

The magazine dedicated to the world of pizza and catering

# Pizza & core

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

*international*

n.52  
JUNE  
2015

Follow us on

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

Pizza & core

INPUTedizioni  
[www.inputsr.it](http://www.inputsr.it)

Pizza & core



Ristonews    

Neapolitan spell.



Still and only from wheat.

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.

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



Flour of Naples

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



## The “Ethics” Pizza comes from Benelux

**O**n June the 8th and 9th pizza was the protagonist also in Benelux, during the Pizza Benelux fair, this year contemporarily with Vending Benelux.

This fair is an example of the massive presence of the Italian food on the food market of the whole Europe: the sectors of pizza, pasta and Italian catering are constantly growing in the foreign countries.

During the fair there were different contests in which the professionals of pizza did measure with Belgian, Dutch and Luxembourg colleagues.

Very notable was a new entry among the proposed competitions: the competition on the “Ethics”, thought by the pizzaiolo Grégory Brotcorne, of the Pizzeria Célébrazioni. The competitors prepared pizzas cooked “in the respect of the environment and the consumer”. The organizer Grégory Brotcorne has been affirming for a long time that during the last years food is becoming even less “food” and even more “poison” for the human organism and for the environment. Brotcorne, who has been a professional of the white art for 20 years, observes that in general, in the world, the product

pizza worsens because of the worsening of the used raw materials (pesticides in the vegetables, preservative in other ingredients, increase of the intolerances and so on).

After having married the vegan “philosophy”, since a few years Brotcorne is engaging a strong battle against the “garbage food” in order to promote the food that he calls “moral” inviting his colleagues to use genuine raw materials in their pizzerias. To eat “moral” means for Brotcorne to eat food that doesn’t damage the organism and the ecosystem.

So, even if it’s not necessary to be a vegan pizzaiolo (which, according to Brotcorne, would be the maximum of the “being ethical”) cuisine can become “moral” also with a pizza made with bio flour or stuffed with with fish or meat obtained with eco- friendly fishing or breeding.

The competition of the Pizza Benelux fair was won by the pizzaiolo Ludovic Bicchierai, of the pizzeria “Sausset” in Marseille (France). The winner has presented a 100% vegan pizza.

# Be Smart. Wood is over.

Metal is the right choice.

Aluminum is lighter and longer lasting than wooden peels.

Introducing the ultimate perforated pizza peel to easily sift away excess flour.

Tailored to your preferred length, shape and functionality.

100% made in Italy and available in America, close to you with the service you need.

*Professional tools for pizzerias  
& restaurants, since 1986.*



# save the date



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 (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 pizzaiolosi 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)

## AUTOCHTONA

The autumnal appointment with the Italian autochthonous wines has become a tradition that renews every year. Fiera Bolzano, contemporarily with the 39th edition of Hotel, the specialized international Fair for hotellerie and gastronomy, will hold the 12th edition of Autochtona, the national Forum of autochthonous wines, scheduled for October 19th and 20th. The organizers are yet at work to prepare at best the new edition of the fair, in collaboration with AIS (Associazione Italiana Sommeliers), which will offer its precious support to exhibitors and visitors during the two days of work and tasting. The 2014 edition reached quota 1.275 presences with 82 producers coming from 14 different Italian regions, for a total of 316 autochthonous labels. Among the scheduled appointments not to miss is "Autoctoni che passione!", a special event dedicated to the best labels which will be prized with the "Autochtona Awards", judged by a jury composed by journalists and experts of the wine sector.

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

**P**  
**&**  
**C**  
the frontman  
of the firm

**Ventidue**  
Tovagliato Monfuso



## Working in a coloured world

**W**e had an interview with **Mauro Litamè**, who tells us his experience of marketing manager of the firm **Ventidue**, leader in the disposable tablecloths.

### What do you like most in your job?

«I could synthesize this way: I do this job because every day I am surrounded by colours, absorbed by beauty and I have the chance of being member of a firm in which the most important thing is quality, moreover, as a value added, I am in perfect harmony with the staff and above all with the owner of the firm Ventidue».

### An important aspect for your firm is to be present at some fairs.

«Yes, it's correct: we organize fairs both in Italy and abroad, for example in Spain, the last the firm was pre-

sent is Tirreno Ct. Following our philosophy, we prepare our stands by taking a deep care of the aesthetical aspect; beauty is a basic element for us».

### You organize fairs also abroad, therefore you visit foreign markets and focus on them. Which are the results?

«What concerns the foreign countries, I could affirm that in the last two years we are constantly growing there, the foreign market gives us good responses. The Italian market remains our principal basin, but the foreign countries weigh a good 20% on the billing».

### Being always in contact with the owners of restaurants, what do you think about their ability to aim at the aesthetical aspect of their restaurant?

«The market has a wide range of exigencies. The haute cuisine proposed in the top restaurants still



chooses cotton and classical colours, but in the last three years, above all in middle cuisine and pizzerias I have noticed the tendency of choosing the concept of an alternative to the cotton, because the disposable tablecloths have notable advantages for the catering activities.

We recommend our products for several reasons: first of all our brevet allows tablecloths and napkins which are very similar to the cotton in the touch perception. A second reason is that today there is more care in the aesthetics of the restaurant; in fact the culinary aspect of a restaurant is not the only thing appraised by the client. Nowadays a restaurant is chosen also for other several aspects such as the service, the courtesy and the beauty of the location.

