

The magazine dedicated to the world of pizza and catering

Pizza & core

www.ristonews.com

international



Follow us on

Ristonews.com

Pizza & core

INPUTedizioni
www.inputsrl.it

n.109
February
2021

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


 SMART FARMING

Foodtech is the future

it involves more than 5300 companies

Almost 65 billion in investments in ten years, more than 5,348 companies, 4500 operators and an annual growth rate of 42%. Foodtech is developing incredibly at a very fast speed in the world market. It seems to avoid the effects of the pandemic depression that compromise entire economic sectors. Innovation in the food sector is expressed by the strengthening of efficiency and sustainability of production. The result is that distribution and consumption have reached record numbers. This is stated in the report "The state of global Foodtech report", prepared by Talent Garden - a platform for innovation and training - based on the data of FoodTech data navigator of Forward fooding, an international company dedicated to the agri-food industry in partnership with Accenture, Unilever and Var Group. With only 10 years of life behind it, the sector is con-

stantly growing. 2020 has followed the main trend without any exception, confirming the upward trend with 17 billion euros of investments. This is the evidence that some segments of economy appear not touched by the crisis. "The hottest sector where innovation is at home is agriculture," says Davide Dattoli, co-founder and CEO of Talent Garden. "On this front - he continues - a game is being played with huge investments in startups and new technologies, which are redesigning the way agriculture is done: and therefore sustainability, new products, new demand for food". Another rapidly growing segment is that of Next-gen food and drinks which in the last 10 years has accumulated 6.2 billion in investments, of which over 2.4 in 2020.

Foodtech and technology applied in every sector of economy are the future.

**Carmen
Miletta Cossa**

Food and Health



Reaching the wellness through food

In this interview we host **Carmen Miletta Cossa** who carries out a very particular profession, Miletta is a **Holistic Health Coach**, her mission is therefore dedicated to the well-being of people through a Holistic path where food and good catering have a fundamental part.

We have involved you in this column to better understand how similar the worlds of wellness and catering can be, how it is possible to best combine the experiences of food and health care and which are the best suggestions we can give our restaurant friends, propose them new opportunities for consumption that satisfy that particular need for taste and well-being that, in this time of pandemic, are particularly felt by consumers.

Can food and health be functional to each other? And how, may even satisfy an important component such as taste?



Carmen Miletta Cossa



«Yes, food and well-being are two sides of the same coin. Although it has always been thought that health or healthy food is not so tasty or palatable, we are instead witnessing a change of thinking, a change of course. The appreciation for healthy cuisine, such as vegetarian, vegan, gluten free, or seasonal cuisine, is increasingly gaining acceptance from both consumers and the operators of the Ho.re.ca. sector. If in past years, for example, good nutrition was synonymous of diets or calorie counting, we are now seeing a completely different situation. People are open towards a holistic approach to nutrition. Furthermore, they think about prevention, aging in a healthy way, sustainability and eating habits are increasingly personalized. It is no coincidence that we experts of health very often talk about it during our educational meetings».

It is evident that organic products have a fundamental role in this process, the organic sector has been growing for some years, a sector that the pandemic has made even more lively: the data published at the recent SANA RESTART in Bologna, speak of a growing sector despite the lockdown. Therefore, the bio-organic that intercepts the increasingly green

soul of a consumer who makes the search for well-being his primary aspiration. So how can our restaurateur friends through their work, can their proposals combine these factors?

«Restaurateurs must project themselves looking at the future, they must continually get involved, they must always reinvent themselves if they want to have a respectable place in the market. And, if research tells us that consumers are more attentive, they are more aware, ho.re.ca. experts cannot fail to take these elements into consideration, and they cannot fail to use them to their own advantage. The offer must therefore be continuously enriched with new ideas, with ideas that meet the new needs of the consumer, to a public that is more attentive to well-being, that is more attentive to a healthy and sustainable diet. Just as an example, I would like to suggest that you can perhaps prefer the use of vegetarian and vegan diets, then introduce these elements within the offer. A special focus should be on the Italian market, so I invite you to focus on zero-kilometer ingredients to also try to give opportunities to Italian entrepreneurs and thus help the growth of our country».

“Eating out” also means tourism, where the concept of slow and sustainable tourism is becoming increa-



singly popular, the recent institutional project VALORE PAESE ITALIA goes in this direction. How close is tourism to the concept of Health?

«Sustainability and health go hand in hand. When we talk about zero kilometer or organic products, for example, we value not only preventive measures for climate change but also preventive measures for health.

