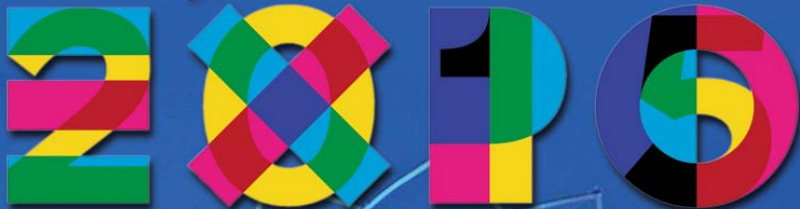


The magazine dedicated to the world of pizza and catering

# Pizza & core

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

## international



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2015

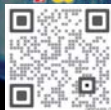
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Neapolitan spell.



## Still and only from wheat.

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The secret is there, you can't see it, but you can taste it from the very first bite.



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## Pizza and Pizza makers: we cheer for them!

The live competition was held during the Levante Prof in Bari, in March and the event Pizza Talent Show continued on the web through the video clip that immortalized the performances (sometimes playful and artistic) of the professionals of the "white art": the pizza makers really had good time - as they smiling confirm - during this event which is a unique format indeed. They gave it some meaningful adjectives to describe it: innovative, rich of adrenaline, serious, transparent, but also colored and amusing because it unites the competition of pizza under the eye of a qualified jury and the amusing show animated by the presenter Gerardo Formica. In short words the pizzaiolos were protagonists of both a high level competition of pizza making and a funny show. Together with the live show filmed by our TV cameras, also the web competition was rich of adrenaline and amusing. The editorial staff, in fact, gave to the Facebook people the possibility of choosing the most beautiful video through the system of Mi Piacere click. The counter of the official page of the event were sent

in tilt: the logo Pizza Talent Show and its posts in the homepage were visited from almost 25 thousand people; each video clip was watched and clicked from 5 thousand people.

Therefore, setting aside the mechanism of Mi Piacere, the true success of this edition was the visibility, an important aim for the competitors that of being seen from so much people.

Now let's come to the hit parade.

The video winner of this edition is the one with the duet **Domenico Cascella - Francesco Barbaro**, which was, with 1.747 votes, the most chosen by the FB people.

The duet **Domenico Cascella - Francesco Barbaro** are from Barletta (South Italy). They presented to our TV cameras a 0 Km pizza with cream of cicerchie (a particular kind of beans) stir-fried with onions, wild fennel, fresh sausage in cooking and at the end of cooking, Cardoncelli mushrooms sautee with oil and white wine.

# Be Smart. Wood is over.

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# save the date



**Summer Fancy Food** (June, 28th-30th) is the greatest fair devoted to food and beverage typical of North America. Every year in the summer it brings to New York over 180.000 products, such as cheese, coffee, snacks, spices, biological and ethnic dishes. The fair gathers at the Travel Center 2400 exhibitors, coming from fifty Countries, among them Italy too. 25.000 buyers are expected to the exhibition. Fancy Food has also proposed its Winter edition in San Francisco, from January 17th till 19th. In both the events, besides the area of the stands, there are areas dedicated to workshops and seminars about food and catering in the world.

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



As already happened in the past years, in the first days of September the Lungomare Caracciolo in Naples is animated by the presence of fifty pizzerias, among the most famous of the Neapolitan tradition. For this year 2015 something new is foreseen: The Napoli Pizza Village (September, 1st till 6th) this year will also host the petition Pizza World's Heritage. Once more it will be Naples the main point for the gathering of signatures promoting the insertion of the Pizza art of Neapolitan pizzaiolos in the world list of the immaterial cultural World's Heritage.

The organizers of Napoli Pizza Village are very interested in investing on this event as fundamental occasion of promotion of the tourism in Campania. The data of the past 2014 of the tourists flows are very encouraging particularly in the period of the event, with excellent result (+ 15% according to the Association of hotel keeper, +7% according to the Association of restaurants and +9% for the mean of transports by train or flight). Surely the 2015 edition will produce a great success.

