

Create Your Finest
Moments With DeliVita



BRAND BOOK 2022

DELI VITA



Create Your Finest
Moments With DeliVita



—
**CREATE SUMPTUOUS FOOD,
MAKE MEMORABLE OCCASIONS.
NOTHING BRINGS PEOPLE
TOGETHER LIKE DELIVITA.**
—





OUR JOURNEY

DeliVita is an independent British brand that has designed and created a stylish, portable, handcrafted, wood-fired oven, alongside a range of purpose-made accessories.

DeliVita was born from a passion for authentic Italian cuisine, and launched in 2016 by Joe Formisano.

“Having Italian heritage, food and family are at the heart of every occasion, especially pizza. Having perfected the perfect dough recipe, we couldn’t replicate the taste, flavour and smells of true Italian cooking, and so the quest to recreate a true Italian experience began.”

Conventional ovens and Agas don’t get to the right temperature to cook the perfect pizza, and meats, fish and veggies lack the unique flavours of wood-fired cooking. In addition, existing wood-fired ovens within the marketplace were generally too big, expensive and slow to get to temperature.

We wanted an oven that would adapt to our lifestyle: fast, portable, stylish and social. We also wanted it to be handcrafted and – most importantly – pleasurable and straightforward to use.

The world, we realised, was missing something: a quality, handcrafted, wood-fired oven that not only cooked great pizza but all our family favourites, meats, vegetables, fish, and so, the concept of DeliVita was born.

WELCOME TO THE FAMILY

WE WANT OUR OVENS TO BRING PEOPLE TOGETHER

Social cuisine: reinvigorating friends and family to share good times and great food. Allow DeliVita to inspire a tastier, more enjoyable world of outdoor cooking.

MAXIMUM VERSATILITY. MINIMUM FUSS

Beautiful design-led and unique products that are inspired by everything in our world.

WE ARE FOODIES AT HEART

Our passion for Italian food has been passed down from generation to generation.

WE BELIEVE IN EXCELLENCE AND PRECISE CRAFTSMANSHIP

Our ovens are handcrafted in Yorkshire using the finest-quality materials.

WE UNDERSTAND AUTHENTIC AND HONEST DESIGN

Designed in Britain, our wood-fired oven is true to who we are; it's genuine, visually appealing and functional.

WE LOVE OUR PLANET

We believe in sharing and giving back, respecting our planet and bringing opportunity, equality and prosperity to all.

ANY MEAL CAN BE AN OCCASION

Celebrate food, celebrate life, create your finest moments with DeliVita.



DELI VITA



DELI VITA

WHY OUR OVEN ROCKS!

From gastropubs to Michelin-starred cuisine; featured by architects, landscape and interior designers, desired by retailers, restaurateurs and consumers, the DeliVita wood-fired oven is enjoyed across the world by homeowners and top chefs alike.



Get creative and cook pretty much anything
BBQ, roast, smoke, tandoor, bake, grill, slow-cook
It's the ultimate outdoor cooking must-have
A table-top oven, take your party anywhere



Stylish and unique design, and featuring eight colours
At just 30kg it's versatile and portable
Italian tradition, British design, handcrafted in Yorkshire
Finest-quality materials and no quibble 5-year guarantee



Fire up and ready to cook in just 25 minutes
Reaches temperatures of 550°C, cooking a pizza in 90 seconds
Even heat distribution, locks in and enhances flavours
Eco friendly – highest efficiency – uses less wood

OUR CUSTOMERS

- Our target customers are aged between 25-55, homemaker and urban professional A/B1.
- They want to feel like they are supporting locally sourced products and are living a wholesome life.
- They want to have products around them that reflect their lifestyle and themselves as individuals.
- They enjoy entertaining, cooking and spending their time with friends and family.
- They are considerate to the environment and want products to reflect this. The DeliVita wood-fired oven is highly fuel efficient, so it consumes less wood and retains heat.
- They are looking for an all-round oven that is stylish and versatile. The DeliVita wood-fired oven can cook 40 pizzas an hour, is excellent as a BBQ, hot smoker, tandoor oven and slow cooker, and can even bake perfect brownies!
- They want something that is easy to use, low maintenance and creates a WOW factor when cooking and entertaining.





