

The magazine dedicated to the world of pizza and catering

Pizza & core

international

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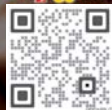
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Flour of Naples

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Italian food sector grows

Sigep 2016 is the next international appointment

After the meaningful experience of EXPO 2015 in Milan, where took place over 50 thousand B2B meetings and seminars, Italian food export market has considerably grown up: according to some recent data, the Italian agro-food sector has now reached 27 billion Euros. This enormous number expresses the important image of Italy and its cuisine in the world. The Expo exhibition has helped the Italian companies to be known and appreciated abroad.

In Italy, after the fair, the entrepreneurs and the professionals of the sector have a positive attitude: people, having quite surpassed the economic crisis, come back to spend their free time in restaurants and pizzerias. People are now encouraged to spend their money for food with a substantial increase (+ 0.8 %). According to the data 12 million Italians are used to have lunch at restaurant for 3 or 4 times per week; sandwiches, pizza and first courses are the most preferred and chosen specialties.

Next appointment for the market of catering is RHEX (Rimini Ho-reca Expo 2016) together with Sigep fair. RHEX reaches its fourth edition, which will be held from Saturday 23rd until Wednesday 27th January 2016. It brings together in a single event innovations, solutions and trends for the entire world of catering for the “out eating”.

At the RHEX exhibition, the companies will be able to meet the most complete range of members of the food sector market: hotel world, food service, community catering, distributors, with fine-tuned initiatives and proposals devoted to each target.

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At its 37th edition (23th – 27th January 2016), the expo is acknowledged as the world's most important in the artisan ice-cream sector, a primary European showcase for artisan Italian confectionery and is also strengthening its position in the artisan bakery field. Thematic sections, international contests and championships, demos, courses and updating seminars and expos all contribute to making it a unique spectacular event.

<http://en.sigep.it/>



Winter Fancy Food Show 2016 is the largest specialty food trade event on the West Coast and a showcase of industry innovation, bringing specialty food's top manufacturers, buyers, and thought leaders together under one roof for three days of delectable discovery. In this appointment catering professionals meet the newest producers and discover the hottest products in specialty food.

January 17-19 2016 will feature more than 80,000 products, 19,000 buyers, and 1,400 exhibitors.

www.specialtyfood.com/shows-events/winter-fancy-food-show/



From 28th to 2nd March 2016 Tirreno C.T. comes back (Carrara Fiere). An important appointment with over 50 thousand operators of the sector coming from every part of Italy. The heart of the exhibition will be the meeting between demand and qualified offer of the Horeca sector. Tirreno C.T. is a great reference in the market of South and Center of Italy, it's not only a simple exposure of products, but also proposing a rich program of events among which seminars, conferences and panel discussions with the most representatives people of the tourism and territorial offer sectors.

www.tirrenoct.it



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PIZZA • PILGRIM

Pizza becomes a

street food in England



The story we are going to tell you is a very special one, because is the experience of two brothers who were fascinated by Italy, by the three-wheel Ape Piaggio and by pizza.

Pizza Pilgrims was born in 2011, when two brothers, Thom and James Eliot, came back home after a journey to Italy driving their three-wheel Ape Piaggio. Their trip was a real six-weeks pilgrimage through the pizza world. When they got home, the two brothers installed a Neapolitan oven on board of their pick-up and they began to sell their first pizzas in Berwick St Market. From that moment, they began to organize a series of itinerant events within their district and then opened two pizza restaurants at Soho district ("Just to eat pizza under the rain", as they like to explain). We had the pleasure to interview them, in order to discover their Italo-english experience.



Tell me about you.

«We are two brothers (Thom - 32 yrs old, James - 29) from Dorset in the south of England.»

What was your job before Pizza Pilgrims?

«Thom worked in Advertising, and James worked in Television production. Basically both desk jobs - and both of us did not really enjoy them!»

Did you like pizza before Pizza Pilgrims? And why have you chosen to make pizza?

«We did like pizza before PP happened, but it was not something that we had ever really thought about making for a living! We had really wanted to leave our jobs and get into food, but we did not have the money or experience to start a restaurant. When the

“Street Food” revolution happened in London - it seemed like an easy way to get into the food business without any money - so we jumped at the opportunity. At the time - no one seemed to be doing pizza - so it was a great opportunity.»

I read you visited Calabria for buying the APE CAR. But in your business plan did you think to visit Italy (where pizza was born) before starting in Pizza Pilgrims or your travel in Italy is a coincidence?

«The trip came about because we wanted an Ape van, but it was going to cost a lot of money to import one. As such, we therefore decided to go and pick it up instead - make a trip of it, and learn as much as we could about pizza whilst we did it. The trip was dreamt up with this plan!»

Tell me about Italian food: what did you like?

