

The magazine dedicated to the world of pizza and catering

Pizza & core international

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Eccellenza Italiana

Le 5 Stagioni, the leading Italian flour brand offers the widest range of high quality flour products to pizza chefs.

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www.le5stagioni.it



The whole word met in Milan

What's the role of a specialized magazine? It is to tell. A tale needs seeing things, meeting people, living moments.

Also in the world of catering and pizza making, to be able to tell is necessary to go out of the editorial office and to observe, to speak, to taste, in short to experience.

It's very similar to the procedure of a new recipe. Experiments, tastes and then comments, impressions. Thanks to the journey the editorial staff of **Pizza&Core International** made at the **HOST** in Milan, an international fair ended on the 22th of October, we have been able to taste and to verify the fact that pizza is once more considered the most beloved product all around the world and how great and even increasing is the attention of all the foreign professionals toward the made in Italy.

The **HOST** is the fair of catering and food devoted especially to all the foreign countries that met one another in Italy to make business and to know all the Italian novelties of this sector, because our country is considered the heaven of the good food, but also of technology at the service of chefs, pizzaiolos and

confectioners.

So many flags, so many religions and so many languages: we saw a deep desire of overcoming the critical economic moment, which is worrying all the Countries of the world, but also we felt passion. We met many administrators of many firms, but also professional chefs and pizza makers. From all of them we learned the importance of maintaining a high quality in the choice of the raw materials passing through the techniques of workmanship and the equipments.

To cook is both technique and art. Only a good final product brings profits to its author. We could affirm that our editing staff has the same passion of the pizzaiolos, of the cooks, of the confectioners and of the firms of first subjects (flours, sauces, yeast, topping etc.) and equipments (shovels for pizza, ovens, refrigerators, cells for rising). That's why we keep on telling you the best of pizza in Italy and in the world.

Good reading!

redazione@inputedizioni.it



host

The professional hospitality grows

The business of professional hospitality has been largely spared the economic crisis. The results of Host 2013 confirm Italian leadership in the industry, with 133,000 professional visitors arriving from 162 countries during the five days of the event, which was held at the fieramilano pavilions from Friday, 18 October to today.

Compared with the 2011 edition, attendance registered a rise of 7%, with a boom in international professional visitors to 51,600 (+21%) demonstrating the importance of the biennial appointment at fieramilano. The increase in professional visitors is constant and stretches across all 162 countries, with peaks in countries with a high degree of growth such as the UAE (+141%) and Russia (+64%), and historic nations, such as Japan (+24%) and Germany (+14%). Fiera Milano had a winning idea with its Expo Matching Program, which had a hand in organising 38,400 engagements between manufacturers, suppliers and retail. "Strong signals confirm the world leadership of Host in the professional catering industry" noted Michele Perini, President of Fiera Milano S.p.A. "The entire world considers this event a key engagement to build and reinforce business opportu-

nities. The results assume a relevant value for the country system and remind players not to fall prey to the mindset of decline. For Host operators, it represents an opportunity to project into the global markets, because the five days give attendees the ability to make contact with all the industry players and recognise the excellence of this industry. Our commitment does not end with this event: Fiera Milano continues to be a partner of companies that want to remain on the global markets."

There was also a major increase in exhibitors from historic countries such as Great Britain (+33%), the Netherlands (+28%), Spain (+19%), and the U.S. (+17%). For the first time, Host welcomed exhibiting companies from Bahrain, Israel, Kenya, Romania, Singapore, Slovakia, Hungary, Taiwan, Venezuela and Vietnam. More than 400 events were organised as part of the event, including workshops, seminars and demonstrations by five-star chefs. Finally, there was plenty of space allocated to the issue of training, in

the view that focusing on development and expertise is a winning strategy to maintain and reinforce Italian leadership in the industry. The next edition of Host will take place from 23 to 27 October 2015, during the World Expo in Milan.





