

The magazine dedicated to the world of pizza and catering

Pizza & core

international

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Unity is... pizza

We are going to tell you about a great event, projected and realized to celebrate fraternity and unity among people through the sharing of an Italian food specialty, the most famous and exported in the world: pizza. On Wednesday 18th May, an international team of professionals of pizza have reached the Guinness World record by preparing and cooking within 5 hours of work, the longest pizza of the world! The judge of the Guinness World Record has decreed the record by measuring a Neapolitan pizza with a length of 1853,88 m.

The event was projected and promoted by Pizza Village, with the patronage of the Comune di Napoli and of the Univerde Foundation, in collaboration with Associazione Pizzaioli Napoletani. It saw the participation

of 250 pizzaioli coming from Italy and from abroad. Main sponsor of the event the Italian firm Molino Caputo. In the hands of the pizza Masters, the famous Lungomare Caracciolo was invaded by a Neapolitan Pizza long 2 km. It was prepared with a scrupulous attention for the guidelines of the STG discipline and by using only DOC products from Campania: 2000 kg of flour (the world's only to be STG certified), 1600 kg of tomatoes, 2000 kg of "fiordilatte" mozzarella, 200 litres of EVO oil and 30 kg of basil.

At the end of the performance, the pizza was offered to the people in the street and, thanks to the cooperation of the Assessorato alle Politiche Sociali of the Comune di Napoli, it was also offered to the local Humanitarian Associations.



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SIAL ASEAN Manila (15th – 17th June) gives a unique opportunity to do business with an upcoming middle class eager to discover the Western way of life.

Co-organized by Matbex, the event attracts thousands of B-to-B visitors every year among whom there are 50 VIP hosted buyers from the region, and it also offers opportunities for product testing and demonstrations.

SIAL ASEAN is: 300 exhibitors from 16 countries; 5,000 visitors from 24 countries, with 50 VIP hosted buyers.

www.sial-network.com



A great event, not only for what concerns its numbers, but also for the richness of the program, is the sixth edition of Napoli Pizza Village, organized by the Association of Neapolitan pizzaiolos, a great event performed on the Lungomare Caracciolo on **6th September till Sunday the 11th September, 2016**. Napoli Pizza Village will be an immense ta-

ble 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.

www.pizzavillage.it



From 23 to 26 October 2016, Hostelco, the leading trade show in Spain and one of the top ones in Europe in its sector will be held for the eighteenth time at Barcelona's Gran Via exhibition centre, featuring the latest trends and innovations and the biggest range of equipment and services for restaurants, hotels and the mass catering sector. For its next event, Hostelco will be putting a spotlight on the domestic market, which is now showing signs of recovery, not forgetting the highly international nature of the show. In this respect, the show has already put into action a promotional plan targeting buyers and distributors from all over Spain as well as countries such as Germany, France, Italy, UK, Portugal and Morocco. According to forecasts, more than 1.100 buyers are being invited, 22% more than in 2014.

www.hostelco.com/en/

worldWIDE

Pizzaiolo for excellence



Profile of Bruno Bertrand

G

rowing up as the child of a pastry chef, Bruno swore off the restaurant industry from a young age. «My parents owned a restaurant/hotel and I saw that it was so much hard work, I was determined not to enter in that line of work» says Bertrand. Today he is a world champion pizza maker, the proud owner of a pizzeria and pizza school and the star pizza chef for Galbani Cheese. Determined to stay away from the world of hospitality, Bertrand studied the art of cabinet making - an old and artistic trade full of passion and tradition. Unfortunately, there was not much work in that field and so Bertrand moved on to driving refrigerated trucks. In 2004 he opened his first pizzeria, Pizzapero. He hadn't gone to any pizza school; he was completely self-taught but the concept worked, perhaps because of his affinity for the arts «It's easy to express yourself through a pizza. A



pizza dough is like a blank canvas through which you can paint a painting.»