«We have always loved the simplicity and dedication of Italian food. A margherita pizza is, on the face of it, a very simple dish. However - this can be misleading - and actually it takes real attention to detail to make a great margherita - there is no where to hide. This is true of so many things in Italian cooking!»

What did you learn by pizzaioi in Italy?

«We learned a great great deal. We spent time in the kitchens of a number of top places (Da Michele, Di Matteo) and learned a great deal about the authentic methods for making a great Neapolitan pizza. The dough is the most important part - so it was great to get experience of making that from one of the grandsons of Michele himself!»

What ingredients do you use for your pizza?

«We use the best ingredients we can get our hands on. We use Caputo flour from Naples, Tomatoes from Campana and Fior Di Latte from Caserta. We are only interested in using the best as we believe you can taste the difference».

Tell me about your experience us Pizza maker on the road.

«When we started out on the van we were still learning a great deal about pizza (we still are now!). We were out and about every single day making pizza in some crazy places (from festivals, to parking spaces in Camden, to the finals of the world pole dancing championships). It was hard work - but great fun, especially when the sun was shining!»

What can you suggest to a young who wants try a new food start up?

«Make sure you do it with someone else - things are so much easier (and more fun) with a partner. And say yes to everything in the first year - you never know what is going to be the next big opportunity».





Italy is partner of the Winter Fancy Food Show

Winter Fancy Food Show will take place in San Francisco (California) from January the 17th until the 19th, 2016 at the Moscone Center. It is the greatest commercial event devoted to the West Coast food specialties. The announce came from the Specialty Food Association, non-profit association with over than 3.000 members in the United States and abroad, which projects and produces the Winter and the Summer Fancy Food Show. Italy has been elected as partner of the fair: it is the first time that the Winter Fancy Food Show joins its efforts with a foreign Country. Italy had the privilege of a partnership with the Summer Show in 2015 and it presents the biggest international pavilion at the many editions of the Fancy Food Show. «Italian food represents since long time the standards of excellence in the United States – declares Ann Daw, President of the Specialty Food Associa-

tion – This partnership will allow a particular sensitization of the American consumers thanks to the genuineness and authenticity of the Italian products, with their exceptional taste and high quality. Italian food is unique and extraordinary».

«The export market of Italian food products has notably grown up to the 24% during the first nine months of the currently year» – has explained Maurizio Forte, Director of the ICE Agency of New York and Coordinator of the same Agency for the USA. «The Fancy Food Show represents a very important event for the Italian companies that yet export in the United States or that wish to land to the American market. Thanks to the big pulse given by the Ministry of Economic Development, the Italian Trade Commission in collaboration with Federalimentare, Cibus, Tuttofood and Vinitaly, is very glad to continue participating in the Fancy Food Show and its several events».



Optimism and innovation: the white art at the HOST exhibition

Turning through the stands of HOST 2015 (Milan, October 2015) we felt the pulse of the exhibitors who expressed their feelings: the general tendency was positive, a relaxed atmosphere among the owners of the exposing firms. Talking with them, we caught a general optimistic attitude among them, less fear about investments, a lot of real desire of reaction against crisis. The participation at the fair is a sign of this trust in the future. Here we noticed that the Italian firms are always engaged in innovative techniques, where there is innovation the economic difficulties are only a gap to fill in.

We are going to explain you the novelties proposed at the fair, but as first step, we would like to give you some numbers diffused by the organization.

The visitors were 150 thousand, with a 40% of them coming from everywhere in the world.

Looking at the details, there were 150.968 visitors

professionals, a number in strong growth (+13,5%). Above all, there was an increasing in the presence of foreign professionals: 60.383 presences coming from 172 Countries (+17%).

HOST 2015 was also animated by the organization of over than 400 events such as seminars, workshops, competitions, championships, show cooking and tastings.

The European Championship of Pizza 2015 edition has seen on the podium at the top position: Salvatore La Porta (pizzeria Al posto giusto), in second position Alessio Bertolucci (Ale's Pizza), in third position Giuliano Bressan (La Roda). Gianni Cocco was also prizewinner as Migliore barista d'Italia (Best barman of Italy), while the World Championship of Confectionery saw the victory of Japan. Silver medal won by the Italian Blue Team.

Here you are the Italian firms with their novelties proposed during the fair:

ITALMILL

At the very crowded Italmill stand, we tasted the Scrocchiarella, spearhead of the Italian firm. In this occasion, the firm announced its partnership with the F.I.C. (Federazione Italiana Cuochi).

The partnership was officialised during the 28th Congresso Nazionale hold in November at the Leopolda of Florence.



GI METAL

Another important presence at the HOST was the firm Gi Metal. «Our very last novelty is the inauguration of our new site in Montale – tells us Marco D'Annibale – where we could increase our production at very fast rhythms. To spend our energies in this new “completely our” site is an incredible footprint towards the future and a great satisfaction.»



