

The magazine dedicated to the world of pizza and catering

Pizza & core

international

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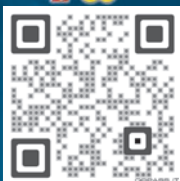
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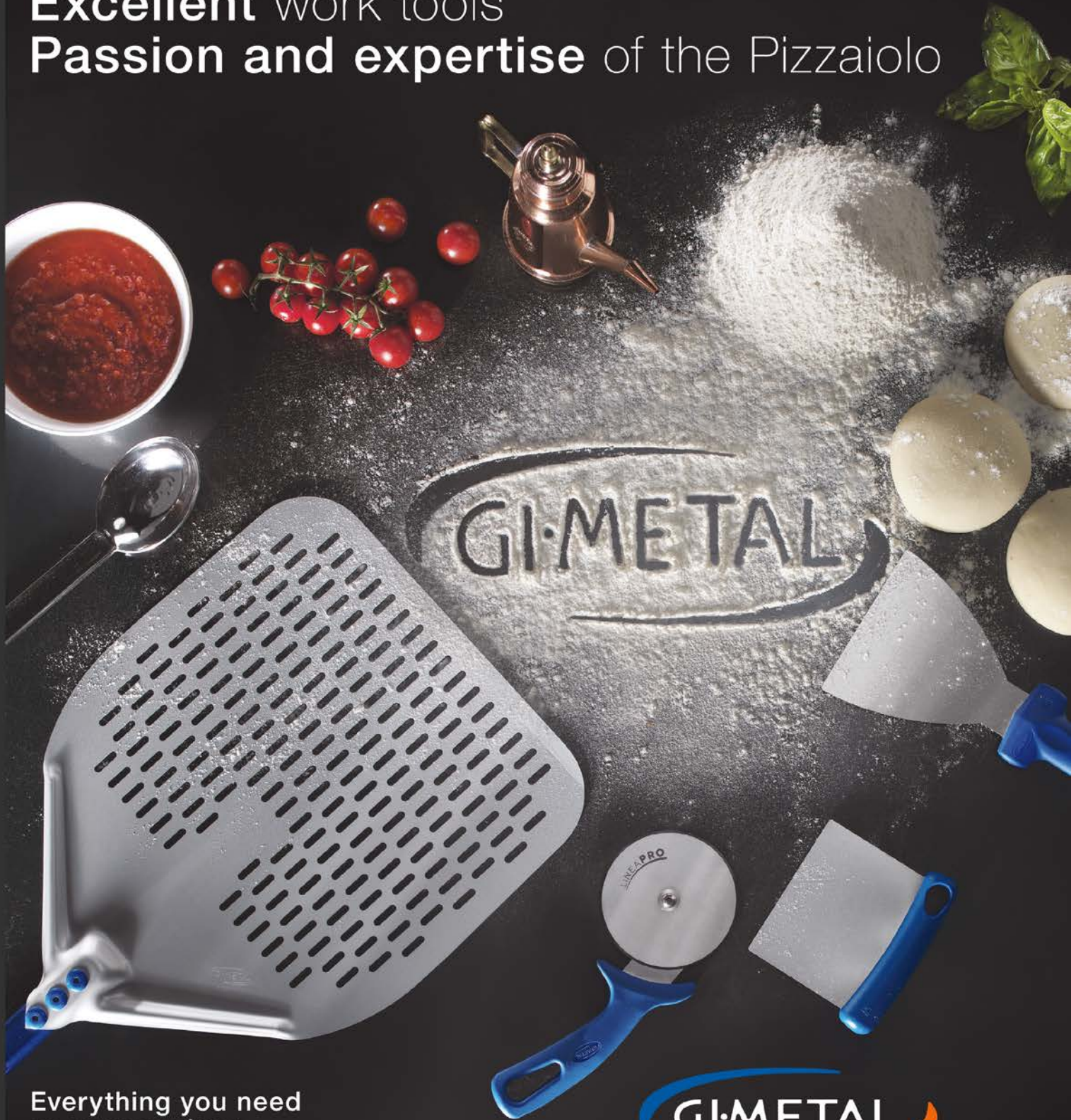
Pizza & core



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Pizza&core international

with
Love

Pizza&core International started to tell about the pizza of worldwide in 2010. For seven years this magazine has been telling pizzamakers what happens in the world of pizza: economy, culture, recipes, advices, news.

