

The magazine dedicated to the world of pizza and catering

Pizza & core

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international



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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.

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PARIZZA

PIZZA - PASTA
RESTAURATION ITALIENNE

France loves Italy

In this issue we would like beginning "Pizza&core International" remembering the most important French date dedicated to Pizza. In March thousands visitors will attend three important fairs in Paris: **PARIZZA**, Vending PARIS and Sandwich & Snack Show (on 18 and 19 March 2015, at Paris Porte de Versailles).

The Sandwich & Snack Show is the Europe's largest gathering of fast food and takeaway suppliers; Vending PARIS represents the most famous vending show in French, while Parizza is the Rendez-Vous for pizza, pasta and Italian dining professionals. Why these appointments are central for pizza makers?

France represents a strategic market for pizza in Europe thanks to the great affection of French consumers for Italian food and pizza.

Once again this year the PARIZZA show will provide an indispensable business platform and source of inspiration for professionals in the Italian restaurant business. Over 2 days, more than 100 exhibitors will present their special deals in a unique atmosphere that will be even more festive and innovative than ever, featuring demonstrations from pizza chefs and themed conferences with industry experts. Furthermore, in this 5th edition, French Pizza Championship waits who wants test himself in a great pizza challenge.



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save *the* date

International Restaurant & Foodservice Show of New York

The 22nd Annual International Restaurant & Foodservice Show of New York will be held Sunday, **March 8**

– **Tuesday, March 10, 2015** at the Jacob K. Javits Convention Center in New York City. The show will bring together thousands of foodservice, restaurant and hospitality professionals from New York State, and will feature more than 500 leading vendors, accompanying the Ferdinand Metz Foodservice Forum education sessions and buzz building special events. The show is owned and produced by Urban Expositions, and continues to be sponsored by the New York State Restaurant Association, a member of the National Restaurant Association.

For more information on exhibiting or attending, visit the official Show website at www.internationalrestaurantny.com



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days, more than 100 exhibitors will present their special deals in a unique atmosphere that will be even more festive and innovative than ever, featuring demonstrations from pizza chefs and themed conferences with industry experts. Take part in the following events at the 2015 edition, for example at The French Pizza Championship. The championship will award the ten best pizza chefs in France after they compete in various qualifying events www.parizza.com



Levante PROF reaches its 4th edition, that will be held in Bari in March 1st till 4th, 2015. The exhibition, specialized on the spinneret of wheat (bread-making, confectionery, pizza-making and fresh pasta) aims this year to reach an international target and it also proposes, besides the white art, ice-cream sector, beer, wine, cafe, packaging, catering and hotellerie.

Organized by DMP Srl in Rome, the fair will be held in the new and prestigious tent of the Fiera del Levante in Bari - since ever considered as "the bridge towards East". It will present all novelties of the sector, firms, demonstrations and forum.

www.dmpsr.eu

I love Pizza of every country

In this issue we chat with the famous pizza maker Tony Gemignani, author of *The Pizza Bible*

My curiosity is this: why did you start to be interested in pizza world?

«I was born in California and grew up in Fremont California. We lived with our grandparents. Frank Gemignani, my grandfather, was a farmer, we lived on about 35 acres. We grew apricots, cherries, beans mostly but we grew and raised almost everything. It was a farm. We sold them to markets and canneries. I worked on the farm. My brother did too.

My mother cooked all the time. We grew up watching her cooking. She used all those fresh vegetables, eggs, etc from the farm when she cooked. She was amazing. So working on the farm and watching my mom cooking was a very big part of my life and contributed to what and who I am today. The work ethic of a farmer

is very hard work and required dedication. This is important in the restaurant business also working with fresh products and ingredients. I did that until I was 17 years old».

Why did you decide to come in Naples for the championship in 2007?

«Before 2007 I won a couple of titles in cooking. One of the most important was the Food Network Gold medal for a pizza called the Cal Italia. I won a title in cooking Best North America award at the Campionato Mondiale Della Pizza in Salsomaggiore. I worked and researched Neapolitan Pizza starting in the year 2000 on my honeymoon. We stayed in Italy. I was blown away by Neapolitan cooking and pizza.

I needed to learn this so I practiced.

You have to know who I am as a person. I strive for being the best at something. I don't let anyone know what I am doing and my methods. So when I finally go into a competition like any - I go into it to win it. This probably goes back to playing soccer and competitive sports from when I was a kid. You practice practice practice until you get better but we are never the best. Our pizza is never the best. We can always make it or be better. Finally in 2007 I wanted to compete at the World Pizza Cup in Naples. I won. It was amazing. It was so hard. It was a monumental moment in my life and the pizza industry for America».

How many pizzerias have you in Usa, now?

«I have 8 pizzeria but 11 by March. Building a lot. Independently».

Describe your relationship with tradition of Italian Pizza and Italy

«I have great respect for Italian pizza. My relationships are very strong now. It took a lot for me to earn the respect. It took so many years but have worked with some very special people. All of the people, competitors, organizations, etc have been amazing. It's been a very long time to accomplish what I have done. When it comes to pizza It started in Italy.. Naples. pizza is and has always been Italian. The US helped make it as big as it is now. More globally but it's roots and true passion and dedication always comes back to Italy. My great grandfather Angelo Gemignani was from the Lucca (Gombitelli) and other areas in that region and my great Grandmother said to be from Sardinia (Olympia Cerú) pizza, passion, the love and being Italian is in my blood. I respect tradition. I think that comes from my grandfather Frank. I feel that tradition is very important for regional pizza - romana, Neapolitana, Chicago, NY etc.. Pizza is international.



I have been fortunate to work and learn worldwide from independent pizza makers».

What about The Pizza Bible?

