

The magazine dedicated to the world of pizza and catering

Pizza & core

www.ristonews.com

international

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PIZZA
VILLAGE



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Risto news

n.63
JULY
2016

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GIMETAL

MADE IN ITALY



How many pizza restaurants are there in Italy?

Italy counts 183 thousand pizzerias. The province of Rome has the primacy

“**O**n the whole territory of Italy there are almost 83 thousand pizzerias, giving job to 564 thousand people and they reach the number of 1 million if we consider the cleaning staff, providers, and so on.”

The organizers of the event Napoli Pizza Village (6th – 11th of September, 2016), in the occasion of the promotion of the 2016 edition of the event held on the Lungomare Caracciolo, declare the numbers they possess about the catering market and in particular of the pizza sector.

The province with the greatest number of pizzerias is Rome, with 15.500 activities; at the second position, we find Milan with 9.250 pizza and Naples with 8.200.

These numbers are absolute, that is represent the total number of restaurants in the provinces. But if we put

in relationship the number of restaurants with that of resident people, the hit parade changes: Sassari (Sardinia) is the province with the biggest number of pizzerias, 1 in 147 inhabitants.

The province of Grosseto occupies the second place with 1 in 166 inhabitants, Savona 1 in 171, Aosta with 1 in 187 and Nuoro in 188.

Genoa occupies the 15th place with its 1 pizzeria in 247 residents, and it is the first among the greatest cities. What's about the province of Rome? Even if it counts numerous pizzerias, the ratio between restaurants and inhabitants puts the province at the 22th place.

Bari occupies the 37th position (1/315), Turin 40th (1/320). Milan 60th place (1/346 inhabitants), Naples at the 81st position with a ratio of 1 pizzeria in 381 residents.

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

save the date



Cibus Tec is the exhibition devoted to the production technologies, packaging and logistic of the food industry. Cibus Tec's aim is that of focusing on the modern trend of the technology innovations and creating a unique offer in the national panorama. Together with its commercial showcase, Cibus Tec offers a series of workshops and food topic courses. The fair is organized every two years, the next edition will be held from **October 25th till 28th, 2016** in Parma at the Centro fieristico Fiera di Parma.

www.cibustec.it



This year Pa.Bo.Gel presents itself with enthusiasm: enlarged area increased with a 30% of space, it occupies pavilions **7, 8 and 9** at the **Fiera di Roma** and offers, as usual, quality guarantee and a rich program which are the basic characteristics of this exhibition, that have allowed it to reach two decades of history.

The main theme of the fair is, however, the food

world, with the white art and the catering sector. Its aim is that of presenting new products and technologies, which are both innovative and eco-friendly. The fair continues to bet on the high quality and facilitates the reunion of the best products of Made in Italy.

The event is a great occasion for visibility at an international level, but also meetings, workshops and courses on the themes of Food and Retail. The 19th edition will be held from **October 23rd to 26th, 2016**.

www.dmsprl.eu



SIAL Paris is an event dedicated to the markets with a high potential and it is organized every two years in France. The main concept of the exhibition is the meeting between international offer and the continental and regional demand under the same exposing area. This edition of the SIAL Paris is dedicated to a re-invention of the food sector in a new key, which is contemporarily modern and futuristic. The participation in this great event means not only to explore new markets, but also to compare opinions with the best influencers of the world, to be in contact with new tendencies and innovations.

The sectors involved in this fair are: catering, industry of the food processing, agro-food services, beverage, bio food, milk sector.

SIAL Paris will be held from **Sunday 16th until Tuesday 20th of October 2016** at the fair centre at **Paris Nord - Villepinte**.

<http://www.sial.fr>



What does it mean to be an Export Marketing Manager? To me is to contribute concretely to the pizza sector in the world.

Dario Di Norscia is Export Marketing Manager in the firm **Molino Iaquone**; he has been working for this company since 1st January 2004. He represents the face and voice of Molino Iaquone abroad, dealing with the foreign markets. During the exhibition CIBUS he has dedicated some minutes of his free time to tell us his relationship with the pizza world.

