

The magazine dedicated to the world of pizza and catering

Pizza & core

international

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w w w . i t a l m i l l . c o m

Watching a football match, we cheer for pizza

We are pretty sure that, as here in Italy, also in Brazil (as in the whole world) while watching the World Games a lot of fans are tasting a slice of pizza. In fact this food is like football: it belongs to everybody and everybody likes it. Dealing with Brazil, it is well known, pizza has here a wide diffusion: in the city of Sao Paulo, for example, there are over 600 pizzerias and Sao Paulo is probably the city with more pizzerias in the world, in top position with Naples and New York. In the whole Brazil there are 25.000 the pizzerias, with an annual turnover of more than 4 million Euros. The large consumption of pizza in this populated city is due to the great presence of Italian immigrants, above all in the last centuries. Today the children of those Italians don't forget their origins and, every summer, organize a great feast dedicated to pizza. In the occasion of the UEFA World Cup, many pizzaiolos amuse in creating new artistic pizzas with the images of their favorite soccer players. Domenico Crolla, owner of the pizzeria Bella Napoli in

Glasgow (UK), for example, has painted with tomato and mozzarella the Italian soccer Andrea Pirlo. A homage for the Italian team because Crolla has Italian origins.

Pizza&core International wishes all the readers to enjoy the World Games and to cheer in a friendly way, to feel the emotion of every goal of their own team, to feel in harmony not only with friends and compatriots, but also with all countries and their supporters.

And we wish you to taste a good pizza with friends, to feel happy.

If your team wins celebrate it with a beautiful slice of pizza, if it loses console yourself: have another pizza and the sadness will go away!!



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save *the* date



The Gelato World Tour is on its way to the next destination. The Gelato World Tour will be held in Rimini, just in the home of an iconic landmark (September 5 - 7, 2014)

Sixteen of the best ice-cream experts Worldwide compete to create the world's best ice-cream flavor. Catch all the action live while each chef will produce a unique flavor right in front of your eyes. Get a chance to taste and vote your favorite flavor. This event is brought to you by Carpigiani Gelato University, Sigepe. Gelato World Tour is open to the public, with free entry. You can participate in free gelato demonstrations to learn about the culture of gelato, the difference between gelato and ice cream, and meet the best gelato artisans Worldwide!

Event Venue: Parco Federico Fellini, Rimini, Italy

www.gelatoworldtour.com



SIA GUEST, the International Hospitality Exhibition will be back at Rimini Expo Centre from October the 9th to 12th, 2014, on the same dates as the TTG Incontri, the 51st international B2B Tourism show. For the last 63 years, SIA GUEST has been the B2B

event dedicated to Hospitality professionals, the only appointment on the international scene focused on the supply of accommodation and hospitality facilities; by exploiting the simultaneousness of the two events, business opportunities and B2B matching with the accommodation facilities already inside the trade-fair will be enhanced.

SIA GUEST is an innovative market place where exhibiting companies are able to meet a selection of professional operators thanks to strategic agreements with national and international associations and stakeholders. The show layout will provide exposure to specific theme areas: from furnishings to CONTRACT, interior decoration, Bathroom and Wellness, hotel business and technologies, and services.

www.siarimini.it



Today the Gluten Free Expo is the benchmark exhibition for the European market of gluten free products, not only from the exhibition point of view but also thanks to conference and debates on the gluten free focus. In particular the Gluten Free Expo is always pays attention to innovation and evolution of the international market as the introduction of alternative cereals in gluten free products.

Save the date: 14-17, November.

www.glutenfreeexpo.eu



For a great result the important thing is the dough...and the kneader

When we speak of handcraft bread-making and pizzeria, we can identify three types of kneader: the one with fork, the one with immersion arms (or plunger arm), the one with spiral. It is important to underline that the first two are obsolete, in the laboratories they are rarely used, above all for products typical of the tradition. The actual choice reverts on the spiral kneader, which is an evolution of the first two typologies, that succeeds in incorporating the characteristics of the preceding mixers, overcoming them and improving the workmanship of the kneaders. The use of the spiral is not recent: the first spiral kneader was used yet thirty years ago, but it is obvious that actual technology has lifted the per-

formances. Mr. Giuseppe Cavedon, a technician responsible of the engineering area of the firm Esmach, explains us the characteristic of the spiral kneaders.

"The spiral kneaders have outclassed the old kneaders because the combination spiral/tub makes them a versatile and more effective tool."

