# $\mathbf{ALFA}^{\mathsf{m}}$

## **MAP/MSRP PRICE LIST\***



\*EFFECTIVE JANUARY 16,2023

## INTRODUCING **HEAT GENIUS**TECHNOLOGY

### Alfa's technology trifecta!



Authentic HeatKeeper™ Firebrick vs ordinary lava stone or ceramic

Alfa uses an authentic firebrick in every pizza oven they make. This HeatKeeper firebrick, which they make in their factory in Rome, Italy, the home of pizza, absorbs and stores heat far better than the lava stone or ceramic used in other pizza ovens. This is crucial to baking a crispy, moist crust at precisely the right temperature, quickly and without burning.



DoubleDown Ceramic Superwool®
Insulation vs ordinary rock wool insulation
(or no insulation at all)

The space between the two stainless steel walls on an Alfa Pizza Oven is filled with DoubleDown Superwool® insulation. This European ceramic fiber offers up to twice the heat resistance of the rock wool insulation used in other artisan at-home pizza ovens, which maintains the heat and allows you to consistently bake perfect pizzas. It also allows for faster heat recovery between pizzas and dramatically lowers the temperature of the outer oven wall.

Superwool® is a registered trademark of Morgan Advanced Materials



Patented Full Effect Full Circulation Flue System® vs ordinary "up and out" chimneys

Other pizza ovens exhaust precious heat out the chimney at the top of their oven. Up and out! Not Alfa. The chimney may be at the top, but, thanks to the patented Full Effect Full Circulation Flue System®, hot air circulates fully around the chamber and is driven back down to where it can heat the firebrick and pizza. This is key, as it ensures the proper temperatures required to bake both crust and toppings. The circulating heat then hits a deflector at the top of the oven and travels up an escape where it finally exits out the chimney. Around and down. Then up and out. Clever!







#### A true Neapolitan Pizza Oven, that marries technology and design in only 77 lbs.

The new Moderno Portable is compact and only weighs 77 lbs. Thanks to the available carry bag cover it can be transported anywhere you desire. Easy to assemble - just insert the flue and chimney cowl and let the party begin.

In 20 minutes it reaches up to 1000° F allowing you to cook a real Neapolitan pizza in just 90 seconds wherever you want.

In just 77 lbs of portable weight, like all Alfa ovens, it has the innovative Heat GeniusTM technology that guarantees superior performance, while optimizing consumption.







Capacity: 1pizza, 1-2kg bread

Cooking surface: 15.5 x 15.5 in

Fuel: LPG (liquid propane) ONLY

Number of people: 1 to 10

Maximum temperature: 500°C (1000°F)





Available in the Top, or Top + table version.



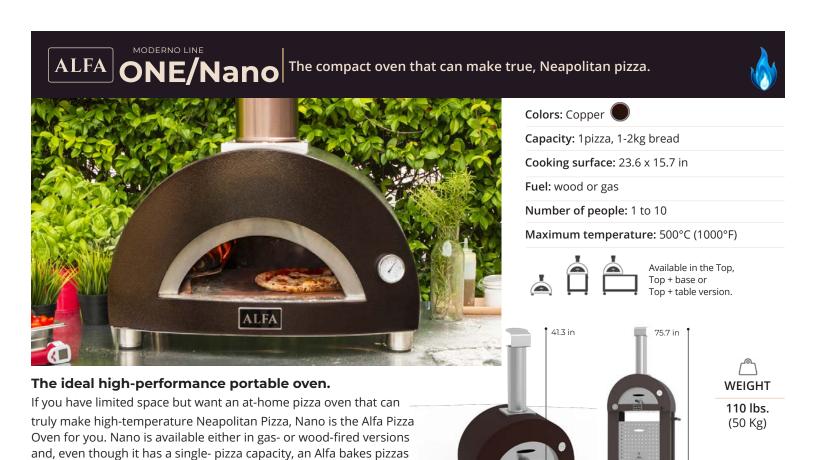


77 lbs. (35 Kg)

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXMD-PT-GROA-U	PORTABLE, LPG, TOP ONLY	ANTIQUE RED	\$1,299	\$1,399
FXMD-PT-GGRA-U	PORTABLE, LPG , TOP ONLY	GREY	\$1,299	\$1,399