DON'T JUST TAKE OUR WORD FOR IT

Our ovens have been featured in the press as a best buy, top for both pizza specialists and wood-fired oven versatility.

HOMES
& GARDENS

The Standard

houzz

goodfood

THE TIMES

INDEPENDENT

Ideal Home

Glamping
BUSINESS
www.glampingbusiness.com

The Telegraph

Daily Mail

T3
SMARTER LIVING

Men'sHealth

HAVING HAD MY DELIVITA PIZZA OVEN A YEAR NOW, I CAN HONESTLY SAY I LOVE THE OVEN. I COOK EVERYTHING IN IT, NOT JUST PIZZA, I HAVE COOKED MEAT, VEGETABLES, PASTRY AND MERINGUE. THE CUSTOMER SERVICE HAS BEEN BRILLIANT FROM THE BEGINNING AND CONTINUES TO BE. THE RECIPE IDEAS THEY GIVE ARE GREAT AND I THOROUGHLY ENJOYED THEIR COOK ALONG. I HAVE HAD THREE PIZZA DOUGH DELIVERIES AND THEY ARRIVED ON TIME AS PER ORDER. THE DOUGH IS SO EASY TO WORK WITH AND COOKS PERFECTLY EVERY TIME. THANK YOU TEAM DELIVITA.

TRACEY, UK

IF I HAD TO TAKE ONE PIECE/ITEM OF COOKING EQUIPMENT WITH ME TO A DESERT ISLAND, IT WOULD BE THE DELIVITA. I'VE BEEN COOKING OUTDOORS FOR OVER 20 YEARS AND COOKED ON MANY BBQS AND TANDOOR OVENS. THE DELIVITA SITS FIRMLY AS THE BEST AND MY FAVOURITE COOKING EQUIPMENT. THE QUALITY OF THE FOOD IS SENSATIONAL, ALWAYS BRINGS A SMILE TO OUR FACE. VERY EASY TO USE, FANTASTIC QUALITY, AMAZING CUSTOMER SERVICE AND I LOOK FORWARD TO MANY YEARS OF HAPPINESS WITH THE DELIVITA. THERE ARE A LOT OF OPTIONS ON THE MARKET, NOTHING WILL COMPARE WITH THE DELIVITA

TARIQ, UK

★ Trustpilot

EXCELLENT 4.9 OUT OF 5



**DELIVERING TASTE SENSATIONS
AROUND THE GLOBE**



AN AWARD-WINNING WOOD-FIRED OVEN



INTERNAL DIMENSIONS

540mm x 500mm



Combining modern technology with an artisan finish, our oven features a deep refractory stone base and a handcrafted clay-composite interior. All encased with high-tech insulation and a thick, polished fibreglass shell, available in a range of stylish colours, and beautifully finished with a highly-quality marine stainless steel frontage. The DeliVita is design protected and patent pending.

Combined, these properties allow for a gorgeous and authentic wood-fired oven, making a bold statement in any setting. From the garden patio to a professional outdoor kitchen, our award-winning oven inspires at every level; from family get-togethers with fabulous pizza, to proudly serving the most demanding requirements of Michelin star restaurants.

Plus, bespoke your oven and tailor your own colour with our RAL matching service for a unique selection.





DELIVITA RANGE

Choose from a selection of vibrant contemporary colours, making any garden pop.



HALE GREY



VERY BLACK



OLIVE GREEN



PLATINUM JUBILEE



EMERALD FIRE



BERRY HOT



ORANGE BLAZE



CHILLI RED

DELIVITA ACCESSORIES

Our range of high-quality handcrafted bespoke accessories has been created specifically for the DeliVita oven. The accessories have been forged from the highest quality stainless steel, olive wood, Italian leather and hand-beaten black iron to optimise your cooking experience.



