

A surreal landscape featuring a volcano in the background under a colorful sky. In the foreground, a tree has two pizzas hanging from its branches. To the left, a pizza sits in a white box next to several red tomatoes. To the right, a pizza is tucked into a flour bag labeled 'PURPOSE FLOUR' which is lying on a bed of dark, rocky soil.

# The History of Pizza

with Stephanie Swane

@sswane @modcuisine #modernistpizza

# MODERNIST CUISINE





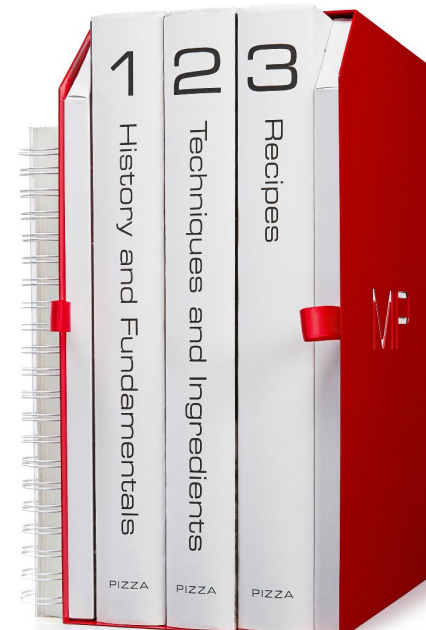


1 TON KUNDEL

KUNDEL



# Over 370,000 copies in print in 9 languages



# MODERNIST PIZZA

100,000 miles traveled

1,708 pages

35.5 pounds

3,700+ photographs

200,000+ hours worked



250+ pizzerias visited

1,016 recipes

800 pizzas eaten on the road

450,000+ words

3 volumes and a kitchen manual

# MODERNIST PIZZA

INTERNATIONAL EDITIONS

Italian



French



German



Spanish



Available Now



# THE DATABASE

**900+ dough recipes**

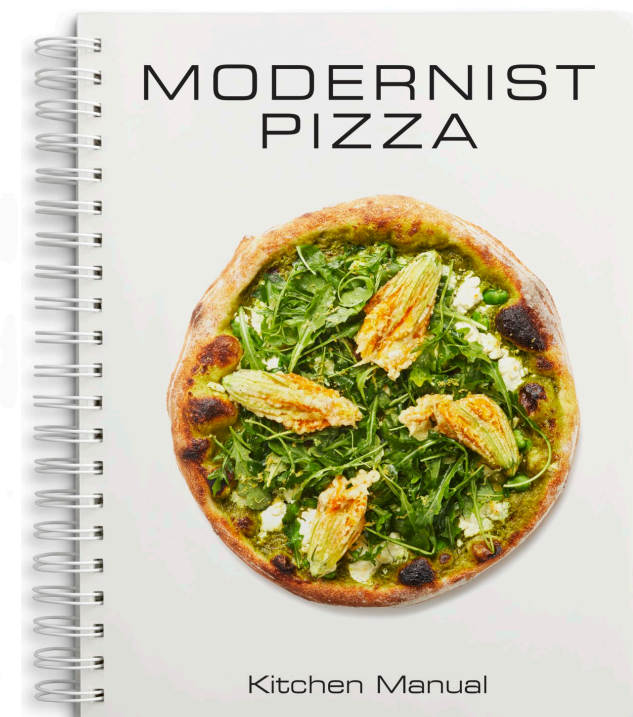
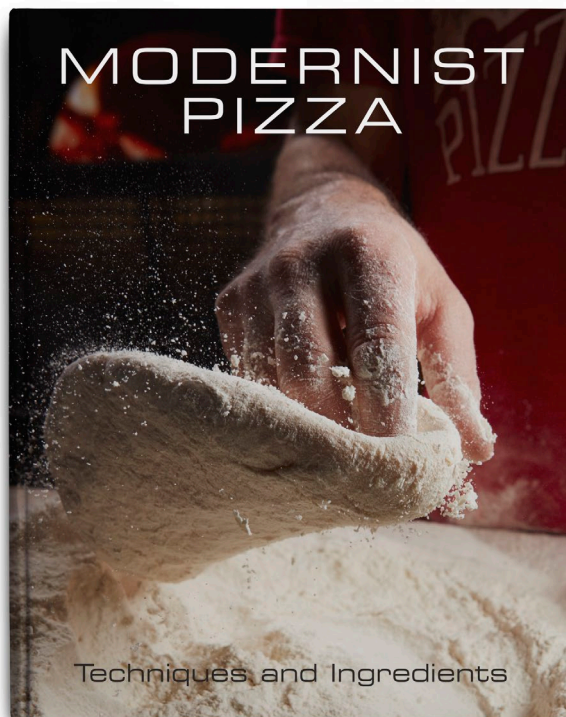
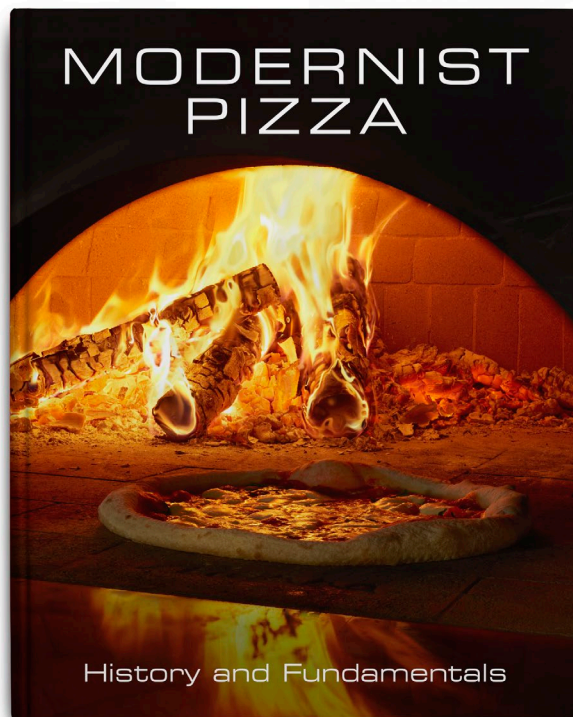
**Over 500 experiments performed**

**Over 400 cookbooks in many languages**

**Over 1,800 recipes compiled**

**12,000 pizzas baked in our lab**

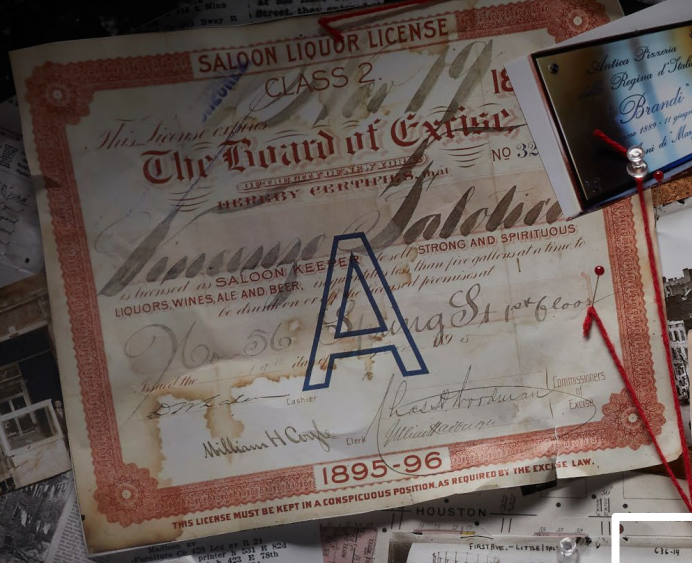
**Over 100,000 data points analyzed**



# HISTORY

Was pizza sold on the street first?