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



Past editions of great success - both in terms of echo and public participation and for the great support shown - have contributed to the growth of the contest as an international event. That being so for its 14th edition (Naples on September the 1st and 2nd) comes as breakthrough in history: the championship makes its comeback in the heart of Naples and will be host along the most charming waterfront in the world, in Via Caracciolo within the biggest and more extraordinary event in the pizza world, Napoli Pizza Village.

A cue for a loyal contest in a funny, informal and friendly context but also a great competence, the one distinguishing the noble craft of Pizzaiuolo from immemorial time. Next edition will have an even greater media attraction and a wide public participation as always happens at Napoli Pizza Village.

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



It will start on May 1st the Expo 2015 in Milan, till the end of October it will be the greatest occasion for the food culture.

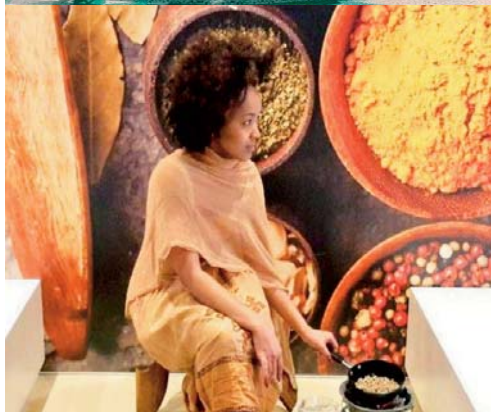
### **The cuisines of the world meet in Milan**

The arrival of the dishes coming from the whole world in an only great site is exciting the curiosity of everybody: the pearls of Italian caviar will be exposed together with the Alaskan king crab, result of the most dangerous fishing in the world, with the American lobster, with the carpaccio of shark.

For the first time in Italy will be tasted the puffer fish (thanks to a special derogation granted to Japan exclusively for the exposure and tasting to the Expo fair).

From Thailand are coming the Scorpions coated with chocolate, giant larva, dehydrated termites, Scorpio vodka and grasshoppers.

Forbidden the meat of dog and the date mussels, in the list of protected species in Italy. The transport of these particular food is armoured with leaded packages, opened only in the authorized sheds under the rigid control of the ministerial and ASL technicians. The leftover food will be incinerated.





### **The world is changing and so is changing the way of eating**

Expo 2015 is a point of meeting of the tasting coming from every corner of the planet but it is also a moment of comparison among cuisines and people, on how they can influence one another. In this panorama what could be better than pizza as a protagonist of these expansions and contaminations? According to a recent Italian investigation by Ipsos, Italians believe that the food that has most influenced the Italian cuisine are kebab, hamburger and sushi, while if we examine Italian dishes and recipes that have mostly influenced the kitchen of other Countries we find pizza, pasta and espresso coffee (or cappuccino).

The other important themes of the exhibition concern the food style: how much is nowadays, in the world and also in Italy, the food “veracious” and genuine (such as for example a handmade pizza with Italian ingredients) and how much it represents a process of standardization and homologation? How

much is it conforming to the eco-sustainability (intensive agriculture against biological), how much is it local (Km0 against imported products from other countries), how much is it healthy? (Mediterranean diet against fat diet or junk food), how great is the gap between rich fat countries and poor undernourished countries?

### **The “Carta di Milano”**

These questions will be debated during the whole period of the exhibition, with the aim of realizing at the end of the Expo the Carta di Milano, a Protocol devoted to the food to deliver to the General Secretary of the U.N. Ban Ki-moon as “international guideline” to follow: in the draft of the Carta, which is now in discussion, is made evident the paradox of the feeding problem in the world: the waste of food (1,3 million tons of edible food are wasted every year); the sustainable agriculture (agriculture is now even more used for the production of animal feed and bio fuels, and not for human needs); the coe-



xistence of hunger and obesity (for each person suffering from malnutrition, there are people suffering from obesity: 805 million people in the world are malnourished, while over 2,1 billion are obese or overweight).