Tour operators would raise their market value if they introduce these aspects into their business. It would therefore be an economic, reputational and moral advantage for them. My opinion is therefore to use these elements as much as possible within your offers, without completely distorting your identity, but instead trying to make it newer, to enrich it. Something

interesting could be collaborating with senior wellness professionals, such as nutritionists or wellness coaches. The Italian Health Coach Association, which I belong to, which is a learning community made up of experts who express skills and excellence in various disciplines and who, together, flow, refer to the impairment of people, in order to psycho-physical wellbeing. We are in fact working on collaborative projects and creation of ideas that encompass many educational and recreational aspects. One of these is precisely the wellness aperitif».

Let's consider the motivational point: with what spirit should the restaurateurs react, which are undoubtedly among the categories most affected by this pandemic, considering the drop-in consumption, the



drop in the average receipt and on the other hand higher operating costs. Should they surrender?

«Never give up. It is precisely in difficult situations that all the great things are born, that new ideas are realized, it is where we must give space to experimentation. An example could be the new project conceived by IHC, the Italian Health Coach Association for Ho.re.ca. The project is called the “wellness aperitif”, a new educational concept. In addition to the traditional aperitif, consumers are entertained with dialogues, presentations or demonstrations on topics of nutrition, prevention, or sustainability. A show & tell event, where food becomes not only an appreciation of taste but also an instrument of well-being. These projects have already been launched with great success both in Italian restaurants and abroad. They obtained an excellent response both from consumers but also from sector employees. The advantage for the operators is to make their offer richer, more quality. A way to attract them, to motivate, to build customer loyalty and to differentiate themselves in the market».

We could conclude by hoping that this pandemic will not only bring problems, but on the contrary it

could represent a new opportunity for those involved in catering and hospitality, isn't it?

«An opportunity to reinvent yourself, to create new synergies. This new situation that could be negative and, instead, a new opportunity to rethink each of their business, is giving us time, it is allowing us to see things from another point of view. These are all fundamental elements for any type of business, especially for catering, hospitality which is a business in constant motion. When you are in continuous business, you do not have the opportunity to stop, to see things from another perspective, to review your business model, to design, to reinvent yourself, to experiment, to invest too. Our business in this way cannot have a future if we do not have time to stop and see things differently. So what I can recommend to restaurateurs and to all those in the trade, now is the time to stop and grow, it is precisely the time to bring out maybe those little dreams in the drawer that we have always been afraid to pull out. Here, now is the right time. Now is the time to have courage, it's time to try. As a health coach together with all the associates, we are on your side, we are on the side of the ho.re.ca. for the recovery of our country».

Vera Pizza DAY

The 1st Pizza World Marathon

LIVE

17/01/2021

24h

FREE MASTERCLASS



A successful result for the Vera Pizza Day Master Class

An international event, a 24-hour marathon organized by the AVPN Vera Pizza Napoletana Association, that would paid tribute to Sant'Antuono, the Patron Saint of pizza makers.

The 17 live master classes from 13 countries and the various moments of this historic day, were viewed from 101,267 visitors from over 190 countries. Winning numbers that are added to the 2,367,000 users reached by the social campaign, wanted by AVPN and the Campania Region, which from 11th to 17th January advertised the initiative.

«A success beyond any expectations - commented **Antonio Pace, President of AVPN** - and which testifies to the impact that true Neapolitan pizza has on the whole world. When our association was founded, 37 years

ago, we could not have imagined a similar result. Nowadays it demonstrates how effective the promotion was important because this has led to the creation of a network of affiliates who work with extreme passion». The event was composed by many exciting moments





during the whole day, such as master classes in 13 different languages, including LIS language. A great number of visitors and followers during the non-stop event, with peaks for the two “lessons” from Naples, the first with **Ciro Salvo** and **Massimo Di Porzio** (AVPN Vice President) and the second with **Salvatore Santucci** and **Enzo Esposito**. Highlight, **Maestro Lello Esposito** presented a scale model of what will be the monument that Naples will dedicate to the art of pizzaiuolo, an intangible heritage of humanity for Unesco since 2017. During the marathon, space also for the Sant’Antuono Awards, the award that this year AVPN and the Univerde Foundation, chaired by **Alfonso Pecoraro Scanio**, wanted to deliver to those representatives of the media who have particularly distinguished themselves in the promotion and dissemination of culture of the real Neapolitan pizza. Receiving it, during the live broadcast, were **Laura Mantovano** (Gambero Rosso), **Paolo Marchi** (Identità Golose), **Antonio Scuteri** (la

Repubblica), **Barbara Guerra**, **Luciano Pignataro**, **Albert Sapere** (50 Top Pizza) and **Alessandro Schiatti** (I Love Italian Food).

