Pizza

The story of modern pizza as we know began in Naples, Italy,in the late 1800s. Baker Raffaele Esposito is usually given credit for baking the first pizzas with tomato sauce, cheese, and toppings. According to legend, pizza was popularized when Esposito was asked to make a pizza for Italian King Umberto I and Queen Margherita when the royal pair visited Naples in 1889. Esposito allegedly baked three different pizzas. The Queen's favorite was the one in which Esposito had designed in honor of Italy's red,white, and green flag. It had basil, mozzarella cheese, and tomato sauce. Esposito named it Pizza Margherita in her honor.



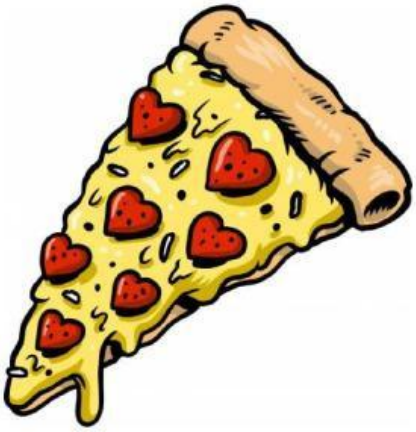
Pizza, however, failed to immediately take hold in Italy. As Italian immigrants came to the United States, however, pizza came with them. In 1905, the first United States pizzeria was established in New York City. The pizzeria, called Lombardi's, still operates today. Soon, other pizzerias in New York City and beyond appeared. By World War II, pizza was one of America's most popular foods. In the 1950s, the Totino family, of Minnesota, was thought to have produced the first frozen pizzas.

In 1958, Frank and Dan Carney borrowed $600 from their parents and opened a pizzeria in Wichita, Kansas. They called their restaurant Pizza Hut because they didn't have space for additional letters on their first sign. Pizza Hut became very popular and soon the brothers opened new restaurants and hence, the first pizza franchise was born. Today, there are more than 10,000 Pizza Hut restaurants. Similarly, Domino's was established by two brothers who borrowed $900 to purchase a pizzeria called Dominick's in Ypsilanti, Michigan. In 1984, John Schnatter founded Papa John's in Indiana.

Today, Americans spend over 33 billion dollars each year on pizza. In 2016, there are over 77,000 restaurants in America that serve pizza.

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EXERCISES



1.Why is Raffaele Esposito important in the history of Pizza?

A.He brought pizza to America
B.He is credited forbaking the first modern pizzas
C.He helped to establish the first pizza franchise
D.He is said to have known the King and Queen of Italy

2.What is implied in the first paragraph?

A.Modern-day pizza was likely born in Naples, Italy
B.Pizza Margherita is modeled after the Italian flag
C.Raffaele Esposito is credited with making pizzas for the King and Queen of Italy
D.Esposito's story may or may notbe true

3.When did pizza become one of America's most popular foods?

A.1905
B.1958
C.by World War II
D.19514.

After Esposito created Pizza Margherita...

A.pizza became instantly popular in Italy.
B.pizza became instantly popular in the United States.
C.the first pizzeria was established in Naples.
D.the first pizzeria was established in New York City.

5.What did Pizza Hut and Domino's have in common?

A.They were both founded by wealthy brothers
B.They were both founded in Kansas
C.They were both founded by brothers who needed to borrow money
D.Pizza Hut and Domino's both had different original names

6.What does "allegedly" mean in the following sentence?: *Esposito allegedly baked three different pizzas.*

A.Certainly
B.According to legend
C.Doubtfully
D.Accurately

7.What is the purpose of the final paragraph?

A.To complete the story about pizza
B.To illustrate how far the pizza industry has come from its humble beginnings
C.To illustrate how successful Domino's and Pizza Hut are today
D.To illustrate how pizza has become so popular throughout the word

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First read the items (1-10) then read the text. Decide which part of the text (a-I) contains the information in each of the items. Each part of the text may only be used once.

