

The magazine dedicated to the world of pizza and catering

# Pizza & core

*international*

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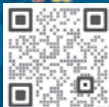
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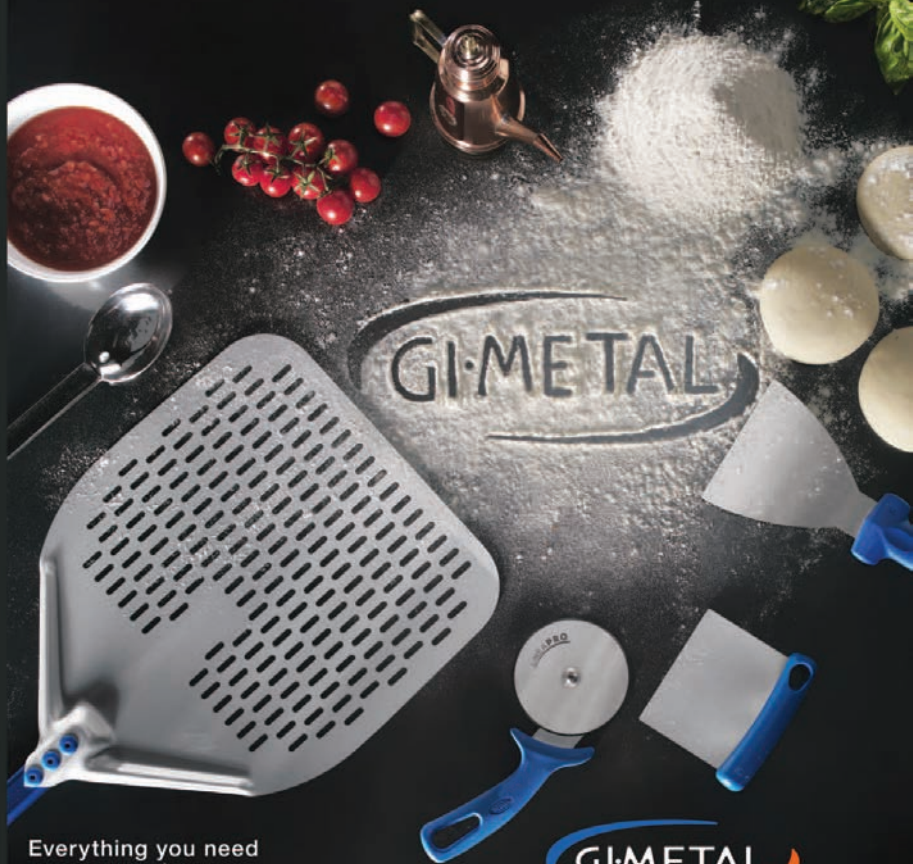
Pizza & core



Risto    news

n.72  
JUNE  
2017

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## Pizza in the USA

### five American styles

**U**SA is one of the greatest markets for pizza consumption. There are five styles of pizza offered and appreciated in this big country, styles reflecting the local tastes.

Among pizza eaters, the city of Rhode Island is famous for its specialty, which is “**strip pizza**”. It deals with a slice of pizza, cooked in baking pans with rectangular shape and garnished with a generous quantity of tomatoes and oregano. It is like the Italian “**focaccia**” and is appreciated if served at environmental temperature.

A thin base but soft in the middle, this is the New York pizza realized with “**hard**” flours, it has a very long leavening time and is worked with hands, fol-

lowing the Italian tradition. It is prepared in large size and sold in slices.

The **Chicago-style** pizza is characterised by a thick border filled with a rich garnishment; upon the base, garnished with mozzarella, you find also meat and vegetables, while the tomato sauce is put on the top.

In **St Louis** (Missouri) you find a very crispy pizza, realized with a no-leavened mix.

The **California style** knew its top diffusion in the 80s thanks to some famous chef. The California-style pizza, also called gourmet pizza, is characterised by a soft base, very similar to the Italian pizza, but garnished with “unusual” ingredients, giving birth to original innovative tastes.





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# save the date



Bread and pizza, pasta and pastries, frosted and chocolate cakes, cupcakes and brioches. This is the art of bakery, the important catering segment based on grain flour, which will be celebrated at HostMilano. The event, world leader in the Ho.Re.Ca, foodservice, retail, mass-market distribution, and hotel industry, will dedicate an entire area to this art – Bread Pizza Pasta – at fieramilano from Friday 20 to Tuesday 24 October 2017.

<http://host.fieramilano.it/>



**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** together with the exhibition “Gluten Free Expo” dedicated to gluten free bakery.

