

The magazine dedicated to the world of pizza and catering

# Pizza & core

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*international*

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## Italian Style is the new moods

**T**he tendency of the last years is that the *"Italian Style"* has been imposing everywhere, that is the artisanal pizza coming from Italian tradition, which is made according to the rules of the Italian pizzaiolos, following procedures, recipes and using Italian products. Not everybody knows that in Italy there are different types of pizza: round Neapolitan type, in shovel, in baking-pan Roman way, every type of recipe is becoming note out of Italy. Nowadays Japanese, Brazilian, French, German, American, Australian, come to Italy to learn from Italian teachers how pizza is cooked, or they invite in their

countries the best pizza teachers from Italy, to receive help and suggestions about starting a new pizzeria. In every country in the world there are pizza restaurants inspired to Italy, we give here only few names: the pizzeria *"Leggera"* by **Andrè Guidon** in Sao Paolo, the pizzeria *"Ribalta"* in New York, the pizzerias in Japan certified by the association AVPN.

The Italian pizza is even less a secret and even more a diffused art, learned everywhere: We wish that Pizza&core International is for pizza makers an important tool for promotion of Italian Style Pizza in worldwide.

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# save the date

a cura di Marianna Iodice



## Europain 2014

From the 8th until the 12th of March 2014 in Paris-north Villepinte (France) will be held Europain 2014. After the great success of

the 2012 edition, Europain&Intersuc, the world appointment of bread making, confectionery, ice-cream making, chocolate and candies, comes back even in 2014! This unique event, organized on an exposing area of 68 000 square meters, jointly with SuccessFood - the saloon of contemporary catering - privileges the innovation at the service of the operators. The visitors can concretely discover in a unique place the novelties and the last innovations of the sector. La Place des Innovations (The space of the Innovations) will welcome the novelties of the exhibitors and the Trophies Europain "Innovation et Collections" Intersuc (Innovations and Collections Intersuc). La Rue des Succès will gather concept of sale points in order to offer concrete ideas to the visitors. Finally, La Rue des Ecoles will introduce the future talents of bread making and confectionery.

[www.europain.com](http://www.europain.com)



## Pa.Bo.Gel. 2014

It is official: the dates of the next Pa.Bo.Gel have been fixed: the eighteenth edition of the fair will be hosted at the Fiera di Roma from the 23rd till

the 26th of March 2014.

So the Pa.Bo.Gel. changes its appointment, listening with attention to the demands and needs of exhibitors and public. The change in the dates of this exhibition aims to offer a best rotation to the exhibitors in the annual calendar, giving them the possibility to introduce to the professional operators, that constitute the base of the public of Pa.Bo.Gel., all novelties, occasions and inspirations for improving the commercial or artisan activity.

Pa.Bo.Gel. renews with trust the invitation to Rome, an excellent meeting point between demand and offer of equipments, gears, ingredients, courses of formation, furniture and so on, devoted to the sectors of catering and food.

[www.dmpsr.eu](http://www.dmpsr.eu)



## International Pizza Expo® 2014

The Largest Pizza Show in the World; The Trade Show for the Pizza Industry (not a public show). Attendees include - pizzeria or pizza-concept restaurant owners, operators and managers, as well as distributors and food brokers. Two Special Appearances by Tony Gemignani: Tony will explain the evolution of his business during the Monday, March 24th, Pizzeria Concept Showcase. And he'll demonstrate how to make dough and starters and then put together various authentic styles of pizza during his two-part Making Pizza workshop on Tuesday, March 25th, and Wednesday, March 26th (March 24th - 27th 2014, Las Vegas Convention Center)

[www.pizzaexpo.com](http://www.pizzaexpo.com)

# Italian Style in USA





*Market of catering and pizza in USA: we want to tell about how pizza is viewed in the States thanks to the help of a well known name, Steve Green, PMQ Publisher*

**Steve, tell me about Italian Style in USA.**

*«Italian style is growing in popularity from what we see here. Caputo Flour and 5 Stagioni are both important examples of Italian firms who are successfully supplying a growing base of restaurants which want to bring authentic Italian style pizza to the America consumers. But also oven producers have been supplying this trend as well. PMQ Magazine just had an Italian Woodfired Oven, delivered and installed in our office so that we can taste products and ingredients of artisan and Italian origin.»*