In 2010 he became the first pizzaiolo from France to win first place at the World Pizza Championships in

Salsomaggiore along with Rabah Zaoui in the Pizza a Due category. The global win was a turning point for Bertrand which led him to open a pizza school in his pizzeria now called Esprit Pizza in La Chapelle-sur-Erdre located near Nantes. The school is called Esprit Pizza Bruno Bertrand where he trains pizza makers to make authentic Italian pizza, an art form which has developed rapidly in the past decade in France.

Dedicated to Pizza Education

«12 years ago, pizza in France was like a crêpe» says Bertrand. "It was very different from the kind of pizza you find today. Today the pizza has much more influence from Italy.» Bertrand continues to educate and train pizza makers in traditional Italian methods. Some of his students have even brought the practice to China where they make authentic Italian pizza with a mixture of traditional and local Chinese ingredients. Bertrand also continues the education of pizza making



through his work as an ambassador of Galbani cheese. He can be found touring the world at restaurant trade shows educating about how to find different solutions for cheese but also for the pizza dough. You can see many of his educational videos (in French) at galbani-professionale.fr.

Future for pizza in France

Bertrand sees the future of the French pizza chef being much like it is for a bread baker. In France each bakery or boulangerie is expected to serve a wide variety of bread. Not just a baguette but also whole wheat, rustic bread, bread with grains, tradition and more. Today many chefs are experimenting with different types of dough to bring a variety of tastes and textures to their

pizza beyond the toppings. In addition to the different styles of pizza dough (thick crust, thin, pan, pala), pizza makers are experimenting with different seeds, grains and flours in the dough.

Not only in France but around the world, the customer is changing from being a passive consumer to active players in what they eat.

Today the customer demands transparency, not only for the ingredients that compose the pizza but how sanitary the restaurant is and what the procedures are for preparing the food. Customers want to be involved and also have a unique experience when they opt for buying from a restaurant rather than cooking at home. Bertrand has answered the demand of the consumer for an interactive way to buy from his pizzeria.

He has become the first pizza maker in his region to sell artisanal pizza dough in his shop for customers to take home and cook themselves.

«Today in France you can go to the supermarket and

buy premade dough as well but there are only industrial options. What Esprit Pizza is doing in terms of giving customers the ability to make delicious craft pizza at home is unprecedented».

From shaping wood to crafting pizzas, Bertrand has made his mark in the pizza industry in France and in the world. What started as resistance to the hospitality industry is now in full passion for all the joy that accompanies the hard work of food service. You can find Bertrand traveling trade shows with Lactilis or rolling out dough in his pizzeria and school. In the near future he's opening his second location in Nantes, continuing his already successful career in pizza.

Missy Assink PMQ Magazine

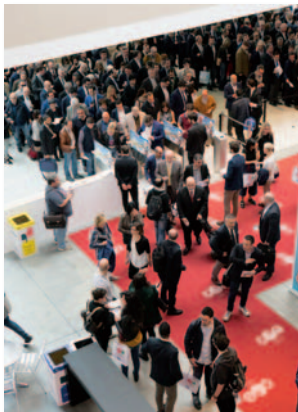
Esprit pizza - 1 rue d'Anjou - 44390 Nort sur Erdre



the best edition

The 18th edition of CIBUS ended on the 12th of May in Parma. It is the international food exhibition organized by Fiere di Parma and Federalimentare. We give you some numbers: it has hosted 3 thousand exhibiting companies on a surface of 130 thousand square meters, 72 thousand visitors and among them 16 thousand operators from abroad and 2.200 top buyers (in the 2014 edition the visitors were 67 thousand and the foreign operators 13 thousand).

«It was the best edition ever, the one that has picked up the baton of Expo 2015 - has commented Elda Ghiretti, Cibus Brand Manager - and this edition has seen the Italian food sector offering thousands of products innovations, ready to gain the foreign markets and to climb the parade of the internal market. We have received the results of this edition and we



know about a very high volume of contracts signed or ready to be signed, with a large satisfaction of the companies and of the buyers from Italy and from abroad».