### **Pizza at the Expo 2015**

A food that since centuries has been feeding first the Neapolitan people, then Italians and nowadays the rest of the world, is pizza. Thanks to God pizza remains a genuine healthy dish, in line with the Mediterranean diet. It unites in itself carbohydrates, some animal proteins, C vitamin and Lycopene, good fat: this is the formula of the simple Margherita with mozzarella, tomato and a thread of extra virgin olive oil. Pizza could be considered the symbol of the Italian food indeed during this Expo, the mother of every dish.

At the Expo fair we will also find the pizza with the Inplus brevet: a result of the research made by prof. Domenico Terenzio, patented in collaboration with prof. Luca Rastrelli, ordinary teacher of food chemistry at the University of Salerno and Chiara Parisella, almost graduate student of Biological sciences at the University of Tor Vergata in Rome. Inplus is a polymer of fructose and is a prebiotic fibers, that is helping the intestinal functionality, helping to prevent the colon cancer and reducing the assimilation of sugars.

So science marries pizza and tries to change it.

But we prefer a good pizza, made with genuine ingredients, done as it is done today, with raw materials like water oil and flour, we like it and it is enough for us: in fact the pizza symbol of the Expo has been realized by the ancient Pizzeria Brandi with DOC Neapolitan ingredients such as the "Buffalo Mozzarella from Campania", the extra virgin olive oil "Penisola Sorrentina", the "San Marzano Tomato from the territory of Agro Sarnese-Nocerino" and the "Pomodoro of the plain of the Vesuvius", all rigorously with the DOP recognition by the European union.

*(Photo: Infophoto - Corriere Milano)*





Innovation in show at



**TUTTOFOOD**

MILANO WORLD FOOD EXHIBITION

The firms present us their novelties introduced in the fair of Milan held the first days of May

**A**lso this year the great event Tuttofood 2015 has offered many novelties in the food sector: we were present to discover and tell you them.

The first important thing is that the current year 2015 will be the year for salty food, but with "a little of salt". According to a research commissioned by the organizers of the fair, a 66% of the interviewed Italian believes that there will be a particular tendency towards savoury dishes, but with a deeper attention to the reduction of sodium in the preparation. The 70% of the interviewed affirms that this will also be the year of the taste and of

the attention to healthy food, and finally for the 60% of the interviewed Italians it will be the year of the tradition and of the return to the great classical of the Italian cuisine. Among the great classical certainly there is our beloved pizza. We went to snoop among the various studies of products devoted to pizza. Here you some curiosities. Le 5 stagioni presented us a new flour of type "2" wheat obtained with a procedure that doesn't exclude the germ from the process of grinding.

They explain us that to get this flour they effected a grinding similar to the principles of the distillation. Separating the components of the grain they discarded





the useless parts succeeding to “preserve” the heart of the wheat, maintaining the good elements such as the starch, the proteins and the best fibers and above all the vital germ. This makes the mix more firm smooth and extensible.

Love for the kitchen and for the genuine food, constant research and deep competence are also the values proposed by Greci, born in 1923 in the country of Parma. The new finishing line of the firm is that of the “correct” food, that is a high quality product, good and savoury in the respect of the Italian cuisine, with safe ingredients of the best quality, balanced from a nutritional point of view.

At the stand of the firm Lo Conte there are so many novelties of product introduced by the group. First of all the new yeasts, the mother yeast with *Lactobacillus Germinarius*, created particularly to give perfume, taste and a mix of sensational aromas to all the recipes; or the flours line Oro di Macina Plus, that guarantees a greater rising process and lightness to



the dough. We had the pleasure of tasting some frying realized by the chefs with their Magic Flours. Moreover we also remember Pane Nero in the range of products proposed by the firm.

Grandi Molini Italiani (GMI) presented the products of the flours line and bran *Frumenta*, both devoted to the final consumer and to the professionals of the food sector; the new Linea Pizza GMI, a complete range of flours and semi-worked products studied for even more satisfying the refined taste of the consumer, who now asks high digestibility and taste.