1. Domestic specialties for the whole country
2. The current culinary masterpieces
3. The reason why we can take it home from the supermarket
4. Wide range of selection for every taste
5. Nothing compares to the original
6. The only real thing
7. Back to the roots
8. Where does it come from?
9. Tribute to the First Lady
10. You can be thankful for the poor

a) There are not many nations that can say their national dish has become an international phenomenon. Italy has two such dishes, pasta and, of course, pizza**.** Both are famous all over the world, both have made the history of Italian food**.** In America pizza usually falls into two categories: thick and cheesy Chicago style or thin and more traditional New York pizza. In Italy pizza also falls into two distinct categories: Italian pizza and the rest of the world. It might seem silly considering the basic ingredients, but one taste of a true Italian pizza and that's it. You will never feel the same about this simple and delicious food again.

b) Pizza in its most basic form as a seasoned flatbread has a long history in the Mediterranean. Several cultures including the Greeks and Phoenicians ate a flatbread made from flour and water. The dough would be cooked by placing on a hot stone and then seasoned with herbs. The Greeks called this early pizza plankuntos and it was basically used as an edible plate when eating stews or thick broth. It was not yet what we would call pizza today but it was very much like modern focaccia. These early pizzas were eaten from Rome to Egypt to Babylon and were praised by the ancient historians Herodotus and Cato the Elder.

c) The word "pizza" is thought to have come from the Latin word pinsa, meaning flatbread (although there is much debate about the origin of the word).A legend suggests that Roman soldiers gained a taste for Jewish Matzoth while stationed in Roman occupied Palestine and developed a similar food after returning home. However a recent archeological discovery has found a preserved Bronze Age pizza in the Veneto region. By the Middle Ages, these early pizzas started to take on a more modern look and taste. The peasantry of the time used what few ingredients they could get their hands on to produce the modern pizza dough and topped it with olive oil and herbs.

d) The introduction of the Indian Water Buffalo gave pizza another dimension with the production of mozzarella cheese. Even today, the use of fresh mozzarella di buffalo in Italian pizza cannot be substituted. While other cheeses have made their way onto pizza (usually in conjunction with fresh mozzarella), no Italian Pizzeria would ever use the dried shredded type used on so many American pizzas.

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e) The introduction of tomatoes to Italian cuisine in the 18th and early 19th centuries finally gave us the true modern Italian pizza. Even though tomatoes reached Italy by the 1530's it was widely thought that they were poisonous and were grown only for decoration. However the innovative (and probably starving) peasants of Naples started using the supposedly deadly fruit in many of their foods, including their early pizzas. Since that fateful day the world of Italian cuisine would never be the same, however it took some time for the rest of society to accept this crude peasant food. Once members of the local aristocracy tried pizza they couldn't get enough of it, which by this time was being sold on the streets of Naples for every meal.

f) As pizza popularity increased, street vendors gave way to actual shops where people could order a custom pizza with many different toppings. By 1830 the "Antica Pizzeria Port'Alba" of Naples had become the first true pizzeria and this venerable institution is still producing masterpieces. The popular pizza Margherita owes its name to Italy's Queen Margherita who in 1889 visited the Pizzeria Brandi in Naples. The Pizzaiolo (pizza maker) on duty that day, Rafaele Esposito created a pizza for the Queen that contained the three colors of the new Italian flag. The red of tomato, white of the mozzarella and fresh green basil, was a hit with the Queen and the rest of the world. Neapolitan style pizza had now spread throughout Italy and each region started designing their own versions based on the Italian culinary rule of fresh, local ingredients.

g) Pizza Margherita may have set the standard, but there are numerous popular varieties of pizza made in Italy today. Pizza from a Pizzeria is the recognized round shape, made to order and always cooked in a wood fired oven. Regional varieties are always worth trying such as pizza Marinara, a traditional Neapolitan pizza that has oregano, anchovies and lots of garlic. Pizza Capricciosa: a topping of mushrooms, prosciutto, artichoke hearts, olives and ½ a boiled egg! Pizza Pugliese makes use of local capers and olives, while pizza Veronese has mushrooms and tender prosciutto crudo. Pizzas from Sicily can have numerous toppings ranging from green olives, seafood, hard-boiled eggs and peas.

h) Besides regional styles there are several varieties that are popular throughout Italy. Quattro Formaggi uses a four cheese combination of fresh mozzarella and three local cheeses such as gorgonzola, ricotta and parmigiano-reggiano, or stronger cheeses such as fontina or taleggio, depending on the areas of Italy. Italian tuna packed in olive oil is also a popular topping along with other marine products like anchovies, shellfish and shrimp. Quattro Stagioni is a pizza similar to the Capricciosa that represents the four seasons and makes a good sampler pizza with sections of artichokes, salami or prosciutto cotto, mushrooms, and tomatoes. In Liguria you may find pizza topped with basil pesto and no tomato sauce. Of course there are hundreds more to discover and all of them are delicious, not to mention the other members of the pizza family.

