

The magazine dedicated to the world of pizza and catering

Pizza & core

international

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Neapolitan spell.



Still and only from wheat.

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Flour of Naples

www.molinocaputo.it

No wifi, no phone, yes sushi party!

Put away your handy phone and enjoy your dinner!



Quite everywhere, when we are in a restaurant or pizzeria, we can observe that while waiting for their dinner, people are immersed in their handy phones. In the past people loved to sit down at the table and talk each other, people loved to sit down and to talk around the table; today this scene has notably changed: customers use their smart phone for chatting, taking photos, connecting to internet, being online. From China to Italy, from USA to Japan, in restaurants and pizzerias men and women share online their experience of food by uploading photo and comments. What they don't share are emotions, impressions and confidences with the people sitting next to them.

Giuseppe Patti, owner of "SardaSalata", a beautiful Italian pizzeria in Sicily (Licata) doesn't like this behavior.

Giuseppe was bored to see his costumers "putting their faces into the screen of their smart phone". In order to stop this bad habit Patti has invented a party

called "Sushi-Pizza": 14 persons (who never met before) have lunch all together and everyone is forced to leave his/her phone into a special cup.

What happens when 14 persons are waiting to eat a delicious pizza without the distraction caused by the handy phone? Incredible! They start to twaddle, to smile, to gossip!

Giuseppe Patti explains: «*The intent of my initiative is forcing people to socialize.*»

"We realize - Patti continues - that waiting for a pizza becomes more frantic if people do not speak to one another, they get bored. After only 20 minutes they are irritated and begin to solicit the waiters.

Without their cell phones in the hand, the diners are much more relaxed and enjoy their companions.



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save the date



SIAL PARIS

From October 19th till 23rd, 2014 SIAL Paris once again opens its doors of great and prestigious showcase of products devoted to the operators of food sector. SIAL gives access to a global food offer, an opportunity to know the tendencies and the innovations of the year and to discover what the world has to offer in over than 20 exhibition areas. It is a meeting point for all buyers and suppliers, a powerful accelerator of sale to improve the business. Thanks to a unique mixture of national and international operators and visitors it is possible to create new contacts, to find new suppliers and partners, and to explore the offer. The fair will be hold in Paris at the Parc des Expositions de Paris (Nord Villepinte)

www.sialparis.com



Tirreno C.T. - "Roma da gustare"

After the great success of the 34th edition (over 50 thousand visitors for the 400 stands) Tirreno C.T., the fair of hospitality sector and Italian catering lands

to Rome. The event "Roma da gustare" will be hold at the Complesso fieristico of Rome, from November 9th up to 12th, 2014. It will welcome hundreds of exhibitors for both operators and visitors of the Center-south Italy, but also of the Mediterranean area. Born by the partnership between Tirreno Trade and Fiera Roma, the Roman date was create with the objective of becoming a meeting point not only for the thousands operators, such as cafe, restaurants, hotels, but also for the lovers of gastronomy and beverage. This first edition of Tirreno C.T. Roma da gustare, will host in four days many conferences, tastings, mini masters and seminars.

www.tirrenoctroma.it



Equip'Hotel Paris

For more than 50 years Equip'Hotel has been the main meeting point for all the professionals of the hotel and catering sectors in France. "Equip'Hotel is composed by 20 areas, allowing the visitors to find the correct solution for their specific demands and guaranteeing a direct contact between exhibitor and clients. In a five days session, the show offers concrete solutions for over 100 thousand professional visitors and acts as a "meetings generator" as explains us Corinne Menegaux, manager of the French fair. The date is on November 16th up to 20th, at the Porte de Versailles, Paris.

www.equiphotel.com



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“flying” pizzas: it's a world record

Also pizza has a world record among the Guinness world records: pizza is the most chosen “word”: the greatest pizza, the widest pizza, the longest pizza, simple way pizza or with “buffalo mozzarella”; in few words, the marked records are so many. Among these categories there is also “the highest number of pizzaiolos contemporarily engaged in flying acrobatics with a pizza”. This important record was held by the Americans up to September 16th, when in Naples 278 pizzaiolos contemporarily launched a



pizza up in the air, in unison. So Italy broke the precedent record, marked by 265 people in the city of Los Angeles (in June of this year). The new record has been certified by the judge of the Guinness World Record, who also measured all pizzas once they were back on the desk, and they were all conforming to the required application, that is a diameter of 31 cm. To this challenge participated a lot of famous pizzaiolos, who in different occasions had yet represented the pizza world: Italian pizzaiolos but also foreigners (Japanese parti-



cularly), men, but also women (about twenty pizzaiolas, skilled and "differently abled" (about ten boys of the association "Tutti a Scuola").