1940's No Rim



Sbas liato!  
False



"HOT CAKES" IN NORTH STRE  
Dainties Favorites With  
Patties, Art Pizza Cakes and  
Beer, Not Wine



Filippo Milone  
1913

Filippo Milone 1899  
Giovanni Santillo 1904  
John Altma 1895  
Pizzeria Farns 1894  
Asato Pizzeria 1893

Where was  
The 1st  
Pizzeria in  
NYC?

check Mattozzi's  
1890 Naples  
Pizzeria map

Spring St  
1905?

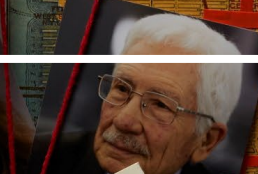
Was the  
first pizza  
fried, not



1905  
The hoodlum might have  
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that there is no life of  
and capacity to  
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construction  
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the Bureau of  
Tenement House  
height of city



GIOVANNI  
fa conoscere a tutti i  
Colonia Italiana che nel suo  
Pizzeria all'uso Napoletano  
pizzaiuolo proprio di Napoli  
po la in via delle primarie  
to per addolcirli i suoi com  
novato il suo locale e per  
la arricchito di ventilatori  
Chiusone potrà contener  
aglio, poiché troveranno  
La Pizzeria è aperta dal  
Le Pizzeria è aperta dal



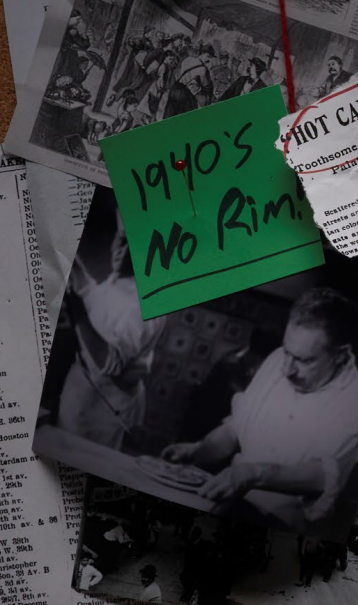
celebration by the various societies of  
the Church of Our Lady of Mount Carmel  
at East One Hundred and Fifteenth  
Street.  
The streets were decked with flowers,  
shrines were on nearly every corner,  
and there were vendors by the hundreds  
selling everything from prayer books and  
mysterious-looking pies and beads.  
Preparations for the celebration  
began weeks ago, and when  
today morning  
flying from  
the streets  
of gala  
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Sixteenth Street.

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capal, and



OF THE UNITED STATES  
POPULATION

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at the Bank One  
Hous



THOMAS DIMO  
NAPOLI  
TASCABILE  
GIUGIA ANTONIO  
LEA MARIA ROBERTA  
MPEPPI

QUI 100 ANNI  
NACQUE LA PIZZA  
1889

le falsità  
1905

Antica Pizzeria Nap  
Date

Il proprietario  
83 e 1/2 Spring St

1905

1905

1910

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

Mulberry  
1888

# The Word "Pizza" and Its History



# Recent archeological discovery from Pompeii. Is it pizza?





# Historical Pizza Recipes

## First recipe in French, 1875

Neapolitan pizza in *Cuisine de tous les pays*

The recipe calls for 600 grams of bread dough for the crust, topped with oil, fresh or salted anchovies, halved tomatoes, “mouzarella” (described as a soft sheep’s milk cheese), fresh chopped garlic, and parsley, then baked in a clean bread oven for 20 minutes.

## First recipe in English, 1898

Recipe for pizza in the *Encyclopedia of Practical Cookery*

This recipe for a “sort of cake [that] is a favorite dish in Naples” is the first pizza recipe published in a British cookbook. The recipe appears to be an updated version of the 1875 French recipe from *Cuisine de tous les pays* (see 1875 entry at left).

## First recipe in Italian, 1904

Recipes for pizza in *Il re dei cuochi*

These appear to be the first Italian recipes for savory pizza, from a collection about “the art of eating Italian,” published in Florence. There is a recipe for Neapolitan pizza, which is a leavened dough “kneaded in every direction” and topped with oil, then baked, as well as two topped variations, one with anchovies and oil, and one with Swiss cheese and oil.

## First recipe in US, 1927

Recipe for pizza alla Paesana in *the Saturday Evening Post*

A Cook’s Tour column, written by George Rector, recounts a tour of Northern Italy that includes pizza as “part of a typical Tuscan menu.” The method for making the pizza is described so closely, it constitutes a recipe (and was included in a collection of recipes from Rector’s column the following year).

## First recipe in American cookbook, 1936

Recipe for Neapolitan pie in *Specialita Culinarie Italiane*

This recipe for pizza alla Napoletana calls for raised dough, tomatoes, scamozza (possibly a misspelling of scamorza), olive oil, and Parmesan cheese.

# The Murky Story of the Origins of the Neapolitan Margherita



# Margherita Pizza Wasn't Named for a Queen



In 1880, the *Cincinnati Daily Gazette* published a story of “Queen Margaret” sampling pizza at the Palace of Capodimonte in Naples, eight years before the infamous claim by Pizzeria Brandi.

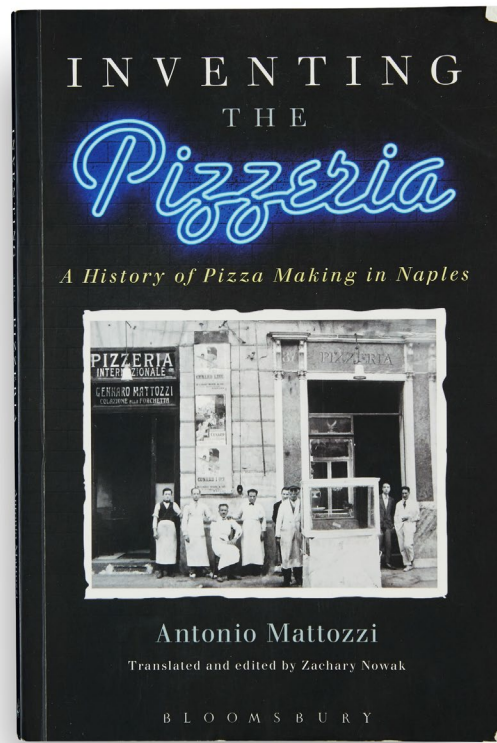
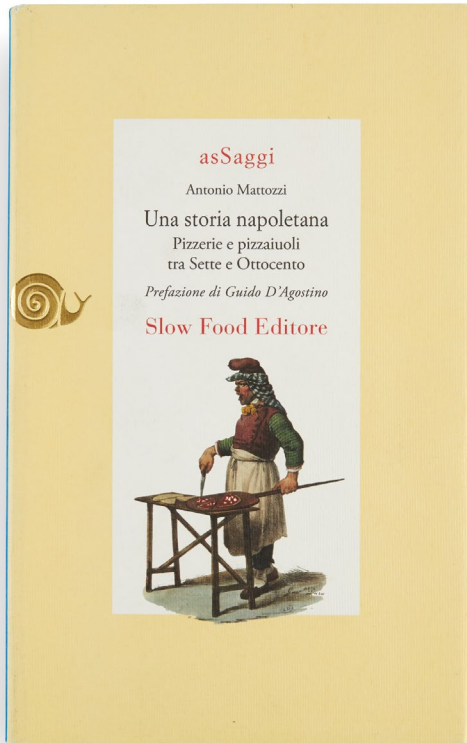


