

The magazine dedicated to the world of pizza and catering

Pizza & core

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Storytelling of food

Some experts of the food sector affirm that the success of a restaurant or a chef resides in the ability of telling the dishes. This method of communication is called “storytelling”. A method using narration as a mean to fix the reality and to tell it through an emotional form. In the case of food, the narration is done around a dish or a pizza. The first storytelling about a pizza is surely due to Raffaele Esposito, a Neapolitan pizzaiolo of the 19th century, who had the luck to prepare and bake the first pizza for Queen Margherita of Savoy: it was the year 1889, more precisely the 8th June. The pizzaiolo Esposito built a story about that event, and then he used to tell it to his customers. He told about the experience at the court of the Queen, who appreciated his pizza a lot, even if it was con-



sidered a dish for poor people. The result of that storytelling was a kind of identification process.

From that moment, the “storytelling” has become a rule, used by chef, restaurant owners and pizzaiolos, in order to increase their success and valorise their products. The tools for a better communication are the menu, the banner, the Facebook page, but also the furniture, the pictures on the walls. Moreover, there is also the storytelling of the waiter (often he is silent or too mouthy) or the storytelling of the owner, while he is swiping the credit card.

The storytelling means to know, to study, to catch the secrets of food, to discover its soul. Then it is important to prepare it at best. After all these passages, the client will live a unique experience and will be conquered for ever.

more flavour with less salt!

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

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European Sandwich & Snack Show: the Fair

The fair European Sandwich & Snack focuses on the dynamic markets of snack and of the eating out. Meetings, cooking shows, information, products, services and novelties are the soul of the exhibition. The Fair is held every year at the fair centre Palais des Congrès de Paris Porte Maillot. Contemporarily with this event, will be hosted also the PARIZZA, European event dedicated to pizza world. **From 15th to 16th of March 2017.**

www.parizza.com

www.sandwichshows.com



Lactose Free Expo is the first and unique international saloon dedicated to the market of lactose free products. Lactose Free Expo is the only meeting point that matches with the exigencies of the lactose free

demands. During the event, the companies could give relief to their products, present novelties and meet the professionals of the sector such as buyers, distributors, retailers, supermarkets and Ho.Re.Ca. The date is **18th until 21th November 2017.**



TUTTOFOOD
MILANO WORLD FOOD EXHIBITION

TuttoFood – Milano World Food Exhibition– is the biennial Salon of food, confectionery, Bio products, beverage and Trademark products.

It is a very interesting date for the operators of the food sector. It involves producers, national and international distributors. The event will be held from Monday **8th till Tuesday 11th May 2017.**

It's a relevant event because it is exclusively reserved to B2B, a showcase ideal for testing novelties and experiences. It offers a modern and qualified professional review where to analyse the trend of market, to participate in workshop, seminars and meetings.

www.tuttofood.it



In Moscow: *the first pizzeria built around a flour mix*

Last year the first-ever **Scrocchiarella** restaurant in the world opened in Moscow. The name of the shop comes directly from the brand name of flour mix “*Scrocchiarella*” which is derived from the Italian word for “crunch” *scrocchiare*. The special combination of flour and dehydrated mother dough was developed by Italmill and allows pizza makers the ability to produce a light, crunchy, Roman-style pan pizza in just hours which would traditionally take days to produce.

Scrocchiarella as a store opened in March 2016 by the Fedorovs, a Russian family who has over 15 years experience in the hospitality business. The Fedorov family began with a Baskin Robbins after the fall of the Soviet Union and opening up of the economy. Today they own 13 pizza stores across



Russia named Luk, the Russian word for onion.

Evgenia Fedorova, head of marketing says it wasn't easy getting started in the restaurant business post communism. "When I was growing up there was no such thing as marketing. There was only one of each product in the store, so we had to learn from scratch." With the help of a cousin who specializes in interior design, the Fedorovs were able to create a genuinely warm ambiance in very old original building downtown.