Would you please tell us when and how did you meet this firm, what kind of role is yours?

«Iaquone family was trying to bring its firm abroad. That time they contacted me and proposed me to create a distribution of their products on the foreign markets, by actuating a very complex project of promotion of the IAQUONE products with their potentiality and to bring

abroad the PiQuDi project (Italian Pizza of high quality and digestibility).

We yet have met each other because in 1997, I worked in some local companies and I was a responsible for foreign Marketing. The nowadays situation, I could undoubtedly affirm, is very solid and we could count on a wide net of buyers and distributors in the five continents. There's still very much to do and our aim is that of reinforce our presence where it is yet active and develop it where it is missing».

What's your strategy?

«First of all – We develop ingredients and procedures of production that allow producing a Traditional Italian Pizza Gourmet with even better quality in terms of digestibility, taste, simplicity of procedure.



As second point: - To offer tools and knowledge for the continuity of our project, that is the re-qualification of the Italian Pizza in order to push it at the top position in the panorama of food in the world.

Third point – To participate in and organize events in order to let the visitors and catering operators know our project by tasting our products, in particular the Traditional Pizza».

How many journeys abroad do you make every year?

«Not a specific number of journeys. As you can easily imagine, we are always promoting our products but we never know how and when we could receive a backup response of our work. Every month we program and organize a trip: the real effort is not the trip in itself, but all the previous preparation and the follow up».

Which is the aspect of your job that the most you appreciate?

«The possibility of giving a concrete contribution to the improvement and promotion of the Traditional Italian product, which is at the same time dynamic and significant as Pizza is. But also the possibility of being chief of a so interesting and stimulating project, even if it is a bit complex, like PiQuDi by laquone. I should thank the laquone family for this great luck. At last also the pleasure of being with the hands in the dough every day,

that means to practice all the theories above natural processes that we have studied for a perfect result. A procedure

that, as a kind of magic, transforms a poor material, not particularly tasty when is raw and a bit indigestible such as flour, into a perfumed, light, digestible, with an excellent taste, and also balanced from the nutritional point of view, which is the Traditional Italian Pizza made with the PiQuDi method».

Can you describe us Molino laquone through 5 adjectives?

«I would prefer to tell laquone through 8 substantives: knowledge, tradition, genuineness, reliability, professional solidity, concreteness, passion, collaboration».

How do you imagine, by using three ideas, the future of this company? We mean in Italy and abroad...

«Transfer of the data of the research, development of the market, continuous investments in the project research and development of PiQuDi Method. Moreover addition to the top quality, in the sector of high quality products and naturally a growth of the presence of laquone company in Italy and abroad».

Which is the country that you consider your favourite that has given you something special?

«Australia, a country built around the man, where business is not above everything and everyone...».



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Naples waits for you!



The great success of the past editions, in terms of echo, participation of public and number of competitors, has contributed to a growth of the event bringing it to an international level.

Even more worldwide, even more competitive, even more exalting. These are the hallmarks of the 15th edition of the Championship, finding its own place in the Stadium of pizza, which is the Lungomare Caracciolo in Naples in the occasion of the Napoli Pizza Village, the greatest and most amazing of the world event devoted to Pizza.

An occasion of fair comparison in a challenge characterised by fun, simplicity, friendship and above all great professionalism. These are the common elements distinguishing the job of pizzaiuolo, who, during this edition, will be the focus of media attention.

Here is foreseen a significant participation of visitors overcrowding since ever the event Napoli Pizza Village.

Thousands of onlookers and fans as it was in the past editions, ready to cheer their heroes and to applaud the winner.

