped tomato, yellow tomatoes, oregano, Neapolitan friarielli, torzelle, basil and garlic.

About 1000 quintals of product, 80% of which fresh, verified and certified, come from cultivated fields under an integrated pest management.

The pizza of Master Vuolo is like him: with no glitters. A real product that speaks for itself, without flights of fancy, in which the dough, above all, triumphs, an aspect to which Vuolo pays maniacal attention.

Without snubbing fashions, Vuolo believes that Margherita and Marinara are the appropriate test for any future grandmaster, and he is their expert and interpreter by far.

The real star of the Master's pizza, according to the real tradition, is the dough. Vuolo prepares three different types of dough every day, with rising ranging from 10 to 24 hours so as they can be served always at their best.

Since the winter of 2014, Vuolo has been commissioned to carry out an experiment for the preparation of the Neapolitan pizza, using only sea water, 100% pure, certified and Italian, from content to packaging. So the #pizzaallacquadimare (www.pizzaallacquadimare.com) was born, for which he became famous in Italy and abroad.

Introduced in Naples officially in June 2015, during a meeting at the presence of Luigi Nicolais, President of the National Research Center (CNR) - the Pizza with seawater is both a traditional pizza, Vuolo style, and a contemporary one, thanks to the research on combining the simple ingredients that make up its dough: flour, water, yeast and salt.

The SEA WATER PIZZA in addition to be innovative, is, especially for those who eat it, more delicate, light and digestible because it uses only the sodium chloride present in the pure sea water (which is by its nature rich in many other valuable elements), without added salt.

With regard to the toppings, for years, even in contrast with the prevailing trend of seeking "gourmet" at all costs, Vuolo brought forth his project to improve the ancient recipes and his heritage of memories, an almost philological approach.



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On its pizzas the products of excellence from Campania triumph: extra-virgin olive oil, the DOP (protected denomination of origin) Mozzarella di Bufala Campana and other traditional dairy products, the "thousand and one tomato" including the DOP Tomato of Piennolo of Vesuvio, DOP San Marzano and several Slow Food staples, including the Alife Onion, Cetara Anchovies and Salina Capers.

Guglielmo Vuolo and His Background

More information. Guglielmo Vuolo, professionally, is an artisan who was trained in the seventies. At the age of six, he was already among the tables and counters of the family's premises, Fratelli Vuolo Pizzeria, whose roots are in the heart of Naples.

In the area of Borgo Loreto, near the main railway station in Naples, his great-grandmother Maria Spavone, then followed by her daughter Assunta Marra, (called, in dialect, "A tresor", because she was as beautiful as a treasure), in **1908, managed a bakery, transformed over the years into a small unpretentious tavern frequented by fishermen.** It was just with the fish caught by her husband, a fisherman himself, that the family began to create the first simple pizzas.

Thus the Vuolo dynasty, specialized in the art of pizza, began. That dynasty, then established in the eastern suburbs of the city (**first in Barra and then, since 1998, in Casalnuovo, where even today the historic premises of the Pizzeria Fratelli Vuolo are located**), with Enrico and Valerio, Guglielmo's sons, now boasts five generations of pizza makers.

Guglielmo Vuolo is a son of art, who grew up with the teaching of his grandmother, promoter of the traditional fried pizza, disappeared in 1971, and the teaching of the demanding school of his father Enrico (known also as the "Zio Enrico" – Uncle Enrico), an artisan, who emigrated in 1947 and worked until 1966 in two prestigious premises of his time: Zi Rosa in Passeggiata (Viareggio) and Nuti (Florence), before returning to Naples and becoming well known for his skills and for his training to dozens of pizza makers.

Among the most important figures who impacted his education, Vuolo also remembers Don Giovanni Argentato, a student and worker of his father, who always encouraged and advised him. He remembers him for the Fried Pizza, still now one of the flagships of the Vuolo house and also one of his preferred specialties. "I was just over 10 years old and I remember the fragrance of [pizza being] fried," Vuolo said.

When the family pizzeria moved from the Barra neighborhood, into the municipal province, the members of Neapolitan Vuolo family became citizens of Casalnuovo, an area densely populated located due northeast of Naples, which crowned them as their most beloved artisans. **For many years (until 2013) the heart of the Vuolo business beat in the premises of Via Nazionale delle Puglie.**

Here, Enrico and Valerio, led by their grandfather Enrico, who left the counter only on the day of his death -and by their father Guglielmo- started to make their first pizzas.

Guglielmo Vuolo, once his children were all grown up, and given the success of the new Vuolo brand, after having entrusted the premises to his son Enrico in 2011 (who will close it permanently in 2014), decided to undertake with his wife Stefania, his lifelong companion and an inseparable and faithful counselor, a new adventure: **the new Pizzeria Fratelli Vuolo with 180 seats inside the Sports Club Holly and Benji**, a few blocks away from the historical premises. Thus the place was born where Master Vuolo grew, with greater ease than before, his personal product experimentation and dialogue with his loyal customers.

At the same time he continued his **intensive consulting and training activity in the four corners of the Earth**, even as a representative of the "Associazione Verace Pizza Napoletana" where he became Councilor and Chief Instructor in 2013. **And then, in 2014, he became a Trustee for the Campania region.**



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Vuolo was chosen to establish a place representing the excellence of the Campania region, for the most loved dish in the world: pizza.

Along with him, work the most prestigious colleagues of the sector, such as bakers Pasquale Marigliano and Sal De Riso or Chef Antonio Tubelli.

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