MOLINO IAQUONE

We underline the presence in Milan of the firm Molino Iaquone, even more devoted to the foreign market, but always preferred and beloved by a wide number of professionals of the white art, loving the range of products of this famous grind and appreciating the staff of the firm, even attentive to the needs of their clients.



VENTIDUE SRL

The novelty presented by the firm Ventidue srl is the Christmas line of products, nice and elegant, a synthesis between traditional mood and contemporary modern details.



MARANA FORNI

Marana Forni astonishes with its Forno Tangarelli, awarded with premio SMART Label 2015 and the

brilliant colours of the ovens Colors Cupola Napoli, presented also during the "7th Italian Cuisine World Summit" in Dubai.



MOLINO QUAGLIA

Molino Quaglia organized a lot of seminars with the University of Pizza.

Petra® and the flours for pizza by Molino Quaglia were presented at the Speciality Food Festival in occasion of the 7th Italian Cuisine World Summit in Dubai.

MORELLO FORNI brought at the exhibition a brand new idea: the prototype of a rotating grill, which can cook without adding fats.



LILLY CODROIPO

Lilly Codroipo, a company that mixes together high quality with originality, presented us a shovel which

is not only a job tool, but a real design piece: agreeable, nice, light, total black look. They choose the right place to present this chef d'oeuvre, the home of fashion.



GEMM

At the HOST was also present the company Gemm: in its stand steel was sparkling under the lights of the fair. Among their products, we remember the line UNIVERSAL, modular desks satisfying all the necessities of pizzaiolos, with their rounded edge bottom cell, which allowed an easy cleaning and perfect hygiene.

SELEZIONE CASILLO

At the stand of this company, which was very appreciated during the EXPO 2015 with its workshops, we tasted cookies, cakes, pizza and even more prepared with the line of flours Le Semole d'Autore. We also tasted a splendid focaccia pugliese prepared with a mix of flours with cereals and integral grain.



Molino Rossi we produce quality since 1898

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ive generations of the family of entrepreneurs have uninterruptedly guided, and continue to guide, the business since Giovanni Rossi purchased the Ripafraffa mill in 1898, continuing and increasing the activity begun in the family mill located in nearby Quosa. Technology and progress are the basis of the transformation that has characterized the history of the milling industry.



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Pizza Italiana Event in Dubai

After the event in Dubai Molino Iaquone remembers
the next appointments



In the prestigious culinary academy ICCA in Dubai Knowledge Village took place the presentation of Italian Pizza courses organized by API and Molino Iaquone according to PIQuDi method (High digestibility and quality pizza) developed with Iaquone quality department. Event was dedicated to Emirates HoReCa Ho.re.ca.'s operators. The number of visitors sums up an success: PIQuDi method was shown to 40 operators.

During the soft lunch was born the official partnership between ICCA Dubai and API/Iaquone. At the Pizza Italian Event API proposed the three kind of pizza: "Pizza Tonda", "Pizza al Taglio", "Pizza al metro", prepared according to the rules of the PIQuDi method.

To work pizza makers used peels and tools offered by Dori, while to cook the pizzas they used a oven offered by Castelli Forni; the company was represented by **Elio Castelli**.

Dario Di Norscia, Export Marketing Manager of the firm, turned the spotlight on the next event of Molino Iaquone: «Molino Iaquone will continue the diffusion and promotion of the PIQuDi Pizza and the presentation of its flours and professional products for pizzerias at the Gulfood in Dubai (21th - 25th of February). Moreover together with API, we are organizing professional courses and workshop for lovers. I like to remember that the staff Iaquone-API return in Italy in January: infact, we'll be at Sigep, 23th-27th January (stand 107 pad D3)».

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, Toscana, Friulana, Marchigiana, Sarda.*

16 FLOURS

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Pizza Gustosa

by Umberto Ciavarella

Ingredients:

- Flour Molino Vigevano “Moreschina”
- Fiordilatte mozzarella
- Mortadella
- Pesto with pistachios
- Crumbled pistachios

Procedure

Prepare a base made with Multigrain flour (Molino Vigevano Moreschina). Spread the pistachio pesto on the base. Bake it in the oven. In exit add Mortadella IGP Bologna, pistachio pesto and crumbled pistachios.



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

Pizza Agrumata

by Umberto Ciavarella

Ingredients:

- Mix made with flour Oro Fibra 1 Molino Vigevano
- Fiordilatte pugliese
- Citrus pesto
- Fresh salmon marinated
- Parsley
- Lemon

Procedure

Prepare a dough with Oro Fibra 1 flour by Molino Vigevano. Spread on it a pesto made with citrus. Bake it in the oven. In exit, add fresh salmon marinated, pesto with citrus, parsley, and thin slices of lemon.





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
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Risto news.com

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



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