Scrocchiarella celebrated a private grand opening with hand written invitations

One of the marketing challenges they faced was the name of the store which is confusing and difficult to pronounce for non-Italian speakers. Fedorova explains, "on our first day open a lady in her 50s came to the store shouting that we are in RUSSIA and we should use Russian writing on our signage. She was so angry and hurtful she made my mom cry. We explained to her that international brands stay consistent wherever they are, look at McDonalds or Mercedes, they are trademarked as the same brand across all continents." The disparaging customer later warmed up to the quality of the pizza though, "she is now own of our best customers."

"You can't find pizza with this kind of quality in Moscow," says Fedorova. Quality and uniqueness of the product convinced the family to not only create a piz-

zeria around Scrocchiarella product, but also become a point of sale for the Italian flour company and as well as a training space for pizza making. Although using a mix saves time, producing the perfect Scrocchiarella pizza is no easy task. Tiziano Casillo, Head of the Pizza Division at Italmill says he requires those who purchase scrocchiarella to be trained in how to use the product before Italmill will even agree to sell it to them. As a result, Casillo spends much of his time traveling holding workshops at distributor locations and trade shows with his trusted translator Oxana Bokta.

During the development of the store concept, Casillo came to Moscow and spent several sessions over the course of weeks helping the family to become perfect pizza makers in the art of deliciously, light and crunchy pizza. While visiting the store in Moscow it was easy to see that Tiziano and the other representatives from Italmill had entered into a familial partnership with the Fedorov family. As the dinner rush died down the family as well as representatives from Italmill and Morello Forni brick ovens came together for pizza.

This type of pizzeria is one-of-a-kind and a welcome change to Moscow, says Fedorova. "Family businesses are rare in Russia. In Italy or Spain it's common but here, even before communism it was hard to prove you had inheritance rights and now it's still very difficult. They demand a lot of taxes and documents but we're very happy working together. My brother is the pastry chef, my mom is the cook and my dad who is now a grandfather stays at home and takes care of the children and dogs, so we all help out" says Fedorova. "We hope with project will live."

MISSY GREEN PMQ MAGAZINE - <http://blogs.pmq.com/>



Didn't you visit the

Sigep

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Event

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ABtech
expo

We're going to tell you its best

This 38th edition of SIGEP was crossroad of visitors, from Italy and from abroad, arrived to Rimini Fiera. People interested in the variegated sector of bakery, confectionery, ice-cream making and chocolate making. There were many meetings, workshops, events, challenges. Undoubtedly, the professionals were focused on the approach with sector companies that every year propose novelties in this great showcase. We collected in these pages the strategic partners of Pizza&core.

AGUGIARO&FIGNA
S.p.A.

Agugiaro&Figna was present at the Sigep with its trademark **Le Sinfonie** (already known to the pizzaiolos for the trademark Le 5Stagioni). The company presented the product **AUXILIUM**, a new vitamin supplement produced in partnership with the Università di Parma: at the stand was shown how to prepare a fresh mother yeast and enrich it with this new supplement of vitamins.



ESMACH

Mother Yeast by Esmach

Sigep AbTech is not only dedicated to the raw materials, but also to the machinery. Therefore, we recommend you the Esmach system. When we visit the stand, we meet the nice Giuliano Pediconi who presented us the products prepared with the Mother Yeast, which was produced with the jewels by Esmach.

GI-METAL

The leader in the production of shovels for pizzeria was present at the Fair. The company from Prato, blue as the colour of the Italian Soccer Team, was at visitors' disposal to show the efficiency of its products. The novelty presented this year is the line **Gluten Free**, a shovel for baking, a little shovel to turn pizzas and a brush. These new tools maintain the characteristics of the **Line Azzurra**, top seller by Gi.Metal, but they distinguish for the green of the handle and the logo printed on handle and shovel. So that the pizzaiolos could use a dedicated tool for the safety of their customers.

