

The magazine dedicated to the world of pizza and catering

Pizza & core international

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n. 79
MARCH
2018



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2.0 Pizza makers: sharing the taste

Pizza is one of the protagonists of Social Media and many pizza makers due their notoriety to these means of communication for sure. In the last decades pizza has a special place in the topics of social media, it is sufficient to scroll the timeline of Facebook or Instagram and you can admire many nice pictures of pizzas. Social media have a fundamental role in the diffusion of the pizza culture: even more and more pizza makers choose and take advantage of the social tools, which are easy and quick to use. Some of them are particularly expert in the use of Social Media and become also Social Media Manager of themselves, such as Errico Porzio, Gino Sorbillo and Franco Pepe.

Among Social networks, the one that seems to be the least explored and used is Twitter: people often sign up to a channel but rarely use it, or it is linked to other social. On Twitter there are a lot of profiles of famous pizza makers who share news about food and catering yet presented in other Social Media, but

above all they like sharing articles about themselves. Errico Porzio is considered a “social pizzaiolo” because he has created his own Social Identity, which is well defined and efficaciously diffused on the web. Let’s see an example: he uses the hashtag #AperiPizza, and he invites to tag friends in order to present a new original dish composed by a pizza decorated with a basket full of tomatoes, rocket, mini mozzarellas, Parmisan cheese in cubes and olives. Gino Sorbillo usually posts appealing pictures of his pizzas, but he also uses Social Media to share photos of famous people who have chosen his creations and have visited his pizza restaurant. Franco Pepe, another famous Social Media user, invites to taste novelties such as the fried pizza called “cono Ciro”, but he also shares photos and videos of his many participations in TV programs. Talking about Twitter, it is very funny to visit the hashtag #pizzadeliveryfail, where the users have collected and shared pictures of their disastrous experiences with home delivery pizzas.

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www.molinocaputo.it

save the date



By holding the Sandwich & Snack Show, Parizza and the Japan Food Show at the same time, Reed Expositions France offers catering industry professionals a unique opportunity to meet representatives from the worlds of snack, Italian and Japanese food all under one roof. This leading event, which takes place **4 and 5 April 2018 at Paris - Porte de Versailles, Hall 7.2**, will feature over 450 exhibitors showcasing their products and services to some 12,500 visitors. This is accompanied by presentations from leading industry experts, and one-of-a-kind events reflecting the sector's latest trends.

www.parizza.com



The count-down has yet started: **from 9th to 11th of April 2018 the Pizza World Championship** comes back. This is the 27th edition and will be held once again in Parma, in the food valley. The Palacassa of Parma will be transformed in a big arena of pizza, with many participants coming from every corner of the world, ready to compete in over 10 categories. In the 2017 edition the winner in the "Classic" category was 2017 **Giorgio Sabbatini** from the Pizza restaurant Love it in Milano. <http://campionatomondialede lapizza.it>



Foodex, the UK's premier trade event for the food and drink processing, packaging, ingredients and logistics industries, is returning to offer a one-stop shop for manufacturing professionals across the full industry spectrum including our eight sectors: run over three days (**Monday 16 - Wednesday 18 April 2018**) at the NEC,

Birmingham, the show will shine a light on the top trends making an impact across the spectrum of food manufacturing sectors: from improving traceability and consumer trust, transforming productivity and highlighting the latest new ingredients and super foods to make an impression on the industry. Foodex is co-located with Food & Drink Expo, National Convenience Show, Farm Shop & Deli Show, as well as William Reed's brand new event The Ingredients Show. Registration for any one of the events will ensure access to the other shows. www.foodex.co.uk



TuttoPizza is the first professional saloon exclusively devoted to the pizza world opened in the city that gave birth to the pizza tradition, that is Naples. For the next 2018 edition everything is ready: this edition of the event will be held at the

Mostra d'Oltremare from the 21st to the 23rd of May. They are foreseen more than 8.000 visitors, operating in the sector, and 100 exhibitors.