MODEL	DESCRIPTION	FINISH	MAP	MSRP
ACSAC-PTB	COVER / CARRYING CASE	BLACK	\$149	\$179





28.8 in

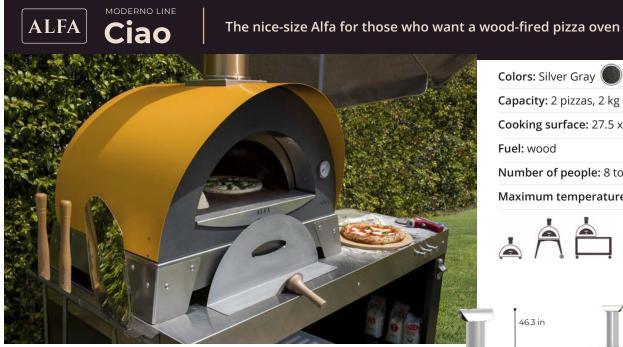
MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXONE-LRAM	ONE WOOD, TOP ONLY	COPPER	\$1,399	\$1,499
FXONE-GRAM-U	ONE GAS, TOP ONLY	COPPER	\$1,999	\$2,199
BF-ONE-RAM	BASE	COPPER	\$499	\$579
BF-ONE-NER	BASE	BLACK	\$499	\$579

#### **NEW MODEL COMING SOON**

so quickly that you can still easily feed a large family without the wait. Nano is compact and lightweight (only 50 kg/110 lbs) so it is easy to maneuver. Assembly takes but minutes - just screw the leveling feet,

insert the flue and chimney cowl and let the party begin!

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXMD-S-LRAM	NANO WOOD, TOP ONLY	COPPER	\$1,399	\$1,499
FXMD-S-GRAM-U	NANO GAS, TOP ONLY	COPPER	\$1,999	\$2,199
BFMD-S-RAM	NANO BASE	COPPER	\$499	\$579
BFMD-S-NER	NANO BASE	BLACK	\$499	\$579



Colors: Silver Gray



Fire Yellow



Capacity: 2 pizzas, 2 kg bread

Cooking surface: 27.5 x 15.7 in

Fuel: wood

Number of people: 8 to 18

Maximum temperature: 500°C (1000°F)



46.3 in

Available in the Top, Top + base or Top + table version.

Ciao, the wood-fired specialist for those who like wood fire.

Part of the appeal of a pizza oven at home is the allure of the fire. To build the fire and smell the aroma of the smoke is therapeutic. Ciao is Alfa's wood-fired specialist. It's not too big and not too small and will quickly reach operating temperature. This wood-burning oven is the way to go to bake pizzas (and more) with the flavors that only woodfired cooking can offer. Thanks to the available leg kit, it's easy to move and easy to use.



WEIGHT 176 lbs. (80 Kg)

46.9 in

35.5 in

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXCM-LGRI-T-V2	CIAO, WOOD, TOP ONLY	SILVER GREY	\$2,199	\$2,399
FXCM-LGIA-T-V2	CIAO, WOOD, TOP ONLY	FIRE YELLOW	\$2,199	\$2,399
BF-CIAOM-GR	LEG KIT	SILVER GREY	\$289	\$309
BF-CIAOM	LEG KIT	STAINLESS	\$459	\$499

#### Discover 2 Pizze, the Moderno Line oven ideally suited for your backyard





Colors: Antique Red



Fire Yellow



Capacity: 2 pizzas, 2 kg bread

Cooking surface: 24 x 20 in

Fuel: Hybrid | Gas / with wood hybrid kit

Number of people: 1 to 20

Maximum temperature: 500°C (1000°F)







Available in the Top, Top + base or Top + table version.

Functional design and attention to detail combined with the best of Alfa technology make the 2 Pizze oven an exceptionally high-performance cooking tool that blends perfectly in modern outdoor spaces.

2 Pizze is available in a wood-fired or gas-fired version, but thanks to the practical Hybrid Kit, you can decide to cook with wood in the gas-fired model, choosing which fuel to use to best cook your recipes.

