

The magazine dedicated to the world of pizza and catering

Pizza & core

international

The cover features a rustic wooden background. In the upper left, a white ceramic bowl is filled with a seafood medley including large prawns, mussels, and clams. To the right of the bowl is a bunch of fresh green parsley. The lower half of the cover is dominated by a large, close-up view of a pizza topped with melted cheese, mussels, prawns, and clams, garnished with fresh parsley. The magazine title 'Pizza & core' is written in large, stylized letters, with 'international' in a blue script font below it. The website 'www.ristonews.com' is printed in a smaller font above the title.

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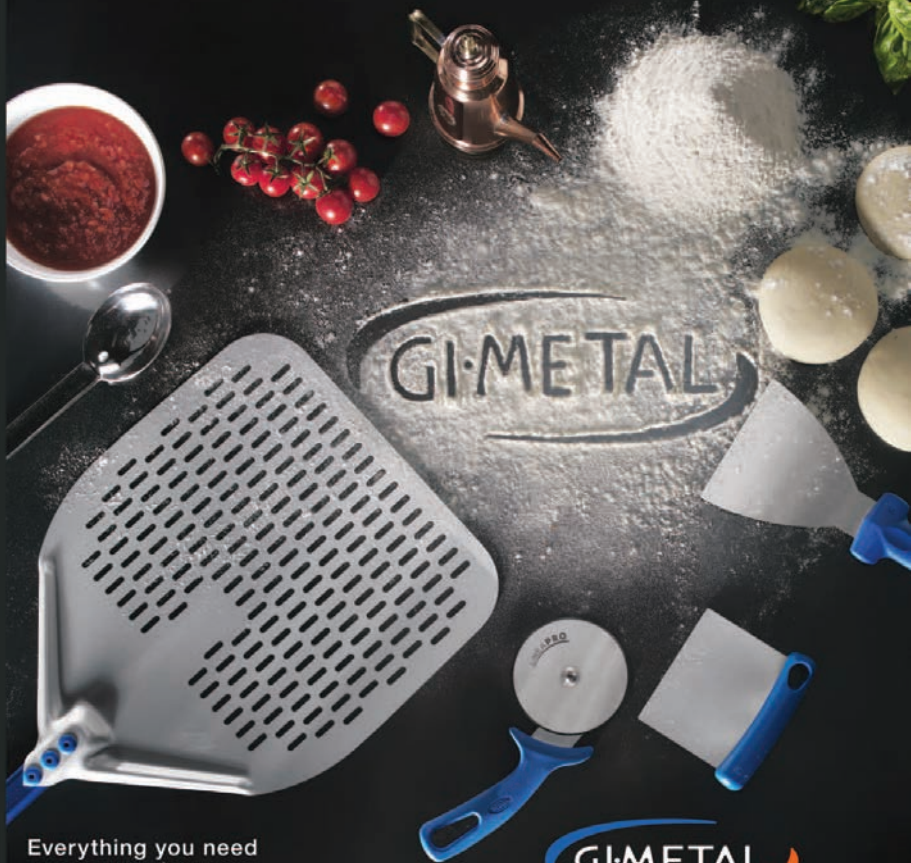
Pizza & core



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Pizza: a turnover of 6 billion euros

From the Naples of the 18th century up to today, pizza has done enormous steps: the Italian tricolour dish bakes off meaningful numbers in the world: 56 million pizzas sold in a single week all around the world, with a constant increase of numbers.

What about Italy? Here pizza, above all “Margherita”, is the queen of Italy. In our country there are 42 thousands pizza restaurants, with 100 thousand workers from Italy and from foreign countries, almost divided into equal parts for what concerns jobs. The most of them are Italians (65%), followed by Egyptians (20 thousands), Moroccans (10 thousands) and Asians, extra-Europeans e others (5 thousands) The global business of the pizza sector is remarkable, it is about 6 billion euros par year.