In Italy, it's true, eating is an art: we have so many different products from town to town that enable pizza makers and chefs to create so many recipes that everyone envies us. In Italy food tells its territory (nature, sea, countryside, breeding), traditions (ways to prepare something, to cook and mix ingredients, the history of a population, its folklore, its celebrations). Italian cuisine is loved in the whole world also for this reason: because it is good and because it is rich in fantasy. One of the Italian most important dishes is pizza: pizza was created in Naples and it is one of the most loved foods by Italians and by the world's populations. It is simple, tasty, crispy and soft, warm, always different with many new ingredients, you can eat it alone or with your friends and it is always a pleasure. But Pizza is amazing not only in Italy: we taste that pizza is a great food in many countries and every city shows the best of pizza thanks to grown culture in this art. Our mission is to make you travel around Italy and around the world for discovering lovable pizza and pizzerias is in this fantastic planet! Ready, set, go! We wish you a good reading!



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save *the* date



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

Tutt Pizza

SALONE INTERNAZIONALE DELLA PIZZA

great pizza materials.

But also a large exhibition of machinery, furniture, services, accessories and all that is required to accompany a pizzeria. If you are an operator or a pizzamaker, you can not miss!

In addition to industry insiders, admission is free: a reason to be there! Over 6,000 visitors (only professionals), 100 exhibitors and over 20 seminars and professional development meetings are expected.(Tuttopizza is in Naples. Save the date: **22th – 24th May 2017**)

<http://tuttopizzaexpo.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**.



BELGIUM IS FINE, BUT I LEFT MY *heart* IN CALABRIA

This time Pizza&core goes to Belgium: the main character of this interview is **Mr. Rocco Cagliostro**, 31 years old, born in Genk from Italian parents (mother from Palermo and father from Reggio Calabria).

We noticed him through the social network site: Rocco is very active on our Facebook page and follows us with enthusiasm. We gave a look at his profile and discovered that he was prized many times in several European challenges.



He will also be in Parma for the World Championship of Pizza.

Therefore, we decided to contact him to know him better and above all to hear and read about his experience of pizzaiolo in Belgium.

Hi Rocco, tell us about your job.

«I'm a pizza maker since two years in a restaurant in Genk, called La Posta. But this is my most recent experience in a job which I began when I was only 17. Genk has 66 thousand inhabitants; 22 thousand of them are Italians. They came here many years ago in order to find a job in the mine of Genk near Winterslag».

Which kind of pizza do you prepare for your clients?

«My pizza is a mix between the classic one and the Roman Pinsa. In the dough, I use mother yeast and three types of "00" flour, then I leave the mix resting for 48 hours in the fridge. We cook pizzas in a double alimentation oven, that is wood and gas».

Which kind of customers visit your pizzeria?

«They are persons of the middle class, many families with children and many young people. Here in Belgium everybody loves Italian pizza! There are many pizza restaurants but only few of them follow the rules of quality: they often prepare the dough in the morning and with only six hours of leavening time, so that it will surely be very heavy. This is the most important difference with my own



pizza: it is lighter, softer and crisp, with a higher edge».

Can you explain the difference between the management of a pizzeria here in Belgium and in Italy?

«I think the main difference deals with customers. In Italy, people are "warmer", very kind and spontaneous. Here people have a different mind. In addition, the prices are different: in Italy you can pay up to 7 euros for a Margherita. In Belgium it costs 12 euros».

What can you suggest to pizzaiolos, who want open a pizzeria out of Italy?

«I would say to my colleagues: if you feel fine in Italy, remain there, in the country of pizza! In Belgium, you live well but it is a very particular country, very different from Italy. In my personal opinion, I would like to live in Calabria, a region where I've been passing much time of my life. I miss it, I miss South of Italy, people and sea. It would be great to come back to Italy and open a pizzeria in the place where I left my heart».





Stefano Ferrara
FORNI[®]

An oven by Stefano Ferrara
in each corner of the world

Here you find some of the pizza restaurants that have chosen an oven by **Stefano Ferrara**: *Pepe in Grani, Pizzeria La Notizia, Pizzeria Fratelli Salvo, La Gatta Mangiona, Una Pizza Napoletana, Paulie Gee's, Solo Pizza by Pasquale Makishima.*

From Naples to Japan, passing through the U.S.A., the trademark of this Italian company is one of the greatest ones of the Made in Italy.