«We wanted to pay tribute to the media - concluded Pace - who have had and continue to have a decisive role in what we could define as a true Renaissance of Neapolitan pizza. And it is our intention to make this award a fixture, as will our marathon. With the hope, for the next year, of being able to combine the contacts remotely even those up close with a big party in the square».

The Vera Pizza Day initiative was created with the support of the Campania Region and the moral patronage of the Municipality of Naples and saw the participation of international partners such as **Molino Dallagiovanna**, **Molino Denti**, **Molino Caputo**, **Latteria Sorrentina**, **Gi.Metal**, **Molino Bongiovanni** and **Manna Forni**. Vera Pizza Day was conveyed by the facebook pages of the partners, delegations, associates and communities of “I Love Italian Food” and “Ooni”. The technical partners of the initiative were the two young Neapolitan realities Jungle Juice ADV and SoKan Communication.





31st August to Friday 3rd September 2021

After having commissioned of two surveys, one among exhibiting companies and the other among national and foreign buyers, Fiere di Parma and Federalimentare have set the dates for Cibus 2021: it will be held in the first week of September, more precisely from Tuesday 31st August to Friday 3rd September. A deep evaluation of the vaccination campaign in Italy and the organization of air corridors for foreign buyers also contributed to this decision. The 20th edition of Cibus 2021, the International Food Exhibition, will be the fair for the restart of the Italian agri-food industry, the first showcase of the year for national food & beverage. The fair will propose new products that will drive the recovery of domestic consumption and international exports. All possible sector and food categories will be involved in: from cured meats to cheeses, from pasta to tomatoes, from oil to baked products, from beverages to grocery, from frozen foods to products clubs, and more.

The reopening of Cibus (the 2020 edition was canceled due to the pandemic) coincides with a resumption of agri-food exports: Istat data, processed by Federalimentare, already report a substantial hold in 2020 (+0.1 %

in the first 10 months of 2020), which should evolve into significant growth in the first half of 2021. These numbers are very positive and make foresee a conspicuous influx of international buyers, so much so that a record budget has been allocated to favor incoming (travel and permanence of foreign buyers). The relationship between Italian food and drink companies and foreign buyers has never been stopped even in the last difficult year of pandemic: thanks to the consolidation of the B2B platform My Business Cibus, the webinars of Cibus Lab, and the participation of Cibus at the Food Hotel China fair in Shanghai (in the last November) and at the next Gulfood in Dubai (21 February 2021).

About three thousand Italian exhibiting companies are expected at Cibus 2021 and all the operators in the agri-food chain will be present. The fair will therefore represent an opportunity to analyze the great changes accelerated by the pandemic, both in terms of production and consumption. The meetings will be organized in a single and coherent framework, called "Cibus Forum", also to underline the continuity with what was elaborated in the last Cibus Forum in September 2020.

THE GLUTEN-FREE DESSERT READY IN ONE MINUTE



- FROZEN
- PORTION PACKAGING
- WITH 23% DARK CHOCOLATE



THE BEST FOR YOUR GUESTS

www.schaer-foodservice.com



Gluten free desserts



products for professional catering

In the last decades, dessert has been growing in importance on restaurant menus. It is no longer a simple end of the lunch or dinner, but nowadays the dessert represents the top moment of the tasting journey. Each restaurant should therefore always be equipped with new products, novelties which are able to satisfy all tastes and needs, such as gluten-free.

Celiac disease is in fact constantly increasing in Italy: today celiac disease affected people represent 1% of the population, with diagnoses growing by 9% every year, according to the latest report from the Ministry of Health.

Thanks to **Schär Foodservice**, even those who have

to follow a gluten free diet can now conclude their taste experience with sweetness and in absolute safety. The division dedicated to the Ho.re.ca. of the **Dr. Schär Group**, in addition to a wide range of products to cover all the needs of the professional, also offers delicious and safe desserts.

New Schär chocolate soufflé: the iconic dessert with a dark heart in a gluten free version

An important novelty has been added to the **Schär Foodservice** assortment: the **Schär chocolate soufflé**, a soft gluten-free chocolate dessert, which contains a greedy dark heart. A real delicacy, the

new soufflé is gluten and wheat free, and is prepared with 23% high quality dark chocolate, eggs and butter.

With the Schär chocolate soufflé, catering professionals will be able to offer their customers with gluten-free needs the opportunity to end a lunch or dinner away from home on a sweet note, enriching their menu with a spectacular dessert, loved by all. The personalizations of this dessert are endless, from the combination with red fruits, with a sprinkling of powdered sugar, to the scoop of gluten-free vanilla ice cream and a mint leaf, to give a touch of freshness.