[www.glutenfreexpo.eu](http://www.glutenfreexpo.eu)



**Fine Food Australia** returns to Sydney in 2017 for its biggest show yet (**11th -14th Sep 2017** Icc Sydney, Darling Harbour. Being held at the new ICC Sydney, Fine Food Australia is an unrivaled showcase of the latest food, drinks, ingredients and equipment for foodservice and retail businesses. A visit to Fine Food Australia will open up new possibilities for restaurants, cafes, bars, bakeries, retailers and commercial caterers. The visitor will explore products from over 1,000 exhibiting brands showcasing: general & specialty food, catering equipment, hospitality equipment, bakery, drinks, coffee, tea, dairy, meat & seafood, retail & technology, fitout & design, packaging, natural, organic & free-from, and on-premise liquor.

<http://finefoodaustralia.com.au>



Foto: Jade Wulfrat - Crew Collective and Café, Montréal, Canada.

## In Canada, the focus is on healthy, natural products

**T**he maple leaf flag will be flying at Host this year. Canada is indeed one of three target areas of the 2017 edition, along with the USA and the Middle East. Expectations are high, given that there were already 40% more Canadian visitors in 2015 than four years ago. And that translates into great extra business opportunities for exhibitors at the show. One of the category associations with which Fiera Milano has signed visibility exchange and top buyer scouting agreements is The Baking Association of Canada (BAC), which represents Canada's bakery industry by bringing together retailers, small and large bakery concerns and distributors. We met up with the association's president and CEO, Paul

Hetherington to find out more.

### **Why did you choose to partner with HostMilano?**

*We have been looking at expanding our interests worldwide, and we saw HostMilano as an excellent partner not only to garner information from what's happening in the European and other markets, but also as an opportunity for us to bring some of that information home and share it with our members here. The kind of information that interests us as an association will primarily be about technology and trends. So members attending Host will be very interested in seeing what the new technologies and trends are, and what things they can incorporate back in their businesses in Canada.*

## What insights can you give us into the bakery industry in Canada?

*It is about an eight-billion dollar industry in Canada. It is comprised primarily of commercial bakers who produce breads and rolls as well as pastries and cakes etc. We probably have about 1,200 independent retail operators –corner bakeries – and then we have those that are inside grocery stores. The total workforce is around 40,000–50,000 people in the country. The trends here are very much North American trends: there is a real drive towards producing healthier products, so we are reducing salt, sugar and fats in all our products. The other big trend is for so-called ‘clean labels’, i.e. removing all those unpronounceable chemical ingredients, so as to present a healthier, more natural product to the consumer.*

## What about consumer trends?

*We were really affected by the gluten-free trend of the last few years and bread sales actually went down by 4% or 5% as people avoided the product entirely. Now we’re starting to come back up a bit because that gluten-free trend is waning, but it is still there. In pastry making, the focus is on using more natural ingredients like butter (dairy) rather than an alternative you might have used previously. As for flour, when it comes to gluten-free products you’ve got to use something like tapioca or rice flour, but overall the percentage of gluten-free in baking is very small, like 1% or 2%. On the question of wholemeal, about 47% of bread sales in the country is white flour products, about 22% is whole wheat and 20% is whole*

*grain. The remainder is special breads like rye. So the industry is still dominated by a demand for white flour products, and the numbers haven’t really changed that much in the last 20 years.*

## How do you see the bakery industry in five years’ time?

*I think we’ll see more consolidation in the industry and a greater focus on producing healthier, more natural products. There is considerable concern about genetically modified products, which will increase going forward. I think that medium-sized companies will inevitably get bought out or merge*

*with other companies. And we have to continue catering to consumers who want to stay healthy as they grow older. Organic is certainly another trend, accounting for about 3% or 4%, so not a huge part of the market, but it, too, is growing. Generally speaking, retail will get less generic and more specialised.*

## What about new formats?

*We have what we call the bakery-café: the entrepreneur is expanding what he’s offering, to make it more than just about coming in to buy a loaf of bread.*

*Obviously coffee is a natural tie-in, but we are also seeing bakeries that are becoming more like restaurants, so as well as having a coffee and a pastry you can have a sandwich if you want. Tim Hortons is a typical example: in the last five to ten years it has gone from being a place where you went to buy a coffee and a doughnut to a place that serves full meals.*

*(Credits: HOST - <http://host.fieramilano.it/en/>)*





16<sup>o</sup>  
CAMPIONATO  
MONDIALE DEL  
PIZZAIUOLO

# Michele Leo

wins Trofeo Caputo 2017 edition



**M**ichele Leo: this is the name of the winner of **Caputo Trophy 2017 edition**. It deals with the coveted award for the STG category of the World Championship of Pizzaiolos, ended in Naples on 21st June 2017. Pizza&core staff was in the audience of the final competition, and was able to catch all smiles of prized and organizers. The final event was characterised by a funny enthusiastic atmosphere. During it the winners of the three top positions have been awarded in their own category. The top winner was Michele Leo who at 10 PM lifted the cup delivered by



Caputo family. This year too the Neapolitan event was characterised by a great affluence of visitors and participants coming from every corner of the world: over 600 pizzaiolos coming from 40 different countries participated in the initial phase, by challenging in one or more of the nine categories.