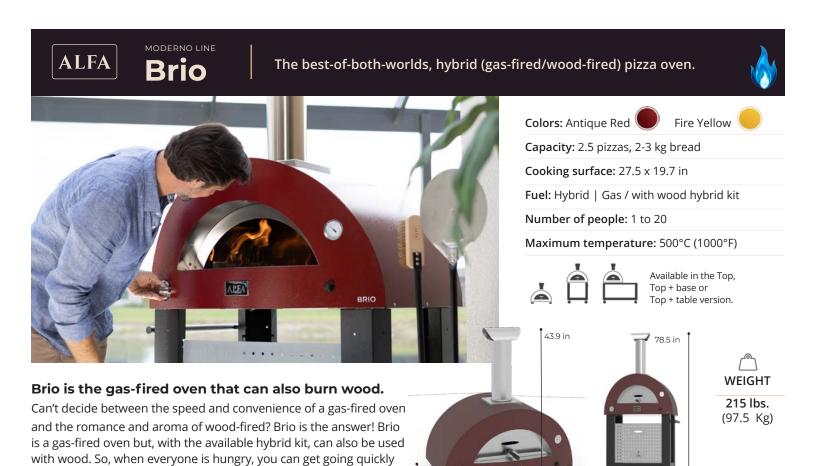




Dimensions: 38x30x41.5h in



MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXMD-2P-GROA-U	2 PIZZE, GAS, TOP ONLY	ANTIQUE RED	\$2,799	\$2,999
FXMD-2P-GGIA-U	2 PIZZE, GAS, TOP ONLY	FIRE YELLOW	\$2,799	\$2,999
BF-2P-NER	BASE	BLACK	\$829	\$889



39.4 in

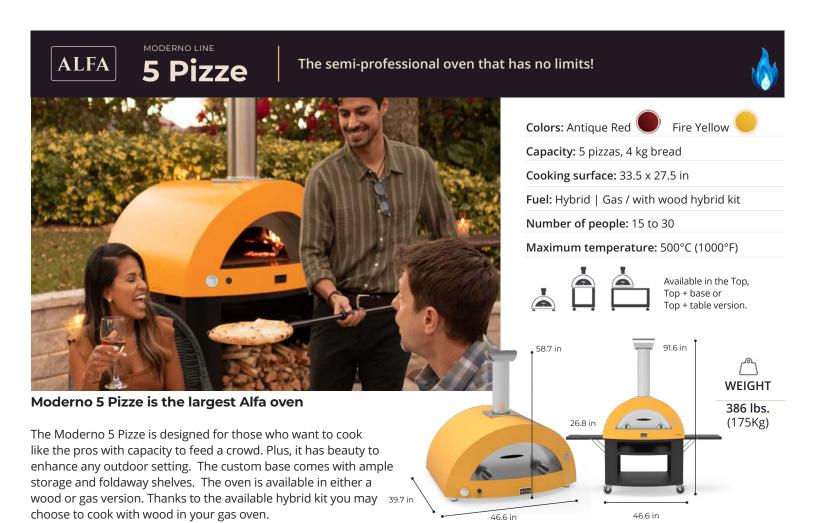
MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXBRIO-GROA-U	BRIO, GAS, TOP ONLY	ANTIQUE RED	\$3,899	\$4,199
FXBRIO-GGIA-U	BRIO, GAS, TOP ONLY	FIRE YELLOW	\$3,899	\$4,199
BF-BRIO-NER	BASE	BLACK	\$759	\$809

with gas. But when it's all about the experience, you can use wood.

28.1 in



MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXALLE-LGIA-T	ALLEGRO, WOOD, TOP ONLY	FIRE YELLOW	\$4,399	\$4,699
FXALLE-LROA-T	ALLEGRO, WOOD, TOP ONLY	ANTIQUE RED	\$4,399	\$4,699
BFALLE-NER	BASE	BLACK	\$2,399	\$2,599



MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXMD-5P-MGIA-U	5 PIZZE, GAS, TOP ONLY	FIRE YELLOW	\$6,399	\$6,799
FXMD-5P-MROA-U	5 PIZZE, GAS, TOP ONLY	ANTIQUE RED	\$6,399	\$6,799
BFALLE-NER	BASE	BLACK	\$2,399	\$2,599



Perfect for small backyards, balconies or

and Alfa technology, it is able to reach operating temperature in

anywhere space is at a premium.

just 5 minutes.