**According to you, do people prefer always American Style pizza in USA?**

*«There is enough place for both styles of pizza. Some days they prefer the Italian pizza, some days they eat the American one.»*

**How do you comment the internalization of pizza**

**today? Do you think that pizza can be a key for success of catering during these years of economic crisis?**

*«Italian pizza is growing quickly internationally as seen in China, Australia and the US, where PMQ has magazines. There are Italian style fans and there are American style fans and they are both doing well. The Economic crisis has perhaps been a relative boost for the pizza business. Pizza fed the peasants of Naples for hundreds years and once again pizza is the popular choice during the recent economic downturn in the USA.»*

**Can you confirm this trend, that's many pizza makers and chef want to be helped by Italian professional teachers to start up a new restaurant?**

*«Yes. Not only they want to learn from Italian teachers, but they also want their customers know it.»*

**Steve, where do you have eaten the best pizza?**

*«We love Italian Style Pizza. The best Italian Style pizza is hard to say. I have had many pizzas which have tasted so good that they have maxed out my taste senses.»*

*I have had these experiences in Gavirate Italy enjoying Coppola Leone's, in New York City Totono's Pizza, or Ribalta in Greenwich Village».*



La Farina di Napoli

## Quality and Neapolitan tradition

The power of tradition: that's how we could sum up the spirit of this firm, now in its third generation of Millers and developed thanks to the preservation of the ancient traditions. Being the guardians of tradition and experience stands out as the main value inspiring all products intended for the experts of the white art.

Everything begins in 1924, when Carmine Caputo, coming back from the United States, founds a mill and a pasta factory in the town of Capua. At his death his son Antimo takes over the activity: In 1939 Antimo buys the San Giovanni Mill in Teduccio, the current headquarters of the factory's production plant, and extends the business, now led by his children Eugenio and Carmine and his grandson Antimo.

Since its establishment the Caputo Mill has turned into the main reference point for the pizza makers from Campania region: its products are the result of the skilful wheat blending, lack of additives, and search of the highest quality.

Another value that the firm strengthens everyday is: collaboration. The one with the masters of pizza, who can suggest, by testing the products, how to enhance the quality of flour intended for the several possibilities given by the white art. Then the collaboration among all the members of the firm: in the warehouses each member works as if belonging to a big family, since the firm belongs to everyone who works there everyday, with no distinction, the same enthusiasm and pride for being Neapolitans, from the Campania region and Italians.





## The Caputo method

Take a handful of flour from the Caputo Mill and just by touching and having a look at it you will note the difference: since its origins, the firm has always used the method of a very slow milling, inspired by the ancient milling art, a traditional technique that doesn't damage the starches and makes you get a high quality flour. Each flour is completely natural, without any addition of chemical enzymes. The quality is all due to cereals and workmanship.

The Caputo Mill blends different kinds of national wheat, purchased from those Italian regions that are renowned for the cereals growing. To this base they add then different kinds of wheat from Northern Europe, thus obtaining a perfect mix. After the wheat selection, the analysis on the dough is carried out in the laboratories. Through this proceeding it's possible to single out the kind of wheat to be used according to any single request. Each mix is produced in a technologically modern and hygienically safe environment. The combination of tradition and innovative techniques has led to get the leadership



in the Campania region, the cradle of pizza: to this end it's important to recall that, among the other kinds of flours, the Caputo Mill produces the "00" soft wheat flour for pizza, a flour that has been officially recognized to be used in the preparation of the Neapolitan Pizza labelled with the S.T.G. trademark. However, the products' quality is not only recognized in the Campania region: its excellent flours have made the firm enter over 50 foreign markets.