Among the participants to the performance there were pizzaiolos "famous" in Italy and some of them also abroad, many of them are members of various associations devoted to pizza.

"It was a party of the taste, in which the mastery of all the pizzaiolos has won, all engaged in a choral effort to enter in the book of history. An amusing occasion to make the whole world know the goodness of a Margherita pizza exalted by the best food



products coming from Campania" - affirmed Claudio Ospite, vice-president of the association "Margherita Regina" which, together with the National Institute of pizza, has organized the event with enthusiasm and so much satisfaction. After the Guinness performance it was possible to taste the pizzas realized by the present pizzaiolos.

At the end of the event, were also delivered ten career prizes to ten pizzaiolos with more than 50 years of job activity.





Marco D'Annibale

internationality is like a vocation for me, it's in my **DNA**

In this issue Pizza&core International presents **Marco D'Annibale**, manager of the Italian firm **Gi.Metal**, leader in the production of shovels and tools for pizza restaurants. In our interview with him we talk about Made in Italy on the worldwide markets.

In the studying phase of your products, how important is listening the pizzaiolo's needs?

«Surely it's fundamental, in fact the products Gi.Metal were born really listening to pizzaiolos and their necessities. After understanding which are the things they need, we can sharpen our professional tools for pizzerias.

In our catalogue we have almost 600 different products. In particular the most demanding client is the Italian pizzaiolo, because of his "double" nature: he is at the same time artisan and

entrepreneur of himself. He knows well which are the needs for his job. So this brings him to directly communicate to the firm his own demands. I could affirm that our company was created and shaped really following the continuous dialogue with the category we serve.

You usually travel a lot around the world: is the identity of our Italian pizza maintained in other countries? Which is the Country that the most carefully respect our traditional pizza?

«We know that pizza is present on all markets of the world and each country follows its own procedures which are stabilized during the years, according to the tastes of that country's people. Personally I've noticed a strengthening of the "Italianness" of pizza, particularly of the Neapolitan tradition. The Neapolitan origins of pizza are very deeply felt abroad, this thanks to the



activity of promotion made by the associations, which are very efficient and have the great ability of telling the history and the artisan traits of this product. During the last ten years, for example in the USA the Neapolitan tradition has grown a lot».

To export the culture of Italian pizza, to export the “know how” of this product could have positive effects for the Italian firms of this sector?

«Yes, certainly it does. By exporting the procedures of pizza making in Italian way could help a notable push of the Italian products. It create the bases of the demand of all pizzaiolos of the world who are learning to make Italian pizza of particular products to obtain a particular result.

This is the correct way of creating a market for the Italian firms of this sector, firms which export their knowledge and their products and become by the way more and more competitive on foreign markets.

An example could be the AVPN which has deeply affirmed on the USA , Japan and Brazil markets. We have been collaborating with this association for many years».

Your firm has landed on many foreign countries before many others and before the world economic crisis, a phenomenon that pushed many firms to search for new markets. Why did you choose to be “international” ?

«First of all because pizza is an international food, then because my intuition said me very early since the 90's to think about the foreign market. But above all because I personally like travelling and I find easy and natural to address my words and proposals to the Italian as to the foreign customers. I believe that this was fundamental in the international vocation of Gi.Metal, vocation that I search also in my commercial staff».

Which suggestions would you give to those who want to export?

«I suggest to carefully study the market in order to see if it could be receptive and then to propose few products. It's very important to invest without having the conviction of immediate results. It is not sufficient to organize a single fair abroad. It's fundamental to create a first contact with the client, and be patient and perseverant. Until in a few years the first results are reached. Furthermore it's fundamental to collaborate with other firms because you have the occasion of comparing ideas and impressions, and you are not alone in a unknown market. Besides by collaborating with complementary firms you create a complete offer and every single firm can maintain its own commercial space».

Gi.Metal has many distributors in the USA and in Brazil, therefore you know very well these markets. We would like to know how is pizza in Brazil? We know that Brazil is the greatest consumer country in the world and the numbers of its market are very impressive.

«It is very distant from ours but the awareness of the procedures for doing a correct mix is growing even more has it happened in the USA. What concerns the garnishments, it deals with personal tastes, and it reflects the taste of people».

What about the awareness of Italian pizzaiolos?

«Many of them make pizza as they learnt to. But the study and the knowledge of the procedures of mixing and rising are grown. As a matter of fact the quality is very high. I could affirm that the majority of pizzaiolos can do a perfect product, and above all they are also able to explain the process, because their formation gives its good results».