Italmill

«Scrocchiarella for ever», as tell us the passionate of the typical Roman pizza, who really appreciate the mix by Italmill.



Tiziano Casillo and **Oxana Bokta** propose us a brand new Scrocchiarella, a darker one, very crispy, a mix of lightness, crunchiness and colour deriving from the presence of Riso Venere flour (a dark kind of rice). The dark pizza is crunchy to the palate with its plain taste, a flavour that is appreciable with every kind of garnishment. It is fabulous also garnished with some drops of extra virgin olive oil, or a soft slice of mortadella. *«If we give a Ferrari to ten people, they will certainly do different times – Tiziano Casillo, technician for Italmill, uses a metaphor to explain us that the difference is due to the pizzaiolo, but to start with an excellent mix gives us the advantage to produce a product of quality».*

Molini Spigadoro

“**IL BELLO DEL BUONO!**” is the slogan we could read in the stand of this dynamic company. They deal with the bread making processes, confectionery, pizza making with a spot of creativeness. With the lines of this firm, it goes the old saying “one eat before with the eyes”. The products were focused only on the aesthetic; a great attention is also paid with the variety of the raw materials, considered the base of a healthy nutrition. The test of the product was led by **Andrea Pioppi, Silverio Rico, Luca Antonucci, Giulia Cerboneschi.**



There was the president of **API Association Angelo Iezzi** to bake off the **PiQuDi Pizzas**.

The **PiQuDi** method (Pizza of high quality and digestibility) is the “mantra” of **Iaquone** company, which diffused in Italy and all around the world the Roman Pizza, thanks to its flours and its famous trademark. In their stand, **Silvano Iaquone** and **Dario Di Norscia** welcome the visitors, with their energy and passion.



Present at the fair there was **Fabrizio Lo Conte**, under 30, leader of the company **Molino Vigevano**, a firm that counts on a meaningful experience: the Molino was born in 1936, even if the miller tradition has older origins, in the Monferrato. Today, with its four settlements and unique plants in all Europe, it is guarantee of quality and service at the top. **Oro di Macina** is the headline of the company; it is dedicated to pizzaiolos

the most exigent. It is a mix of flours, which secret ingredient is the flakes of wheat germ, so vital and rich in all good properties, grinded with stone.



At the fair, we visited also the stand of **Mondial Forni** that, with its **Linea Artigianale** satisfies the exigencies of bakeries, confectioneries, pizzerias, industrial and semi industrial bakeries, but also Supermarket chains. The firm presented its products: rotating ovens, ovens and desks, electric ovens, gas ovens, convection ovens, steam ovens, many cooking systems for all exigencies.



Your restaurant perfectly clean

The director of a restaurant knows it well, that to lead a pizzeria means to organize not only the oven or the hall, but also means to care about many other things. Above them and above all, the cleaning of the restau-





rant and of the kitchen. This is an important aspect and much help could arrive from the use of a Novaltec gear. **Pierangelo Maren** has not any doubt: «Our steam generator with vacuum system are reliable, powerful and multifunction». We had the occasion to see their functionality: they clean, degrease, suck in and sanitize every surface. They are a concrete help, powerful and effective, easy to use for every corner of the kitchen, of the hall and of the toilets of the restaurant. Our words are inadequate to describe what they can do, and what you can touch with your hands. You can make an appointment at your restaurant to vision the gears by **Novaltec**.



Controlled spinneret with Selezione Casillo

Selezione Casillo was present at the fair with its wide stand, where the technicians bake off focacce, pizzas and offer products prepared with the flours of the variegated lines of the company. A novelty presented during this exhibition was the line called Prime Terre. A project of a controlled and certified spinneret, with

a strong territorial mark, which guarantees the genuineness and Italian origin of the wheat. An important element, which underlines the solid link between the trademark and its territory.

In Italy there are five regions characterised by the secular cultivation of cereals: Apulia, Tuscany, Lazio, Sicily and Abruzzo.