# The Story

In 1889, King Umberto I and Queen Margherita were visiting Naples in support of a radical urban-renewal campaign and decided to sample some of the local cuisine. Pizzaiolo Raffaele Esposito prepared three pizzas, including one he “invented” with tomatoes, mozzarella, and basil. The queen promptly declared it her favorite and thus it became her namesake.

# The Facts

The chances that any royal during this time would have eaten food prepared by a commoner are slim at best, *especially* during a cholera epidemic.



*Camillo Galli*

*Capri monte  
11 Giugno 1889*

*Spedizione Ufficio di Bocca*

*Reverendissimo Sig. Raffaele Esposito Brandi  
che confermo che le tre qualità di Pizza  
da qui confezionate per Sua Maestà  
la Regina vennero trovate benissimo  
Micaela Galli*

*Devotissimo  
G. Brandi  
Capo di Archivio di Torino  
della Real Casa*

This letter was signed by Camillo Galli, who was from the queen's gastronomic office, in 1889. The handwriting in this letter looks different from that in other letters written by Galli at the time.

Nowak scoured archives, looking for records that this letter had been sent to Esposito. In all, he found 24 records dated June 11, 1889, the date of the Pizzeria Brandi letter. But he did not find anything from Galli addressed to Esposito.

The seal is stamped rather than preprinted on letterhead.

The seal is also off-center, slightly crooked, and doesn't match other examples of the royal seal.



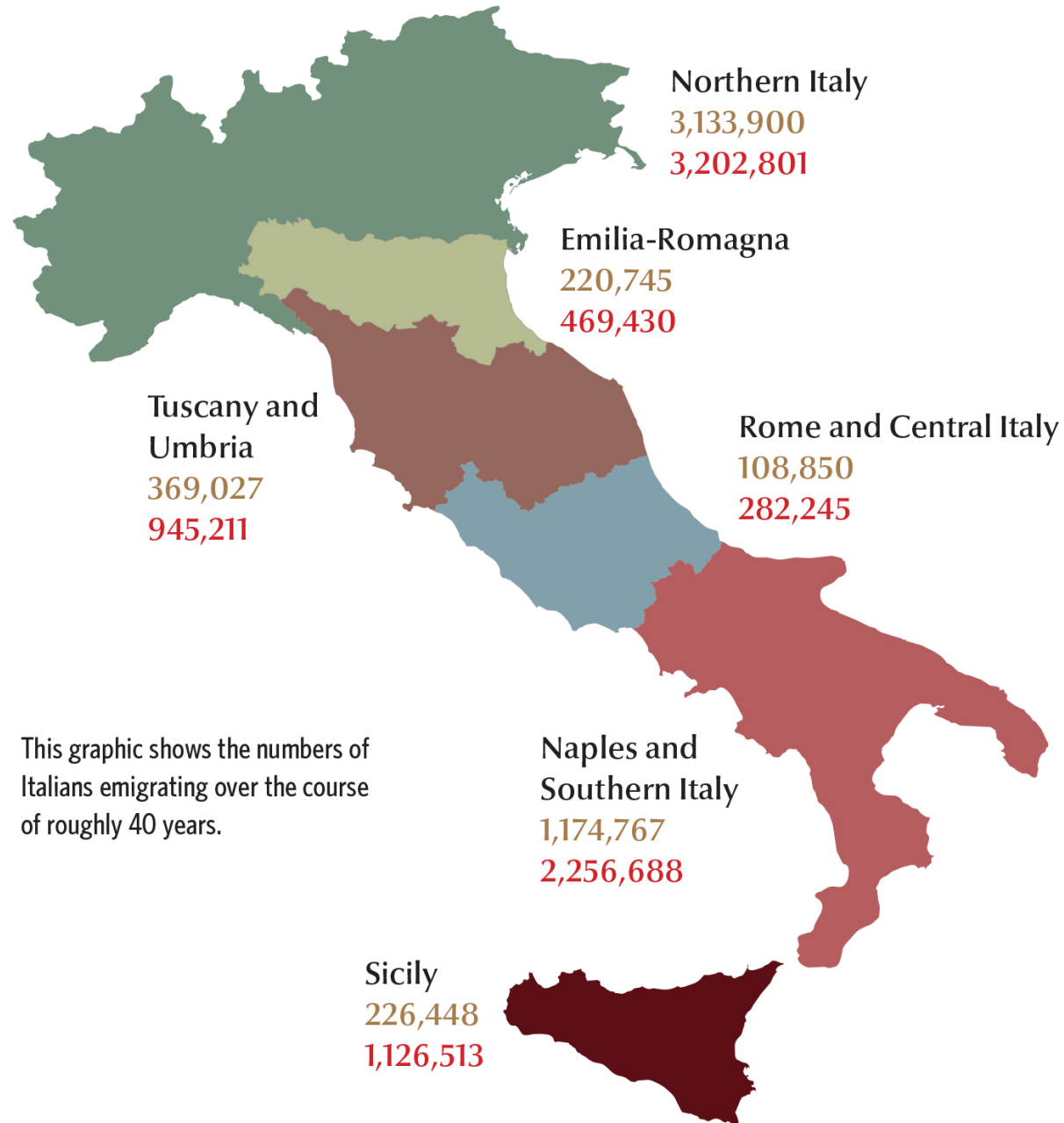


For a nation whose cuisine was dependent on wheat, it wasn't growing nearly enough. In the lead-up to World War I, Italy imported 57 million bushels of wheat annually. Pizza was a food only available to the rich and the royals, which is quite unlike its humble beginnings in Naples, when it was a food for the people.

# “Authentic” Neapolitan Pizza Really Dates to the 1950s-1990s (Not Before)



EMIGRATION FROM ITALY  
1876-1900  
1901-1915



This graphic shows the numbers of Italians emigrating over the course of roughly 40 years.

# Which Italians Emigrated and from What Regions?

# Italians in South America



Approximately half of Argentina's citizens proudly claim Italian ancestry. The country is considered such an Italian bastion, in fact, that Italian politicians court the half-million dual citizens registered for the Italian vote.

