

The magazine dedicated to the world of pizza and catering

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2017

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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Which is the most meaningful European market for pizza?

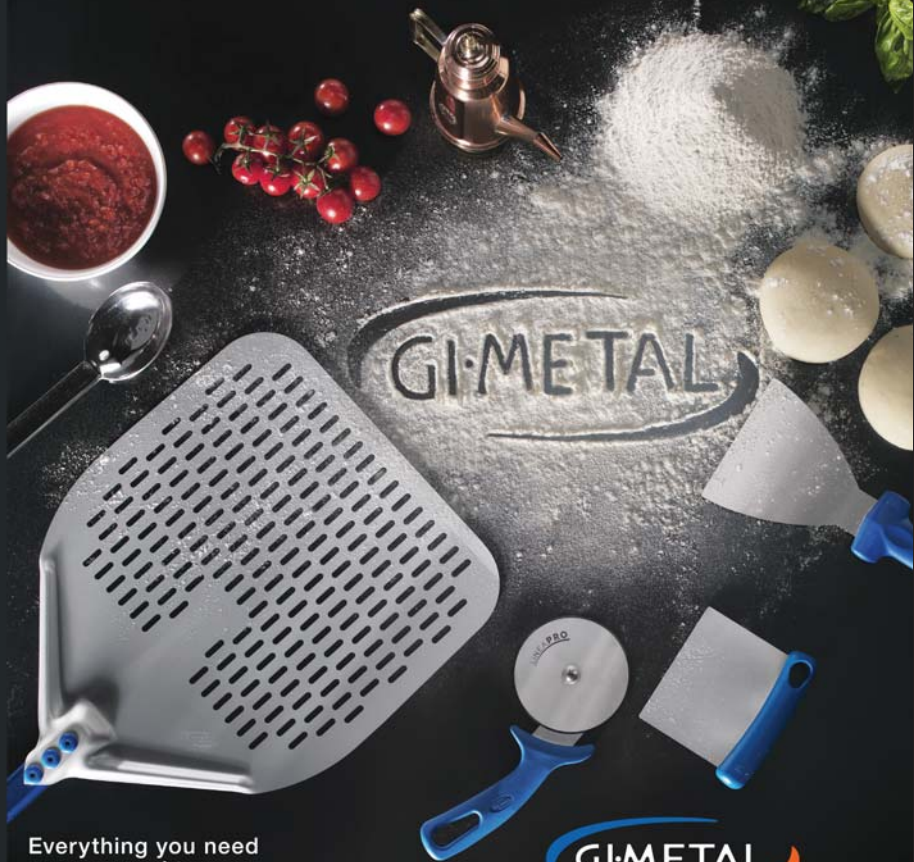
Which is the most meaningful European market for pizza? France. It represents the second world market for pizza after the United States and before Italy, with over 5,14 billion turnovers and more than 819 million pizzas eaten every year at a ratio cost of 10,44 euros. Nowadays France is a market with an enormous potential for managers who want to open new pizza restaurants. Moreover, it is a very stimulating market for the operator of the sector and for the producers, who can guarantee authenticity, genuineness and quality of their offer to a very exigent and informed consumer.

For this reason in France the fairs and the events concerning food are becoming even more important,

among them we suggest Parizza (4th and 5th April 2018 in Paris Expo - Porte de Versailles).

To appreciate and better know made in Italy it would be better to come to Italy. In October was held in Milan a great successful event, called HOST Milano, while next important international appointment is the SIGEP, the fair devoted to the bakery world, sweet or salty. So we invite you all to Rimini (Emilia Romagna) in January to visit SIGEP, before visiting the Parisian exhibition in April. Here you can taste all styles of pizza we bake in Italy: scrocchiarella, pizza in pan, classic round pizza, with thin border, Neapolitan pizza, roman pizza...and all the savoury garnishments. Have a nice trip and...bon appetit!