#### Our best-selling wood-burning pizza oven.



Colors: Copper



Capacity: 2 pizzas, 2 kg bread

Cooking surface: 23.6 x 19.6 in

Fuel: Wood

Number of people: 8 to 18

Maximum temperature: 500°C (1000°F)



Available in the Top, Top + base or Top + table version.

78.4 in

44.2 in

**WEIGHT** 

160 lbs. (72.5 Kg)

5 Minuti is designed to make great pizza in smaller spaces. At 160 lbs. it is portable and, with its available base, it is easily moved

around. 5 Minuti is named for the fact that with its smaller chamber

32.3 in

28.85 in 32.3 in

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FX5MIN-LRAM-T	5 MINUTI, WOOD, TOP ONLY	COPPER	\$2,499	\$2,699
BF-5MINUTI-RAM	BASE	COPPER	\$759	\$809
BF-5MINUTI-NER	BASE	BLACK	\$759	\$809

#### Our compact stainless steel oven designed for cooking pizza and more





Colors: Ardesia Grey

Capacity: 2 pizzas, 2 kg bread

Cooking surface: 24 x 20 in

Fuel: Hybrid | Gas / with wood hybrid kit

Number of people: 1 to 20

Maximum temperature: 500°C (1000°F)





Available in the Top, Top + base or Top + table version.

## Perfect for small backyards, balconies or anywhere space is at a premium.

Very stylish and great for cooking pizza, bread, roasts, grilled meats, foods cooked in crockery, desserts and everything else you love to cook in a traditional oven

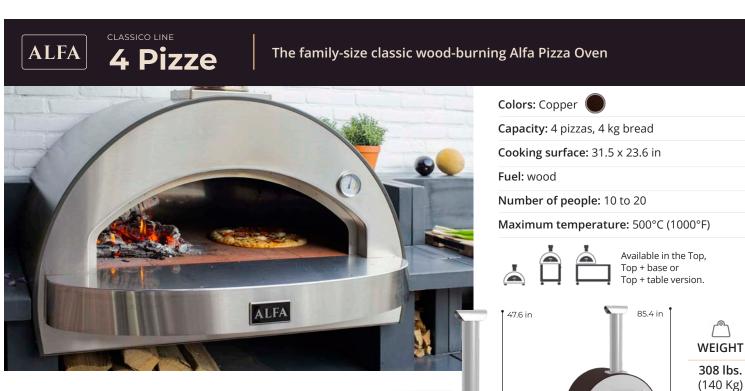
The oven is available in either a wood or gas version. Thanks to the available hybrid kit you may choose to cook with wood in your gas oven.





Dimensions: 37.5x29.5x43h in

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXCL-2P-GGRA-U	2 PIZZE, GAS, TOP ONLY	ARDESIA GREY	\$3,499	\$3,799
BF-2P-NER	BASE	BLACK	\$829	\$889



#### Big enough to bake 4 pizzas in 90 seconds.

When you have a family full of hungry pizza-lovers, you need the 4 Pizze from Alfa. This classic pizza oven is big enough to comfortably cook up to four pizzas at the same time to keep everyone happy. And, it's wood-fired so everyone will appreciate the wonderful aroma and flavor imparted by the wood.

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FX4PIZ-LRAM	4 PIZZE, WOOD, WITH BASE	COPPER	\$4,499	\$4,799
FX4P-LRAM-T	4 PIZZE, WOOD, TOP ONLY	COPPER	\$3,399	\$3,699

38.6 in

61 in

#### The hybrid oven that's designed for outdoor kitchens.





Colors: Copper

Capacity: 2 pizzas, 2 kg bread

Cooking Surface: 27.5 x 15.7 in

Fuel: Hybrid | Gas / with wood hybrid kit

Number of people: 8 to 18

Maximum temperature: 500°C (1000°F)



Available in the Top, or Top + table version.



39.4 in

WEIGHT 276 lbs.

(125 Kg)

The design and stainless-steel front make the Stone M ideal to pair with your grill and other outdoor kitchen equipment.

Add the ability to cook perfect pizzas to your outdoor kitchen with the Alfa Stone M. Designed specifically to fit into your outdoor kitchen, the Stone M features a stainless- steel front. Stone M's heat-up time is just 30 minutes, which is considerably less than other ovens of comparable size. And you can cook with gas or wood (with an available Alfa Hybrid Kit).