PIZZA CUTTER



DOUGH SCRAPER



PIZZA PEEL



OVEN BRUSH



ALL-WEATHER COVER



THE AXE



PROD & BLOW



FOLD-AWAY OVEN STAND



CHIMNEY



OVEN DOOR



LEATHER APRON



LEATHER GLOVE



**RECTANGULAR
BLACK IRON DISH**



'FIRED' RECIPE BOOK



PIZZA TURNER



**ROUND 12"
BLACK IRON DISH**



INFRARED GUN



WOOD PACK



'WOOD FIRED FEAST' BOOK



FIRE REFLECTOR



DELIVITA UK BUNDLES



PIZZAIOLO COLLECTION

Wood-Fired Oven (not shown)
All-Weather Cover
Pizza Peel
Pizza Turner
Pizza Cutter
Oven Brush
Dough Scraper
Prod & Blow
Curing Starter Pack (not shown)
12 Traditional Organic Dough Pack

WOOD-FIRED CHEFS COLLECTION

Wood-Fired Oven (not shown)
All-Weather Cover
Oven Brush
Prod & Blow
Leather Glove
Oven Door
Rectangular Black Iron Dish
'Wood Fired Feast' Book
Curing Starter Pack (not shown)



DELUXE COMPLETE COLLECTION

Wood-Fired Oven (not shown)
All-Weather Cover
Pizza Peel
Pizza Turner
Pizza Cutter
Oven Brush
Dough Scraper
Prod & Blow
Oven Door
Fold-Away Oven Stand
'Wood Fired Feast' Book
Leather Glove
Rectangular Black Iron Dish
Infrared Gun
12 Traditional Organic Dough Pack
Curing Starter Pack (not shown)





DELI VITA

THE BEST JUST GOT BIGGER ...



WEIGHT

135kg

INTERNAL DIMENSIONS

Diameter 840mm / Height 420mm
Area 0.16m³

DUAL FUEL

Gas & Wood

NEW for 2022, we're so excited to welcome the DeliVita Pro to the family. A professional version of our original wood-fired oven, the Pro performs effortlessly as it takes versatility and creative cooking to another level; cook with the convenience of gas or with the flavours of a traditional wood-fired oven.

Designed and handcrafted for a professional kitchen or for the ultimate alfresco home set-up, the Pro is dual fuel, giving you more freedom and options, is more than double the capacity, perfectly cooking three pizzas in just four minutes, or simultaneously cooking a variety of dishes at one time. Designed and manufactured using the same quality materials synonymous with DeliVita, chefs and foodies will love the NEW DeliVita Pro as it promises to take you on a bigger wood-fired adventure!



