

The magazine dedicated to the world of pizza and catering

Pizza & core

international

www.ristonews.com

n.42
AGOSTO
2014

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Neapolitan spell.



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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



The choice of being a pizzaiolo is not done as a makeshift solution, but it comes from a real vocation, and therefore it is done for love.

The pleasure to prepare the dough as a profession, to touch the blocks of leavened mix, to stretch it, to garnish it with products of an appetizing perfume... the pleasure of cooking a warm and fragrant pizza...the pleasure of receiving the compliments by the clients...all these elements repay the pizzaiolo of the hard work done. "Pizza&core In-

ternational" is for you, for your passion, for your job.

Taste this number of "Pizza&core International" summer edition: don't miss the recipes, the interesting interview with Salvatore Di Scala (Naples 15 - Madison) and more: an attractive menu of articles and photos, as ever.

We wish you good luck for this month of holidays and relax, quoting Salvatore di Scala: Pizza is solidarity, brotherhood, beauty.

Good Summer!

Pizza ... and beyond

Have you ever baked pizza and bread before?

Now you can without sleepless nights. EsmachLab is an easy-to-operate system, suitable for beginners and experts alike. In no time at all, you will feel like you have been making bread all your life and you will surprise your customers with **naturally leavened** and **freshly baked** pizza, bread and pastries.



*Did you know?
It is genuine*

No chemistry, leavened exclusively with natural yeast, no food additives.

Healthy and easily digestible bread and pizza, not frozen.



*Did you know?
It is easy*

5 pieces of equipment to bake fresh bread.

An entire laboratory in a tiny space, fresh bread in 30'.



*Did you know?
It is brilliant*

It changes the profession of the baker. Not a night job anymore, it is now a day job.

It creates opportunities in the baking industry to novices with no experience in bakery.



ESMACH 

www.esmach.com
www.passionepane.it



save the date



Annual New Mexico Pizza Eating Contest (New Mexico)

Pizza 9's 6th Annual New Mexico Pizza Eating Contest arrives in September (6th Sept 2014). Come and see who can eat the most slices in 10 minutes! Trophies and Prizes for the top 3 winners: 1st Place - \$1,000, 2nd Place - \$500, 3rd Place - \$250.

Special Team Competitions and Guest Judges. Free fun stuff for the kids beginning at Noon. Competitions begin at 2:00pm.

Competitions begin at 2:00pm. Those individuals interested in becoming a contestant can register in person at any Pizza 9 location or by calling 1.877.366.9992 with a credit card.

Info: tom@pizzanine.com

15th European Foodservice Summit

Summit is the only European platform of exchange on the evolution and the big tendencies of the hotel industry in all its sectors. This 15th edition of the European summit of the Food Service presents itself like a place of exchange and sharing of experiences with the participation of big personalities of catering, hotellerie and European tourism but also of many experts. Take note of the dates: September 22th-24th, 2014; Lake Side, Casino Zürichhorn, Zurich or www.efss.ch



The autumnal appointment of the nomadic catering, the snacking and street food will be held on September 24th and 25th, 2014 in Paris at the Porte de Versailles. This year too, the exhibition will illustrate all the innovations, presenting the last novelties and tendencies of the sector. In parallel with this event, the Street Food International Festival will be back for the 2014 Parisian edition. Also this year the public is invited to achieve new culinary experiences during these two days. A jury of professionals, with the vote of exhibitors and visitors, will elect the three better concepts of food trucks that will follow Miss Pigg, La Maison des Saveurs and L'Embusqué. The enrollments to participate in the competition will be open during the month of July on the site of the SFIF.

www.salonrapidresto.com



SIA GUEST, the International Hospitality Exhibition will be back at Rimini Expo Centre from 9 to 12 October 2014. For the past 63 years, SIA GUEST has been the B2B event dedicated to Hospitality professionals. 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



The suspended pizza by Salvatore Di Scala

When you give alms, you gift money but the poor man always feels poor, and often he uses that money for cigarettes and whiskey. It would be better to offer him a pizza, which satiates his bell and above all makes him feel a client like all the others”.

Salvatore Scala, owner of Naples 15, in the Madison, he explains us in this short talk, the concept of Neapolitan solidarity, or the custom of paying a double bill in order to offer to the next customer, an habit that has now rooted also among the American clients.