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXSTONE-M	STONE OVEN, MEDIUM GAS, TOP ONLY	COPPER	\$4,799	\$5,199

#### **NEW COLOR COMING SOON**

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXFT-2P-MSB-U	2 PIZZE, GAS, TOP ONLY	SILVER BLACK	\$4,899	\$5,199



Colors: Copper

Capacity: 4 pizzas, 4 kg bread

Cooking Surface: 31.5 x 23.6 in

Fuel: Hybrid | Gas / with wood hybrid kit

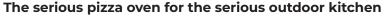
Number of people: 10 to 20

Maximum temperature: 500°C (1000°F)

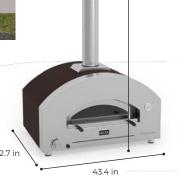


Available in the Top, or Top + table version.





The Stone Oven L is a semi-professional pizza oven designed to fit harmoniously in any outdoor kitchen. Featuring a stainless-steel front, Stone L is gas-fired but, with the available Alfa Hybrid Kit, can also work with wood. Stone L touts a 4 pizza capacity making it the largest gas-fired oven in the Alfa line.



WEIGHT
312 lbs.
(142 Kg)

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXSTONE-L	STONE OVEN, LARGE, GAS, TOP ONLY	COPPER	\$6,599	\$7,099

#### **NEW COLOR COMING SOON**

MODEL	DESCRIPTION	FINISH	MAP	MSRP
FXFT-4P-MSB-U	4 PIZZE, GAS, TOP ONLY	SILVER BLACK	\$6,799	\$7,099



## **Multi-Functional Base**



#### **MULTI-FUNCTIONAL BASE**

The Alfa base is a table that allows for maximum versatility when setting up an outdoor kitchen on wheels and to get the best out of your outdoor oven.

- It comes with 4 swivel castors with brakes.
- Made of high-resistance stainless steel with no sharp edges.
- It is equipped with a large compartment to store firewood and gas cylinders to have them always at the ready.
- It includes many serviceable accessories such as a peel holder, a handle to move it around, a bottle opener and hooks to hang tools like towels or oven mitts.
- Available in three sizes: 40"W x 35.2"H x 31.5"D 51"W x 35.2"H x 35.4"D 63"W x 35.2"H x 35.4"D

MODEL	DESCRIPTION	FINISH	MAP	MSRP
ACTAVO-100 *	40"W TABLE	STAINLESS	\$1,199	\$1,299
ACTAVO-130	51"W TABLE	STAINLESS	\$1,729	\$1,879
ACTAVO-160	63"W TABLE	STAINLESS	\$2,299	\$2,499

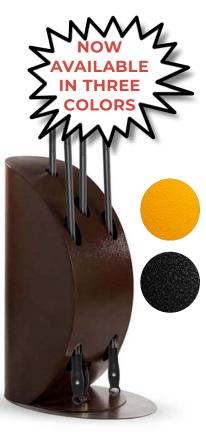
<sup>\*</sup> does not have bottle opener or hooks

#### **PIZZAIOLO KIT**

#### The best set of tools, for the best pizza chef.

The Alfa Pizzaiolo Kit is the best selection of pizza tools that you can find on the market. It includes many first-rate accessories that will allow you to immerse yourself in the fabulous world of the "arte bianca" (bakery and pizza making) by fully exploiting the great performances of our at-home pizza ovens.





#### PEEL HOLDER VELA

The Peel Holder Vela, as well as being comfortable and functional, fits well to all the environments of your home, both indoor and outdoor. It is indeed a unique tool, refined and with an innovative design.

Note: the product is sold without peels.

MODEL	DESCRIPTION	FINISH	MAP	MSRP
KITPIZ	PIZZAIOLO KIT V2	BLACK	\$459	\$519
AFIPOPALE-RA	PEEL HOLDER	COPPER	\$379	\$449
AFIPOPALE-GI	PEEL HOLDER	FIRE YELLOW	\$479	\$529
AFIPOPALE-SB	PEEL HOLDER	SILVER BLACK	\$479	\$529

## **COOKING TOOLS**



#### **PIZZA PEEL SET**

Functional and elegant design | Made of aluminium and stainless steel Perforated head to remove the excess flour | Adjustable length tubular handle | Professional non-slip handle.