CANTINA CASTELOES  
PIZZARIA  
VINHOS Slaviero

126

CANTINA  
Castelões  
1924  
PIZZARIA

## Castelões is regarded by many as the birthplace of São Paulo pizza.

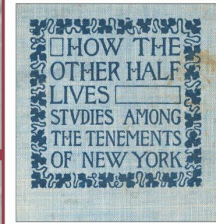
The people of São Paulo, Brazil, are so passionate about their pizza that every year on July 10 they observe Pizza Day, complete with competitions, events, and discounts celebrating a dish they consider an iconic part of their homegrown cuisine.

# Early Pizza in the United States

## The San Diego Union

**1882**  
*San Diego Union*  
 Mention of Neapolitan pizza, a cake topped with onions and tomatoes

**1891**  
*Evening Democrat*  
 Stories of pizza and Naples run in newspapers all over the country.



**1890**  
*How the Other Half Lives*  
 Jacob Riis publishes his book, including his famous photograph "The Bandit's Roost" at 59 1/2 Mulberry Street.

Philippus Joseph, 1339, 3d av.  
 Philippus Theodore, 50 Light  
 Pietsch Gustav, 47, 6th av.  
 Piot Julius, 142 W. 17th  
 Pilz Anton, 3495, 3d av.  
 Pizzeria Forno E. 50 1/2 Mulberry  
 Plapper Henry, 381, 3d av.  
 Polick Adolph, 1629, 1st av.  
 Postel Jacob, 189 Norfolk  
 Probeck Conrad, 226 E. 125th  
 Pronitz William, 1670, 1st av.  
 Protzky Charles, 1008 Av. A  
 Puma John A. Pelham av. N. St. J.

**1894**  
*Trow's Business Directory for New York City*  
 First documented pizzeria in a business listing for "Pizzeria Forno E." at 59 1/2 Mulberry Street

**ANDREA PALOMBA**  
 42 Union St., Brooklyn  
**Pizzeria alla Napoletana**  
 Latticini freschi tutti i giorni.

Steam Power Facilities Established  
**A. CAPRA & CO.**  
 Manufacturers of all kinds of  
**CYLINDER CAROUSEL**  
**PIANOS ORGANS**

1218-20 Eighth St.  
 Below East River

**1898**  
*L'Araldo Italiano*  
 Ad for Pizzeria alla Napoletana at 42 Union Street, Brooklyn

DEWAR'S SCOTCH WHISKEY.

**TAMMANY TIMES**

DEVOTED TO DEMOCRACY

The Carracciola Hotel, cafe and restaurant, F. Milano, and F. Treadwell proprietors, is located at 130 W. 26th st., bet. Sixth and Seventh aves. Here all kinds of Italian and French dishes are served, at very low prices. Ample accommodation for societies and parties, and the best brands of wine, liquor and cigars always in stock. Pizzeria Napoletana.

**1900**  
*Tammany Times*  
 Ad for the Carracciola Hotel and Pizzeria Napoletana



**1902**  
*Fort Wayne Journal*  
 Famed opera singer Pietro Mascagni introduces Americans to his favorite dish, pizza.

ANTICA PIZZERIA PORT'ALBA  
 192 GRAND ST., NEW YORK

FILIPPO MILONE, Prop.  
 PIZZERIA NAPOLETANA OPERA GIARDINO E MONTI

Il commovente. Proprietario dell'Antica Pizzeria Port'Alba, Signor FILIPPO MILONE, fa noto al Pubblico che ha aperto al N.º 192 Grand St., un'Elegante PIZZERIA NAPOLETANA.

Essendo il unico locale Italiano del genere in questa parte di New York, ha fatto per primo venire appreso alla pizzeria una Cucina Caserecchia per colazione alla Pizzeria.

Il Menegonista saluta a mangiare le sue PIZZE che fa il simpatico Filippo Milone nella sua Nuova Pizzeria al N.º 192 Grand St.

**1903**  
*Il Telegrafo*  
 Ad for Antica Pizzeria Port'Alba at 192 Grand Street

DO FIERY FOODS CAUSE FIERY NATURES!

Italian Love for Hot Peppers May Explain the Combustion of Spirit of Men of That Nation.

It is a well known fact that the people of the South are more fiery in their nature than those of the North. This is due to the fact that the people of the South are more accustomed to eating fiery foods than those of the North. It is a well known fact that the people of the South are more fiery in their nature than those of the North. This is due to the fact that the people of the South are more accustomed to eating fiery foods than those of the North.

**1903**  
*New York Herald Tribune*  
 Article wondering "Do Fiery Foods Cause Fiery Natures?" mentions pizza pomodoro.

**1903**  
*The New York Times*  
 Article about a summer festival in Little Italy describes pizzarelli caldi, a "hot fried cake of dough . . . with tomato and cheese."

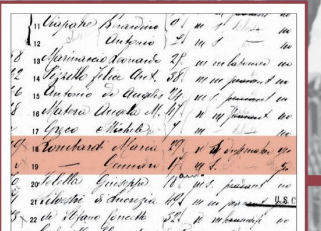
"HOT CAKES" IN NORTH STREET

Toothsome Dainties, Favorites With Neapolitan Palates, Are Pize Cavue and Tarallucci

—Beer, Not Wine, Therewith.

Scattered through North Street between the major thoroughfares to which it is attached are occasional little shops with signs that read "Pizzeria" or "Pizzeria Napoletana". One of these is a small, long, narrow place, and there is a sign that reads "HOT CAKES". In two columns it is stated that the "Pizzeria" is a "Pizzeria Napoletana" and that it is a "Pizzeria Napoletana".

**1903**  
*Boston Journal*  
 Evidence of a pizzeria in Boston serving "pizza cavue" on North Street



**1904**  
 Passenger manifest  
 Gennaro Lombardi arrives in the United States at age 17

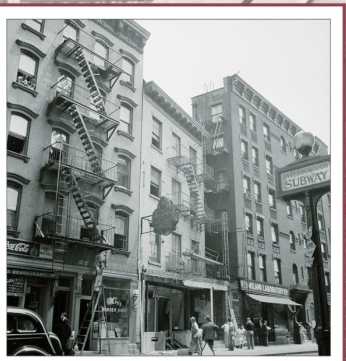
Antica Pizzeria Napoletana

Il proprietario della succursale Pizzeria di New York, Signor GIOVANNI SANTILLO, fa noto al Pubblico che ha aperto al N.º 53 Spring Street, un'Elegante PIZZERIA NAPOLETANA.

Essendo il unico locale Italiano del genere in questa parte di New York, ha fatto per primo venire appreso alla pizzeria una Cucina Caserecchia per colazione alla Pizzeria.

Il Menegonista saluta a mangiare le sue PIZZE che fa il simpatico Giovanni Santillo nella sua Nuova Pizzeria al N.º 53 Spring Street.

**1904**  
*Il Telegrafo*  
 Ad for Antica Pizzeria Napoletana, owned by Giovanni Santillo, at 53 1/2 Spring Street



**1905**  
*The (New York) Sun*  
 The article "Ever Eaten Pizza Cavue or Triad Tarallucci?" invites readers to Spring Street to experience pizza.