Next date for the event is in April 2017 with "Cibus Connect", an event including in itself an international forum with experts of food and beverage coming from every part of the world and an exhibition in a light form, in order to facilitate the matching with the supermarkets. In the

fair were also present the great firms specialized in the pizza sector: we remember in particular **Molino Caputo** which presented the flour **Type 1** with its old label "**TIPO1**" and "**CUOR di CEREALI**", a multi cereals mix, with a particular selection of seeds. At the fair were also present the following firms with their stands: **Agugiaro&Figna**, **Molini Pivetti**, **Molino Spadoni**, **Conserve Italia**.



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

Naples, Capital city of pizza with the fair

Tutt Pizza

SALONE INTERNAZIONALE DELLA PIZZA

70 stands, 4 exposing areas, each dedicated to a specific aspect of the job of pizza-maker, a challenge, seminars, meetings, all events on a surface of 4 thousand of square meters: here you the first edition of "Tuttopizza", international saloon of pizza. The exhibition was held in Naples from the 23th to the 25th May at the Mostra d'Oltremare. Naples, cradle of this famous dish, is again protagonist not only from a media point of view, but also from a commercial one.

«Tuttopizza – as explained Mr. Sergio Miccù, president of the APN association – was a fair where the firms of the sector (such as raw materials providers, semi-finished products, equipment, plants, accessories and services for catering) have presented their own products to pizzaiolos and restaurant managers, operators of the sector. An exclusive occasion unique for all the professionals of the pizza world, who could learn, adjourn, inform, buy and create new contacts, in order to transform a simple disk of dough into a business of great numbers».

Tuttopizza proposed also a challenge: the winning team was composed by Raffaele Orrico, Antonio Genovesi, Cristian Platano and Raffaele Matteo, guided by Giuseppe Celio. They won the team trophy by overcoming 14 teams coming from Italy; each team has proposed two different pizzas by using local products.

Tuttopizza was also a moment of giving awards to the professionals who particularly stand in the sector: 20 pizzaiolos were rewarded of the blue band of the disciples of the French chef Auguste Escoffier, but also special prizes were given to Sergio Miccù and Antimo Caputo, because they have diffused the name of good Italian pizza all around the world. The awards were handed by Bernard Jaunet, International Secretary of the Order of disciples of August Escoffier.

Among the exposing firms we remember: **Euroiovine, Molino Caputo, Marana Forni, Molino Iaquone, Gi.Metal, Stefano Ferrara Forni, Molino Vigevano, Molino Pivetti.**



1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

*...Abruzzese, Romana, Calabrese, Luciana, Genovese, Milanese, Siciliana, Pugliese,
Napoletana, Romagnola, Piemontese, Bolognese, Veneziana, Molisana, Valcostana,
Fiorentina, Trentina, Ternana, Friulana, Marchigiana, Sarda.*

16 FLOURS

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TANGANELLI



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(Mosaic Finishing)



GEA



TROFEO

Pizza Moreschina

by Umberto Ciavarella

Ingredients:

- Moreschina flour by **Molino Vigevano**
- Mozzarella
- Wild fennel
- Prawns
- Pine nuts
- Raisin

Procedure

Stretch the base of pizza prepared with the flour type “Moreschina” by Molino Vigevano; garnish it with mozzarella and wild fennel. Bake it. In exit garnish with prawns previously stir-fried, pine nuts and raisin.





Pizza & core

For 13 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.



The recipe

Pizza Racket

by Antonio Starita

Ingredients:

- A base of pizza
- Fresh Ricotta
- Stir-fried "Chiodini" mushrooms
- "Datterini" Tomatoes
- Mozzarella in "bocconcini"
- Vegetables

Procedure

Stretch the base of pizza, enlarge a part of the disk in order to form the handle of the racket, fill in this side of pizza with ricotta and stir-fried mushrooms; garnish the round side with "datterini" tomatoes, bocconcini of mozzarella, vegetables and Pecorino romano cheese. Bake it. In exit garnish with fresh basil.



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