Selezione Casillo proposed the new Integral Flour of tender wheat from the Sicily of the Madonna. At their stand we also met the well known Luca Sardella, who told us that this Sicilian integral wheat is obtained by a natural stone grinding. This kind of grinding allows to use the whole grain that contains nourishing elements and vitamins and to maintain the natural values of proteins, mineral salts and fibers.



# 1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

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*in fiera*

## ***The next event where to discover the world Molino Iaquone***

Also Molino Iaquone for this year 2015 will be present on the Italian and foreign market by participating in important fairs of the sector. The Italian firm continues diffusing its idea of a pizza with a high digestibility factor.

The Pizza PIQuDi (Italian pizza of high Quality and Digestibility) in collaboration with the association API headed by Angelo Iezzi.

After the experience of GULFOOD in February, and TUTTO FOOD in May, the firm is preparing for the next important date in which it invites all the professionals of the sector to discover as Molino Iaquone is able to satisfy every demand in the art of pizza.



**contemporarily with Expo Milano - October 23th-27th 2015 at Fieramilano**

Activities in the stand

Preparation and tasting of PIQuDi Pizza (Italian Pizza of high Quality and Digestibility) result of the research and development project called PIQuDi begun in the nineties, which also gave birth to the idea of creating special flours and mixtures by IAQUONE and the techniques of preparation cared by the association API directed by Angelo Iezzi.

Special participation of Maurizio Leone.



[WWW.COSTAGROUP.NET](http://WWW.COSTAGROUP.NET)

ARREDO NEGOZI



# Pizza Barlett e avest

*The Recipe of Domenico Cascella and Francesco Barbaro  
winners of Pizza Talent Show Web Award*

## Ingredients:

- Mix prepared with integral flour of hard wheat
- Boiled Cicerchia
- Fresh sausage
- Wild fennel
- Red onion
- Hot chili pepper
- Salt
- Fior di latte mozzarella
- Cardoncelli mushrooms

## Procedure

Stir-fry in a pan the fresh sausage and the wild fennel with oil and white wine.

Prepare a cream of boiled cicerchia with red onion, hot chili pepper and salt.

Stretch the base of pizza and stuff it with all the ingredients except the mushrooms.

Bake it. At the end of cooking complete the garnishment with Cardoncelli mushrooms, sauté with oil and white wine.



# more flavour with less salt!

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

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AND IODINE

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italian sour dough



w w w . i t a l m i l l . c o m



# Pizza with whole wheat flour

by Matteo Cavuoto, collaborator of the firm Selezione Casillo.

## Ingredients for the dough:

- 1 kg "Farina Madre Pietra Padre Grano" (whole wheat flour) by Selezione Casillo
- 700 g of water
- 27 g of fine sea salt
- 20 g of e.v.o. (extra virgin olive oil)
- 1,5 g of compressed yeast

**Procedure:** Use the whole quantity of flour and add the 55% of water. Mix for around 5 minutes. The mix will appear a bit raw; let's rest it for about 4 hours in a closed container.

After the resting time, mix it again with half of the remained water and by adding the yeast; then pour the last remaining dose of water and salt. When the mix will result smooth add a thread of e.v.o. oil. Put it away from the kneader and let it rest for about 20 minutes, maximum 30 minutes. Cut and form some little balls each of around 230 g and put them in the refrigerator for 24 hours before using them. In order to obtain a very digestible mix, prolong the maintenance in the refrigerator up to 48 hours.

## Ingredients for the garnishment:

- Buffalo mozzarella in slices
- Little tomatoes
- Arugula
- E.v.o. oil

## Procedure:

Stretch the disk of pizza, bake it; at the end of cooking garnish with the raw ingredients, which will not cover the perfume and the particular taste of the integral base.





# 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.

The magazine dedicated to the world of pizza and catering  
**Pizza & core**  
*international*  
 www.ristonews.com

The first monthly magazine dedicated to the Italian restaurants, in English language, in pdf format browsable online.



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