The special flours by **Polselli** were a great attraction for the professionals at the **SIGEP**. This year the corner of tasting was rich in curiosities and novelties. The last novelties were the flours of the line **ZERO, natural flour, Type 0, 1 and 2**. They were born from the idea of exalting the raw material without neglecting the palate, by promoting the style of wellness. The flours could be used in bakery and are made with Italian wheat, cultivated far from polluting sources. They are rich in fiber, vitamin, mineral salts, antioxidants; these flours are projected for a modern market, which is attentive to wellness.



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



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Pizza Red Rice

Riso Rosso (Red Rice) is a mix of flour Type 1 with flour of red rice created by Molini Spigadoro for the use in excellent bread making. Available packs of 500g and 10Kg.

Ingredients:

A dough made with Riso Rosso Mix

- 1 kg of **Riso Rosso Mix** by **Molini Spigadoro**
- 20 g of salt
- 650 ml of water
- 30 ml of extra virgin olive oil
- 20 g of natural yeast by Molini Spigadoro



Procedure

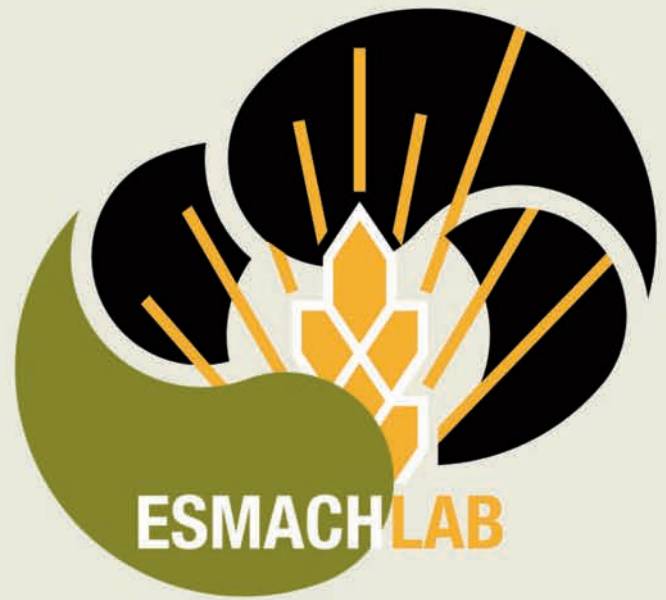
Put the **Riso Rosso** mix in the container of the mixer, together with the natural powder yeast. Mix them for 4 minutes in order to oxygenate. Add mineral water, then salt and oil (very slowly). Make the mixer work for 10 minutes, until the dough appears very elastic. Let the dough rising for 24 hours about. The day after form some balls of dough and let them rise at room temperature, until the volume has doubled. Lay down the mix in a baking pan, previously oiled. Enlarge with both hands the mix, cover the pan and let leaven for 2 hours at room temperature. Cook in the oven at 300° C for 10 minutes.



Pizza ... and beyond

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ESMACH

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www.passionepane.it



The recipe

Sandwich with Sesame and Poppy

Recipes by Marco Massi

Ingredients for the pre-mix:

- 200 g of milk
- 20 g of granulated sugar
- 20 g of brewer's yeast

Ingredients for the mix:

- 1000 g of flour with strength 380W
- 300 g natural yeast
- 40 g granulated sugar
- 20 g of honey
- 50 g of milk powder
- 175 g of butter
- 250 g of eggs
- 50 g of fresh milk
- 20 g of salt
- 200 g about of water





THE AD STORE ITALIA



ITS SECRET IS IN THE DOUGH AND IN THE LONG, VERY LONG, RISING TIME.

In order to achieve a perfect balance between flour and wholesomeness, all you need is to follow a few simple rules and choose the right ingredients, starting from the flour. Le 5 Stagioni chooses only the best varieties of wheat to offer you a wide range of products with excellent rheological properties. Because helping you prepare a perfect pizza, every time, is what we do best.

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LA PASSIONE PER LA PIZZA