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World Bakery, Pastry, Ice Cream, Chocolate and Confectionery Trade Show, is a global event featuring French and international suppliers. It showcases know-how and new products in equipment, raw materials, ingredients and services for the industry entrepreneurs. On Europain, the industry, whether craftsmen or manufacturers, will find out all solutions to meet their needs and consumer's expectations. The show also hosts national and international competitions: Coupe du monde de la Boulangerie (World Bakery Cup) alternate with the Bakery Masters, International Confectionery Art Competition and French Schools Cup (3th – 6th February 2018 - Paris-Nord Villepinte, France). www.europain.com/en/show



Parizza is the appointment of professionals of food sector in Italy, which will be held on the **4th and 5th of April 2018** together with the event SANDWICH&SNACK & SHOW in Paris Expo - Porte de Versailles. Two show rooms for a global event that will welcome 310 international trade marks, 200 innovative projects, over 100 accredited journalists, over 11 thousand operators (all professionals of the sector coming from France and from the world) belonging to the world of catering, take-away, snacking, professionals of pizza and typical food of Italy. For Parizza in particular there will be 90 companies with their brands, exhibiting for all the sectors of food: agro-food, consume products, tools, equipment, technology, service (21% coming from Italy); 70 experts of the sector. The event will be the ideal place to find the top-quality offer for the complete spinneret.

www.parizza.com



This is the European point of reference for the sector of speedy catering, where every year all technologic novelties and new tendencies are presented. Here you can find all the solutions of “speedy eating” even more focused on a top quality of ingredients, on the “cooked-to-order” food, on the development of ethnic cuisine for the snacking sector and on the evolution of the locations for food. The exhibition will be held in Paris Expo - Porte de Versailles on the **4th and 5th of April 2018**. www.sandwichshow.com



*Food
design*



Vegan burgers
by Flower Burger



It was born in 2015 in Milan and in short time it developed in Rome, Monza and Turin: we are talking about **Flower Burger**, the vegan burger shop which is bringing its colours all around the whole Italy. We could define it an “unconventional” restaurant, where the menu attracts not only vegan consumers, but also all those who like to experiment and are ready to taste new coloured food in a funny and comfortable location.

*«The idea was conceived after that I left my old job and I had some free time to think about my future -tells us the owner and manager **Mr. Matteo Toto**. - I took inspiration from a restaurant visited abroad in the past... then I tried to realize that idea. The central idea became a real project; the project was transformed in a real enterprise, and nowadays it is in large expansion with a franchising trademark. I'd like to diffuse this trademark all along the Italian regions but also abroad».*
The young manager, together



with his associates, succeed in the creative fusion of some modern tendencies: the vegan approach, the revival of the gourmet sandwich, the exigency of conviviality at lunch or dinner, all these elements garnished with a rainbow of colours making his handcraft sandwiches funny, seasoned by natural sauces. All these elements expressing a deep equilibrium between taste and food design. *«Ideas come every moment of the day, then, thanks to the precious help of my collaborators, we try to realize them. For example, now I would like to create a blue bread. In synergy with my technicians, we find the right recipe, even choosing natural ingredients, following the philosophy and the healthy mission of Flower Burger. Among my dealers there is the Italian firm **Molini Spigadoro**, in particular we use the brand **Chef in Black**, but also their flours».* For what concerns bread, they propose turmeric bread, black charcoal bread or 7 cereals bread. *«Our menu proposes also signature sandwiches, such as those by **Marco Bianchi**».*



When you visit our restaurant you try to keep away the stressful hectic life of Milan, to meet a friendly comfortable atmosphere, that reminds the “hippy culture”. It could also be that you seat at the table with other guests, in the name of food and free time sharing.

Flower Burger - Gourmet vegan burger restaurant in Italy • Viale Vittorio Veneto 10, Milano • Via Dei Gracchi 87, Roma • Via Padre Reginaldo Giuliani 10, Monza • Via Antonio Bertola 29/C Torino • www.flowerburger.it





giotto
Pizzeria

from the palette into the dish

In our pizza restaurant through a path of tastes among mixes and garnishments



We met **Marco Bovio** some years ago in Bari. At that time, we had the occasion to taste his agreeable mixes and digestibility of his pizzas. Since that time Marco Bovio, like many other young pizza makers who possess a deep management spirit, has renewed himself and opened a new restaurant. In his hometown he has experimented a new concept of pizza, with his project called **Giotto Pizzeria**.

Let's see what does it mean in his own words: «**Giotto Pizzeria** was born from an idea by me and my friend **Michele Marino**. Together we thought to spend our

time and money in this project in our city, that is Bari. We opened this new restaurant one year ago, but the result is yet very encouraging. The restaurant is ever full and in these periods it means a great success. The particularity of our pizza is in the way we present it. We bring on the table pizzas yet cut into pieces by proposing a real journey into the taste. Here comes the customer not to eat his/her pizza, but to know new tastes, new mixes, and new garnishments. Pizza here is presented in



From left Michele Marino and Marco Bovio

a special way, with a special choreography of colour and shapes. Our location is simple, sober and gives a sense of relaxing elegance».