According to the numbers, pizza is the leading element in Italian catering and economy in general. In spite of the economic difficulties of the last decade, which caused a restriction of consumes, in Italy we prepare and cook and obviously eat 56 million pizzas every week, almost 3 billion each year, among

them pizzas served in the dish, take away pizzas or pizzas in pieces. Even frozen pizzas of the modern delivering systems are increasing.

The Italian customer

According to the results of a Doxa/Assobirra query, in Italy, the 63% of interviewed Italians consider pizza as a single dish; few of them choose it together with an appetizer or a dessert. Margherita is the most preferred pizza, ordered by one consumer on two, garnished with Fior di latte mozzarella or with Bufalo mozzarella, in the original Neapolitan version. The second choice is the Neapolitan and the “Devil” with spicy salami (chosen by the 6 %), the Capricciosa and Ham and mushrooms (5% each of them). The Italian customer verifies the quality of pizza by following different elements: the quality of mozzarella (53 %) and leavening time (49 %). Then the consumer considers also the quality of tomatoes (43%), flour (41 %), the good cooking time (42 %) and as last element the ability of the pizzaiolo (39%).

(Data taken in 2015)

more flavour with less salt!

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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.glutenfreeexpo.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>



photo: pixabay

The spread of the **luxury market**: quality products, local markets, culture and creativity

What is it that makes Italian catering and hospitality so unique and attractive to the whole world, in mature and emerging markets alike? One answer could be the coordinated work that is done across the entire sector. That involves focusing on local areas (concepts like natural landscapes, cultural heritage and “terroirs”, where the very best produce is grown), on the typical enterprising spirit

that runs through Italian manufacturing, and on the general combination of culture and savoir faire that links all the various elements. Then there is the creativity of Italian chefs, who are well known for their ability to produce unique creations, artistic masterpieces that are recognisable and recognised on a global level. And finally there is Italian hospitality, which is as much about catering as it is about the welcoming reception guests are given, with every

effort made to safeguard true, traditional values. All of this creates the Italian way of living, based on all things that are beautiful, well made and good.

This is the picture of Italian hospitality that emerges from a piece of research entitled “Foodservice, Luxury and Territory: Drivers of the Italian Way of Living” promoted by HostMilano and conducted by Magda Antonioli Corigliano, director of the Master’s Degree in Tourism Economics at Bocconi University.

A unique density with 325,000 companies

The sector has no fewer than 325,000 companies and a turnover worth 51 billion euros, thanks among other things to the fact that Italians are eating out more and more and now spend one third of their food expenditure on this. Figures for out-of-home eating remained stable throughout the recession and have indeed started to grow again over the last three years. The sheer density of catering companies in Italy is quite unique: more than half of them (53.1%) are restaurants but also mobile catering businesses, thereby confirming the increasing popularity of street food. (Source: FIPE). With approximately 51 billion euros in 2014, of which 40% attributable to restaurants alone, Italian companies alone account for one-seventh of the turnover of the entire sector in the 28 EU countries (375 billion euros) and over one-tenth of the added value (18 billion euros out of 152), 37.4% of this coming from restaurants. In Italy, there was an overall growth in the sector in the period from 2008 to 2014. Estimates for 2015 expect there to be an additional 2.8% increase (Source: calculations based on Eurostat data, 2016).

The move towards premium segments

The evolution is not just quantitative, though: research has also shown that the professional hospitality and food & beverage industries are moving



towards premium segments as a result of increasingly aspirational consumption. “Luxury is not just about what is good and beautiful,” Antonioli points out, “but about things that last, as is the case with Italian machinery, which plays such an important role in this sector.”

The food, wine, and luxury liquor sectors have also been growing over the past few years, with a +4% increase between 2015 and 2016. However, it is the hospitality sector that benefits most from this evolution, with an increasing number of excellent restaurants specialising in a niche targeting specific market segments. Of the 45 billion-euro turnover in the food & beverage sector, 46% relates to the restaurant industry (Source: Bain & Company and Fondazione Altgamma, 2016).