HOT CAKES.

"Pize Cavue" Shops of New York Are Popular.

Scattered throughout Mott and Mulberry streets and other portions of the Italian colony where Neapolitans congregate in New York are occasional little shops with the words "Pize Cavue" on the windows. The words mean simply "hot cakes" in the Neapolitan dialect. A visit to one of these reveals a window-dress so high with great round Italian cheeses that the interior is invisible, one sees a long table covered with brown cloth and bounded by long black benches. One side of the room is lined with little private supper rooms about the size of theater boxes, partitioned off

**1908**  
*Pittsburg Press*  
 Article about the popularity of "Pize Cavue" shops in New York mentioning shops selling pizza "throughout Mott and Mulberry Streets"

PIZZERIA NAPOLETANA

Al N.º 507 di Green St., presso DuPont i signori Pasquale Acciardi e Co hanno aperta una pizzeria napoletana.

Così i buoni gustosi possono trovare eccellenti maccheroni, cunctati secondo la vera arte napoletana, spaghetti, ecc., ecc. e le celebri pizze, la cui confezione sarà affidata a Nicola Barile capo della cucina ed il cui nome è popolare nella nostra colonia.

Una buona porzione di spaghetti alla napoletana, susseguita da una pizza alla "pomarola" ed all'"alico" possono farei sognare di trovarci sulla via.

**1908**  
*L'Italia*  
 Evidence of the first pizzeria in San Francisco: Pizzeria Napoletana on 507 Green Street that would make diners "dream of being on the enchanted beach of Posilipo"



**1908**  
 Undated photo  
 Famed image of Gennaro Lombardi and Antonio Pero in front of Lombardi's was taken, inaccurately dated 1905



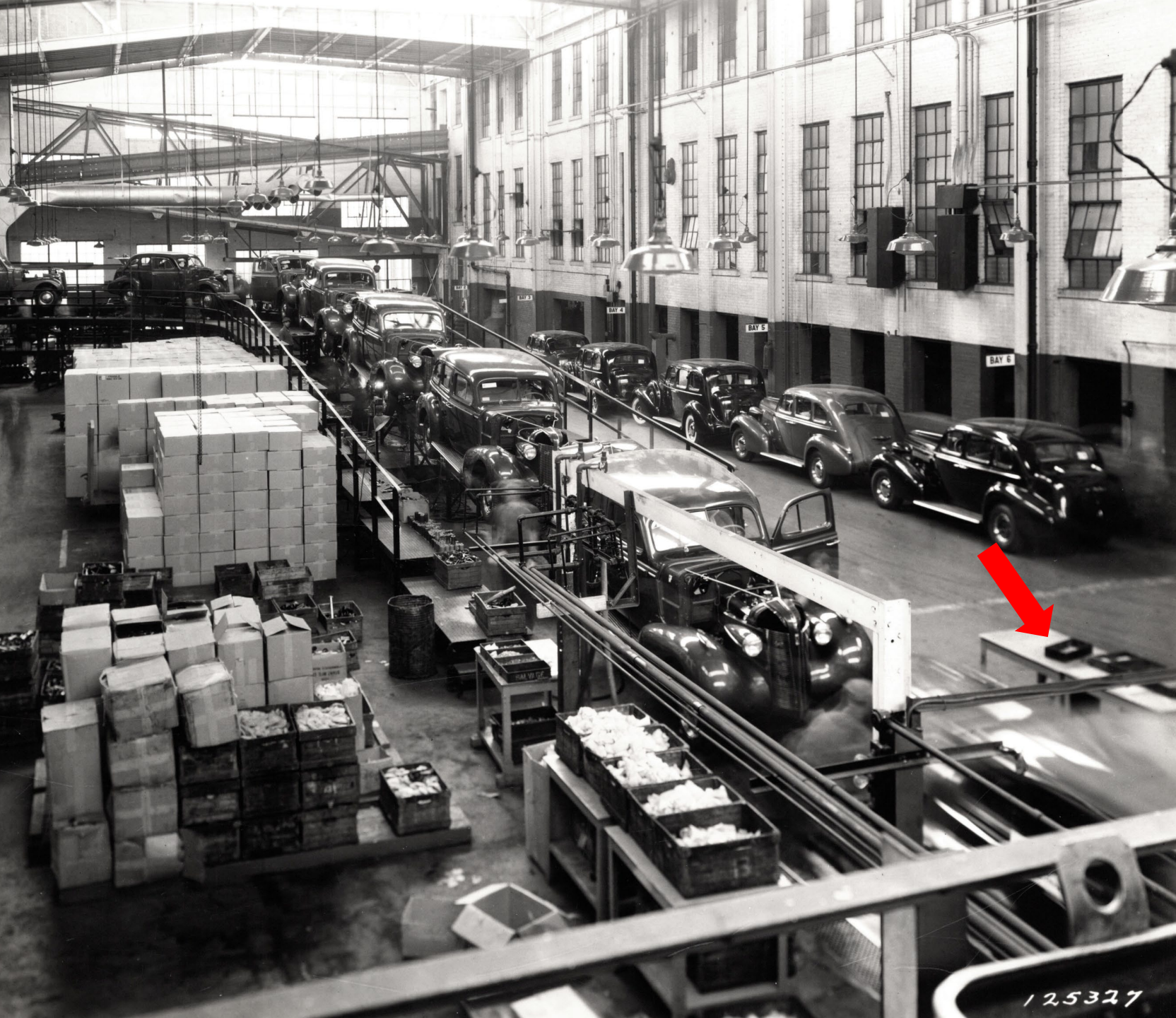
# The First Pizza Chain

Shakey's Pizza was the first franchised pizzeria, setting the stage for the large-chain pizzerias that now dominate the pizza market. The Santa Monica location is also where Nathan ate his first pizza.

# Who Invented Deep-Dish Pizza?

It's likely that African American women chefs, specifically Alice Mae Redmond, not culinary Italians, are responsible for the iconic Chicago version of pizza.





## The Origins of the Detroit Pizza Pan

The pans used to bake Detroit-style pizza were originally used to hold parts on the automobile assembly line.

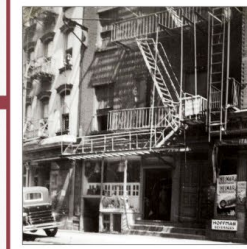
# Untangling the History of 53 1/2 Spring Street

## Mid-19th century

The earliest records indicate that 53 Spring Street is a police station.

## 1874

As the *New York Daily Herald* reported, “rich and refined ladies from elegant uptown residences have deemed it their duty to give a helping hand to the poor,” and thus 53 Spring becomes a soup kitchen.



## 1879

The city sells the building to Ella and Georgiana Wendel, two sisters from a wealthy New York family, who rent it out. By the 1880s, records indicate various businesses, such as grocers, saloons, fruit dealers, and restaurants, associated with Italian-sounding names.