Debic

Started about 1920 in a small 'laiterie' (dairy) nearby the city of Liege (Belgium), Debic has become the n° 1 reference brand in dairy, for bakers, pastry-cooks, chocolatiers, chefs

and catering professionals. This in 22 European countries. There are 2 focus themes throughout the success story of Debic: focus on the needs and wishes of foodservice professionals and "beyond everyday boundaries". Go beyond everyday boundaries, that is what Debic does by helping foodservice professionals to make maximum use of all the possibilities that dairy provides.

www.debic.com



Oem foundation dates back to 1973, near Mantua; its promoter immediately guessed the remarkable potential of pizza business and during 1977, he started producing a new series of electric pizza ovens and spiral kneading machines, in order to widen the Company's range, which already consisted of industrial dish & glass washing machines. During 1980, Oem planned and patented its first circular pizza formers developing in this way a comprehensive pizza production industrialization range, which is nowadays contained in our consolidated "Pizza system". In 1996, Oem became an Ali SPA Group's member.

www.oemali.com



Novaltec Group, since 1994 leader in the sector of the cleaning, has set an innovative method of cleaning using the combination of vapor at high temperature and suction system. The vapor, at a temperature of 160° C and at 4,5 bar of constant pressure, has a high power detergent and destroys bacteria, germs, molds and every other contaminating microorganism. The gear of suction with its vacuum cleaners of 1.000 watt of power end the work by removing all the residues loosened by the steam and perfectly drying the surfaces.

www.novaltecgroupp.com



ILSA was founded in 1979, when it began producing special semi-finished products on third parties' designs. In 1981, it entered the market with its own line of furniture for pastry shops, bakeries and ice cream shops. The new business continued to feature what was basically a craftsman's business structure. In 1996, the line of cold products was expanded with the addition of a new range of refrigerated cabinets. ILSA's future commitments lie in the improvement of products and services through constant research activity. The objective the fullest customer satisfaction by always providing "The Quality Solution".

www.ilsaspa.com



With a history rich in tradition, Moretti Forni is today the absolute leader in the production of static ovens for pizzeria, pastry and small bakery. The connotation of Italian roots linked to the land of origin, the tradition passed down from generation to generation and the innovative thrust of new management have guided Moretti towards a globalization process, spreading the brand internationally in 120 countries worldwide. Each product line is studied, designed and built to offer users practical solutions with high technological content. But the achievements obtained so far are also the result of well-thought choices dictated by four guidelines that make up the mission of the company: innovation, reliability, safety and eco-friendliness.

www.morettiforni.com



ITALMILL srl was born in 1990, from an idea of Dr. Enrico Ferrario. It was a really new experiment seeing the alliance among Mills in Italy having as partners Molino Besozzi Marzoli S.p.a., Moretti S.p.a., Molino Fiocchi S.p.a. and Molino Seragni S.p.a. The Italmill was one of the first firms in Italy to produce semi-finished products for bread-making and became one of the most dynamic and innovating producers of the sector. Since the year 2006 Italmill has moved in at the factory in Cologne (BS) nearby the group leader firm Mobe S.p.A.

www.gruppomobe.eu



Esmach is a company of the ALI Group and is one of the most remarkable companies worldwide specialized in the design, production and supply of baking machines. We started 40 years ago and have been manufacturing and improving innovative bread-making technology, personalized, for limited or large scale, and have been supplying turn key bakeries. We are the ideal technical partner as our aim is to provide turnkey solutions which allow any baker to work worry-free and successfully. And any baker can definitely rely on our customer service and training courses.

www.esmach.com



Sacar Forni was born in the early 1960's with the brilliant idea of its founder Saverio Carocchia. He was a man with great tenacity and skill capabilities; he organized the production of ovens, refrigerators, furniture and equipment used in bakeries, pizzerias, restaurants and bars, pubs and community.

www.sacarforni.it



GEMM

The company Gemm started activity in 1999 in Codognè, in the Province of Treviso, specializing in the production of refrigerated counters and display units for pizzerias.

Over the course of the years company production has expanded and diversified, providing today four different counter lines for pizzerias, and a wide range of refrigeration units designed specifically for use in restaurants and artisan cake and ice-cream centres. To this is added a rich catalogue of neutral elements suitable for the professional catering sector.