From left Marco Bovio and Tiziano Casillo technical Italmill

Among our partners, **Italmill** delivers us its flours. «The proposed mixes – Bovio explains – aim to taste, digestibility and

above all high quality of raw materials for the creation of the mix. Our customer can discover the difference between a mix made with type 1 stone grinded flour and other four kind of dough. Some pizzas with new tastes like bresaola or figs and so on». About partnership with Italmill, Bovio explains us:



«I've known this firm since a long time. I know their products but also people working in Italmill, I know their professionalism and the precise deep work of research they do for each of their top quality products. Italmill is important for the project of our Giotto Pizzeria».



Roberto Caporuscio and Tony Gemignani

the collaborative Pizza for Hurricane victims

Dynamic duos of the pizza world, Roberto Caporuscio and Tony Gemignani, joined forces to offer pizza fans an up close look at the art of Neapolitan pizza-making, along with a tasting of their crafty creations. The one of a kind pizza presentation took place on October 19th at 66 Gold Street in the Financial District of New York City, home to the newest location of favorite pizza spot Kesté Pizza and Vino. Pizza pros Caporuscio and Gemignani, two of the most renown names in the business, bring more than four decades of pizza knowledge to the helm. Said Caporuscio: «It's important that the centuries-old art of Neapolitan pizza-making is preserved for gene-

rations to come. Tony and I have so much respect and passion for what we do and love to share it with others. While he's in town from the west coast, we thought it would fun to get together and offer pizza lovers an evening of tasting and teaching.» During the event, a special pizza was created by both Caporuscio and Gemignani; it will be offered as a special through November at Caporuscio's restaurants; all Kesté Pizza and Vino locations and Don Antonio. Profits from the collaborative pizza, which is topped with peas, prosciutto di Parma, pancetta, housemade burrata, and drizzle of local honey, was donated to the American Red Cross' Hurricane Irma relief fun. At the end of the evening, Gemignani sig-



ned copies of his latest cookbook for purchase, “The Pizza Bible”, a comprehensive guide to making delicious pizzeria-style pizza at home; covering nine different regional styles, including standards such as Neapolitan, Roman, and Chicago, as well as pizza sub-specialties like St. Louis and California.

About Caporuscio and Gemignani

Caporuscio is one of the most highly regarded pizza chefs in the country, and the subject of rave reviews from the media, often appearing on television, at prestigious culinary events, and making masterful creations for the covers of magazines. He serves as U.S. President of the Association of Neapolitan Pizza Makers (APN), the elite Italian governing body teaching the 300-year-old art of Neapolitan pizza making, and certifying adherence to authentic procedures. The maestro, who owns four restaurants

in New York City, is also Founder of the Pizza Academy Foundation (PAF) in New York City, offering Neapolitan pizza-making classes to both professionals and novices. Gemignani, a 12-time world pizza champion and multiple cookbook author, is a chef and owner of seventeen restaurants in Northern California and Las Vegas, and holds an impressive set of awards for his pizza-making and tossing skills. He is proprietor of the International School of Pizza in San Francisco, where he certifies chefs from around the globe, and is an official U.S. Ambassador of Neapolitan Pizza by the city of Naples, a prestigious title only given to three people in the entire world.





Scrochiarella® in the top ten of Gambero Rosso

GAMBERO ROSSO

Italian chefs in Moscow are opening many restaurants, reinterpreting their menus and at the same time carrying the authenticity of typical Italian food. The current most loved trend in Moscow is the Roman style pizza: Scrochiarella is the word for typical Roman pizza – crisp, light, baked in a wood-burning oven – that crunches when bitten. It can be topped with a great variety of different ingredients. But Scrochiarella is also the name of this large, welcoming place open in the center of Moscow by the Lombardy group Italmill, manufacturers of the flour of the same name. Thanks to the goodness of pizza Scrochiarella this new restaurant conquers the top



of the ten best restaurants in Moscow according to the famous magazine Gambero Rosso. We read: "The menu offers different pizza formats, from small to mega, and offers a number of versions of the classic Margherita, including ones with anchovies, or artichokes and Parmigiano, or plums and carpaccio". Scrochiarella as a

store opened in March 2016 by the Fedorovs, a Russian family who has over 15 years experience in the hospitality business. Quality and uniqueness of the product convinced the family to not only create a pizzeria around Scrochiarella product, but also become a point of sale for the Italian flour company and as well as a training space for pizza making.

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Countdown for 20-24 January 2018

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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. SIGEP 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 Sigeep

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.