WELCOME ITALIA

DISCOVER THE FLAVOUR OF ITALY

26th - 28th SEPTEMBER 2014
ROYAL HORTICULTURAL HALLS
www.welcome-italia.co.uk

the best Italian cuisine in London

The only show in the UK dedicated exclusively to Italian fine food & wine: WELCOME ITALIA (organized by the ICCIUK in collaboration with Sagitter One) is a point of reference for the professionals working in the Food & Beverage sector and is a must for those who are passionate about food and would like to taste the best of Italian cuisine.

The show will take place from the 26th to the 28th September 2014 at the Royal Horticultural Halls, a prestigious location in the heart of London.

The event is dedicated to those producers who would like to enter the British market or strengthen their presence there. The show has been the ideal opportunity for those wishing to enter one of the richest and most dynamic markets in the world. During the three days, visitors had tasted the best of Italian products, a real travel among aromas and flavours that only Italy can offer. This edition has been a success and it confirmed the numbers of the last edition. Like the previous edition, the main attraction of the show was the Cookery Theatre where the most famous Italian chefs in the UK showed their talent by cooking some of their delicious signature dishes.

Welcome Italia was also host the ceremony of the Ospitalità Italiana Award.

Cookery Theatre: the chefs 2014 **Francesco Mazzei**

Well known for his restaurant L'Anima in the City and its sibling L'Anima Café opened earlier this year, as well as his participation in popular TV shows like Celebrity Master Chef and Saturday Kitchen, Francesco has definitely managed to put his home region Calabria on the map. He opened the cookery theatre show at Welcome Italia in 2013 and we are delighted to have him on board again this year. Francesco's recipes have appeared in magazines and newspapers widely across the world.

Pierluigi Sandonnini

Pierluigi is the Owner at Ciao Food and was Head Chef at Osteria dell'Arancio. His cooking has been influenced by the cuisine of his mother and the regions Tuscany and Piedmont, where he grew up. He often takes a contemporary approach to traditional dishes, producing a range of dishes which are fresh and light.

Maurizio Morelli

Named after the southern Italian region of Lazio, Latium is owned by Chef-Patron Maurizio Morelli, along with London restaurateur, Claudio Pulze. The restaurant is proud to celebrate its 10 anniversary in 2013. While the menu covers most regions of Italy, there is a particular emphasis on the cuisine of Lazio. Maurizio is committed to sourcing ingredients from small, artisan producers, with many specially imported from his hometown of Latina. In true Italian style, he insists on preparing and making all his bread and pasta fresh each day, complemented only by the very best in seasonal British produce.

Antonio Favuzzi

Antonio, Sardinian by origin, crossed paths with Francesco back in Italy where they launched the Santini restaurant in Milan. He followed Francesco to London working alongside him at Anda as Chef de Partie, before opening the Esca Delicatessen in Clapham Common.

Then he moved to open Franco's in Mayfair as Junior Sous Chef, and then joined the St Albans restaurant's opening team as Sous Chef before opening L'Anima restaurant with Francesco. He is now Head Chef at L'Anima.

Luca Terraneo

Luca, born in Lombardy, started his career at the age of sixteen working seasons at various hotels in Italy. He met Francesco while working as Chef de Partie at La Terrazza restaurant in the Eden Hotel in Rome and then opened with him the Santini restaurant in Milan before moving to London to work at Anda, Esca Delicatessen, Franco's and St. Albans. He spent 6 months in Bangkok with Francesco to open the Royal sport club and is now Head Chef at L'Anima Café.

Claudio Milani

Claudio Milani is the Executive Chef at Brunello and a "protégé" of L'Anima's award winning Chef Francesco Mazzei. Claudio's classic Italian style is best described as simple Italian home cooking in a chef's hand, often combining three or four of the freshest seasonal ingredients to create the true flavour of Italy.

Daniilo Cortellini

Born and raised in Abruzzo, Daniilo was classically trained in some of the greatest restaurants of the peninsula such as San Domenico in Imola and Perbellini isola Rizza (VR) both with 2 Michelin stars. He arrived in London in 2010 where he became the Sous Chef of the Dolada restaurant in Mayfair. In 2011 he did an internship at the famous Michelin starred Alain Ducasse at the Dorchester. His career proceeded as Chef de partie in Zafferano restaurant in Knightsbridge, where he worked until 2012. And then later he became the Head Chef in the Italian Embassy in London. A role which he still holds and gives him great pride and satisfaction, considering the opportunity to cook for some of the most important people in London and Europe.

Massimiliano Vezzi

Massimiliano Vezzi is the Head Chef of Osteria dell'Angolo where the food is inspired by Southern Italian cuisine. He adds an extra touch of his talent to every meal so every dish on the menu tastes special and unforgettable. The excellence of Chef's cuisine has recently gained him membership to the Federazione Italiana Cuochi – an Italian Federation of Chefs. The Neapolitan enthusiasm can be felt in every dish.





keeps on exporting the PIQUiDi method

Molino Iaquone continues bringing his important project, called PIQUiDi (Italian Pizza High quality and digestibility) to each corner of the world. Thanks to the Molino Iaquone staff, in several countries many pizza makers are able to learn the best procedure for obtaining a great pizza.