## Gulfood of Dubai Iaquone presents the Roman Pizza and the PIQuDi

**T**he Gulfood fair of Dubai is the yearly food fair considered the greatest in the world and is an important key of access to the Arabic world involving also the Middle East, North Africa, up to the Indian subcontinent. The Italian firm IAQUONE, in collaboration with API (Associazione Pizzerie Italiane), took part with great success in this exhibition. During the five

days of the fair the team IAQUONE-API never rested: they gave information to the professionals of the sector who visited the stand, giving explanations, technical information, suggestions and demonstra-

tions, prepared also the famous PIQuDi pizzas (Italian Pizza of high Quality and Digestibility) and particularly the Roman Pizza, that is the Pizza in slices; the visitors (owners of pizzeri-





as, chains of restaurants, hotels, importers and distributors of the catering sector) reached Dubai from all the countries of the geographical area going from North Africa up to India, passing through the Arabic Emirates, Saudi Arabia, Oman, Qatar, Kuwait, Cyprus, Azerbaijan.

The staff API-IAQUONE also hosted 10 technical demonstrations in the kitchens of the most important Italian restaurants of Dubai and Abu Dhabi. We must underline that the staff API-IAQUONE was led and headed by the President Angelo Iezzi, assisted by Ramona Iezzi and supported by Dario Di Norscia (IAQUONE Export Manager).

The firm IAQUONE is very proud and satisfied of its activity in Dubai: the impression of the firm is that of having discovered a territory with a very receptive market and with enormous possibilities of expansion.

The appreciation of the baked products was notable:



the visitors who tasted pizzas noticed and was particularly impressed by their lightness, unique taste, practicality and the standardization of preparation.

The Roman pizza was the most appreciated one, for its practicality of production that allows to adopt centralized kitchens and to serve a lot of people in little time.

IAQUONE wants to thank a lot Mr. Fabrizio Contino Executive Pizza Chef of 12 pizza restaurants (5 are ready for new

openings) of the group for his precious collaboration, Bibbo Pizzaro that made available his Central Kitchen, Mr. Michele Alioto and Mr. Roberto Coluccino sales executives, Mr. Alistair McCourtie owner of the firm Admirals which distributes the products laquone in the United Arab Emirates.

**Iaquone announces that, after the great fair in Dubai, the next appointment of the team API-IAQUONE will be in Las Vegas, at the International Pizza Expo, from March the 24th to the 27th.**

# 1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

...Abruzzese, Romana, Calabrese, Lucana, Genovese, Milanese, Siciliana, Pugliese, Napoletana, Romagnola, Piemontese, Bolognese, Veneziana, Molisana, Valdostana, Fiorentina, Trentina, Ternana, Friulana, Marchigiana, Sarda.

## 16 FLOURS



INTERNATIONAL  
**PIZZA  
EXPO**  
  
March 24-27, 2014  
**Booth 769**

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Stefano Ferrara Forni



## Quality and Neapolitan tradition

### Craftsmanship and constant improvement

Stefano Ferrara Forni: real Neapolitan hand crafted wood-fired ovens built since 1930 brick by brick according to the ancient tradition.

Their plain for cooking (soil) made of Biscotto bricks from Sorrento, their crown and dome made of refractory bricks resistant to temperatures over 900°C, their natural insulating materials as well as their adequate building project and techniques allow a perfect heat retaining and its reverberation within the cooking chamber, thus making these brick ovens the best ones for cooking the Neapolitan pizza.

It is no coincidence that the Stefano Ferrara Forni "creatures" are requested from every corner of the world: together with the handcrafted tradition they are based upon a great research and love for details: as Stefano explains, the technical developments and the acquisition of further know-how have allowed over years to carry out continuous innovations leading to more and more improved products even if basically his brick ovens have always been built according to tradition, so to keep strong and competitive the so far establi-

shed union between the Neapolitan oven and the most known and loved food all over the world such as the Neapolitan Pizza.

### UL-NSF Certification

The Stefano Ferrara Forni wood-fired ovens are UL and NSF certified for the USA, important accreditations ensuring quality, safety and high production standards. The UL is a global and independent company specialized in the safety science, its assessments on safety concern issues such as the prevention of electrical shock, fire hazards, and safe product's performances.

The NSF is an independent American Organization working in the field of health by carrying out health and hygiene controls. A product is NSF certified when after several analyses and evaluations turns out to comply with all the health and hygiene standards.

The involvement of both the Certified Bodies, UL and NSF, does not cease once a product is out of the laboratory after the initial tests, but it goes on in the producers' factories through recurrent inspections for the safety requirements assessment.