## 1899

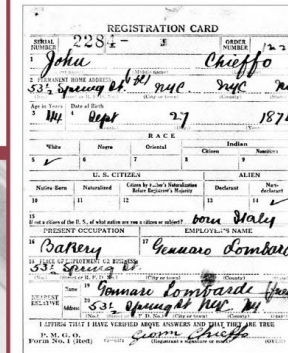
A “Philip Milon” is listed as the proprietor of a delicatessen. His name is an Americanized spelling of Filippo Milone, an Italian immigrant who would go on to open several pizzerias (see page 36). In July, there is evidence of a permit application for an oven, indicating Milone may have planned to bake pizza, which makes him the strongest contender for the first pizza maker at 53 1/2 Spring.

## Antica Pizzeria Napoletana



## 1904

There is direct evidence that the business at 53 1/2 Spring Street is a pizzeria. In August, ads for Antica Pizzeria Napoletana, owned by Giovanni Santillo, begin appearing in the Italian-language newspaper *Il Telegrafo*. This is a year before many people have claimed Lombardi’s opened, and the ad shows the business was owned by Santillo.



## 1918

The earliest definitive evidence linking Lombardi to 53 1/2 Spring Street is a 1918 World War I draft card listing him as the “employer.” By 1919-1920, he’s listed in city directories as the proprietor.

## 53 SPRING STREET

4 story brick loft building with 1 store

Front and rear lofts on upper floors

ANNUAL RENT: \$1,850.00  
(Vacancies \$1,080.)

Store, basement and 2nd floor leased to Lombardi at \$780.00 per annum.

## 1935

An appraisal document from the Wendel archives lists Lombardi as the “lessee” of the basement and second floor for \$780.00 per annum.



## 1939

Documents show that Filomena Lombardi buys the building from the Wendel estate—at this point they’ve been selling pizza there for years.

## 1956

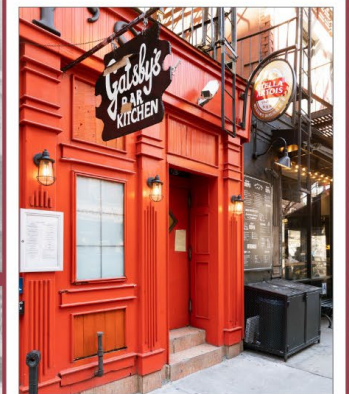
Pizza at Lombardi’s seems to be on the wane. *New York Times* writer Herbert Mitgang found the “tables and counters piled ceilingward with lobster fra diavolo,” while “not a pizza stirred in the room.”

## 1970s

Lombardi’s closes following the death of Filomena Lombardi. Jerry Lombardi inherits the property and reopens in 1978 as G Lombardi Ristorante, a fine-dining Italian restaurant that does not sell pizza.

## 1984

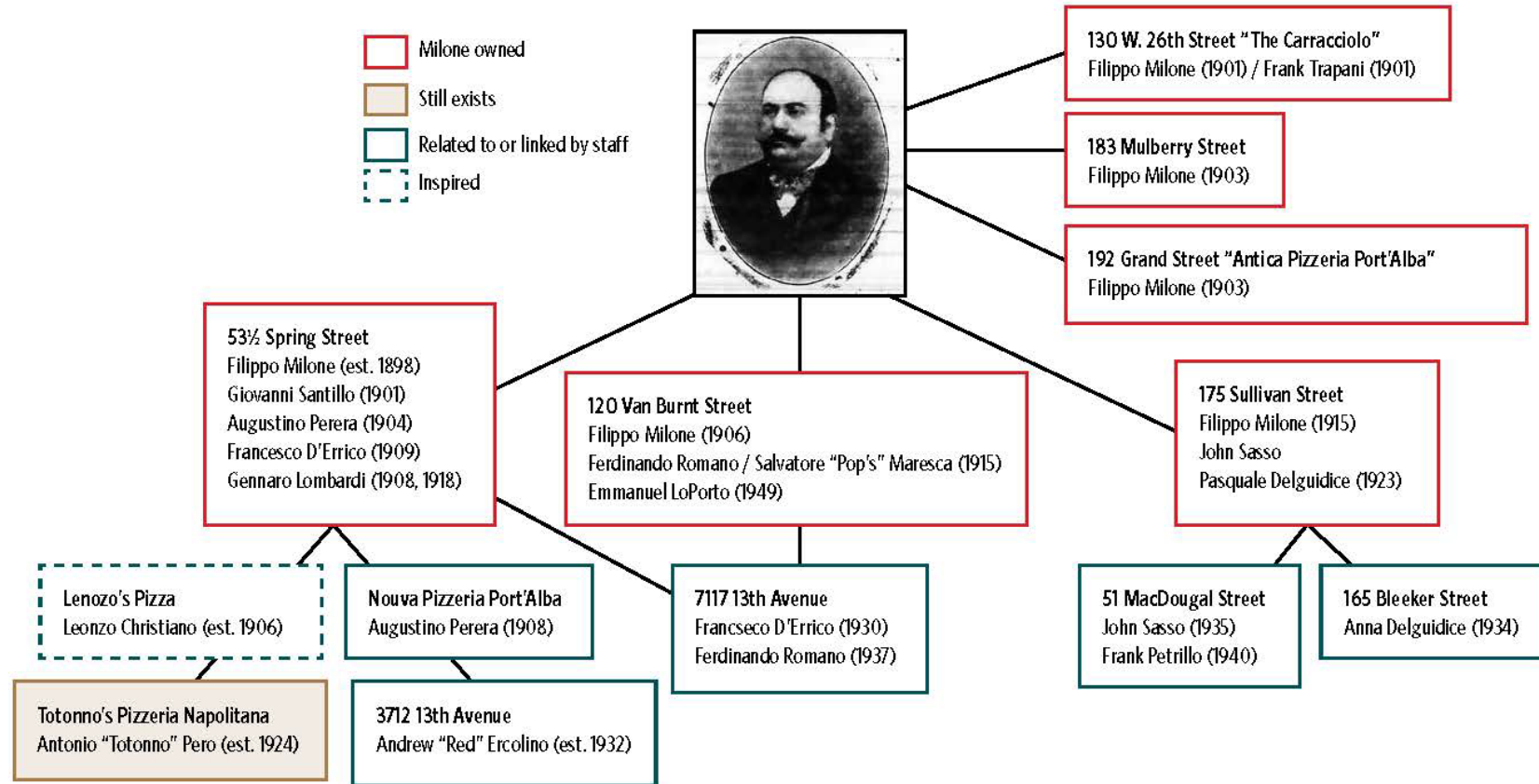
Lombardi’s closes as other restaurants and retail businesses struggle in the neighborhood.



## 1994

Lombardi’s reopens just down the street at 32 Spring. As for 53 Spring Street? In recent years, it was a bar called Gatsby’s that featured 12 TVs and DJs every Friday and Saturday night; it’s since closed.

# Who Was Filippo Milone?



# Ada Boni: Queen of Italian Cooking

In the 1920s, Ada Boni wrote a remarkable cookbook that became *the* go-to manual for home cooks all across Italy. Then it crossed the ocean and became *the* go-to manual for home cooks making Italian food in the United States.