MODEL	DESCRIPTION	FINISH	MAP	MSRP
AC-2PSET24BK	24" 2PC PEEL SET (small peel & turner)	BLACK	\$109	\$129
AC-3PSET36BK	36" 3PC PEEL SET (med peel, turner & brush)	BLACK	\$189	\$219
AC-4PSET24BK	24" 4PC PEEL SET (med peel, turner, brush & rake)	BLACK	\$199	\$229
AC-5PSET24BK	24" 5PC PEEL SET (med peel, turner, brush, rake & shovel)	BLACK	\$259	\$289
AC-4PSET36BK	36" 4PC PEEL SET (med peel, turner, brush & rake)	BLACK	\$239	\$269
AC-5PSET36BK	36" 5PC PEEL SET (med peel, turner, brush, rake & shovel)	BLACK	\$299	\$329
AC-4PSET48BK	48" 4PC PEEL SET (Irg peel, turner, brush & rake)	BLACK	\$279	\$309
AC-5PSET48BK	48" 5PC PEEL SET (Irg peel, turner, brush, rake & shovel)	BLACK	\$349	\$379

#### CHANGE THE LAST 2 DIGITS OF THE MODEL NUMBER TO RD FOR RED

24" length recommended for NANO/ONE oven

36" length recommended for the CIAO, 5 MINUTI, 4 PIZZE, BRIO & STONE M OVENS

48" length recommended for STONE L & ALLEGRO

## **ACCESSORIES**



#### **WOOD HOLDER**

The Alfa Wood Holder is a rack that allows The laser thermometer allows you you to light the fire faster as it lets the air pass through the logs for a better burn



#### LASER THERMOMETER

to read the temperature of all points of the oven floor in order to bake at the right time. Allows for readings upwards of 1,100°F.



#### HYBRID KIT

Alfa's patented Hybrid Kit turns your gas oven into a wood-fired oven. Allows you to burn wood in your gas-fired oven. Compatible with Alfa. Brio and Stone Oven L and M. Made of AISI 441 stainless steel; can withstand temperatures in excess of 2000°F.



#### **BBQ 500**

BBQ 500 is the kit to cook in a very special way; a kind of mix between baking, grilling and barbecuing. Compatible with all Alfa home ovens.



#### **COOKING WOOD**

This wood is pre-split and ready to use. Available in 3 types.



#### **OWIK WIK**

Faster, cleaner, easier way to start a fire. It is easy to use, leaves no mess, environmentally safe, odorless and tasteless.

MODEL	DESCRIPTION	MAP	MSRP
HYB-01-005	WOOD HOLDER L37	\$139	\$149
PLP-01-600	WOOD HOLDER L59	\$209	\$229
IR-THERMOMETER	INFRARED THERMOMETER	\$69	\$79
ACKIT-HYB/H11	HYBRID KIT - BRIO	\$299	\$329
ACKIT-HYB/H10	HYBRID KIT - STONE M	\$299	\$329
ACKIT-HYB/H09	HYBRID KIT - STONE L	\$329	\$389
AC-BBQ500-3	BBQ 500 (3 PIECE SET)	\$189	\$219
AC-BBQ500-30	BBQ 500 - SMALLER SIZE FOR NANO	\$169	\$199
OAKWOOD	15LB BOX COOKWOOD	\$38	\$39
APPLEWOOD	15LB BOX COOKWOOD	\$38	\$39
CHERRYWOOD	15LB BOX COOKWOOD	\$38	\$39
CHERRYWOOD SMALL	15LB BOX COOKWOOD	\$38	\$39
QWIKWIK	FIRESTARTER	\$17	\$22



## **ACCESSORIES**

#### **OVEN COVERS**

The ALFA Oven Cover is the best protection for your outdoor oven.

They are specifically designed for every model and made with a technical fabric that protects it from the atmospheric corrosion and the normal wear and tear.

 Made with waterproof material for protection against bad weather. Won't fade in the sun or crack in the cold.

• Suitable for wood and gasfired ovens.