DELIVITA

DELIVITA OVEN PRO



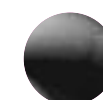
PRO ORANGE BLAZE



PRO CHILLI RED



PRO VERY BLACK



PRO HALE GREY





DELI VITA

DELIVITA PRO BUNDLE



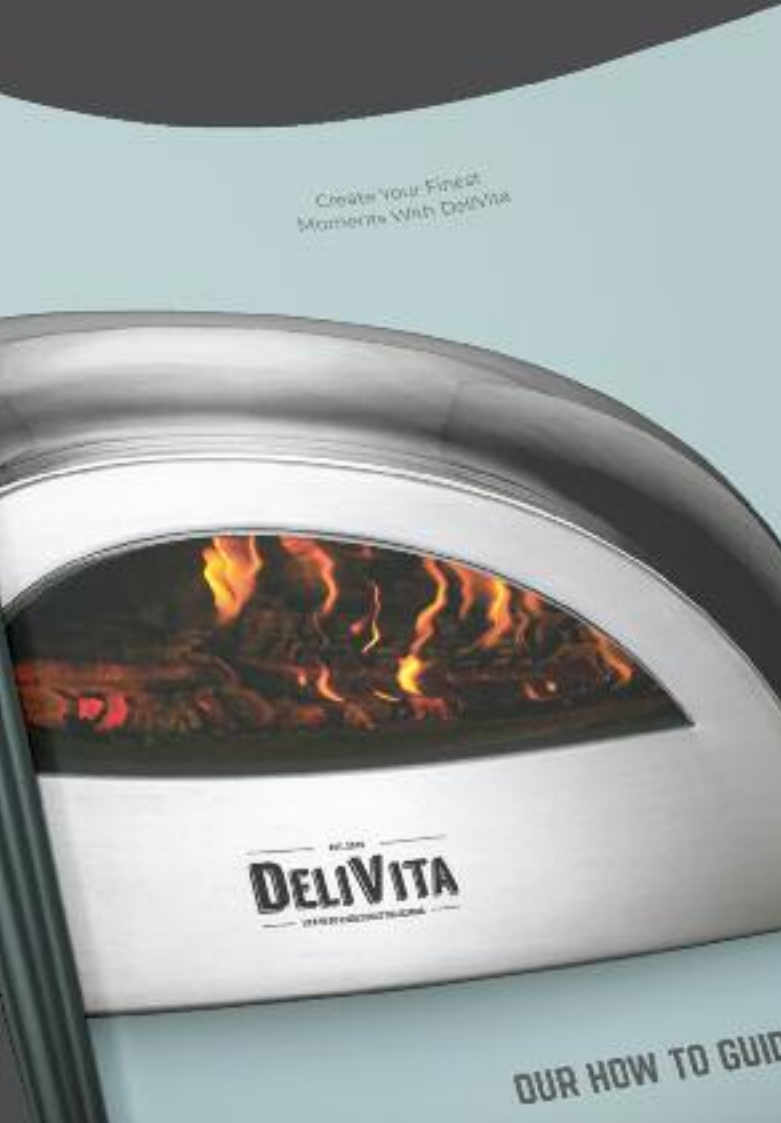
NEW

PRO DELUXE COMPLETE COLLECTION

The Pro Oven (not shown)
Pro All-Weather Cover
Pizza Peel
Pizza Turner
Pizza Cutter
Pro Oven Brush (not shown)
Dough Scraper
Prod & Blow
Infrared Gun

Leather Apron
Leather Glove
Pro Oven Door (not shown)
Rectangular Black Iron Dish
Round 12" Black Iron Dish
'Wood Fired Feast' Book
40 Traditional Organic Dough Pack
Curing Starter Pack (not shown)
Fire Reflector

Please note the Traditional Organic Dough Pack is available in the UK bundle but not in the EU.



WHAT DO OUR CUSTOMERS GET?

Customer service

Our brand has become synonymous with amazing customer service, and we want to work with our retail partners to ensure this continues. We work really hard to keep our customers happy by keeping them well informed, delivering a personal service, anticipating our customers' point of view and pain points, and showing respect.

Starting their journey

When a customer makes the decision to welcome a Delivita into their home, they are investing in a handcrafted wood-fired oven. Their oven arrives snugly and safely packed, along with a hand-signed certificate traceable to the craftsman who made their oven, our Welcome and Instruction book, the Delivita recipe booklet and a wood starter pack (currently UK only).

Communication

Keeping in touch and available throughout their Delivita journey is also really important and so we are always on hand to support them. We have found that our customers happily reconnect with us after their initial purchase, whether that is through social or/and additional purchases. We have created several tutorial videos to help our customers with their Delivita journey.

Caring for your oven

The oven is largely maintenance free. The inside of the oven doesn't require cleaning as the high temperatures kill germs and bacteria. Any food spillages will simply be burnt off and can be later swept out.

After each use, or when ash has built up too much, allow the ash to cool then sweep it out of the oven with a metal brush into a suitable metal container. Afterwards, the cooled ash can be used as a fertiliser for the garden. Never throw water into the oven as this could damage the interior components.

After use, and whilst the oven is still warm, clean the stainless steel front panel with warm soapy water and a clean cloth.

Avoid using abrasive products and metal scouring pads.

For a perfect finish to the fibreglass exterior, use a damp cloth with warm soapy water.

For deeper scratches we recommend using a wet and dry cloth or T-Cut from your local car accessory store.

Protect your Delivita from frost by keeping it snug with our All-Weather Cover.

To view 'Caring for your oven' scan this code



DELIVITA LIFESTYLE

We're all about sharing fabulous food and fun times with friends and family. That's why we encourage DeliVita fans across the globe to share their memories, food and occasions with us on our social channels.

Facebook @DelivitaLife
Instagram @hellodelivita
Twitter @HelloDelivita
YouTube Delivita Ltd
Pinterest

5-year warranty (UK clients)

The DeliVita wood-fired oven comes with a no quibble 5-year warranty for total peace of mind. Customers simply need to register their oven online at www.delivita.com and enter their purchase details, oven serial number, their name and address, and preferred contact number.