The restaurants which are not following the new criterions of quality are judged "old" from the customers. Third aspect, the owners of restaurants who choose the disposable products have understood that a good product guarantees the hygiene: the disposable product can be used only once, it is not washed, therefore every tablecloth and napkin is used only and exclusively from one single client. It is important to underline this concept: the disposable offers practicality because it avoids the passage of washing and sterilization, moreover it guarantees safety of hygiene. Our products, before the delivery, are checked by test on the standard of hygiene, through analysis of labo-



ratory. In order to give you a right comparison, let's consider the handkerchief: from the handkerchief of cloth we are today totally passed to the handkerchief of paper which is surely synonymous of hygiene».

#### **Let's talk about the range of product your firm offers.**

«There is a fast change in the assortment. Aesthetics and colour are our strength, besides the quality of the tablecloths that is very similar to those in cotton. Every year we propose up to 7 new sketches in 4 different colours, each proposed in 5 different formats, such as for example the runner, the tablecloth in different sizes, or napkins in different sizes.

These so beautiful tablecloths allow to a restaurant owner to choose, to renew the aesthetics of the location following the style of the furniture».

#### **Do you help the client in the correct choice?**

«Surely! We help the client to choose and combine, trying to favouring his taste and the style of the furniture; this is an important aspect of my job».

#### **What's your favourite colour?**

«I really like all the tonality of blue, but obviously every location has its best colour. Our rainbow of colours and sketches allows indeed to give a touch of unique style both to the elegant restaurant and to a rustic or modern place».



Love is the “shiny”  
ingredient of pizza!

Marco D’Annibale, owner of GI.METAL told us about Johnny Di Francesco. Every day Johnny offers the Italian style in his restaurants in Australia. We discover that Johnny was born in Australia, but his parents are Italians; this fusion of cultures intrigued us, so we interviewed him

**Johnny, tell me about you.**

*«I was born in Australia from Italian parents, and many of my family still live in Naples. I grew up in Melbourne and I now have a family of my own here. But we are still very Italian in many ways! My children are learning to speak Italian and our lifestyle is very influenced by both my Italian heritage and our Australian home.»*





# 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

LA  
FORMULA  
DELLA  
SALUTE



LA FORMULA DELLA BONTÀ



*Bio* il gusto del  
benessere

FARINE *Bio*

Farine su misura per...  
pizzaioli, pasticciere e panificatori.



PRODOTTO ITALIANO

Your solid partner  
GENUINE PRODUCERS

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



VIA BORGIO • VICALVI (FR) • ITALY • TEL 0776.506275 (3 linee) • FAX 0776.506269  
[www.molinoiaquone.com](http://www.molinoiaquone.com) • e-mail: [iaquone@molinoiaquone.com](mailto:iaquone@molinoiaquone.com)



*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.



SALONE INTERNAZIONALE  
DELL'OSPITALITA' PROFESSIONALE

**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 Contadina

by Luigi Ricchezza

## Ingredients:

- Caciocavallo Murgiano (seasoned scamorza)
- Fiordilatte mozzarella from Campania
- White onion "novella"
- Bacon from Lucania
- Oregano

## Procedure

Stretch the little ball obtained from a mix with 24 hours of resting time, prepared with GMI flour sack GMI ITALIANA and mother yeast. Add caciocavallo murgiano, fiordilatte, bacon from Lucania and white onion "novella". Bake it. In exit add a pinch of oregano.



# more flavour with less salt!

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

NO  
STRA  
NO

SOURCE  
OF FIBRE  
AND IODINE

PIZZA

from the field, to the mill up to the oven



+39 030 7058 711  
clienti@gruppomobe.eu



natural source of fibre  
source of iodine **PreSal**<sup>®</sup>  
italian sour dough



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

# Pizza Calabrese

by Luigi Ricchezza

## Ingredients:

- “Pelato Campano” tomato sauce
- Fiordilatte mozzarella from Campania
- “Spianata calabra” sausage
- Ricotta

## Procedure

Stretch the little ball obtained from a mix with 24 hours of resting time, prepared with GMI flour sack GMI ITALIANA and mother yeast, to add a ladle of tomato sauce, fiordilatte mozzarella, “spianata” sausage, ricotta from cow milk and bake.





# 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.



# Risto news.com

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





# Pizza ... and beyond

## Have you ever baked pizza and bread before?

Now you can without sleepless nights. EsmachLab is an easy-to-operate system, suitable for beginners and experts alike. In no time at all, you will feel like you have been making bread all your life and you will surprise your customers with **naturally leavened** and **freshly baked** pizza, bread and pastries.



*Did you know?  
It is genuine*

No chemistry, leavened exclusively with natural yeast, no food additives.  
Healthy and easily digestible bread and pizza, not frozen.



*Did you know?  
It is easy*

5 pieces of equipment to bake fresh bread.  
An entire laboratory in a tiny space, fresh bread in 30'.



*Did you know?  
It is brilliant*

It changes the profession of the baker. Not a night job anymore, it is now a day job.  
It creates opportunities in the baking industry to novices with no experience in bakery.



# ESMACH

[www.esmach.com](http://www.esmach.com)  
[www.passionepane.it](http://www.passionepane.it)





## Eccellenza Italiana

Le 5 Stagioni, the leading Italian flour brand offers the widest range of high quality flour products to pizza chefs.

Since 1831 **Le 5 Stagioni**, supported by their long tradition in milling, continues to introduce innovative and specialized products in order to meet specific requirements from the evolving pizza market.



main sponsor



**Riccardo Aguiaro**

Export Manager  
r.aguiaro@agugiarofigna.com

**Sandra Zilotti**

Mail: s.zilotti@agugiarofigna.com

[www.le5stagioni.it](http://www.le5stagioni.it)