Model	Description	MAP	MSRP
ACSAC-PTB	PORTABLE COVER / CARRYING CASE	\$149	\$179
CVR-NANO-T	NANO/ONE TOP ONLY	\$89	\$99
CVR-CIAO-T	CIAO TOP ONLY	\$99	\$119
CVR-BRIO-T	BRIO TOP ONLY	\$119	\$139
CVR-ALLE-T	ALLEGRO TOP ONLY	\$129	\$149
CVR-5MIN-T	5 MINUTI TOP ONLY	\$99	\$119
CVR-4PIZ-T	4 PIZZE TOP ONLY	\$119	\$139
CVR-STN-M	STONE M TOP ONLY	\$119	\$139
CVR-STN-L	STONE L TOP ONLY	\$119	\$139
CVR-NANO	NANO/ONE WITH BASE	\$149	\$179
CVR-CIAO	CIAO WITH BASE	\$149	\$179
CVR-BRIO	BRIO WITH BASE	\$269	\$309
CVR-ALLE	ALLEGRO WITH BASE	\$289	\$339
CVR-5MIN	5 MINUTI WITH BASE	\$189	\$229
CVR-4PIZ	4 PIZZE WITH BASE	\$249	\$279

## **ACCESSORIES**



#### **PROOFING BOX**

Alfa's proofing box guarantees the proper air conditions and maximum hygiene for the rising process. Suitable for any home refrigerator - 16"W x 12"L.

Model	Description	MAP	MSRP
AC-BOX	PROOFING BOX WITH LID	\$45	\$59



#### **PIZZA DOUGH**

Pizza Crust Mix of Unrivaled Quality. Now everyone can make expertly crafted pizza dough at home. Perfect for cooking indoors or out! Just add water.

- Neapolitan Style an impeccable blend of flour and yeast for creating Italy's most famous pizza.
- Epic Deep Dish the perfect mixture of flours and yeast to make a pan full of awesomeness.
- Outdoor Grilling fire up your grill because this dough is designed to cook directly on the grates.

Each dough mix makes 2 pizzas and each pizza sauce makes 2 pizzas

No refrigeration Needed

Model	Description	MAP	MSRP	CASE PACK
NSPIZZADOUGH	NEAPOLITAN STYLE,13.4 OZ	\$6.99	\$7.99	6
DDDPIZZADOUGH	EPIC DEEP DISH, 13.2 OZ	\$6.99	\$7.99	6
OGPIZZADOUGH	OUTDOOR GRILLING,13.4 OZ	\$6.99	\$7.99	6
PIZZASAUCE	RED PIZZA SAUCE 8 OZ	\$2.99	\$3.49	12

Dealer must purchase in case packs

## **TERMS AND CONDITIONS**

Supersedes all other cost schedules and is subject to change without notice.

#### Costs

All costs are net and stated in U.S. Dollars. Costs do not include sales or other state/province or local taxes. All costs include manufacturer's warranty.

#### **Orders**

All orders are subject to Lakeview Appliance Distributing acceptance and are not binding until acceptance. All orders that are accepted are subject to strikes, walk-outs, accidents, fires, delays in manufacture or transportation, or any other causes beyond the reasonable control of Lakeview Appliance Distributing.

#### **Freight**

LTL Policy
Minimum freight charge is \$250
orders up to \$7,499.99 will be charged 6% for freight (\$250-\$450)
orders \$7,500 and over will get **Free Freight!!** 

UPS Policy Standard service for under 40lbs - \$25 each piece

#### **Note**

- Freight charges are determined at the time the order is shipping not when the order is placed. Partial shipping and splitting orders could results in multiple freight charges.
- Liftgate delivery (if needed) to dealer location is an additional \$85 charge.
- ALL residential deliveries are curbside ONLY and will be quoted and charged full freight.
- Any special delivery services will be quoted and charged full freight.
- If a dealer chooses to use a freight company other than our standard trucking lines they MUST sign off on the "shippers responsibility" forms.

Should visual inspection upon receipt of a shipment show loss or damage, it must be notated on the freight bill or express receipt at the time of delivery and filed with the carrier's agent. Failure to do this may result in the carrier refusing to honor claim.

#### **Returns**

Prior authorization must be received to return merchandise. All authorized returns must be shipped freight prepaid and absorbed by dealer and are subject to 20% restocking charge or cost of reconditioning, whichever is greater. Returns must be received within thirty (30) days from authorization date. Custom or special order items are not subject to return. Refer to Lakeview Return Policy.





We cracked the code to making great pizza at home!

www.alfaovens.com