The Championship will be hold on 6th and 7th September 2016 at the Stadium of Pizza – Lungomare di via Caracciolo and will be divided into 8 sections: Pizza Napoletana s.t.g. Trofeo Caputo - Classic Pizza in the baking pan - Metro Pizza/shovel - Pizza of the Season - Gluten free Pizza - Junior Pizza - Acrobatic Pizza - The widest pizza - Speed challenge Free Style/Free style singolo - Acrobatic in team

<http://www.pizzavillage.it/it/campionato-mondiale-del-pizzaiuolo>



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

Hostelco, the trade show for equipment, machinery and services for the hotel and catering industry, is expanding its content with new sectors and special programmes aimed at buyers in order to consolidate business and boost the domestic market, which is increasingly active due to a rise in tourism. Along with the Gastronomic Forum and the Mass Catering Congress, Hostelco will incorporate Barcelona Hosting Week, an initiative which, over the course of four days, will position Barcelona as the capital of the hospitality industry.

From **23 to 26 October**, the entire hospitality world will be represented at Fira de Barcelona's Gran Via Exhibition Centre as part of the second edition of Barcelona Hosting Week, which provides a hugely important platform for the food and wine industry and features the sector's entire value chain, from equipment through to the production and distribution of products.

Hostelco – organised by Fira de Barcelona and the Spanish Federation of Hospitality and Catering Equipment Manufacturers (FELAC) – is taking place for the eighteenth time with the biggest-ever selection of products and services from the leading companies in the sector, 25% of which are from abroad, primarily the United

Kingdom, Germany, France, Italy, Belgium, Netherlands, Luxembourg, Turkey and Portugal.

The event will present the latest developments across 11 sectors, with hospitality industry equipment and machinery being the most widely represented. Next come the sectors of cookware and tableware; Management, IT control, and safety and security Textiles and uniforms; Service companies; Furniture and decoration; Cleaning, equipment and products for laundry, dry cleaning and general cleaning and the Coffee Zone, as well as the new Patisserie, Bakery and Ice Cream sections.

Strong presence of strategic buyers

In response to sector demand, Hostelco 2016 is focusing its efforts on attracting some 1,100 key buyers from over 10 countries. Among them will be 300 Spanish distributors, for whom a special programme has been designed, with facilities and incentives to boost their presence at the show. Another important collective will be the purchasing managers from some 50 Spanish and foreign hotel, restaurant and service management chains who will meet up with exhibitors at Hostelco through a series of B2B meetings planned by the show.

www.hostelco.com



1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

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

16 FLOURS

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DELLA
SALUTE

LA FORMULA DELLA BONTÀ



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benessere*
FARINE *bio*

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Marana Forni over the years has developed, built and patented several systems thanks to its commitment to a never ending technology upgrade.

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see Official Listing



CUPOLA NAPOLI COLORS
(Brushed Finishing)



TANGANELLI



CUPOLA MOSAICO
(Mosaic Finishing)



GEA



TROFEO

The recipe



Pizza Moito

Recipes by **Stefano Porro** (Prize innovazione **Polcelli**)

Ingredients:

- Ricotta mousse
- Little prawns
- Rhum
- Mint
- Lime
- Brown sugar

Procedure

Prepare a base of pizza with turmeric. Cook it. In exit, add ricotta mousse and little prawns previously marinated with rum, mint, lime and brown sugar.



WE RAISE REAL NEAPOLITAN PIZZA



Photo: G. Scattolon / Contrasto



Pizza Napoletana Le 5 Stagioni: flour just as they want it in Naples.

Pizza Napoletana flour was created in partnership with Associazione Verace Pizza Napoletana, the authentic Neapolitan pizza association, in accordance with suitability specifications set out by these masters of pizza making. Its superior quality and special elasticity has made it the most sought after and best loved flour both in Italy and abroad.

www.5stagioni.it       



PASSION FOR PIZZA

The recipe

Pizza Mortazza

Recipes by **Stefano Porro** (Prize innovazione **Polcelli**)

Ingredients:

- Mortadella
- Olives "Taggiasche"
- Slices of lemon
- Lemon peel

Procedure

Prepare a base of pizza with turmeric. Garnish with mozzarella and bake it. In exit, add: mortadella, olives Taggiasche, slices of lemon and lemon peel.





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 EXPERIENCES
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