

The magazine dedicated to the world of pizza and catering

Pizza & core

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international



La Farina di Napoli



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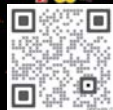
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Why is the Guinness World Record important

Behind the Guinness World Record of the longest Pizza Margherita of the world (1.595,45 meters), established on Saturday the 20th of June, 2015 at the Expo 2015, there are a lot of other numbers that should make us reflect: these important numbers tell us the reason why a Guinness Record is an important and “serious” matter, beyond the funny and festive aspect and also beyond the “technique” aspect of the challenge. The business of pizza has reached in Italy ten billion Euros. There are 63 thousand pizza restaurants in activity today, where 150 thousand people are employed. These are very meaningful numbers, dealing with an important slice of billing and occupation in the sector of the Italian catering sector. The Guinness World Record performance has been a moment of great visibility for the Italian pizza, in a very big context such as the Universal Fair of Milan.

The art of Pizza in the list of world's heritage of immaterial goods

To focus the attention on the product pizza is certainly never superfluous, as it is not superfluous to obtain the top recognition for the art of pizza, that is to insert it in the list of immaterial goods of the World's heritage UNESCO, a candidacy on which a

jury of representatives of 163 Countries of the World will take their decision.

To obtain this great result Coldiretti, Associazione Pizzaiuoli Napoletani and UniVerde are stimulating the curiosity of the foreign visitors of Expo 2015, with a petition to ask that the art of pizza could be part of the World's Heritage of UNESCO.

Pizza around the World

The greatest consumers of pizza are today the United States, with an average of 13 kilos per person in a year, almost the double of that of Italians (7,6 kilos per head). Among the 100 thousand of stable workers of this sector and 50 thousand working only during the week-end, quite half of them are foreigners. Of these, only 65 thousand are Italians, while 20 thousand are Egyptians and over 10 thousand Moroccans.

Therefore, the art of pizza, also in Italy, passes in the hands of not-Italians and to maintain the tradition of pizza a lot of efforts are required.

A serious effort coming from all those people who are involved in the sector such as teachers of pizza art, pizzaiolos, firms, associations, board of Trade, Corporations and also politic parties. An effort which should (and owes) pass through the promotion.

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Anuga, Germany

With its 6.777 exhibitors coming from 98 countries of the world, Anuga (in Cologne, Germany from October 10th until 14th, 2015) is the ideal platform for business and the greatest and most important fair of the Food & Beverage sector in the world. Anuga attracts about 155 thousand trade makers and catering sector operators. It guarantees a very high level of contacts and offers lots of business opportunities. The exhibition presents ten different fairs at the same time. Anuga is a showcase of all novelties in the matter of food; it is the most important fair inspiring the international food industry.

www.anuga.com

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



39th International Hospitality Exhibition 23_27.10.2015 fieramilano

Host has reached its 38th edition. It is a fair devoted to the Ho.Re.Ca sector, foodservice, retail, GDO and hotellerie. It confirms to be the most significant marketplace of the international business and of quality, an exclusive meeting point among producers leader in the food market and buyers top spenders from the whole world. From October the 23rd until 27th, 2015 Milan becomes the capital of the professional hospitality: 14 pavilions, over 20 million foreseen visitors. The 2015 edition of Host can count over a further visibility, due to the concurrently and proximity with the universal fair Expo 2015.

<http://host.fieramilano.it>



A sensational September for this 2015 edition



Starred Chef coming from around the world, pizzaiolos, 50 open air pizzerias, music and the famous Caputo Trophy

A great event, not only for what concerns its numbers, but also for the richness of the program, is the fifth edition of Napoli Pizza Village, organized by the API (Association of Neapolitan pizzaiolos), a great event performed on the Lungomare Caracciolo on Tuesday 1st September till Sunday the 6th September, 2015.

We would like to speak about some numbers: the festival will see as protagonist 50 fa-

mous Neapolitan pizzerias, which will realize open air, in front of the wonderful sea landscape the most famous and beloved dish in the world.

It is foreseen to surpass the past 2014 edition, when were cooked 100 thousand pizzas and over 500 thousand visitors, with a notable increasing of the tourist presence during the days of the event (+ 15% in the hotels, + 7% in the pizza restaurants, + 9% in the means of transport).