These days, luxury is not just about costly status symbols like caviar, oysters and champagne. What matters most now is the kind of creativity that can turn a tomato skin, say, into a sublime delicacy. The most sought-after foods are changing: meat, salt, and butter are decreasing, while vegetables are on the rise. We are eating healthier and more veggies even in restaurants. Not that we are giving up on more convivial dishes such as entrées and desserts. The social value of what we choose to eat and how we eat it is one of the constants that emerge from the research (Source: FIPE, 2017).

Online consultation: before and after

About nine Italians out of ten look for information on the Internet before going to a new location (24% always, 37.5% often, and 25.9% sometimes), whe-



photo: Dissapore

reas only 7.9% seldom and 4.6% never do. Online reviews also play a part in the choice. These are very important for 23.5%, quite important for 63.7% and not very important or not important at all for 12.8%. People mainly search for prices (69%), reviews (60.3%), and type of

cuisine (59.9%). Opening hours and days (53.8%) and the location's position (43.8%) are other details searched online. But the web is so much more than just a source of information. It's also a place to share experiences. The social aspect is increasingly relevant: 61.1% like to share for fun or the pleasure of doing so, whereas status is important for 28.2%, and 27.8% like to share unusual aspects and experiences (Source: TradeLab for Mixer, 2016).

The importance of the human factor

The Web may be a fundamental source of information, but what matters most when you actually sit down to dine is the human factor: the direct and often friendly relationship with restaurateurs is another “secret ingredient” in Italian style hospitality's recipe for success. It also helps create that “unique experience” in which the client takes centre stage. A cosy environment and friendly staff are important for 81.6%, while table setting and dish presentation are the second most important factor (51.2%) – thereby confirming the Italian attitude in appreciating all things beautiful – followed by the interior design of the establishment with 44.4% (Source: TradeLab for Mixer, 2016).

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.



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www.molinocaputo.it



Waiting for Sigeap 2018

39th International Exhibition dedicated to Artisan Gelato, Confectionery, Pastry and Bakery production and the Coffee sector- 20-24 January 2018

The event confirms its undisputed international leadership as trade fair for professional operators all over the world in the artisan gelato, pastry and baking sectors, together with that of coffee.

An extraordinary showcase of everything new and trendy in the 4 supply chains. On show will be raw materials and ingredients through to plants and equipment, furnishings and services.

SIGEAP was launched on the suggestion of Italian gelato maker members of artisan associations, who wanted an expo to support their activity. Its story is characterized by an increasing success that began with its inauguration, on January 17th 1980.

Today, more than ever, the secret of the very high calibre of the side events is their organization, which involves all-round proactive collaboration by the most important associations of the various sectors' artisans. The idea of staging a busy program of spectacular events alongside the expo area was a winner right from the start

The ENTIRE WORLD at Sigeap

International relations are ensured by a network of collaborators in forty countries. To bring supply and demand together in the most efficient manner, the

project Top Buyers from Five Continents has been operating for years, enabling exhibitors and foreign buyers to schedule their agenda of meetings to be held at the expo.

Sigeap EDUCATIONAL

International contests, technical demos, seminars and conferences are an integral part of what SIGEAP has to offer and are perfect opportunities for communication and exchange between companies, trade members, media and trade associations representing the entire production chains and the sector's opinion leaders.

A series of contests staged during SIGEAP and around the world during the year ensure that artisan gelato is a key player in every season and at all latitudes: The Gelato World Cup, the selections of the teams held in each continent, the Gelato World Tour.

Last, but not least, since 2014 there is also the www.sistemasigeap.com platform, useful for opening gelato parlours all over the world; since 2015 SIGEAP is collaborating on the prestigious project for the certification of Italian Gelato parlours abroad, with the patronage of the Ministry of Foreign Affairs.

