

The magazine dedicated to the world of pizza and catering

Pizza & core

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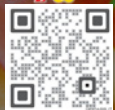
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Welcome to this number

Welcome to Pizza&core International. In this number Pizza&core tells about the very important show "Identità Golose" (Milan) where periodically a panel of famous pizza makers propose a new idea of "pizza": for example the black pizza, the gourmet pizza, the organic pizza. These concepts help pizza makers to upgrade their ability and their method. We believe that evolution is a basic factor in each job together with passion, which is another important aspect of this job: for this reason Pizza&core proposes its challenge: Pizza Talent Show. It is the first event that unites creativity, skills and entertainment. Apulia, a real gateway

to the East, hosted the new edition of Pizza Talent Show. This is the third one: for Italians "3" is a special number. The format is the same: the pizzaiolos prepare their pizzas in front of cameras and are judged by the Technical Jury of Taste. All performances will become video clips posted on the official FB page (<http://www.facebook.com/PizzaTalentShow>); Web videos will compete for the Web prize, that is the most voted by the web audience. The most attractive and voted will be the winner. You can see the videos of the past editions on YouTube (by searching the keyword "Pizza Talent Show"). We will tell you about Pizza Talent Show in the next issue.

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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



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. 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



Internorga (**13th -18th march**) is a big meeting point of the food and beverage sector, with expected

attendance of 100,000 visitors. 1,200 national and international exhibitors will be there to present their innovations. It is the optimal platform for contact with the industry. Internorga proposes exciting supplementary conferences and special shows such as the “Hospitality Forum” and “Café Future”. Internorga is structured in clear thematic product areas, for easy orientation: Kitchen equipment and systems, Equipment and fittings, Food and beverages, Baking and confectionery supplies, IT, cash register systems and communication.

<http://internorga.com/en/homepage>

P
&
C
the frontman
of the firm



The pizza makers:
finally they got
the right attention
they deserved

The face of this number is **Riccardo Aguiaro**: since 2002 he has entered the firm of his family, the Molino Aguiaro, today become group Aguiaro&Figna SpA, a very important firm in the world of flours specialized in the flours for pizza with the brand Le 5 Stagioni. Riccardo Aguiaro is manager of the Compagnia Generale Molini, holding of the Group Aguiaro&Figna Molini SpA. He has the role of export manager of the firm and President Gruppo Giovani Mugnai Italiani. We had a conversation with him about flour for pizza and all products concerning the world of pizza.

We start this interview speaking about the firm of which he is export manager. Aguiaro&Figna has been dealing for thirty years with lines devoted to the pizzerias. You were a kind of pioneers: where was that intuition born from?

«At that time Dr. Aguiaro was convinced that pizzerias had to become a business in continuous increase.

Thirty years ago pizzerias bought flours from the bakeries and we can imagine the difficulties of delivering it. Dr. Aguiaro had the right intuition to convince the distributors to deliver flours directly to the



pizza restaurants. From that moment we obviously invested in research and development to produce some flours thought particularly for the world of pizza. The Molino Agugiaro was therefore the first grind to produce flours for pizza and to sell them through its distributors».

How would you describe the relationship between the firm and Italian pizzaiolos?

«The pizza makers are fundamental for the development of the firm. Thanks to the opening of schools of formation, they have been (and are still today) an inexhaustible source of feedback in order to multiply new ideas and new products and to produce flours thought for their necessities».

If you had to evaluate the level of quality of pizza in Italy, which kind of judgment would you give?



«At the moment the pizzaiolos are receiving the right attention that they deserved. Nowadays, the correct worth is finally recognized to them, because they have for a long time brought forth a job of a millennial tradition, a job that made our country famous all around the world. Obviously, the fact of being under the light of reflectors has contributed to a greater attention on quality, and in particular on the used raw materials».

Let's take a look to the export in the foreign countries: where do you export your products?

«Since the end of the nineties we export in almost all the world. The volumes are very contained because to export a product as flour is still difficult, our clients in the foreign countries are mainly still Italian expatriates».

In your opinion, which are the Countries that at best follow and respect the culture of the Italian pizza?

«Absolutely Japan, because their chefs and pizzaiolos take a lot of care in the research and choice of ingredients in order to better respect and keep the Italian quality».

What does it mean for Riccardo Agugiaro to belong to this great firm?

«It undoubtedly represents a great responsibility, but this inevitably transforms into a notable stimulus and desire to grow».



IDENTITÀ MILANO

GOLOSE The International Chef Congress

The pizza of the future in Milan

We had the privilege to follow the 2015 edition of Identità Golose in Milano, where was held the event Identità di Pizza, during which were presented many new ideas and projects by great pizza makers.

Let's discover them more deeply:



Franco Pepe and “Sanacore.”

Franco Pepe has been collaborating for a long time with experienced cardiologists and experts of health kitchen and from here it derives his idea of diffusing a pizza which is healthy for the heart. Pepe aims to the reduction of so-

dium through the use of alternative salts, reduction of animal fats, increase of the portion of fats of vegetable origin (omega 3 and omega 6), increase of vitamins, mineral and antioxidants substances, potential reduction of the GI factor (glycolic index). This pizza foresees the use of non refined flour, with lower part of sodium and greater part of potassium and linseeds inserted in the mix. In the stuffing we find pumpkin, chicory, bovine ricotta, therefore it contains a low part of fats and a greater part of substances “friends” of the heart. As a final garnishment it contains a correct quantity of extra virgin olive oil.