Here you some partners of the 2015: first of all the support of the Alto Patronato della Presidenza della Repubblica and the sponsorship of the Ministry of Agriculture, moreover the support of the Comune di Napoli. Then a lot of sponsors of great relief: Acqua Minerale Ferrarelle for mineral water, Airberlin and Frecciarossa for the transports, Molino Caputo for the flours.





The 14th edition of the Caputo Trophy

Napoli Pizza Village will be an immense table made of sea, sky and stars, where to seat and taste the most savoury pizza of the world. But it will also be, as usual, the container for the famous World Championship devoted to pizzaiolos: the Caputo Trophy.

«I've been always supporting this great event – affirms Antimo Caputo, CEO of the firm Molino Caputo – because it represents an example of the Neapolitan success in the whole world based on simplicity and heart, pizza means all this».

The challenge will see 500 competitors coming from 40 countries of the world, and they will compete for eight prizes. The event will be organized in a long route made by kiosks, ovens, tables, people, cheerfulness and naturally by crispy excellent pizzas. We must remember you that this event will be an important landmark for signing the petition promoted for the recognition of pizza in the list of the immaterial goods of the Unesco World's Heritage.

The starred chefs

A great novelty for the 2015 edition is the participation of several starred

chefs: among them the Japanese chef Masaharu Morimoto who works and lives in the States.

During the whole six days event, prestigious names of the international panorama of cuisine will accompany the pizzaiolos engaged in the competition, in order to realize unique Gourmet pizzas. These realizations “gourmet” will always follow the STG criteria (Specialità Tradizionale Garantita) of the original Neapolitan pizza, but they will be some thematic variations meeting the various tastes of the international cuisine.

Napoli will fly to New York

After the conclusion of the fifth edition, the next appointment of the organizers of the Napoli Pizza Village will be to “export” the event overseas, and it's quite sure that the event will fly to New York yet next year 2016.

The last June the event has been presented to the Mayor of New York City, Mr. Bill de Blasio, who soon was enthusiastic of the idea to bring a little piece of Naples in his city.





In New York valorizes tastes and knowledges

Gruppo Casillo is an Italian firm (Apulia, South Italy) leader in the production of wheat, semolina flours and oven bakery products. In June the firm participated in the prestigious international fair Summer Fancy Food Show - New York: in its exposing area Gruppo Casillo offered to the wide audience of visitors, the opportunity of tasting the whole range of products, such as Selezione Casillo flours, the savoury confectionery products made with the wheat flours and the wide range of gourmet products of the line Agricola del Sole. The rich program of events foresaw also the presence of a known expert of the international cuisine, Mrs. Rossella Rago, young Italo-American Madame living in the States and creator of the beloved web show "Cooking with Nonna". During the event, **Rossella Rago** together with her grandmother entertained the

visitors with funny cooking shows, during which she prepared several Italian specialties, rigorously hand-made with the semolina and the flours of the line Selezione Casillo.

The morning was devoted to the preparation of fresh pasta, a symbol of the good Italian cuisine, while the afternoon was entirely dedicated to the preparation of top confectionery.

Besides the great fair in New York, Gruppo Casillo was also engaged in the prize Casillo, devoted to all those excellences from Apulia, which have contributed to the diffusion of the Mediterranean diet in the world.

The first edition of the Prize Casillo was hold in the wonderful atmosphere of the Tuscany Hotel.

The winners of the prize were: **Mrs. Sara Baer Sinnott**, president of the non-profit Oldways an organi-





zation which, since 20 years, has been dealing with the promotion and diffusion of the Mediterranean diet in the United States; **Pino Coladonato**, famous chef and restaurant owner (La Masseria) in New York; **Dino Clemente**, owner of an industrial bakery in the metropolis (Clemente Bakery, in New Jersey); **John Mustaro**, estimated president of the important United Apulian Federation; **Rossella Rago**; **John Sciancalepore**, entrepreneur and distributor of food products, but also passionate organizer of the Festa della Madonna dei Martiri at Hoboken; **Mauro Pansini**, renowned Chef de Cuisine with international experience, who prepared the savoury tasting specialties of the dinner time.

«We are very glad of having given these awards – affirms **Pasquale Casillo** President of Casillo Group – which mean to recognize the commitment and

the effort of some excellences who with passion and determination have contributed to bring prestige to Italy, to Apulia and to the Mediterranean diet of which our products are the emblem. Thanks to those firms and people our Group, our family will feel at home also being in America».