“Naples is always named for negative things, but Naples is also solidarity, brotherhood, beauty. I've liked to bring this message in my pizza restaurant Naples 15, in which everything is Neapolitan, from the typical home-made menu to the management: here we make you feel at home. Chatting on his experience in the world of catering, Salvatore gives us some



suggestions, showing a notable wisdom: “It has become even more difficult to go out and spend money to eat, even more unpleasant if you find the same routine...at Naples 15 you sit down, eat and immediately drink and above all you feel at home, happy, in a familiar place, this is the spirit of Naples.”

Returning to the principal argument of our talk, his “suspended pizza” in the Madison, Salvatore remembers us that the custom to pay double bill, in Naples, dealt with coffee: “My father worked in a famous cafe in Naples, they prepared more than three thousand coffees a day. The richer client used to pay a second cup of coffee, left for whom came later, that is a suspended coffee. In my pizzeria Naples 15 we have perpetuated the custom, not only with the coffee but also with pizza. Obviously I’ve explained the spirit of this idea to my clients, and all of them have immediately embraced the initiative with a lot of enthusiasm. Every day there is a paid pizza waiting for someone who hasn’t enough money and can’t afford it. Besides the suspended pizza there is another solidarity action: every month we offer a lunch to the poor people of the near dormitory.”

**NAPLES 15 RESTAURANT - 15 n. Butler
(608) 250-6330 - www.naples15.com**



Who is Salvatore Scala

Salvatore Scala leaves Ischia in 1984, for a seasonal job in the United States. Two years ago he has opened his pizza restaurant Naples 15, in the Madison, transferring the whole Neapolitan tradition, from the cooking art to the customs. He has learned to make pizza following the Teacher Gaetano Fazio, while the culinary art is in his blood since he was a child. He sometimes jokes by

saying: “In Naples everyone is a chef, having a dish before!” He proposes typical recipes of the Neapolitan tradition, but also French cuisine (learned from his aunts in Provence) and has refined his technique by working besides famous Italian and International chefs. Words of gratitude are addressed from Salvatore to Stefano Ferrara, (“he is a great fellow” he says of Ferrara), the man that has cared the reconstruction and project of his oven in the American pizzeria.



The advantages of a good packaging

Packaging: we often hear about this English term that can also be translated with the word “container”. Food also needs its “packaging” and the one specific for foods constantly enters our lives, every day.

For example the take-away pizza, or chips or other fried food. Let’s consider the food that remains in the dishes of a restaurant, food that even often is required from the customers to be packed and brought at home (instead of being put in the garbage). Or furthermore the take-away coffee or cappuccino for our colleagues in the office, or the sandwich we eat at lunch or also the ready dishes that we don’t consume to the table of a restaurant, but are ordered and taken to home or to the office. We talk about packaging and advantages of packaging with **Diego Rubino** of the firm **INPACT**, one of the most innovative companies of packaging for food.

Mr. Rubino, let’s talk about containers for food. Which is the first aspect to consider in this sector?

«Absolutely hygiene and health. The container has to guarantee that any external substance passes into the food. Unfortunately not everybody follow the norms. For example, think about the so-called “cardboards for pizza”: there are some producers that don’t use pure cellulose at 100% for the whole container (inside and outside). What will it happen if the external part of the container is not of pure cellulose? If I transport a cold food it could be safe, but if I transport a warm and damp food like pizza, there’s the risk that high temperature can create an effect fireplace, that allows the external substances to pass through the layers of the cardboard. So there’s the risk to absorb harmful substances to the food I’m going to eat. Another example of bad container is the paper used for transporting the fried food. The oil of



the frying and the heat facilitate the passage of substances from the paper to the food.

They are not proper for warm and damp food!»

How must a container for warm and damp food be, for example the one proper for a pizza?

«It must be in 100% pure cellulose for the whole packaging, or to opt for innovative solutions such as used by IMPACT. Our container for pizza PICOR has the inside in metalized PET. The PET has so many advantages: it is proper for the contact with food, it allows the estate of the liquids (the container doesn't absorb fats and liquids from the pizza, and the pizza doesn't absorb anything from the layer in PET), it guarantees and preserves the food at a constant temperature for a long time because the food is perfectly isolated from the outside. Lab Analysis in Pavia has certified our product as absolutely sure».

However, the containers are not only a mean of transporting food, but they also add something more to the service. Through a particular design they can turn into a "dish" to eat your own portion or to preserve it in the fridge.