The Schär chocolate soufflé is packaged in safe single portions and is frozen, thus ensuring a long shelf



life - 16 months - and the preservation of flavor and organoleptic characteristics. Furthermore, it is quick and easy to prepare, as it takes just a few minutes in a traditional oven and less than a minute in the microwave. It is therefore the perfect solution for professionals looking for practical, good and safe solutions to satisfy the increasingly demanding tastes of celiac and gluten-sensitive customers.

Easy to use and creative, Dr Schär Foodservice gluten-free desserts and products

In addition to the Schär chocolate soufflé, for lovers of Italian tradition, Schär Foodservice offers the **Schär Tiramisu**, frozen and packaged in two practical cups of 100 g each, ready to be served. For those wishing to experiment with new creations, Schär Foodservice offers **Schär Savoirdi**: made with 38% of fresh free-range eggs, gluten-free, wheat-free, lactose-free, preservative-free and palm oil-free. The new Savoirdi release a pleasant aroma of vanilla and lemon, which makes them perfect for the preparation of many spoon desserts, but also to be served with coffee or tea.



 www.schaer-foodservice.com



Pizza “DA-MARE”

The recipe that we are going to present is a classic recipe for plate pizza but enriched with bottarga, it is a simple but tasty and above all digestible recipe. A pizza that can be easily prepared at home with simple ingredients that can also be found at the supermarket, the long leavening time in the fridge makes the product light, digestible and tasty. The secret of pizza is “maturation”, the longer it is, the more digestible the product is. The bottarga inside the dough and the sea fruit garnishment make this pizza tasty especially for those who love the flavors of the sea. The dough weight 280 gr, to be spread taking care to leave air in the edges of the dough.

REQUIRED TOOLS

Thermometer for dough, scales, trays for storing dough in the fridge, flour for dusting, pastry board, large enough bowl, damp cloth, rasp, pizza shovel, large spoon.

Recipe for 5 Pizzas of 280 gr. about or 7 pizzas of 230 gr each.

Total recipe preparation time: approximately 52 hours

Cooking: about 8 minutes at 250 °

Difficulty: Medium

Dough ingredients

- 1 kg of W 330 Strapizza flour
- 3 gr of fresh compressed brewer's yeast
- 15 gr of granular mullet bottarga
- 550 grams of water
- 25 grams of Himalayan pink salt
- 30gr of extra virgin olive oil
- * 16 gr of cuttlefish ink (for the cuttlefish ink variant)

Ingredients for the garnishment:

- Fine tomato pulp
- Quite "dry" mozzarella in strips
- Extra virgin olive oil
- Sea Salad
- Peeled shrimp
- Chocolate chip
- Surimi
- Salmon flavored spreadable cheese
- Fine sea salt
- Dried oregano in leaves
- Fresh basil leaves



Procedure

Season the tomato pulp with basil, oil, salt and oregano and place in the fridge. Start the dough, in a planetary mixer with a hook, adding flour, yeast and bottarga and stirring for 2 minutes to mix and oxygenate the flour. Insert 500 gr. of water in small doses. This process should take about 10 minutes at speed 1 or at moderate speed. Activate the speed 2 or increase the speed and add the salt, and the remaining water, letting the salt dissolve and absorb everything. Finally, lastly, add the oil (if you have decided to make the pizza with the variant with cuttlefish ink, add it last and wait for the dough to be completely coloured). This process should take about 5 minutes. Follow the same procedure even if the dough is hand worked the same dynamics of adding ingredients but in a fairly large bowl and obviously the kneading times will lengthen. When the dough is smooth and homogeneous, place the mixture obtained on the previously floured work desk or on the home pastry board (the weight of the dough should be approximately 1.634 Kg.) and proceed to the 1st rest of 20 minutes at room temperature covered with a damp cloth. Then cut into 280 gr. balls, roll up and place in pizza drawers or containers that can be closed and left to rise for at least 1 hour at room temperature closed in containers with lids. Put everything in the fridge for about 48 hours at 4° C degrees (maturation). Take out of the fridge and let it rise until the initial volume has doubled, the rising times vary according to the outside temperature (about 2-3 hours). After the rising time, spread the dough with your fingers and fill as you prefer or with the ingredients suggested in the recipe. Cook at 350 ° C for about 2/3 minutes, or if cooked at home, cook at 250 ° C (better if on lava stone) for the time required for cooking (about 8 minutes with a previously pre-heated oven).



MADE WITH PASSION.



Passion, quality, innovation

We've been manufacturing with passion, for over 30 years, high quality professional pizza tools. Exactly the same passion pizza makers use to create their masterpieces of taste.