<http://tuttopizzaexpo.com>



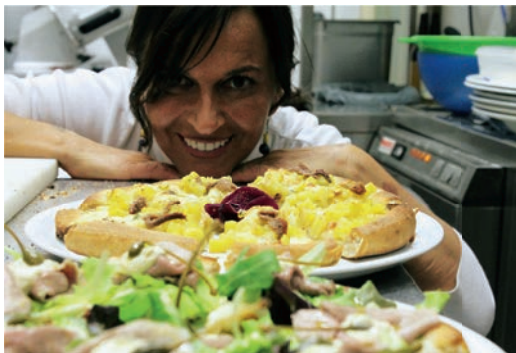
In the year of Italian Food Marzia Buzzanca

First woman winner of the Prize 3 Spicchi 2018 by Gambero Rosso. With her Gourmet pizza

Chef pizzaiola and sommelier, Marzia Buzzanca is the winner of the Prize 3 Spicchi 2018 by Gambero Rosso for her Gourmet Pizza, which becomes symbol and cultural expression of a traditional dish now protected among the World heritage of food by UNESCO, which also represents Italian excellence in the world.

The gourmet pizza by Marzia Buzzanca is a result of the continuous research of top quality ingredients, marked ability in matching ingredients in original way, particular care in the choice of healthy elements such as whole and semi-whole flours, bio ingredients and a continuous experimentation with new flours such as hemp flour,

buckwheat and kamut, in a procedure which foresees a natural leavening at controlled temperature of over 32 hours. The result is a crispy pizza with a soft heart, a real outbreak of taste and perfumes in equilibrium between tradition and innovation, technique and experimentation. The pizza by Marzia Buzzanca is a personal tale of the excellence of the local territory and of Italy, of traditional garnishments which transform pizza in a unique and original dish, a triumph of symbols of Abruzzo and of the town of L'Aquila



– DOP saffron and licorice – and of the particular mix made of strong tastes of Mediterranean tradition: salted codfish, vitel tonnè, capesante, fried sage, anchovies, stewed tomatoes, capers of Pantelleria. The Prize 3 Spicchi 2018 del Gambero Rosso, conquered by Marzia Buzzanca for the second year, enriches the range of prizes she has already gained, such as the degree of ‘Ambassador of Pizza’ by Slow Food, Stella Foodies by Gambero Rosso and the Premio Speciale Ruota d’oro del Touring Club for Central Italy. She is a chef for passion and an excellent pizzaiola,

she is also creator of a special pizza projected for intolerant people. Marzia Buzzanca has become symbol of fortitude and strength for the rebuilding of L’Aquila, when in 2009 a terrible earthquake destroyed the town and also her famous restaurant ‘Percorsi di Gusto’ in the so-called RED zone, the historical center of L’Aquila.

Marzia Buzzanca is Ambassador of the cultural project called ‘Women for Italy. Nutrire il Futuro’ realized by FiloComunicazione for the exhibition EXPO 2015 in collaboration with MIPAAF, Comune di Milano, Expo 2015 with Women for Expo and the official endorsement by Carlo Petrini, founder of Slow Food.



Mission accomplished for the first edition of Be Italian in New York

Enthusiastic exhibitors. Tiziano Casillo (Italmill): *"We have met all kinds of food sector professionals, both Italian and American, people who are curious and receptive, leading us to believe we may succeed in this market"*

There were plenty of high hopes for the initial edition, the launching, of Be Italian and by the end of the three-day fair, the results and opinions were definitely positive - in many cases, well beyond even the rosier expectations.