<http://en.sigeap.it>

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www.sigep.it

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“Pizza Square” at



This year at Cheese, the Pizza Square (15th sept) brings the world of Italian pizza tradition to one square. Find the stories of all the pizzaioli that influenced us and led to the creation of “Pizza – A great Italian tradition”, published last year by Slow Food Editore. Pizzaioli and their artisan shops are the best communicators of a national excellence, allies of food biodiversity and soul of the pizzerias where you can have a good pizza in every Italian region. If it’s true that “the art of Neapolitan pizza-making” is now a candidate for intangible heritage of humanity, it is equally true that this art, with its different forms, is the patrimony of many other traditions, such as the Roman style pan pizza, the Genoese pissalandrea or “facroc”.

From the north to the south of Italy you can meet some of the “slow” voices of this world, starting from the stable pizzerias of the Pizza Square with four ovens open all day, every day, including the Roman trapizzino of Stefano Callegari (Sforno and Tonda e Trapizzino, in Rome and Florence), Piedmontese “facroc” by Massimiliano Prete (Divine Taste in Saluzzo), Neapolitan fried pizza by Ciccio Vitiello (Casa Vitiello, in Caserta) and the “Venetian Wood” pizza by Federico Zordan (San Martin, in Cornedo Vicentino).

The idea behind the new edition of the book is to create confrontations and alliances. For this reason, the

pizzas will come in pairs and, in addition to the “stable pizzerias,” some will be telling their Pizza Stories: Matteo Aloe (Berberè), Marzia Buzzanca (Percorsi di Gusto), Franco Cardelli (Don Franchino), Massimiliano Crocetti (ZeroZero), Paolo De Simone (daZero), Vito De Vita (PizzaArt), Aniello Falanga (Haccademia), Salvatore Gatta (Fandango), Salvatore Costa (La grotta del buono), Gennaro Luciano (Antica Pizzeria

Port’Alba), Graziano Monogrammi (Divina Pizza), Ciro Oliva (Concettina ai Tre Santi), Renato Pancini (Al Fogher), Denis Pirello (Zena Zuena), Pierluigi Police (‘O Scugnizzo), Alessio Rovetta (7Ponti), Salvatore Santucci (Ammaccamm’), Pasquale Serra (Est Ovest), Giuseppe Vesi (Pizzagourmet), Stefano

Vola (Bontà per Tutti) e Guglielmo Vuolo (Eccellenze Campane).

But that’s not all. The Pizza Square will be accessible to everyone, including young ones, with Slow Food’s educational projects to learn how to make pizza, revealing techniques and secrets. With Pizza Talks, there are occasions to have a dialogue, because what’s most interesting about pizza is to be able to see it as a food for all social classes and for all ages, and for this reason it is perhaps the greatest Italian tradition.

The “Pizza Square” is done in collaboration with Agugiaro & Figna, Esmach, Quality Beer Academy (QBA),

<http://cheese.slowfood.it/en>



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Verace Pizza Napoletana



compact dough, lightness and high digestibility

The number of professionals of the Verace Pizza Napoletana is continuously increasing. They choose flours by Molino Iaquone in order to obtain a dough which is compact, light and very digestible.

The mission of this important company is that of diffusing the high quality pizza inside the Italian borders but also abroad, through the organization of several formation courses (in its site called **La Casa dell'Impasto**, but also in others locations) and also through its presence at important events and exhibitions. These are the last events organized by Molino Iaquone. From **17th to 26th July** the course Verace Pizza Napoletana (at the central site of **AVPN in Naples**) where was tasted a new kind of flour called **Luna Gialla Iaquone "00"** for pizza, approved by AVPN. There were 11 participants in the course coming from different countries. The seminar focused also on the bio-chemistry of the dough.

On the **29th and 30th June** meeting in **Scotland** at **MOZZA Glasgow** and **MOZZA Saint Andrews** by Giuseppe Marini (a new chain of pizza restaurants following the philosophy of Verace Pizza Napoletana). At Mozza Glasgow meetings with food bloggers and journalists, while at **Mozza Saint Andrews** there was the gala of presentation.