As a result of the great value placed on product quality, and a commitment to professional development, the company has not only gained a position of leadership in national and European markets but also obtained ISO 9002 certification for its quality system, in 2005.

www.gemmrefrigeration.com



On Friday the 18th October 2013, during the HOST fair in Milan, the firm Cuppone F.lli s.r.l. met the press to introduce the (renewed) economic agreement with Vapiano, its partner that, as the president of the firm of ovens Lorenzo Cuppone says, "it is a solid point of reference."

Cuppone delivered to Stefan Höllen, head of the purchase office of Vapiano, a work of the famous sculptor Giuliano Ottaviani, as a symbol of the trust and the fusion of intents between the two partners. Today Cuppone is a leader trade-mark among the producers of ovens and equipments for pizzerias, thanks to its long experience and of the constant research and innovation of the product.

www.cuppone.com



Forni Ceky

Pizza on the road is born: it is the first travelling professional pizzeria. Pizza on the road is thought for road show, presentations and fairs and also for those who want to transform their own activity or simply re-create it ex-novo by reducing the structural investments. In this project a great importance has the oven, the main element of this innovative operation, a true handicraft oven in bricks. "They have been studied and used new materials to reduce the weight but maintaining the quality and the performance of a traditional oven" tells us Mr. Andrea Dall'Olio, of the firm Ceky.

www.ceky.it



GIMETAL is an Italian company that produces to its own designs. One single philosophy lies behind two different production activities: pizza accessories and catering trolleys.

Creativity, research and perfectionism come together in a series of tools designed for a wide range of uses: for professional and recreational use alike, for those who make and serve pizza and those who handle foodstuffs, kitchenware and food courses in restaurant kitchens and dining rooms. The materials and production methods used are constantly analyzed and updated to obtain maximum functionality, ease of use, solidity and safety, as confirmed by the TÜV certifications awarded, attesting to the products' suitability for their intended use.

www.gimetal.it



It was in the 1980s that Renato Margarit realized that pizza equipment together with many other products used to be made by non-professional manufacturers such as blacksmiths or joiners. He thus decided to become the leading manufacturer. Since then, the market has been dramatically developing in Italy and worldwide. Margarit's added value was to provide pizza makers, experts and laymen, with standard and guaranteed quality equipment to cook as easily as possible. If wooden shovels enabled to make 100 pizzas in one evening, aluminum ones enabled to make 100 a hour. From 1.5 kg steel shovels to 0.5 kg titanium shovels. Yet, there are many more accessories to work easily and fast around the oven. For each of them, LILLY guarantees a 100% careful production (typical of the region Friuli) in which special attention is paid to functional details and to the style and aesthetics of its products.

www.lillycodroipo.com



The family Dallagiovanna weekly visits the most important Italian markets of cereals to choose the best products.

www.dallagiovanna.it



"U-Tub Vagabond", is an original itinerant structure for the cooking and sale of the rolled-up pizza "U-Tub" conceived by Base Pizza Srl, a firm of Gravina in Puglia specialized in the handicraft production of bases for pizza, pucce and pizza breads manufactured in ATM (protected atmosphere).

www.basepizzasrl.it



Rational offers the maximum possible benefits to people who prepare hot food in large-scale and commercial kitchens. RATIONAL is the chefs' company and for many years has been the largest development team in our market. The team of the company is made up of chefs, food scientists, physicists and engineers. - www.rational-online.com

www.rational-online.com



The dairy, coming from Campania, works fresh milk of selected bovine and buffalo farms hold in Piedmont and Lombardy.

www.caseificiogordano.it



KUMA FORNI, that combines technology and tradition, is the result of our long experience gained in the production of ovens for pizzerias. Each product is the result of the constant research carried out by our technical staff, which is always ready to meet the needs and requests of the most demanding clients. Therefore, SEMPRECALDO is born, which is the only patented rotary oven capable of combining high quality and a very low price..