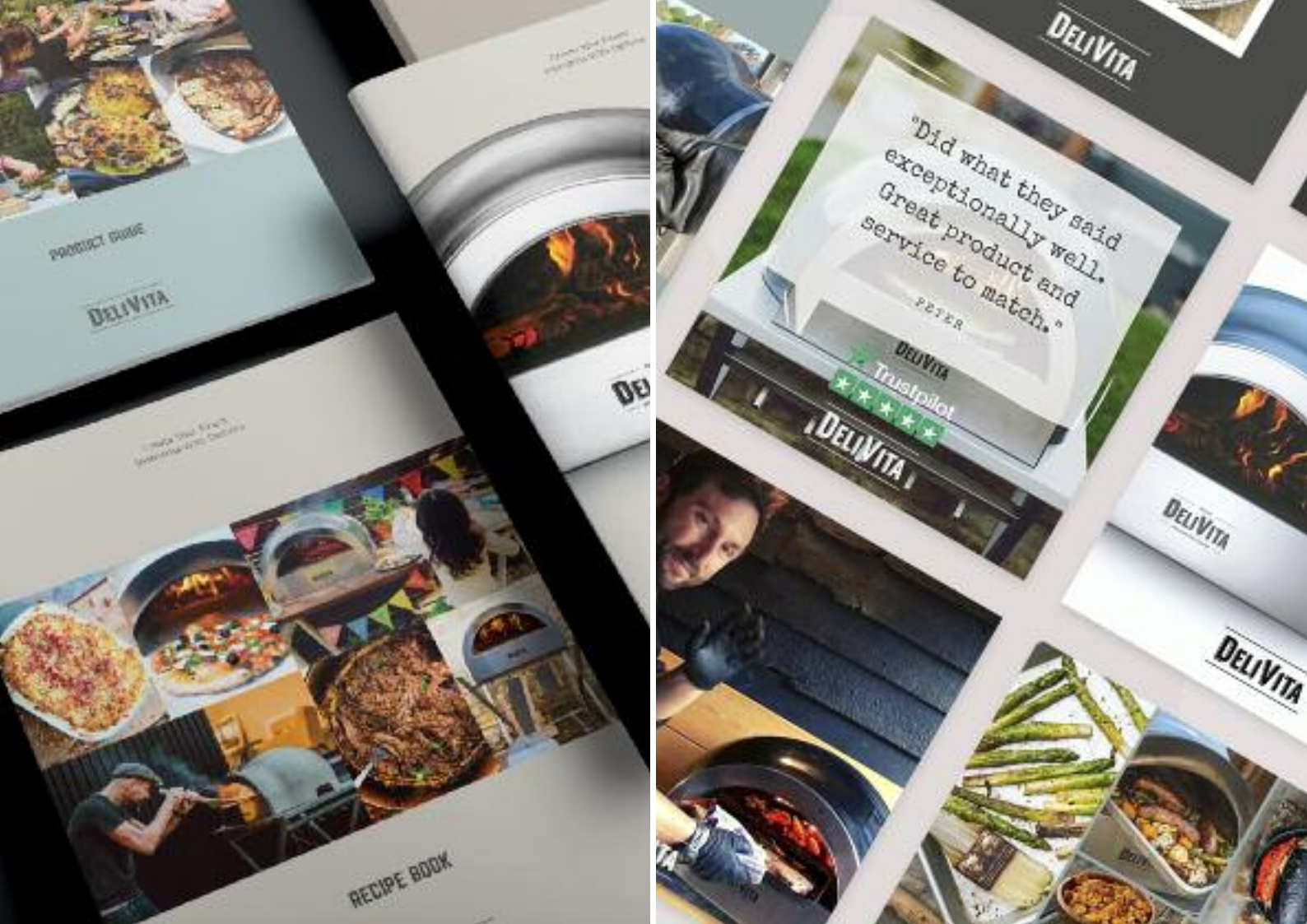
5-star reviews

Our customers are buying into an authentic product that has inspired customers to award DeliVita with 5-star reviews and glowing commendations. Nothing speaks volumes like personal experience and word-of-mouth content.