During the event was projected the video clip *La luce, il vento, la tradizione* realized for the Apulian firm by **Carlos Solito**, voyager, photographer, writer and film director.

A delicate spot which gives us a picture of Apulia rich in colours and atmosphere between sea and the inevitable olive trees, fields of wheat, while the camera chases the joyful pilgrimage of a child, among old villages and rural landscapes, up to the marvelous Parco Nazionale dell'Alta Murgia, a wild territory where the Casillo Group has its immense crops.





and the **PIQuDi** method at the Expo 2015

T

he Italian firm **Molino Iaquone** participated at the Universal Fair in Milan from the 8th till the 20th of June. **Dario Di Norscia**, Export Marketing Manager of the firm, tells us that at the Expo Fair were presented some specialties of the firm following the criteria of the tradition but also some novelties considering the new requests of the consumers. «We prepared the Bio-Pizza, pizza made with spelt flour and our showpiece, the Roman pizza. As usual during the fair events we like experimentation: so we had the occasion to test and make taste long leavening time pizza, in order to show some variations of the PiQuDi method, that is a high quality and digestibility pizza».

During the Fair of Milan we saw alternate some experts of the sector, such as **Roberto Mannocchi** and **Ugo Veri**, teachers of the API school for pizza-makers, who always follow the firm during fairs and events; **Paolo Nardone**, "Absolute Champion" of the round Pizza and **Emanuele De Vittoris**, expert in Food Science (who focused in particular on the Biological pizza and on the spelt pizza). We prepared and cooked over one thousand pizzas, tasted by the visitors.



CittaSlow

«I would like to underline – adds Di Norscia – that on the 19th of June there was the Summit of the Mayors participating in the Circuit CittaSlow, network which has the aim to raise awareness in a healthy lifestyle and natural food consume. There were 150 Mayors coming from the whole world, who had the opportunity to taste the Spelt Bio Pizza, prepared by Dr. Emanuele De Vittoris in colla-

boration with Ugo Veri».

Flours used for the preparations were the Farina Biologica Iaquone and the mid-integral flour D'Altri Tempi Iaquone, excellent for the preparation of savoury Pizzas "rustiche" rich in fiber, vitamins and minerals.

Our next date at the Expo 2015

Iaquone will continue the adventure at the Expo from July till October, with the production of the famous PI-QuDi pizza prepared with mid-integral flour D'Altri Tempi, within the pavilion KIP International School, in the food area.

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1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

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The recipe

Pan Di Vigna

by Leonardo Giampaolo

The Pan Di Vigna is a mix of integral flour and a special flour made of seeds of grape used especially in the bread-making. Today we want to use this special mix in pizzeria, with this recipe that we propose you.

Ingredients:

- 1kg of Flour Pan di Vigna (Pan di Vigna 98 by Agugiario&Figna)
- ½ liter of ionized alkaline water
- 50 g of Oil
- 30 g of yeast

Procedure

Pour in the kneader in sequence the flour mix, then the oil, the dry yeast, a half dose of the necessary water. Let draft for some minutes the spiral. Add the remaining water and make the kneader turn for maximum eight minutes. Put away the mix from the machine and let it rest for a hour around.

Then prepare the little balls and put them in the refrigerator; let's make them rising minimum 12 hours and maximum for 24 hours. The maturation time must be of further 12 hours.



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The recipe

Pinsa la Pinciana

by Gianni Angelilli

We propose you a specialty of the city of Rome, the "pinsa", which is in its aspect a small pizza, but prepared in an oval shape. Today we present the Pinsa proposed in a modern mood by the pizzaiolo Gianni Angelilli of the Pizzeria Pinsere (98, Flavia street in Rome).

Using the mix of flours for Pizza in shovel by the firm Molino laquone, Angelilli proposes the Roman pinsa with fanciful and delicious garnishments. The mix of the pinsa, to which is added extra virgin olive oil, has a leavening time of 2-3 days. This procedure makes the pinsa light and easily digestible and gives it unique consistence and taste.

Ingredients:

- Raw ham
- Buffalo mozzarella
- Aubergines
- Basil

Procedure

Garnish the cooked pinsa with raw ham, on which to lay down slices of buffalo mozzarella and slices of aubergines (previously cooked in the oven) and basil.





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