# PIZZA TALENT SHOW



## returns to Rome!

P.A.B.O.GEL 24/25 March at Fiera di Roma

**C**olor, fun, passion, personality: at the Pizza Talent Show all pizzaiolos become the protagonists of an original show filmed by our cameras and diffused on the web. Organized by Pizza&core and Ristonews.com, magazine and web site dedicated to the pizza world in Italy, Pizza Talent Show is a format thought in order to promote the handicraft Italian pizza and to give visibility to the cleverness and sympathy of our pizzaiolos. It deals with a competition and at the same time of a show: each competitor will challenge the others with his own pizza, his recipe; meanwhile the cameras of Pizza Talent Show will document every passage of his exhibition. During the show the pizzaiolos, besides the preparation of their pizzas, could also choose a performance such as singing, acting, dancing, making free-style, or simply talking about his/

her life, job, or pizza restaurant before our cameras, being interviewed by the presenter of the show.

As in other kinds of competitions, the cooked pizzas will be judged by a TECHNICAL JURY OF TASTE composed by famous experts of the sector. The jury will reward the PRIZE FOR THE MOST TASTY PIZZA.

After the live show begins the second phase of the event, each moment of the competition will become a video clip published online on the official Facebook page "Pizza TALENT SHOW" ([www.facebook.com/PizzaTalentShow](http://www.facebook.com/PizzaTalentShow)).

The people of the web will give their preferences by clicking LIKE, so they will choose their preferred performance and the best video clip will be rewarded. You could express your preference on the Facebook web page from the 25th of April until the 30th of May, 2014.



## In Rome meets the world of away from home catering

**G**reat and many novelties for the 2014 edition of Pa.Bo.Gel. First of all the period, from the 23th till the 26th of March, then the location, the new pavilions of the Fiera di Roma. Besides the vast exposing area where many important firms of the catering sector will be present, Pa.Bo.Gel. offers also a full calendar of appointments for the professionals of the pizza world, bread-making, confectionery, ice-cream making and cafe. The program of the events includes laboratories, demonstrations, tastings, conferences, seminars and contests that add interest and animation to this eighteenth edition of Pa.Bo.Gel.

Pa.Bo.Gel. has changed its dates in order to answer to the demands and the applications of exhibitors and public. The new appointments of this important fair, in facts, will allow to the exhibitors a best rotation in the annual calendar, giving the possibility to introduce to the professional operators, that constitute the base of the public of Pa.Bo.Gel., novelties occasions and inspirations for improving the commercial or artisanal activity. With this eighteenth edition of Pa.Bo.Gel., the Saloon Fiera di Roma confirms its prominence in general among the Roman fairs devoted to food and catering

sectors. After the amazing results of the last edition, ended on the 30th of October 2012, Pa.Bo.Gel. renews with trust its presence in the fair world, being a notable perhaps the best point of meeting of the Center Italy for the demand and offer of equipments, gears, ingredients, formation, furniture etc. devoted to food and catering.

### Events

Monday the 24th of March will be the day devoted by the European Council to the Handicraft Ice cream. For this occasion Paobogel has organized a wide series of special initiatives that will animate the area devoted to the Ice cream, such as the exhibition of the team headed by Stefano Biasini and directed by Beppo Tonon. For the catering sector there will be interesting events edited by FIC, with its non-stop Show-cooking. For the Pizza area, besides the second edition of Pizza TALENT Show, edited by the staff of Pizza&core and Ristonews.com, there will also be demonstrations and competitions organized and edited by A.P.I. - Association Pizzeria Italiane and the Trophy Fiera di Roma, devoted to the pizza in shovel and to the pizza in the baking-pan, and to the first courses of the Roman cuisine.

**Info:** [www.dmpsrl.eu/progetti/pabogel](http://www.dmpsrl.eu/progetti/pabogel)



**The best of Italy  
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**INTERNATIONAL  
 PIZZA  
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**Save the date: March 24th – 27th 2014:**

International Pizza Expo® is the largest Pizza Trade Show in the the World. The event will be organized at Las Vegas Convention Center. Attendees include pizzeria or pizza-concept restaurant owners, operators and managers, as well as distributors and food brokers. Many Italian companies will be present among the exhibitors, for showing their high quality products to USA market



*Stefano Ferrara Forni*

**Stefano Ferrara Forni - Booth 1363**

Stefano Ferrara Forni is an Italian or better Neapolitan company that produces Neapolitan hand made brick ovens like ancient tradition for over 80 years.