Sigeep EDUCATIONAL

International contests, technical demos, seminars and conferences are an integral part of what SIGEP 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 SIGEP 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.sistemasingep.com platform, useful for opening gelato parlours all over the world; since 2015 SIGEP is collaborating on the prestigious project for the certification of Italian Gelato parlours abroad, with the patronage of the Ministry of Foreign Affairs.

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Eventi, Trade and News in Italian



The event “ELEMENTI, I VOLTI DELL’IMPASTO” comes back: waiting for Milan fair, the tour starts with its first international date in Dubai

The first stage of the last edition of the event “Elementi, i volti dell’impasto” has just finished.

The competition organized by Molino Vigevano for the election of the best pizzaiolo has crossed the boundaries of Italy to reach the Emirates, where “professionals of pizza” have been challenged in Dubai.

After the great success of the past edition, the challenge called “Elementi, i volti dell’impasto”, crea-

ted by Molino Vigevano comes back again with its first international date in Dubai.

The tour had the aim of uniting the culture of product and top quality raw material to the professionalism and amusement of the participants. The event “Elementi” was held in Dubai, as first stage of the 2017 edition, during the event Master of Pizza, the Arabian championship devoted to the pizza world. The challenge, created by the Italian brand Gruppo Lo Conte dedicated to the sector of flours for the preparation of cakes and bread for profes-



GAMBERO ROSSO

Lo Conte

sional and home use, was organised during the Speciality Food Festival Week, the most important food & beverage event of the Middle East World, held in these days at the Dubai World Trade Center.

The stage "Elementi" in Dubai has seen the participation of professionals coming from Philippines, India, Turkey and Singapore, but also Italian people living in the Middle East. In the jury there was the Neapolitan pizzaiolo Guglielmo Vuolo, prized 5 times with the top award Gambero Rosso. The participants were engaged in three classical steps of the competition: the first step they had to recognize through the senses the characteristics of strength, hydration and leavening time of three dough; then the step of "blind tasting", they had to recognize (blindfolded) the type of flour, oil and mozzarella present in the dish. The last step was on creative ability: they had to create a pizza by using the ingredients chosen by the multi-starred chef Heinz Back.

"To bring the event Elementi to the Master of Pizza in Dubai was a good occasion to let know outside the boundaries of Italy a great event conceived with the aim of creating a culture about the "Italian dish" the most famous in the world. The idea was that of an exclusive format in which can find room amusement, formation and culture of pizza, acknowledgment on all those elements and raw materials that allow to obtain a good and top quality product, in particular for what concerns rising time and cooking", explains Fabrizio Lo Conte, CEO of the firm Molino Vigevano. Next appointment of the tour will be held in Milan, **on the 13th November**. This date will see also the winner of the previous Dubai challenge, that is Edoardo Di Libero, young pizzaiolo from Campania, who now lives in the Emirates, winner of a flight ticket for Milano and direct access to the final step of Elementi 2017 in competition with the Italian professionals.

Gruppo Lo Conte is leader in Italy for the production of special flours and preparations for confectionery. The Gruppo Lo Conte is one of the most famous producers of special flours in Italy. The Group is famous for its brand Le Farine Magiche, born in 1980 and symbol of the spirit of innovation of the Company, the line of products Decori, dedicated to the confectionery sector and Molino Vigevano, historical brand of flours for home and professional use. The firm proposes over 350 kind of special flour, mix, ingredients, accessories and decorations for cakes, pizzas and so on. Thanks to the enormous investment in the research and development, the Group is nowadays considered among the most innovative company on the national market.

www.locontenaturalimenti.it



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Pizza Acerra

[recipe]

by Vincenzo Di Fiore
this pizzamaker use **POLSELLI** flour



Ingredients

- Cannellini beans type "Dente di morto" Slow Food
- Black Pork lard
- Yellow tomatoes from Piennolo

Procedure

Cook previously beans. Prepare the disk of pizza and add the Cannellini beans, a bit of black pork lard and some yellow tomatoes from Piennolo. Bake it.



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Pizza Terra Mia

[recipe]

by Vincenzo Di Fiore
this pizzamaker use *POLSELLI* flour



Ingredients

- Ancient Tomato Tomato
- Naples Slow Food Agrigenus
- Bufala Campana DOP Mozzarella
- Extra virgin olive oil
- Basil

Procedure

Prepare the pizza disc
and add the bitter tomato and buffalo mozzarella.
Bake in the oven. Finally add the basil





THE AD STORE ITALIA



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