A particular mention to the intervention of Don Antonio Starita owner of the ancient Centeneria Pizzeria Starita

Materdei in Naples. The pizzerias, locations wide and fascinating, use exclusively flours **LUNA ROSSA "00"** for pizza with long leavening time. Further three restaurants are going to open in short time.

www.molinoiaquone.com



Next dates abroad

The great success of the company Molino Iaquone doesn't stop in Scotland, but continues also in Australia, where will be hold the Fine Food Sidney (11th - 14th September, 2017). Here there will be a big stand where to organize preparation and tasting of the famous "PIQUeDi", pizza with high quality and digestibility.

Moreover, in Melbourne and Perth, in September, Molino Iaquone will co-operate with Euroquip, Il Molino Import and Mazza Alimentari by realising three seminars on Italian flours and pizzas: Round Roman pizza, Verace Napoletana, Cut Roman, Shovel pizza, Pinsa, focaccia. Procedures, cooking and garnishment will be the focus of the meetings.

In autumn, the firm will be in Germany; from 7th till 11th October, 2017 the company will participate in the International Fair Anuga, in Colonia. The stand will be equipped in collaboration with Mazza Alimentari. Here visitors could admire the preparation and tasting of Pizza Iaquone at high digestibility, presented and proposed for the first time to the German market.

At the end of autumn, from 15th and 16th of November, 2017, another appointment of the company, this time in London with the event European Pizza and Pasta show; in collaboration with Mazza Alimentari.

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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Venere Nero e Riso Rosso



Creative doughs

One mix... many uses

As a savoury snack to crunch, as colour in the breadbasket and to tickle your fantasy...

Ingredienti

Black mix

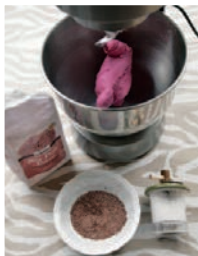
- 300 g of flour of Rice "Venere Nero" Mix
- 170 ml of water
- 1 pinch of salt
- 2 gr brewer's yeast

Red mix

- 300 g of flour of Rice "Rosso" Mix
- 170 ml of water
- 1 pinch of salt
- 2 gr brewer's yeast

As decoration:

- Sesame seeds
- Extra virgin olive oil



Procedure

Follow the same procedure for both types of flours: in a wide bowl put flour and salt. Melt the yeast in water and add it to the flour. Mix with a wooden spoon, then put the mix on the desk and work it with the hands, until it becomes a smooth ball. Put the mix in the bowl, cover it with transparent film and let it rest for two hours until it will double its volume.

For mini sandwiches: with both mixes form small balls of weight 30 g each. Put them in a baking pan. Make a cross with a knife in the middle of them and let them rest uncovered at room temperature.

For the braids: form two small snakes with black mix and two with red mix. Weave the snakes as a braid: take the external snake on the right hand and put it in the centre of the four, then take the snake on the left hand and continue in the same way. Put the twisters in the baking pan with the sandwiches.

For the sticks: form one thin snake with black mix and another one with red mix. Join and twist them. Put them on the baking pan.
Version 2: the bi-colour mix can be obtained with Rice flour (black or red) combined with a classic mix (see photo).

For the mini-baguettes: form mini sandwiches of the weight of 30 g each, give them an elongated form. Cut the surface with a knife, grease the bread with extra virgin olive oil and garnish with sesame seeds. Put them in the baking pan.

Let all the forms in the pan for 30 minutes. Bake them in the oven at 190° C for 10 minutes. Let them cool off and put in a breadbasket.



For the recipe thanks to Maddalena from Cucina Scacciapensieri



PH. M. G. PIZZOLI



ITS SECRET IS IN THE DOUGH
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LA PASSIONE PER LA PIZZA