www.kumaforni.it



The GROUP Agugiaro & Figna, born in 2003 by the fusion of the two historical families of millers, was the first one Italian grind to focus the production in the '80s to the world of pizza, by creating flours and semi-worked for pizzerias. In the factory of Curtatolo, in the province of Padua, is produced the line Le 5 Stagioni. All the professionals of this sector are our strength today, and it is thanks to all of them, that Le 5 Stagioni has become the most beloved brand among the flours for pizza.

www.Le5stagioni.it/it-IT/5stagioni-nel-mondo.aspx



"MORELLO FORNI" imposed own spread as undebated leader for quality and details care in professional oven construction, wood, gas and mix types, both static and turning-bedplate too, destined to pizzerias, restaurants and baker's shops. Presently "MORELLO FORNI" over than ovens, can offer antipollution-water filters enabling to clean wood oven smoke and stop chimney fire risks.

www.moreloforni.com



In the USA our professional ovens have the ETL Certification Mark, in Great Britain are approved from the CLEAN AIR 2005 No. 2304, in Italy from UNI 10474: in 1995 from IMQ, from the CEE 84/500, from PH laboratory. Moreover our wood fire ovens have been the first, while our gas ovens are the only one, to be approved from the AVPN (ASSOCIAZIONE VERACE PIZZA NAPOLETANA) for the baking of Neapolitan pizza.

www.valoriani.it

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.



www.molinocaputo.it



SALON
PROFESSIONNEL
PARIZZA
PIZZA - PASTA - RESTAURATION ITALIENNE

A real business platform and source of inspiration for the Italian foodservice industry, Parizza (February 5-6, 2014) welcomes more than 100 exhibitors this year who will present their specialized offerings in a unique setting. The show has benefited from its start from the support of key industry members, and its legitimacy has been further confirmed by its welcoming for the first time the Final of the French Pizza Championship. Since the first edition, Parizza has been organized in partnership with the French Pizzeria Association and the Federation of Pizzaiolos of France.

Information at: www.parizza.com



PARIS 2014

From the 8th till the 12th of March 2014 in Paris-north Villepinte (France) will be hold Europain

2014.

After the great success of the 2012 edition, Europain&Intersuc, the world appointment of bread making, confectionery, ice-cream making, chocolate and candies, comes back even in 2014! This unique event, organized on an exposing area of 68 000 square meters, jointly with SuccessFood - the saloon of contemporary catering - privileges the innovation at the service of the operators. The visitors

can concretely discover in a unique place the novelties and the last innovations of the sector. La Place des Innovations (The space of the Innovations) will welcome the novelties of the exhibitors and the Trophies Europain "Innovation et Collections" Intersuc (Innovations and Collections Intersuc). La Rue des Succès will gather concept of sale points in order to offer concrete ideas to the visitors. Finally, La Rue des Ecoles will introduce the future talents of bread making and confectionery.

www.europain.com



It is official: the dates of the next Pa.Bo.Gel have been fixed: the eighteenth edition of the fair will be hosted at the Fiera di Roma from the 23rd till the 26th of March 2014.

So the Pa.Bo.Gel.

changes its appointment, listening with attention to the demands and needs of exhibitors and public. The change in the dates of this exhibition aims to offer a best rotation to the exhibitors in the annual calendar, giving them the possibility to introduce to the professional operators, that constitute the base of the public of Pa.Bo.Gel., all novelties, occasions and inspirations for improving the commercial or artisan activity.

Pa.Bo.Gel. renews with trust the invitation to Rome, an excellent meeting point between demand and offer of equipments, gears, ingredients, courses of formation, furniture and so on, devoted to the sectors of catering and food.

www.dmpsrl.eu



TRADE SHOW

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Pizza That's Amore



Ingredients:

- Fillets of bass or sea bream or codfish
- Tomatoes
- Leaves of laurel
- Rosemary
- Lemon
- Cloves of garlic
- Black olives
- Capers
- Basil
- Parsley
- Oregano
- Extra virgin olive oil

Procedure

Cut the fillets of fish into strips long 3-4 cm and wide 1 cm. Season the fish with extra virgin olive oil, laurel, rosemary, bark of lemon, cloves of garlic. Leave the fish to rest in the fridge. Prepare a mix of tomatoes, oil, salt, black olives, capers, oregano, parsley, basil. Stretch the disk of pasta and season with the mix. Bake it. At mid cooking add to the pizza the fish (removing the aromas). Serve with parsley and hot chili pepper.