The event took three days full of enthusiasm, passion, professionalism, but also a bit of stress, friendship and cheerfulness. It was held on the Lungomare Caracciolo in Naples at the feet of the immense Vesuvio volcano. Let's talk about the prizing ceremony: if Michele showed an enormous smile when on the podium, **Teresa Iorio** winner of the newest category "Fried Pizza" expressed her joy by tears: she is the first woman winner of the Caputo Trophy 2015 edition in STG. This year she has come back and she is winner again. Together with **Mr. Antimo** and **Carmine Caputo** of the organizer firm **Mulino Caputo**, there were also representatives of the partner companies such as **Gi.Metal**, **Ciao Pomodoro**, **Orchidea**.

According to the opinion of Mr. Antimo Caputo, CEO of the firm Mulino Caputo, the real success of this



## About Michele Leo

He comes from Lucano di Venosa and is winner of the 16th edition of Caputo Trophy, he is 52 years old: his entire life spent in his job of pizzaiolo, always trying to be better. He began in Germany when he was only 18, he worked in a pizza restaurant in Stuttgart. Then he came back in his native little village country, where he opened the pizzeria "Il Brigante", in the province of Potenza.

*«I crown a dream and I thank you all for this. I will be always engaged in this job, always choosing the best ingredients of my territory, that is Basilicata region.»*

Championship is represented by the wide diffusion of the Neapolitan art of pizza all around the world. In fact, there were a lot of Chinese and Japanese among the participants. The mastery of pizzaiolos, their capacity in the selection of genuine ingredients and their ability in the use of ancient techniques, all these elements have become international patrimony. *«It has been a very stressful long job – says Mr. Antimo Caputo – conducted in synergy with the Association of Neapolitan Pizzaiolos (APN) whose president is Mr. Sergio Miccù. But our greatest satisfaction is the aim we reached, that is to elevate quality in every single pizza restaurant of the world.»*



After the cut of the big cake and the awards ceremony, a big party began on

the stage of the Napoli Pizza Village.

We remember to the readers that the brand **Gi.Metal** has been partner of the challenge, giving to the champions of every categories one amazing peel as special prize.

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[www.molinocaputo.it](http://www.molinocaputo.it)

## The recipe



### Ingredients:

- Mozzarella
- Chicories
- Dried tomatoes
- Pine nuts
- Flakes of Pecorino d'Angiò

## Pizza Paesana

by Marco Paladini - Pizzeria I Paladini - Lecce - Italy

### Procedure

Stretch the disk of dough, garnish with mozzarella and bake it. In exit, add chicories salted with extra virgin oil, flavoured with dried tomatoes, pine nuts and flakes of cheese.

#### **For the mix:**

0 Red flour by Polselli, biga method: use from 30% to 50% of the biga according to temperature and time of mixing. Use the biga for the mixing in order to reach a slow leavening and a better digestibility.



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USA

*boom oh the black ice-cream*

**B**lack Ice-Cream: is the new tendency in the USA launched

by the famous New Yorker ice-cream parlour "Morgenstern's Finest Ice Cream". It is coloured with active charcoal. The taste called "Coconut Ash" contains flakes, creams and coconut milk.

The idea was soon adopted in Los Angeles by the ice-cream lab Little Damage, which propose the black ice-cream in the almond taste in a black cone realized with black cocoa and vegetal charcoal, with a total black result. This new tendency is not yet arrived in Italy, probably due to the media debate begun some months ago against the use of charcoal in food preparations. After an initial exploit, products prepared with vegetal carbon (so fascinating for their smart image) have soon disappeared in Italian labs and bakeries.

We underline that vegetal charcoal is



allowed by Italian Law as a colouring element and it is added in preparations but in very low quantity. The safety of this product was officially declared in 2012 by EFSA, the European Authority for Food Safety. It is necessary to affirm that, as a colouring substance, the vegetal carbon has not any effect on our health. Otherwise, if it is used as dietary supplement, that means when it is taken pure during meals (1 or 2 grams a day), it could have collateral effects. In facts, in order to give you a correct information, we remember that if used as a dietary supplement, it shouldn't be taken simultaneously with medicines because it reduces the assimilation of some elements.

For those interested in watching pictures of black ice-cream eaters, here you a wide gallery of photos taken from Instagram under the hashtag #blackicecream.



# 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.

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