i) In the past few years a pizza with pomodoro pachino and rughetta (cherry tomato and arugula) became extremely popular. Also mozzarella di bufala is becoming the choice for better pizza. Other types of pizza: pizza al taglio also known as pizza rustica is sold everywhere in Italy, usually by weight and often piled with marinated

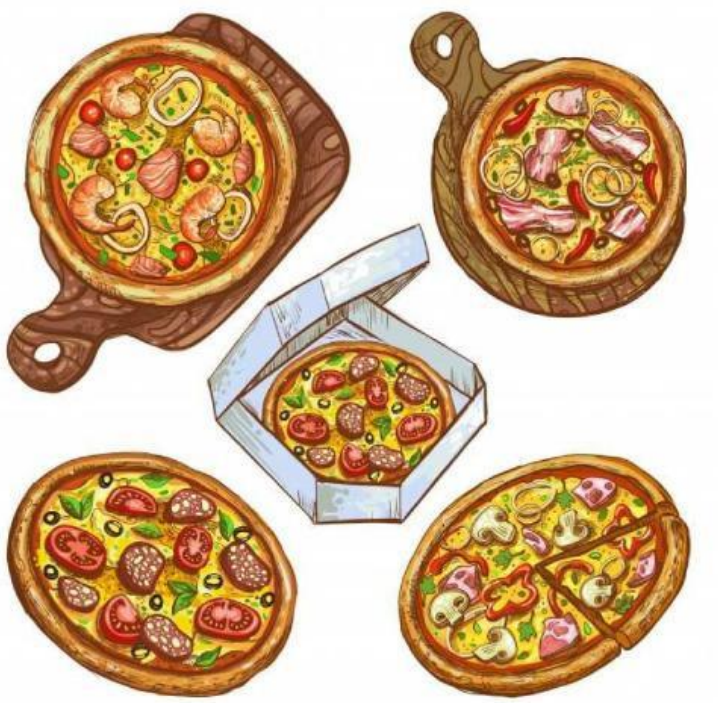
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mushrooms, onions or artichokes. This style of pizza is cooked on a sheet pan at street stalls and makes a good quick Lunch. Focaccia resembles the earliest pizzas being without tomatoes or cheese but covered in olive oil, caramelized onions and other savory toppings. Sfincione is a thick Sicilian sheet pizza that uses tomato sauce, anchovies (usually anchovy paste) breadcrumbs and caciocavallo (or another local variety) cheese.

j) Italian calzones are (no surprise here!) smaller than their American cousins and are often filled with either meats or fresh vegetables (a favorite is spinach) and mozzarella. A newer line of desserts gaining popularity is the emergence of sweet pizzas and traditional Italian pizzerias are trying to accommodate this trend by using unique ingredients. These dessert pizzas often have flavor combinations such as Nutella, honey, fruit jam, yogurt, even mustard and liquor.

k) One thing to keep in mind when ordering pizza in an Italian pizzeria is that the product is personal size. Each person at a table should order their own individual pizza - one bite will explain why. In certain areas outside Italy, there are a few Piazzioli who keep to their homeland traditions as best they can with the ingredients they have, but it really isn't the same. In the end there is no going back once you try a real Italian pizza, no delivery or frozen product will ever stimulate your taste buds the way a real pizza will.

l) And there is frozen pizza too but usually it doesn't even come close to the real thing. The first frozen pizza in the world was set right just for an air-shipment in the Second World War. Francis Ferrari, an Italian-American from Newark, got a letter from his brother Fred who was fighting for the marines saying "If I could have a pizza like the one which mama made at home, I would put up with all the sufferings". After many attempts, Francis managed to invent a pizza, which could endure the air-voyage and reach the marines who were fighting against the Japanese. Coming back from the war, Fred, fed on frozen pizzas, set up together with his brother a society for spreading the novelty all over the world.



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CONVERSATION QUESTIONS



- Do you like pizza?
- What is your favorite pizza topping?
- How often do you eat pizza at a restaurant?
- How often do you order pizza to your home?
- Are there pizzerias near your home that deliver pizzas?
- What do you like to drink with your pizza?
- Do you know how to make a pizza?
- Do you know who invented the pizza?
- Why is pizza popular?
- Have you ever called for pizza delivery?
- How do you make pizza at home?

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PIZZA TEST:

1/h 2/i 3/l 4/g 5/a 6/d 7/b 8/c 9/f 10/e

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