Recipe by Massimo Meloni - www.foodshow.it



Regina dell'Adriatico

Ingredients:

- Mozzarella
- Carpaccio of red tuna (rested in oil and lemon)
- Rocket
- Tomatoes in fillet
- Almond
- Extra virgin olive oil

Procedure

Stretch the disk of mix and garnish with mozzarella and fillets of tomatoes. Bake it. At the end of cooking add the carpaccio of red tuna, rockets, almond and season with oil.



The right choice

The first and the ultimate perforated pizza peel for an easy flour drain.
The only antibacterial and mold tools for the highest grade of hygiene.
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At the **HOST** trade fair,

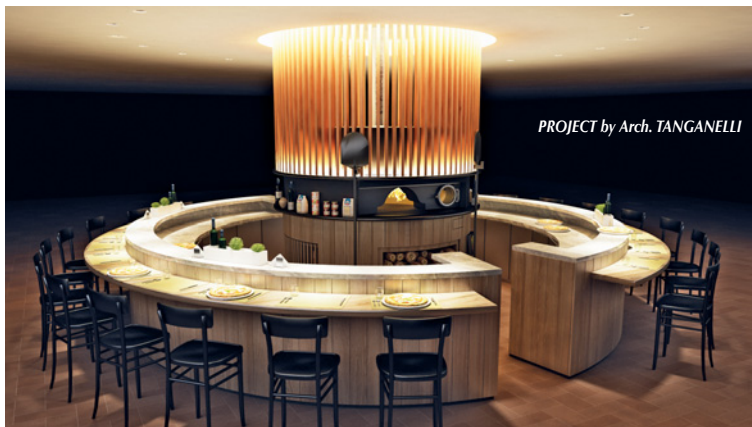


reveals the winners of the
“Forno, Amore e Fantasia” competition

Marana Forni, a byword for Italian excellence within its production and installation of wood, gas, pellet and combo-fired pizza ovens at an international level, in conjunction with TAdD, the “Pierluigi Spadolini” Department of Architecture and Design Technologies at the University of Florence, has set up the first edition of the national idea-based competition known as “FORNO, AMORE E FANTASIA - Dalla tradizione alla modernità: idee per dare un nuovo aspetto ai forni per pizza e food” (OVEN, LOVE AND DREAMS - From tradition to modern times: ideas to give a new look to pizza and food ovens). The competition has been structured into two different

sections: ovens for pizzerias or restaurants and home ovens. Aimed at architects, young professionals and students from the various different design sectors, it intends to propose new ideas for the design of the external look of pizza and food ovens.

The selection and the assessment of the projects has taken account of their originality and creativity, the level of innovation, research and experimentation within new design solutions. Within the free expression of the participants, the jury also considered the real technological and production details and the level of technical producibility. The two winners were selected on the basis of these criteria and a design-based honourable mention was also



PROJECT by Arch. TANGANELLI

assigned.

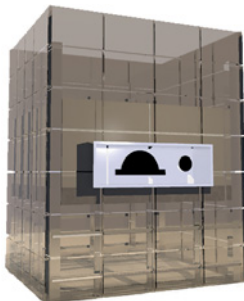
The award ceremony took place on Saturday 19 October at 11:30 am during the presentation of the winning projects and the publication dedicated to the competition and the Marana Forni company. The event was held in Hall 3 - Stand F52 G53 in the RHO - Milan Trade Fair district during the 'HOST - International exhibition of the hospitality industry' Trade Show.

The two winners were given their awards by: the Editor of the magazine Architectural Digest (AD) Ettore Mocchetti and Prof. Arch. Alessandro Ubertazzi (Professor of Industrial Design and President of the Degree Course in Fashion Design and Culture), in the presence of the President of the Jury Ferdinando Marana. The prototypes of the ovens of the winning projects will also be displayed.