The fork kneader was useful for a solid mix, the most used mix in the past years. Today solid mixes are still present in pizzeria, nevertheless the spiral kneader allows best performances and above all is proper for all the types of mix, from those denser to the softer ones. "In more technical terms, we can say that the spiral kneader with its job can cover a wider demand, producing mixes with 45% of hydration up to those with

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80% of hydration.”

A kneader is formed by the tub, by a knife of cut, by the blending tool. It is not important if the rotation is in right or left direction, what really counts is the speed of the gear and the synchronization between tool and tub.

It is from the combination of the two movements that the action of mixing is determined. “While working the kneader moves the dough in different ways, first it mixes the ingredients, then it opens and stretches the dough, then crushes it on the walls and bottom of the tub. From the synergy of these actions of stretching and crushing it forms the mix.”

Therefore the action of the spiral kneader succeeds in doing firm or more hydrated mixes by using a single tool, therefore we can say that it is a kneader that suits for a lot of different demands. Moreover, the modern kneaders, those of last generation, are flexible, that is adaptable to many types of mix, they also reduce the time of mixing, thanks to their speed. So they allow to shorten the working times of a baker or a pizzaiolo.

“Dealing with speed, there is something to explain - says Mr. Cavedon - The modern kneaders usually have two speeds, the low and the fast one (which is double

of the low one). These two speeds allow a first phase of amalgam and a second phase of workmanship of the pasta. There are models in which speed and times are manually chosen. More evolved models have also a timer which automates the cycle of mixing. It is important to remember that also the tub turns. Many producers maintain only one speed for the tub, so optimizing the job”

In the choice of a kneader, we must consider different aspects, productive ability of the laboratory, available spaces, costs.

“We have kneaders from 8/10 kilograms up to 300 kilograms. It depends on how much product bakes the pizzeria or the bakery. We must consider the fact that a kneader allows more cycles of job per day, so it is always possible to produce many kilos of mix also with a kneader of small capacity, obviously with more resumptions, occupying the baker and pizzaiolo for more.”

Therefore it depends on the personal and specific needs.

Surely it is important the quality of the tool.



Italian top quality at



Summer Fancy Food Show, in New York, has been for years an international point of meeting for the operators of this sector; the fair records every edition a positive trend. On an area of over 32.000 square meters arrive more than 40.000 visitors ready to come into contact with over 260.000 food novelties, together with the most important buyers and influential members of the agro-food compartment, they

want to tighten contacts with the exposing companies which will open to the variegated agro-food market of the United States, the first extra-european country of destination for the Italian food products.

At the Fancy Food we also find Italian exhibitors, many of them are of great interest in the pizza sector.

Let's introduce you them



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over the 500°C. With the automatic control of the internal temperature it assures the continuity of the irradiation of the heat on the cooking hob, on the contrary, in the firewood oven where the ash hinders the homogeneous diffusion of the heat. In this way a greater productivity is guaranteed without abdicating the quality of pizza to which your clients are used.

- New Spitfire Generation allows besides a great energetic saving since 20% till 60% in comparison with the same firewood, pellet or other systems ovens. Replacing the firewood Spitfire New Generation assures greater hygiene under and inside the oven, it doesn't create soot and it avoids the use of zones devoted to the stocking of the firewood.

- New Spitfire Generation is a burner certified all over the world with the most important brands, such as DVGW, ETL, UL, CSA.

Info: www.millberg.it - www.spitfire.it - info@millberg.it

1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

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Pizza Carciospeck

Ingredients:

- *Mozzarella*
- *Smoked Scamorza*
- *Artichokes in oil*
- *Speck*

Procedure

Prepare a white base with mozzarella. Then add the smoked scamorza and the artichokes in olive oil. Bake it.

In exit garnish with slices of Speck.



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Pizza Rustichella

Ingredients:

- *Mozzarella*
- *Pork cheek*
- *Fresh lettuce*
- *Balmy vinegar*

Procedure

Stretch the disk of dough, garnish it with mozzarella and bake it. In exit stuff with slices of pork cheek, lettuce and balmy vinegar.





Pizza & core

For 12 years, Pizza&core has been focusing on the world of restaurants and pizzerias. Distribution: 20 thousand copies, 6 issues per year.

The magazine dedicated to the world of pizza and catering
Pizza & core
international
www.ristonews.com

The first monthly magazine dedicated to the Italian restaurants, in English language, in pdf format browsable online.



Ristonews

Web site dedicated to Italian catering, Ristonews.com shows news, interviews and more.





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