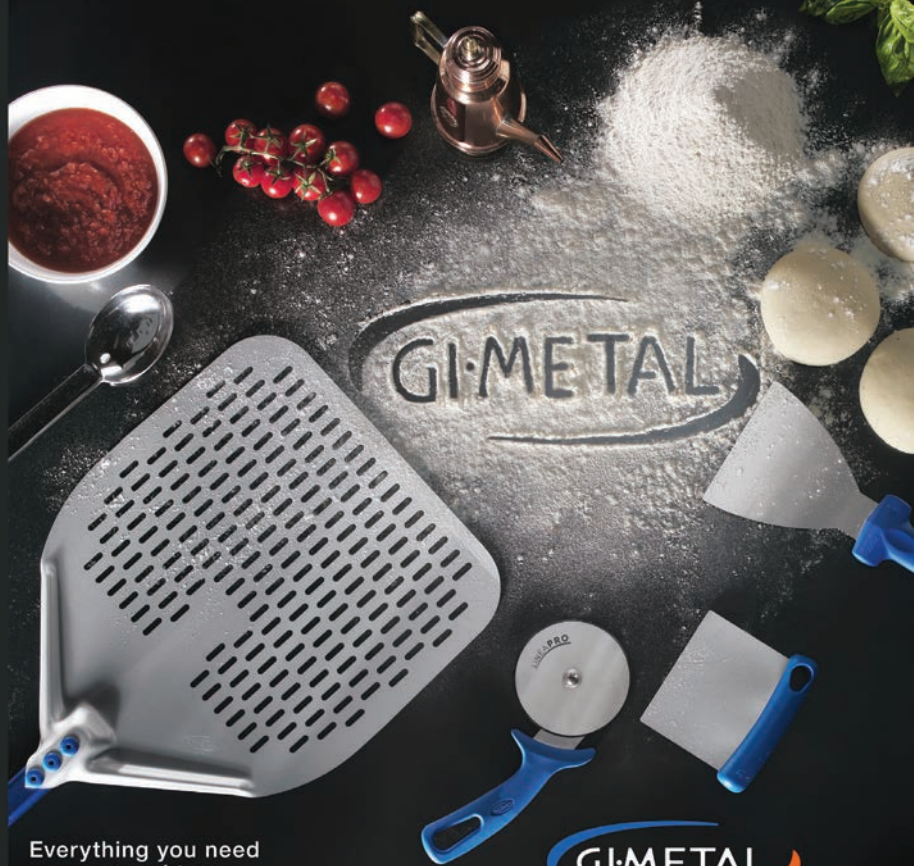
The three days at the fair were intense. The event drew more than 20,000 visitors, all professional members of the food industry. The Be Italian special area was organized by Lombardia Fiere within the overarching context of the International Restaurant and Foodservice Show, one of the most important American fairs serving the professional food sector. Be Italian represented a completely new experience for the fair and this is why it was literally besieged by buyers, many made curious, not only by the excellent food products on display - some of which were being shown for the first time in the United States - but also by the professional equipment. Not only a marketing tool, but also a promulgator of food culture

"It represented an important opportunity, not only in terms of providing the producers with a new and effective

marketing tool, but above all for promoting a style of enjoying food and patrimony of know-how possessed only by Italian producers. We have to raise awareness about food, its preparation and eating, helping American food industry members appreciate the enormous difference between the original products we have brought to Be Italian and the counterfeit junk that has invaded the market there," underscored Antonio Piva, president of Cremona-Fiere, the founder of Lombardia Fiere along with Centro Fiera of Montichiari, Ente Fiera Promoberg of Bergamo, and Pro Brixia - Special Company of the Brescia Chamber of Commerce.

With this aim in mind, a large kitchen facility was set up within the Be Italian area for the presentation of cooking shows. Various chefs belonging to the Federazione Italiana Cuochi of New York took turns brandishing their skills at the stoves in this cooking showcase for all three days of the fair, producing traditional Italian dishes that were obviously highly appreciated, given the throngs of people consistently on hand to enjoy the spectacle.

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Umberto Fornito

64 years old from Frattamaggiore (Naples) is the Champion of Las Vegas.

The Master Pizzaiolo of the APN (Associazione Pizzaiuoli Napoletani) in Las Vegas won in the category Pizza Regina, the Neapolitan Division and the final challenge, coming back home with two prizes in checks of 5,000 and 4,000 dollars.