«Picor represents the idea of a multifunction container: the various containers are can be hooked and stacked, they are firm and stable in column, one on the other: in this way it is easy to transport them; the cover of PICOR can be cut off and directly taste the pizza in the tray (in which the pizza has been intact and has not stuck to the walls of the container). The tray can be transformed into a closed box to preserve the pizza in the fridge. The packaging we project are conceived uniting hygiene

functionality and safety. Another example are the envelopes for bread: little bags whether to put the slices of bread for every single client, they are hygienically sure because the food is isolated from the outside (otherwise from what happens using the basket for the bread)».

A container that passes from the pizzeria and restaurant to a house, is a travelling object as a consequence it could bring around the image or the logo of

the restaurant (logo, telephone number and address). And if the object is beautiful it will mostly capture the attention.

«Certainly, the take away containers are travelling publicity; our products, thanks to the PET allow us to make presses of high quality on the external part of the container, avoiding that any ink passes from the outside to the interior layers and more insides. In simple words we can exploit beautiful graphics, of photographic quality, with a strong aesthetical impact».

The last question deals with the environment: the packaging has to be eco-sustainable....

«Certainly. I Want to remember that metalized PET is recyclable. Easily cleanable (because food doesn't stick to the walls of it) it is easily digested. Looking at this important aspect of eco-sustainability the Consortium Mozzarella Bufala Campana has conceived with us a packaging of pressed corrugated cardboard with the internal side in PET to protect the mozzarella. This will allow to replace the polystyrene with great advantages for the environment. I'd like to remember that we are partner of the association AVPN».

www.inpact.biz

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&
C

IMPASTI *amo* *Liziano Casillo*



Scrocchiarella®

by  **Italmill**



Try this simple recipe of pizza typical of the city of Rome: the **Pizza Scrocchiarella**. It is very good with some crystals of salt and rosemary and can substitute the classical bread, it is an excellent base of pizza for greedy garnishments. **Tiziano Casillo**, technician of the firm **ITALMILL**, proposes us a particular mix for a good Scrocchiarella.

Ingredients for the pre-mix

- 1000 g Mix Scrocchiarella Italmill
- 600 g Water
- 10 g Bravo dry Yeast (or 20 g of fresh leaven)

Mix all the ingredients for 4 minutes, then put the dough in a tub and close with its cover. Let leaven in refrigerator to 4°C for least 16 maximum 24 hours.



Ingredients for the mix

- Pre-mix • 1000 g Mix Scrocchiarella • 900 g Water • 60 g salt • 40 g extra virgin olive oil • 5 g Bravo dry Yeast (or 10 g of fresh leaven)

Mix the pre-mix with the Scrocchiarella mix, the yeast and 500 g around of water for 4 minutes at speed 1. Add the salt and, after one minute, pass in speed 2 by adding extra virgin olive oil. Let the machine work for 10 minutes adding slowly the rest of water (if possible the most quantity of it). Let the mix rest in the tub for 40 minutes, put it on the floured bench and make the pieces of the desired weight (1000 g of pasta gives 1 meter of Scrocchiarella). Form the particular shape of scrocchiarella and put them back in the boxes where they will rise at least for 3 hours at the temperature of the environment (20°C). Stretch the seams, garnish and season as you prefer. Cook at 300°C.



more flavour with less salt!

100% italian seed - 100% italian territory - 50% less salt

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no

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AND IODINE

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from the field, to the mill up to the oven



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italian sour dough



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

Fredda d'Estate

We propose this recipe in the round version, but it gives a great result when prepared in in the "baking-pan" version. For the recipe we thank **Claudio Vicanò, Pizzeria Passaparola, Via dei Durantini n34/36 Rome**. As Claudio explains us, this pizza must be tasted cold and it is a good option at lunch, in the hottest days of summer.

Ingredients:

Thin base of pizza

- Tomato sauce
- Natural preserved tuna
- Preserved artichokes in oil
- Olives
- Fresh onion
- Mayonnaise

Procedure

Prepare a base of pizza thin and crisp, spread over it the tomato sauce. Cook in oven the red base and in exit garnish with tuna, artichokes in oil, olives, some drops of mayonnaise and some washer of fresh onion.



ABtech expo



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Pizza Isola del Giglio

Ingredients:

- Philadelphia
- Little tomatoes
- Flowers of pumpkin
- Prawns
- Parsley

Procedure

Boil the prawns. Prepare a base of pizza and spread on it the Philadelphia cheese. Then add the flowers of pumpkin. Bake it. In exit garnished some pieces of tomatoes, prawns some leaves of parsley and some more flocks of Philadelphia.





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
www.ristonews.com
international

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



Ristonews.com

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





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