«The pizza bible should have been 500 pages and so it was, but had to be edited down mostly for costs and publisher.

It's a step by step guide for worldwide regional pizzas. The consumer is very important. Sourcing ingredients for a home chef was difficult before but now easy is now a hub for questions and resources.

For the professional it's important especially if you are looking for new styles of pizza and techniques. For me this book is for both. It's important not only to see the styles but to understand my philosophy.

Remember you need an open mind. I am not just dedicated to one specific style, I celebrate all styles.

For me I have not too many people in the industry that know and understand regional pizzas Italian and US. I have played homage to this ever since I started. With an open mind of all styles. The Pizza Bible could not segregate styles just like the bible should not segregate people. There was nobody better to write a book about all the styles. I made a commitment to that».



SAPURI'

It is a format midway between fast-food and casual dining, pizzeria and cheese factory.

Sapuri, the recently opened location in Milan, bases its gastronomic offer on typical Italian products. In fact, pizza and mozzarella are prepared in front of the client and can be tasted in a warm and cozy atmosphere.

The client-spectator is accompanied in an imaginary tasting walk, looking at the production processes of a cheese factory and a bakery, combined in the same place.

The set of this walk, based on craftsmanship and taste, is a location designed for making the client feel like home.

The design and manufacturing of the fittings have been entrusted to Costa Group, who reinvented everything in an artisanal manner and with poor materials, creating an original and above all educational ambience, aimed at showing the good work that is necessary for preparing good food.

The materials are completely washable, satisfying the

requests of an increasingly demanding public, and they convey the cozy atmosphere of home and tell a story. Quality, rapidity and transparency are the motto of the location, that allow the client to appreciate an innovative synergy of senses.

Seeing mozzarella production or customizing your own first course are the key factor of this place, as well as the possibility of tasting this specialty on the counter that faces the "cheese factory" area, appreciating all the stages that lead to the mozzarella production. The same ingredient is used for preparing the dishes and that can be bought and taken home.

With a view to spreading Sapuri brand worldwide, no one else but Costa Group, with its international expertise, could be the perfect partner for this adventure.

Study, design and project: Costa Group, Arch. Jacopo Vincenti

Sapuri, Via de Amicis 49 – Milano



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ARREDO NEGOZI





La Farina di Napoli

Caputo Cup lands to America

Caputo lands to America with the event *Caputo Cup* in New York on the 19th and 20th of January 2015. After having visited countries such as Israel, Portugal, United Emirates, Taiwan, Russia, Holland, Australia and Japan, 2015 will be characterized by the presence of this important event in the City of New York.

Within the *Caputo Cup 2015* edition, another important event is the *Pizzaiuolo Championship*, with two challenges devoted to the classical Neapolitan STG pizza and the other to the New York style, category won by **Nino Coniglio**. The organizers of Caputo Cup then invite the international winners of each competition to the important date in September, on the Lungomare Caracciolo in Naples, for the final step of this Trophy when the title of World champion is conferred. «Our goal is to bring to America the same flours typology, tastes and perfumes of the past as they did one hundred years ago the Neapolitan pioneers of pizza **Gennaro Lombardi** and **Totonno** - declares **Antimo Caputo** Ceo of the firm **Molino Caputo**. - These product are the result of the specific research of our technicians, in order to re-create and produce with local

genuine ingredients the Neapolitan pizza by following the original recipe of over one century ago».

Caputo Cup has also held at the Neapolitan Express an important summit, where different techniques and ingredients were compared and the trend of the market was analyzed; special guests were **Tony Gemignani** from San Francisco, **Davide Civitiello**, Neapolitan and World Champion of the 2013 edition of Caputo Trophy, **Salvatore Cuomo**, Neapolitan but citizen of Tokyo since long time, **Jonathan Goldsmith**, from Chicago, owner of the famous pizzeria "Spaccanapoli"; **Franco Manna** of "Rossomodoro"; **Anthony Carron** of "800 Degrees" in Los Angeles; **Marco Fortunato** and **Mark Dim** from Denver; **Giulio Adriani** from Ostia owner of the pizzeria "Forcella" and winner of the 8th edition of the Caputo Trophy. Together with them the president of the Associazione Pizzaiuoli Napoletani, **Sergio Miccù**.



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Few people know that a good wheat mixture gives life to a magic harmony between the flour and the pizza maker, bearer of this neapolitan tradition. Obtaining the smallest, perfect flour granule requires a lot of work. We select our wheat with the utmost care, stock by stock, following specific tests, and we handle it with an innovative procedure.

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*Did you know?
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Al contadino non far sapere...

We present here two recipes of pizzas realized during the Pizza Talent Show 2014 edition (see more: www.youtube.com/user/pizzatalentshow)

Ingredients:

- Pears
- Philadelphia fresh cheese
- Gorgonzola
- Speck
- Honey

Procedure

Prepare a pizza with a mix of different flours. Stretch the disk of dough and sprinkle its surface with a cream of Philadelphia and Gorgonzola. Add some slices of pears brushed with some honey. Bake it. At the end of cooking complete with speck.

by *Giorgia Riggio*



more flavour with less salt!

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

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Dolce bosco

Ingredients:

- A base of pizza
- Soft fruits
- Chantilly cream
- Powdered sugar
- Liqueur

Procedure

Stretch the dough of pizza and spread it with some drops of liqueur.

Bake it. On the base of the cooked pizza add the Chantilly cream and fresh soft fruits. The final touch is dusting of powdered sugar.





Pizza&core

For 12 years, Pizza&core has been focusing on the world of restaurants and pizzerias. Distribution: 20 thousand copies, 6 issues per year.

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Risto news.com

Web site dedicated to Italian catering, Ristonews.com shows news, interviews and more.