Umberto Fornito belongs to the Italian team of APN – Mulino Caputo and represents the traditional pizzaiolos. But in Las Vegas he won for his ability in innovation, giving a touchable proof that the Neapolitan school of tradition can also look towards the future.



The pizza of the winner has caught the American Jury because it deals with a pizza with a pre-cooking method.

The white base is prepared with American flour 100% by Mulino Caputo, an Italian firm that is leader in the USA with this product, with

addition of mother yeast. The pizza has passed a second fast cooking with the garnishment: tomato, Fior di latte mozzarella mixed with buffalo milk, mushrooms, chives, black truffle and the “mystery box ingredient” which were “pepperoni and hot salami” typical of the American tradition.

1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

...Abruzzese, Romana, Calabrese, Lucana, Genovese, Milanese, Siciliana, Pugliese,
Napoletana, Romagnola, Piemontese, Bolognese, Veneziana, Molisana, Valdostana,
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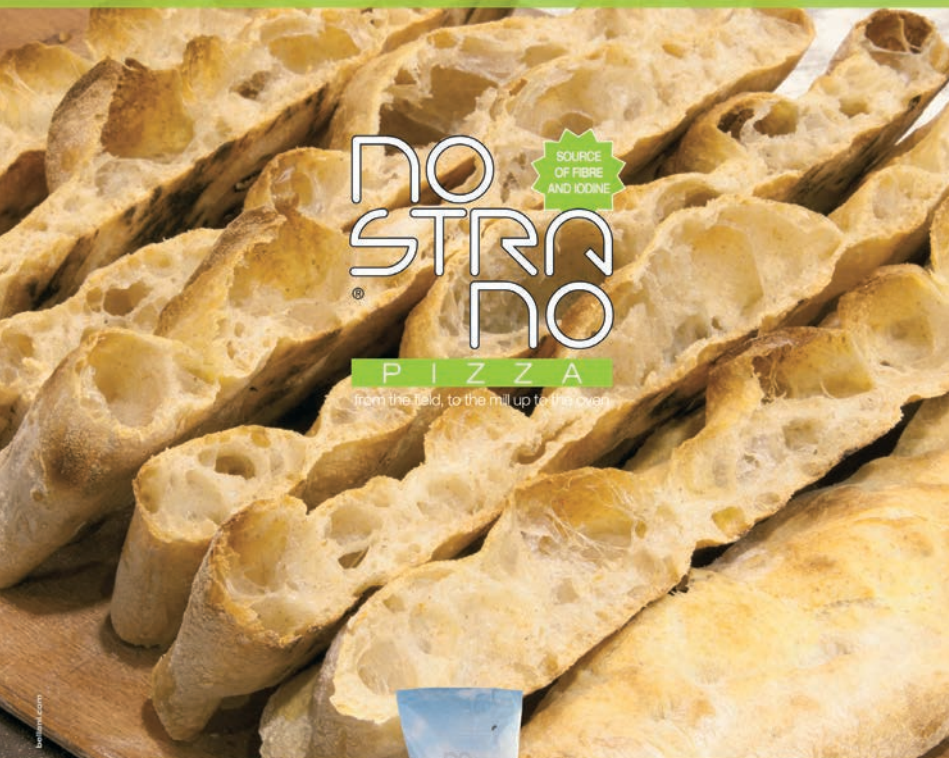
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Summer Pizza

by *Bellocchio Francesco*

Mix with **Poliselli** wheat buds, with 65% hydration, with 48 hours resting time, with the autolysis technique, 3% of salt, 3% of evo oil.

Ingredients

- Pumpkin cream
- Grilled zucchini
- Datterino tomatoes
- Shrimps tails cooked with rum and curry
- Burrata cheese with turmeric
- Little buffalo mozzarellas

Procedure

Stretch the disk of dough, spread the pumpkin cream, add the grilled zucchini and a shrimp's tail (previously cooked in a pan with curry and rum). Cook the pizza, in exit add the Burrata cheese in the middle (let it rest at room temperature) and Datterino tomatoes. Add some drops of evo oil.





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LA PASSIONE PER LA PIZZA