«Even if much part of my job is concentrated on the management, with the help of my son and a trusted collaborator, I “get my hands dirty” every day together with my workers. I was born as a hand worker and I continue being it,» Stefano Ferrara tells us.

Among the pizzaiolos who wanted a Ferrara oven there is also **Vito Iacopelli** from the *Pizza Restaurant Prova* in Hollywood, which we have yet met in our Dal Mondo column. **Dino Santonicola** of the



pizzeria *Il Cane Rosso* in Texas explains us enthusiastic why he chose the firm Ferrara Forni: «I chose a Ferrara oven because I already knew the product: coming from Naples, I wanted a top quality oven and I was sure to do the right choice with Ferrara Forni. A curiosity: the first oven they built in the United States in 2007 was for my restaurant of Seattle. I met Stefano 10 years ago, after I wrote him an email. Everyone can contact him by email because he is very outgoing and polite. At that time, the oven arrived to the States in a container all packed. I suggest to buy an oven by Stefano Ferrara if you want to produce a pizza which respects the Neapolitan tradition, because the oven is a top gear, following the traditional ones».

www.stefanoferraraforni.it

The secret of ovens is the building material

The ovens by Stefano Ferrara are all built by artisanship without using prefabricated materials. They follow the ancient Neapolitan tradition: they fit every kind of place, with the correct thick of the cooking desk, made with refractory stone from Salerno, very resistant to heat and usage. The ovens guarantee gradual and homogeneous cooking of the pizzas, by a significant saving of wood and time. The ovens reach easily the correct temperature and keep them for a correct cooking of the original Neapolitan pizza, that is 400° C - 500 °C. Together with the artisanship tradition, there is also a deep research and love for details. Stefano Ferrara explains that at his grandfather's time, they used the bricks from Santa Maria Capua Vetere, which was too clayey. Today the firm has chosen a refractory brick, which can maintain the temperature up to 900° C. The base of the oven is made with a composition of volcanic clay, which holds the heat perfectly. This is an important characteristic, because when you bake more than two pizzas the temperature of the desk drops down and if it doesn't rise again, the pizza will be not well cooked.

Pizza makers beyond pizzas: *it's all about diversification*

What does a pizza maker do when he has already made a name for himself creating high-quality products and draws in customers precisely because they want “his” pizza? Simple: he opens another establishment, and not necessarily a replica of the original, because that’s what the big catering chains do. Instead he chooses to experiment new solutions or quite different recipes, while maintaining his own personal touch.

As this seems to be one of the emerging trends in pizza-making today, we talked to **Ciro Salvo** of **50 Kalò** in Naples.

Ciro Salvo has had success with **50 Kalò** by creating a pizzeria with a contemporary feel, an attractive design and, needless to say, a high-quality pizza. “In order to become popular, a Neapolitan pizza has to be easy to digest, made with simple combinations of balanced, high-quality ingredients and baked properly,” he tells us. Then, in February of this year he opened another establishment, **50 PANINO**, which, surprisingly,

is a hamburger joint. “The idea came while I was working with **Alessandro Guglielmini** and looking for something really good. The bread we use at **50 PANINO** is baked to an exclusive recipe, which I myself created after months of experimentation

with flour, of dough mixing and oven baking, because you can’t have a good panino unless the bread is good. We use type 1 flour (semi-wholemeal) and raise the dough for 24 hours with live culture yeast. The meat comes from a closed, certified production process. We carefully choose the breeds of animal and cuts of meat, as well as the production times: each hamburger is prepared 24 hours in advance and the ground meat is left to rest before being pressed into the disk so that it retains all its freshness. The menu also includes other items, Neapolitan side dishes and my two cult dishes: frittatina di bucatini and potato croquettes.”



CREDITS: HOST 2017
host.fieramilano.it/en

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



makes full of prizes

Polselli, represented by its team, emerges in the **Las Vegas Championship** and enriches its showcase with two important prizes.

The first one obtained by the young pizzaiolo **Giulio Scappaticci** professionally grown up in the Academia, winner of the first prize of the category International Region, who proposed a pizza made with the mix realised with Le Ricette - Curcuma.