WINNERS:

PROJECT by Arch. TANGANELLI

Arch. Andrea Tanganelli's project won first prize in the "pizzeria and restaurant ovens" category of the design competition set up by Marana Forni in conjunction with TAeD, the "Pierluigi Spadolini" Department of Architecture and Design Technologies at the University of Florence. This oven is ideal for positioning in the middle of pizzerias and restaurants like a sort of furnace and symbol of conviviality. The "ritual" of making pizza and the figure of the pizza maker become the real protagonists and, as a result, customers become spectators at a "cooking show".



(Proteus) who can change form at any time.

Similarly, this oven is extremely versatile, because it can change its appearance in accordance with the coating selected. It consists of a modular and light structure which is easy to transport and assemble. Indeed, the coating elements are attached externally and are available in various different shapes, colours and sizes.



The experience gained in over 20 years of activity has led Marana Forni to be a key reference for pizza makers the world over. The company produces and sells pizza ovens which combine technological research and attention to design, within continuous analysis aiming at maximum efficiency.

Since the 1980's, the Verona-based company has created various different oven models: high-quality products designed to help pizza makers. On the basis of its solid philosophy focusing on internal production and development, the company now has a strong presence in more than 50 countries the world over.

The experience and diligence which distinguish it have led Marana Forni to design, create and patent various systems for technology which is ever-increasingly avant-garde. Marana ovens are made unique by special construction details, the result of study and research aiming to make life easier for pizza makers and to improve the end result.

The company follows the entire life cycle of the ovens: from the design to the finely-crafted production of every single element, and from direct sales or sales in conjunction with trusted partners to assembly, which is followed by an efficient post-sales assistance service. For more than twenty years now, Marana Forni has been the Official Technical Sponsor of the World Pizza Championships and the French, Belgian and Spanish Championships, providing these events with its major experience and technological developments in the area. Thanks to day-to-day analysis of changes in the pizza sector, Marana Forni production has grown and developed yet has still managed to preserve the typical features of Italian tradition. These are the reasons why Marana ovens have been chosen for many years now by the very best pizza masters the world over.

maranaforni@maranaforni.it



Molino Iaquone
and **Gabriele Bonci**
at New York

G

abriele Bonci has amazed New York: the “Michelangelo of Pizza” (as *Vogue* magazine called him), Bonci recently showed to the City his cookbook, “Pizza” and to promote the release, he spent an afternoon at Paulie Gee’s in Greenpoint, Brooklyn, to make pizza for a few people.

As usually, Bonci used his favorite flour, Molino Iaquone.

Besides the event at Paulie Gee’s, Gabriele was the “teacher” in some Master Classes, at Eataly and Sullivan Street Bakery. Bonci wasn’t alone in this adventure. His travel friends were Cristian Georgita, Katie Parla and Dario di Norscia (Molino Iaquone).

During these events in New York, the team “has exported” the typical pizza loved in Rome, large and rectangular.



The pizza is cut into smaller rectangles and sold by weight, so the customers can decide the size of the piece they want. This traditional Roman style of pizza gives the customer the chance to taste more than twenty different types.

Because Bonci considers himself a baker, he experiments pizzas with different toppings. He estimates he has made at least fifteen hundred different combinations.

During his experience in NY, “Mr Bonci” showed a lot of creative pizzas: for example, pizza with pumpkin and



speck, which was delicious. The pumpkin was sliced thin and cheese was drizzled over the whole pie. Then he has prepared a pizza with mushroom taleggio and potatoes, was earthy and rich. The slices of potato were spread on the dough and then topped with mushrooms that had been sautéed and covered in melted Taleggio, essentially a robust mushroom sauce. As a surprise, Mr. Bonci made a vegan pizza, a simply crust topped with fresh vegetables and it was a delight. Another delicious pizza was with Swiss chard and pork jowl.



The core of work of Bonci follows the assets of Iaquone philosophy: the use of organic and pure products, making pizza characterized by high digestibility (thanks to a high hydration and appropriate maturation), use of several cereals such as spelt, rye, flax and with corn.

For discovering the secrets of the best dough for pizza...
for learning how to get a pizza soft and
digestible in perfect Italian style...

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