Simone Padoan and “I Tigli”

The second performance was that of Simone Padoan and his 20 years

of a slow leavening time. Simone has a particular concept of pizza, which in his hands becomes “gourmand” or excellence pizza. His pizzas represent all of his own creativeness. “It is absurd that a pizzeria cannot obtain a Michelin star” affirms Paolo Marchi, organizer of the event in Milan, introducing Padoan on the stage. “We should all better valorize a dish that is the most Italian in the world.”



Renato Bosco: “frying with intelligence”

Third on the stage Renato Bosco. Renato shows that frying is not so bad as we have since ever believed, the important thing is not to exaggerate. It proposes wheat pancakes, very soft and

light but also very tasty thanks to a correct combining of ingredients. This job is the result of its reflection on cookings and consistencies, with some influence from the East, result of the many exchanges with its collaborators coming from Asia. Bosco proposes the fusion kitchen: as first a zepolla with an oriental sweet and sour sauce. Then a bagel-pizza cooked in water, made with Amarone wine and honey, then put in oven and seasoned with a fondue and endive. Bosco also present his Pizza Veg, a yarrow of vegan

pizza. The aim of Bosco is that of bringing in the pizzerias who has particular non conventional tastes in the choice of pizzas.



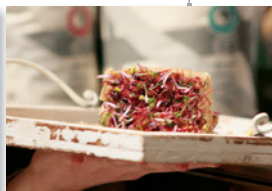
Alberto Morello: the ortoburger

Alberto Morello is a young Chef. The most particular product he has introduced has been the ortoburger: the pizza is cut into two halves and folded as a sandwich: the stuffing is and stuffed of Savoy cabbage

and white cabbage (to remember the meat), smoked scamorza, candied onion, little tomatoes confit and finally some crisp bacon. The whole accompanied by a light vegan sauce, a kind of very light mayonnaise.

Angelo Rumolo e Vitantonio Lombardo: black pizza
The show triumphantly ends with the black pizza born from the collaboration between Angelo Rumolo and Vitantonio Lombardo, coming from the same town they began to collaborate and to create a new “black” pizza. With this recipe Angelo won the 2014 edition of the World Championship of the Pizzaiuolo, in the section “pizzas of season”.

Photo and text Marinella Scarico





the PiQuDi lands in Dubai

Molino Iaquone for this year lands in the foreign market by participating in the most important fairs of the sector. The Italian firm continues being the promoter of the high digestibility pizza all around the world. On February the 1st it has participated in the event What's Hot in Edinburgh (Scotland). In the stand it was held the preparation of the Pizza Pi-QuDi (Italian pizza with high Quality and digestibility). The firm was sharing the stand (about 50 square meters) with another important Italian firm: Castelli Forni. "The interest of the visitors was very good. They were at most owners of restaurants, of fish&chips shops and pizzerias. We obtained many contacts. We find that there is a strong but positive rivalry among the employees of this sector, and this means that the quality of the pizza is increasing - as explains Dario Di Norscia.

On February 12th, the firm Molino Iaquone (creator of special flours for pizza) was in Dubai, participating in the GULFOOD. In the Stand S1-302 in the Italy area, SHEIK SAIED tent, Molino IAQUONE and API (Associazione Pizzaioli Italiani) continued the activities started in the edition 2014 and brought ahead during this year with some technical meetings.

The main theme of the stand was, obviously, the production and tasting of Pizza PiQuDi (Pizza Italian high Quality and Digestibility) a result of the homonym project of Research and development (PiQuDi) begun in the '90s, when were created the first mixtures and flours IAQUONE and the techniques of production cared by the association API, directed by Angelo Iezzi.

«We alternated the preparation of Pizza in slices in Roman way, Round Pizza, Pizza in the Shovel, 5 cereals

Pizza and Integral Pizza - continues Dario Di Norscia. The many professional visitors have appreciated lightness, digestibility, taste, greater balancing of nourishment of our product».

Courses in collaboration with Culinary Academy of the Middle East

During the fair a great collaboration was announced: that between the API and the most prestigious and important culinary academy in the middle east. To the academy were delivered many ovens by Castelli Forni, so that they are able to begin to plan the courses in March and April 2015. The joint venture foresees the institution of the courses API for professionals in the structure, which is a great point of reference for the important Ho-ReCA market of the Emirates, but also for the whole area of the Middle East, which counts 550 millions of people. In this project will be involved also the most important culinary television channel of the Middle East, for what concerns the aspect of the communication.

The courses API will complete the formative offer of professional gastronomy of the academy of Dubai with the Pizza section, exclusively cared by API and the partners **Molino Iaquone**, **Castelli Forni** and other firms (for example the producers of oil with the trade mark Mantova). The staff will be completed by the API area manager in Dubai **Roberto Coluccino**, resident in the Emirates.

Next dates:

2015, 18th-19th March Paris - France - **PARIZZA**.

2015, 3rd-6th May - Milan Italia - **TUTTOFOOD c/o EXPO** tent 1 Stand B 15

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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Voglia Bella

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.



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Sole di Carnevale

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.





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