A sustainable future

We're on a constant journey to drive our business towards a sustainable future and are doing everything we can to minimise our impact. We're currently working hard towards B Corp, enabling us to meet the highest standards of social and environmental performance.





DELIVITA ASSETS

As a valued partner you will have our full support. You can also access our range of DeliVita Assets (some at an additional cost) including:

Print

In-store B2C POS Folder

In-store A3 B2C Strut Card

B2C 6pp Information Leaflet

POS Banner

POS Stand

Listing on our website

Staff Training Session

Any additional literature or support as required

Trade drive

When you become a partner, we will give you access to our assets, including imagery, social and lifestyle photography, website banners, press releases and PDF printable files.

We can also provide a duplication of our UK website to distribution partners (one per country) and can recommend a CRM/management system to help manage sales.

All assets are copyright of DeliVita Ltd, and are in English.

WE SELL ARTISAN PIZZA ‘DOUGH TO GO’

Our handmade, vegan, organic frozen dough is the perfect accompaniment for any pizza party. Made with organic flour, purified water, pink Himalayan salt and yeast, our dough recipe has been passed down through the generations.

Pizza dough options

- Organic dough balls
- Organic turmeric dough balls
- Activated charcoal dough balls
- Wholegrain dough balls
- Organic sour dough balls
- Gluten-free pizza bases

Our ‘Dough To Go’ range is available directly from us at www.delivita.com/product-category/pizza-dough and deliverable throughout the UK. If you are interested in stocking our dough overseas, please get in touch.



• ORGANIC



LOGO COLOURS

Should be used as a preferred logo for all marketing and branded assets. Our logo can work in a number of ways, as a two brand colour on a white or light colour background.



LOGO CONSISTENCY

Consistency in the use of our brand assets ensures strong legibility, consistent clarity and recognition. Here are some examples of what we should definitely avoid when using the logo.

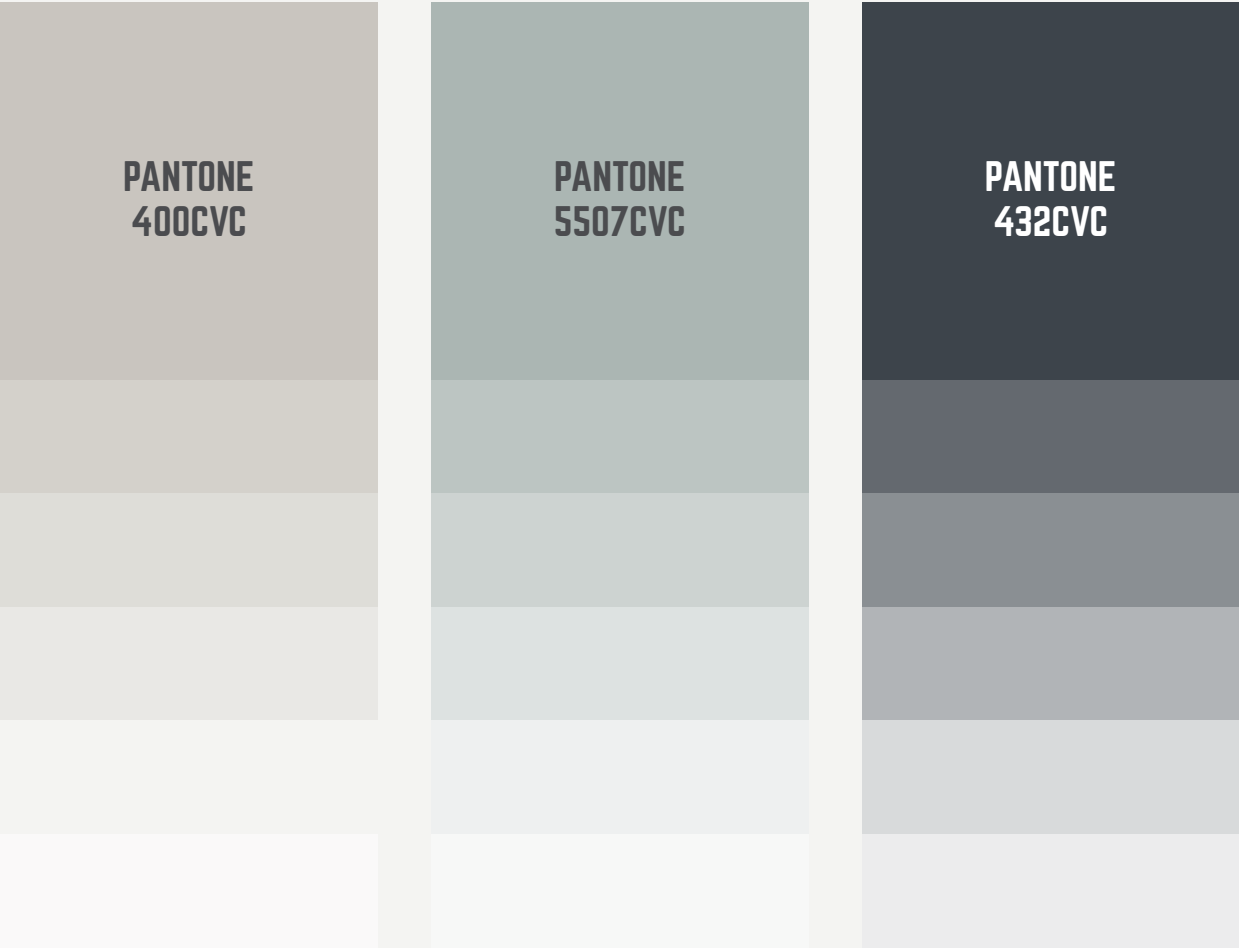
1. Don't stretch or squeeze it
2. Don't rotate it
3. Don't change the colour
4. Don't create your own version