The thick tome was called *Il Talismano della Felicità* (in English, *The Talisman of Happiness*), and it was remarkable in both its breadth, including hundreds of recipes from the regions of Italy, and its staying power over the decades.



Turn your **\$1** bills into **\$5**'s  
with

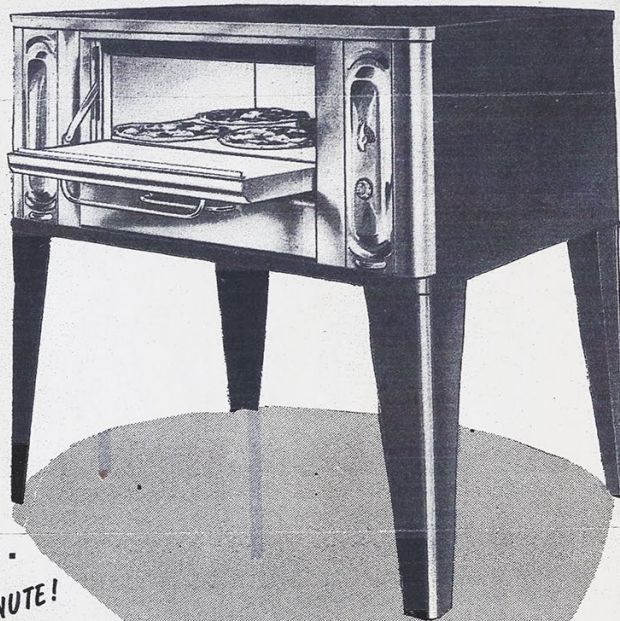
**THIS NEW**

## **MASTRO...PIZZA OVEN**

**URNS OUT 60 BIG  
PIZZA PIES AN HOUR  
SELLING AT FIVE  
TIME FOOD COST**

This revolutionary new Pizza Oven is designed to produce a better PIZZA pie faster and help you cash in on this rapidly growing, highly profitable Pizza market.

Gas data. Manufactured, natural, mixed or petroleum gas. Floor space 61 x 49 inches. Interior size 48 x 36 inches.



**NOW!...  
A PIZZA  
PIE A  
MINUTE!**

Pizza bake in less than 5 minutes. This sensational oven will turn out 60 pies per hour. Big tile hearth holds six 15" pies—greater capacity on small pies. Fast service at your busy time. No lost sales due to waiting.

"The Pizza King"

**FRANK MASTRO INC.**  
SPECIALISTS IN PIZZA EQUIPMENT

240 BOWERY, NEW YORK CITY 12. CANAL 6-5184

The Oldest and Largest Pizzeria Equipment Dealer in the United States

FREE  
PARKING  
SPACE

# An Unsung Pizza Hero

Frank Mastro is one of the unsung heroes of the pizza industry. He worked with the manufacturer Blodgett to mass-produce the first gas deck ovens starting in the 1930s. He is also believed to have invented the first pizza box.

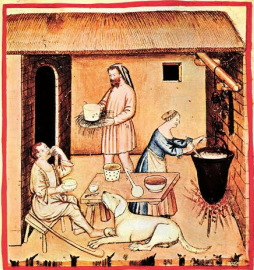


**MASTRO PIZZA PAVILION**  
The PIZZA SHOWPLACE at the NEW YORK WORLD'S FAIR

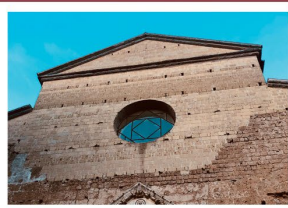


CHEESE

# Mozzarella through the Ages



**CA. 50 CE**  
Lucius Junius Moderatus Columella wrote in *De Re Rustica* about a cheese-making technique in which hot water was added to curds and then the curds were molded by hand or placed in a wooden box.



**12TH CENTURY**  
Documents specify that monks from the monastery of San Lorenzo in Capua offered "mozzarella or provatura with a piece of bread" to pilgrims who visited the church annually.



**MID- TO LATE 15TH CENTURY**  
Provatura cheese made with buffalo's milk appeared in recipes for ravioli and two different tortes in *Il Cuoco Napoletano* (*The Neapolitan Recipe Collection*).



**1524**  
Provatura appeared in recipes for a torte called *pizza figliata* and for ravioli in the *Manoscritto Lucano*, a collection of recipes published in Nerola, outside of Rome.

**1557**  
Cheese made from buffalo's milk was mentioned in *I Discorsi di M. Pietro*. It was called *mozze* in Naples and *provature* in Rome.



**1720**  
The term "mozzarella" was used for the first time in *Opera di M. Bartolomeo Scappi*. The text differentiated between fresh mozzarella and *neve di latte*, today's fior di latte mozzarella. Scappi was the personal chef to two popes.



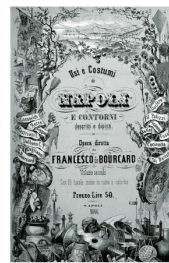
**1726**  
The play *Delle Commedie di Giovanbattista della Porta* provided a description of provatura, provola, and mozzarella.



**1816**  
The production of mozzarella and provole began in Acerra, Bisaccia, Cerignola, Aversa, and Cardito.

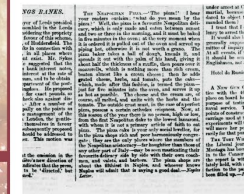


**1824**  
The first description of savory pizza baked with oil, lard, mozzarella, and caciocavallo was found in the play *Le Ridicole Operazioni, o sia Pulcinella Vendicato*.



**1847-1866**  
The first time mozzarella was mentioned with regard to pizza was in *Usi e costumi di Napoli* by Francesco de Bourcard.

**1848**  
The encyclopedia *L'Omnius Pittoresco* first mentioned both tomato and mozzarella as ingredients on pizza.



**1860**  
The *London Chronicle* published the first non-Italian description of Neapolitan pizza, complete with tomato and mozzarella (described as "nothing more than rich cream, beaten almost like a cream cheese") as ingredients.

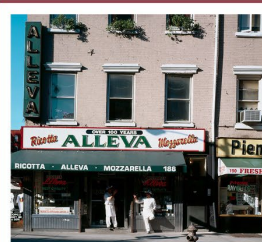


**1861**  
Italy became a country in 1861 following a long unification process, known as the Risorgimento, which consolidated the many different states of the Italian peninsula under a single government.



**1861**  
After the unification of Italy, a wholesale market for mozzarella and ricotta known as the Taverna was formally established in Aversa.

**1861**  
*The Tour de Monde*, a guidebook written in French, printed a description of a pizza that included herbs, anchovies, prosciutto, mozzarella, and spices. The German magazine *Globus* printed a similar description of garlic, vegetables, sardines, ham, mozzarella, and spices on the pizza.



**1892**  
Pina and Francesco "Frank" Alleva opened Alleva Dairy, now the oldest cheese store in the United States, in Manhattan's Little Italy.



**1918**  
The *Italian Chamber Bulletin* newspaper in Chicago included an early ad for buffalo, or buffalo cheese, demonstrating the growing Italian community and the demand for Italian food products in the US.