The second one conquered by the master teacher **Giuseppe Manco**, who reached the top position with his Roman pizza in the pan.

The manager of the company **Mr. Emiliano Polselli** was very satisfied by the results of his team.



See the winners of the 2017 Pizza Maker of the Year at the International Pizza Challenge during Pizza Expo.

2017 Pizza Maker of the Year

Luciano Carciotto - Pizzeria 7+

Competing in Pizza Maker of the Year

1st - Luciano Carciotto, Pizzeria 7+

2nd - Giuseppe Manco, Prova Pizza Bar

3rd - Giovanni Landi, Pizzeria Vanin

4th - Lars Smith, State of Mind

Best of the Best

1st - Graziano Bertuzzo

2nd - Nino Coniglio

3rd - Shawn Randazzo

Pan Division

1st - Giuseppe Manco, Prova Pizza Bar

2nd - Lenny Rago, Panino's

3rd - Chris Decker, Metro Pizza Northwest

Gluten Free Division

1st - Issam Halawi, Upper Crust Pizzeria

2nd - Vince Rotolo, Evil Pie

3rd - Andrea Cozzolino, Zero95 Pty LTD

Regional Winners - Traditional

Midwest - Joe Neidel, Tusconos

International - Luciano Carciotto, Pizzeria 7+

Southeast - Brian Hall,

Boombozz Pizzeria & Taphouse

Northwest - Sean Dempsey,

Dempseys Brewery Pub Restaurant

Northeast - Nicholas Fink,

Caliente Pizza & Drafthouse

Southwest - Kim Duncan,

Forghedaboutit Pizza, Pasta & Wings

Non-Traditional

Midwest - Alex Garcia, Flo's

International - Giulio Scappaticci, La Cortiglia

Southeast - Jane Mines, Nima's Pizza

Northwest - Ed Barbeau, Pisano's Wood Fired

Northeast - Eric Von Hansen,

Caliente Pizza & Drafthouse

Southwest - Constantino Anezinos, Zorbas Pizza

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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P **&** **C** **IMPASTIAMO**

Grani Antichi



le 5 Stagioni

Grani Antichi
farina come una volta

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da antichi grani nazionali: Verna, Autonomia, Abbondanza, Frassineto

In tutti i tipi di lavorazione, questa miscela di farine
ha il potere di riportarti indietro nel tempo per farti scoprire
il gusto autentico, sano e genuino del passato.

...
10 kg



Alternative doughs

Pizza mix with “Grani Antichi”

Le 5 Stagioni by Agugiaro&Figna presents its new limited edition product, a synthesis between innovation and tradition; realised after a deep research in every corner of Italy and a careful selection process towards the best quality.

“I Grani Antichi” is a special flour finding its origins in the past, which holds in itself all flavours and perfumes of the ancient grains, discovered again thanks to the accurate process of selection. It deals with a “type 2” special flour, grinded with stones. It is an innovative product with two main characteristics, those of high digestibility and genuineness, typical of the products by Agugiaro&Figna.

I Grani Antichi

They derive from a very tall straw, so they need less chemical components for the growth and require less invasive techniques of cultivation. From the nutritional point of view, the protein content is lower: they have a different percentage of gluten (less than 70%) less than the normal content. They guarantee the unique and authentic rediscover of ancient flavours. They need a very slow careful process of working: bit of brewer's yeast, not too long fermentation or natural leavening time with natural yeast.

INGREDIENTS FOR THE BIGA

- water gr. 450
- Yeast gr. 6
- GRANI ANTICHI flour gr. 1000
- Naturkraft PIZZA15

INGREDIENTS FOR THE DOUGH

- biga gr 1480 about
- GRANI ANTICHI flour gr 1000
- water gr 650/750
- sea salt gr 50

PROCEDURE

Prepare an indirect dough: as first step prepare the Biga, by mixing its ingredients in the mixer and putting on the machine for 7 minutes. We will obtain the biga at a final temperature of 20 C°. Let the biga rest for 20 hours at the environment temperature (about 20 c°) covered with a plastic sheet.

Then mix the biga with the others ingredients to obtain the final dough.





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.

#StorieDiFarina



LA PASSIONE PER LA PIZZA