In short, please don't edit, modify, distort, rotate or recolour the logo.



DELIVITA COLOUR PALETTE

Colour plays a significant role in the DeliVita identity. We use it to express the brand's personality: vibrant, confident, independent, engaging, respectful, trustworthy, focused, fun and inspiring. Using the correct colours is of paramount importance, ensuring brand integrity.



DELIVITA

DELIVITA COLOUR PALETTE

DeliVita's extensive colour palette expresses our values of variety and positivity. We want to celebrate being vegan in a new and different way. To support DeliVita's primary colour palette we balance that with the use of black and white.



DELIVITA

DELIVITA TYPOGRAPHY

To help build strong brand recall, we have developed a typographic system that uses multiple type styles and ratios. The styles can be easily combined to create different layouts and designs.

HEADINGS

Titles, headings and labels should use HOMESTEAD in UPPERCASE.

HOMESTEAD REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789

DELIVITA

BODYCASE

Use Montserrat Regular in sentence-style for all body copy and longer sentences. Eina Semibold can be used for subheadings or to highlight key sections of copy.

MONTSEERRAT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789

montserrat regular
abcdefghijklmnopqrstuvwxyz

MONTSEERRAT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789

montserrat bold
abcdefghijklmnopqrstuvwxyz

DELIVITA

DELIVITA IMAGERY

Keeping it real. As an audience, it's easier to connect with images that are real, images that give a lasting visual desire and want.

Our photography promotes our brand values and aims to make a more meaningful connection with our target audience; demonstrating the adventures that can be enjoyed with our oven and the versatility of it. Our images capture real people, real emotions, real situations and make connections with food, friends and family.



COMMON QUOTES

Cooking with a DeliVita evokes lots of senses; it's about creating versatile, flavoursome food for intimate family daily dinners and firing up to entertain, impress and share its delights with friends. But mostly it's about sharing great times with loved ones and creating precious memories. To encompass these special moments, here's a collection of straplines we regularly use. Please feel free to share them:

**CREATE YOUR FINEST
MOMENTS WITH DELIVITA**

**LIFE IS ENDLESSLY DELICIOUS
WITH DELIVITA**

**CREATE SUMPTUOUS FOOD,
MAKE MEMORABLE OCCASIONS**

**NOTHING BRINGS PEOPLE
TOGETHER LIKE DELIVITA**

MORE THAN A PIZZA OVEN

DELI VITA

Keep updated and share your DeliVita journey

 @HelloDelivita  @DeliVitaLife  @HelloDeliVita  DeliVita

www.delivita.com +44 (0)1484 608989 hello@delivita.com

DELI VITA