**1975**  
Dr. Hugh Popenoe, in a partnership with the University of Florida, established the first modern commercial herd of water buffalo in the country. At its peak, it counted 800 head of water buffalo that were used on and off for dairy production.



**1996**  
Mozzarella di bufala received a DOP (Denominazione d'Origine Protetta [protected designation of origin]) designation from the Italian government. It is regulated by the Consorzio di Tutela della Mozzarella di Bufala Campana DOP.

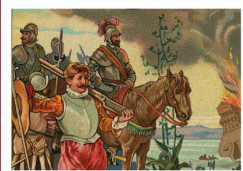
A close-up shot of a hand using a spoon to spread a vibrant red tomato sauce onto a round, white pizza dough base. The dough is resting on a wooden surface dusted with flour. The background is a professional kitchen with stainless steel equipment and overhead lighting. A white rectangular box with the text 'TOMATO SAUCE' is overlaid on the image.

# TOMATO SAUCE

# History of the Tomato

## A BRIEF TIMELINE OF THE TOMATO

Europeans once considered the tomato to be poisonous, probably because it's a member of the nightshade family (see page 216). Nonetheless, the tomato has been an important part of culinary history, not just in pizza but also in cuisines around the globe (for more on where it originated, see page 1:9). This list highlights some of the points in time when tomatoes made the biggest impact, but it's by no means exhaustive.



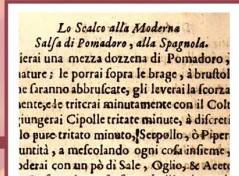
1519

The Spanish encountered tomato cultivation in the southern part of Mexico. The Aztecs named the plant xitomatl. Its wild ancestor is believed to have been cultivated and consumed since 500 BCE.



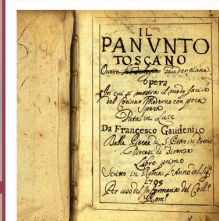
1597

John Gerard reported that "love apples" (tomatoes) were eaten in boiled form along with "pepper, salt, and oile" as a sauce.



1694

In *Lo Scalco alla Moderna*, there is a mention of tomatoes used to make Spanish sauce.



1704

Francesco Gaudentio's recipe collection *Il Panuto toscano* indicates that the tomato was becoming more widely eaten in Italy and were said to be "cultivated in gardens."



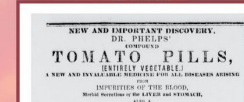
1758

Hannah Glasse's *The Art of Cookery* included a recipe using tomatoes.



1770

Harriett Pinckney Horry copied a collection of recipes, including one titled "To Keep Tomatoes for Winter Use," which gave some of the earliest preservation instruction for tomatoes.



1830s

American views toward tomatoes changed when John Cook Bennett and Archibald Miles investigated the health benefits of tomatoes.



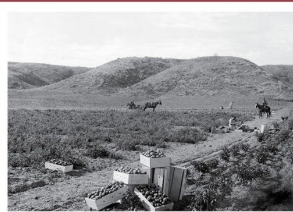
1835

A New York farmers' magazine wrote about cooking tomatoes, including using them as a sauce.



1848

Harrison Woodhull Crosby was one of the first to can tomatoes industrially.



1868

By 1870 tomatoes were among the big three canned vegetables. By 1879 more than 19 million cans of tomatoes were manufactured annually, and within a few years the production quadrupled.

1931

E. F. Kohman observed that if "gassed with ethylene, tomatoes could be picked before they were fully ripened" and could withstand handling better. Ripe fruits of many varieties emit ethylene gas to signal ripening. The upshot is that canned tomatoes are more likely to be picked ripe than fresh tomatoes you'd find in the grocery store, which are picked green and then shipped.



1945-50

Tomato paste began to gain popularity as an industrial ingredient.



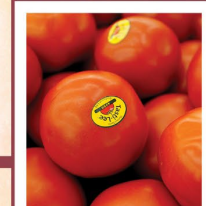
1960s

The mechanical tomato harvester and suitable varieties were developed by Dr. C. Lorenzen and Dr. J. Hanna at the University of California, Davis.



LATE 1980s

Growers transition to hybrid tomato seed varieties with improved yields, disease resistance, and better processing characteristics.



2010

John ("Jay") Warner Scott developed the Tasti-Lee fresh market tomato.

# Tillie Lewis, the American Woman Who Turned into the Queen of Italian Tomatoes



In the 1930s, Tillie Lewis was among the American entrepreneurs who saw potential in the lowly canned tomato. She helped bring a product grown and canned in Italy, and targeted mainly at the vegetable-loving Italians living in the United States, to a mainstream American audience. And while she may not have been Italian herself, Tillie became known as the “Tomato Queen” and ran a canning empire until she retired in 1971.

# San Marzano Tomatoes



Grown under exacting conditions in the volcanic soil around Mount Vesuvius in Campania, Italy

"The most important industrial tomato of the 20th century."  
-Amy Goldman Fowler,  
*The Heirloom Tomato*



Not all tomatoes labeled “San Marzano” are created equally. The Campania growing region where DOP San Marzano tomatoes are officially allowed to grow is far too small (about 60 square miles) to keep up with global demand.

# The Coveted DOP



For only those elements that, for all the S. Marzano dell'Agro Sarnese-Nocerino DOP products, can be granted DOP status by the European Union, the advantages of the DOP are the most significant.



TOPPINGS

# Curling Is Related to Casing



Cupping pepperoni  
with casing



Cupping pepperoni  
without casing



Non-cupping pepperoni

# The Pepperoni That Set the Standard



The earliest mentions we found of pepperoni are from the early 20th century, but we didn't find proof of it on pizza until 1948.

**1908**

*The Gateway*

Pepperoni listed among sausages from around the world

**1909**

*Denver Post*

Recipe for pepperoni, referring to peppers, not sausage

**1911**

*Sacramento Bee*

Ad for pepperoni sausage, listed among the imported sausages; after this point ads for pepperoni all refer to the sausage, not the pepper

**1913**

*Osage Free Press*

Mention of mortadella pepperoni as part of an Easter luncheon

**1920**

*USDA guidelines*

The USDA published guidelines for curing pepperoni

**1920**

*Fitchburg Sentinel*

Ad for Armour's Caserta Pepperoni

**1948**

*Shamokin News*

Ad for La Pizza with pepperoni: the earliest we found linking the sausage to pizza

# Hormel Ad from 1988



## IF YOUR PEPPERONI CAN'T TAKE THE HEAT, IT BETTER GET OUT OF THE KITCHEN!

With pepperoni, it's performance under fire that counts. That's why we tested Hormel Pepperoni against three other leading brands on one pizza in a Blodgett pizza oven (600°F) for five minutes. Our competitors couldn't take the heat. Hormel can. And does. Every time.

Go with the winner:  
Hormel Pepperoni.  Food Service.



Available Now  
**MODERNIST PIZZA**

**@modcuisine #modernistpizza**



**ACF SPECIAL**

**15% OFF MODERNIST PIZZA AND MODERNIST BREAD**

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# MODERNIST CUISINE GALLERY

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With locations in New Orleans, La Jolla, Seattle