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**La Farina di Napoli**

**Molino Caputo (Antimo Caputo) - Booth 2339**

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Antimo Caputo/Orlando Foods Sales  
 Maywood, NJ 07607 - United States  
 Phone 201-368-9197 201-368-9197  
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The logo for Polselli, featuring the brand name in a stylized, rounded font with a blue outline and a red shadow effect.

**Polselli S.P.A. - Booth 1869B**

Polselli produces special flour for pizza: these flours enhance the rounded, unmistakable flavour pizza flavour, making it lighter, more aerated and crispy

Polselli S.P.A.

Arce, FR 03032 Italy

Phone+39 0776 524108 / +39 0776 524108

[www.polselli.it](http://www.polselli.it)

The logo for GI METAL, featuring the brand name in a bold, blue, sans-serif font. A blue swoosh is positioned above the text, and an orange swoosh is positioned below it.

**GI Metal USA Inc - Booth 1369**

This company is known for the quality of manufacturer of professional pizza tools. It produces pizza peels, pizza tools, dough-cutter roll, pizza thermal bag, tools for oven

GI Metal USA Inc

Yorkville, IL 60560 United States

Phone 603-553-9134 / 603-553-9134

[www.gimetalusa.com](http://www.gimetalusa.com)

The logo for Molini Spigadoro, featuring the brand name in a bold, black, serif font. The word "Molini" is above "Spigadoro". A small yellow and black icon of a wheat stalk is positioned to the left of the word "Spigadoro".

**Molini Spigadoro SpA - Booth 1569**

Molini Spigadoro offers a full range of specialised soft wheat flours, from the "CLASSIC" line to the "PIZZA" line, from the "DOLCI TALENTI" pastry line on to the "NUTRIDEA" line and the

Molini Spigadoro Spa

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**Molino IAQUONE - Booth 769**

Molino Iaquone produces a wide range of specific flours, mixes and Ingredients specifically developed for digestible, light and tasty PIZZA of any kind: Verace Napoletana, Roma crust, Taglio alla Romana, gluten free pizza.

Molino IAQUONE - Vicalvi, Frosinone 03030

Phone +39 0776 506275 / +39 0776 506275

[www.molinoiaquone.com](http://www.molinoiaquone.com)

The logo for fmolino pasini, featuring a large, stylized red lowercase "f" followed by the brand name "molino pasini" in a bold, black, sans-serif font. The letters ".p.a." are in a smaller font at the end.

**Molino Pasini - Booth 1210**

Molino Pasini only uses special grains, approved thanks to analyses carried out in a modern and efficient laboratory, where the flour produced is also controlled.

Molino Pasini

Cesole Mantova, 46030 Italy

Phone 390376969015

[www.molinopasini.com](http://www.molinopasini.com)

# Pizza Capriccio

## Ingredients:

- *Mozzarella Fiordilatte*
- *Gorgonzola cheese*
- *Bacon*
- *Green apple*
- *Pepper*

## Procedure

Stretch the disk of pasta, garnish it with mozzarella Fiordilatte, flakes of Gorgonzola cheese, bacon cut into little pieces and thin slices of a green apple, previously washed and without its cores. Bake it. In exit add a pepper's pinch.



## Ingredients:

- *Tomato sauce*
- *Mozzarella*
- *Vegetables baked au gratin (eggplants, zucchini and peppers)*
- *Bread crumbs*
- *Cheese*
- *Sausage of Norcia*

## Procedure

Wash and cut the vegetables in washers. Place them in a baking pan and sprinkle them with bread crumbs and cheese, a thread of oil. Put them in the oven to bake slightly until they gild. Then prepare the disk of dough, stretch it and spread it with tomato sauce, add then mozzarella, vegetables au gratin and little pieces of sausage of Norcia. Bake it.



# more flavour with less salt!

100% italian seed - 100% italian territory - 50% less salt

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