The new events for Molino Iaquone

Recently Molino Iaquone has been at FINE FOOD AUSTRALIA in Melbourne (Australia) and at FOOD AND DRINK FESTIVAL (Liverpool – UK).

These international events took place in September: du-

ring the both fairs, pizzaiolos of Molino Iaquone team prepared delicious recipes following the PIQUiDi method. The intent of this Italian company is that of diffusing and sharing this method, a result obtained with its flours and its special products thought and realized for professionals.

The next event for Molino Iaquone is FHC CHINA: it is one of the largest exhibitions of the East for food, beverage, hospitality, bakery and retail. FHC will be hosted at the New International Expo Centre City of Shanghai (November 12th – 14th).

Visit the website: www.molinoiaquone.com/en-us/



1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

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That's why we choose...



The quality of this firm told by those who use its ovens every day

A good oven is essential for a pizza, for a good cooking and for an effective management of the orders.

Among the Italian firms producing ovens, **Morello Forni** unites since ever quality, tradition and innovation. We won't tell you why to choose Morello Forni, but we'll give the floor to those who every day use their ovens. In particular three owners of pizzerias among the ones appreciating the creations of **Marco** and **Mario Morello**.

Manuel Camedda, owner of the **Pizzeria Voglia di Pizza** (perhaps the most beloved pizzeria in Genoa, Via Pra), tells us that his take-away pizzeria, always very crowded, needed an efficient oven, which should be able to manage a lot of orders of pizzas but also "farinate" - the typical Genoese spanata - and the cheese focaccia. «With the oven I chose (MRI wood/gas 150 of diameter) I succeed in doing perfectly both pizzas and other kinds of oven products such as the farinata,

very required in our region. For the necessities of the take-away pizzeria I needed a powerful oven. The chosen rotating model, combined wood/gas allows me to move the pizzaiolo from the oven in order he



could now deal with other activities. With the oven Morello I've obtained a very good cooking of pizzas, always perfect thanks to the rotation of the base with an enormous practical advantage. At first I felt astonished by this "rotating gear", because I was accustomed to put my arms into the oven to turn pizzas! But immediately I understood the practical value of this useful tool, which really adds quality to pizzas with its innovative technology. The cooking times are brief, so I also offer a faster service. I'm happy of my purchase that I'll repeat it a thousand times».

Massimo Spini, owner of three famous pizzerias in Sestri Levante near Genoa (**I Due Gabbiani**, **Il Gabbiano** - Via Nazionale and **I Due Gabbiani Beach** - Via Milite Ignoto) has chosen a rotating combined oven by Morello Forni.

«I've known the trade mark Morello after having visited their stands in several exhibitions dealing with catering and pizza restaurants. When I had the need

to change oven, my choice went towards this firm, also because I had heard many positive opinions on their products. I was looking for an oven without problems, an easy one, and now I'm very satisfied of my purchase of a Morello rotating model. The oven does everything alone, so that I can employ someone who is not expert in baking and churning».

The third owner of a pizzeria we interviewed is **Pao-
lo Oliva** of the **Restaurant La Vela** in Parma - Strada Montanara 85. He explains us the qualities of the Morello oven he chose: «I would never change my Morello even if someone would gift me three ovens. They are so innovative. My oven has a burner positioned below the base, so that the oven immediately reaches the required temperature and then starts the firewood heating. Above all it maintains the temperature and it doesn't cool allowing an homogeneous cooking at full regime. We reach sometimes 780 pizzas without having any problems».

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Pizza Gluten Free Senfter

Ingredients:

- Ball pizza **DS gluten free** by **DS Pizza Point**
(See more at www.glutenfreeroads.com/en)
- Tomato
- Mozzarella
- Smoked Scamorza
- Speck Alto Adige

Procedure

Prepare a base of pizza Margherita with tomato and mozzarella; then add the smoked cheese. Bake it. In exit, garnish with slices of speck.





Eccellenza Italiana

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www.le5stagioni.it

Pizza Gluten Free Grifone

Ingredients:

- Ball pizza **DS gluten free** by **DS Pizza Point**
(See more at www.glutenfreeroads.com/en)
- Tomato
- Mozzarella
- Cheese
- Pepperoni (salami)
- Dried tomatoes

Procedure

Prepare a base of pizza margherita with with tomato and mozzarella; add the goat cheese and a few slices of pepperoni. Bake it. In exit, garnish with some sun dried tomatoes.





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

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

