

The magazine dedicated to the world of pizza and catering

Pizza & core *international*

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ENGLISH



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

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Riccardo Agugiaro
Export Manager
r.agugiaro@agugiaroflora.com

Sandra Zlotti
Mail: s.zlotti@agugiaroflora.com

www.le5stagioni.it

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We wish you a Merry Christmas!

When the old year ends and a new one begins, everyone wishes that positive novelties arrive, especially in a time like the present one, when the media tell that the whole world still has to wait for seeing the economy improve, because of the economic and financial crisis.

Waiting that the things go better, it is necessary to be aware that to look towards the future with serenity it is required great professionalism in our job, to be informed and to deepen the knowledge of our job, in order to be appreciated by the clients.

The mission of P&C on line is really this, that is, to offer you always many news on the Italian pizza, on the best Italian firms that export all over the world the best products for your job, to give you so many new appetizing recipes.

The editorial staff wishes you a very merry Christmas and a new year rich in business, client, money but above all rich in so much happiness.

The staff
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Fairs in the world

Fairs



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



The Largest Pizza Show in the World; The Trade Show for the Pizza Industry (not a public show). Attendees include – pizzeria or pizza-concept restaurant owners, operators and managers, as well

as distributors and food brokers. Two Special Appearances by Tony Gemignani: Tony will explain the evolution of his business during the Monday, March 24, Pizzeria Concept Showcase. And he'll demonstrate how to make dough and starters and then put together various authentic styles of pizza during his two-part Making Pizza workshop on Tuesday, March 25, and Wednesday, March 26. (March 24- 27 – Las Vegas Convention Center).

www.pizzaexpo.com



From 7th to the 9th april 2014 (Fiere di Parma – Italy). The goal of Pizza World Show is developing the first international event fully focused on the pizza supply-chain, boosting the meeting among food industry and technology/service providers with retailers and Ho.Re.Ca. players. The target of the Exhibition are pizza professionals thank to increasing the encounter between demand and supply and enriched with showing/sampling areas. Pizza World Show is willing to attract an extremely selected audience such as: Buyers from specialized wholesale retailers, Buyers from pizza restaurants and Ho.Re.Ca world, Wholesalers specialized in Ho.Re.Ca., Purchasing groups, Cash & Carry, Import/Export managers

www.pizzaworldshow.it

Francia: modern careful exigent customers





The **Pizzeria Des Moulins** is a recent opening take-away pizza restaurant: it was born, in fact, on the 8th of August 2013 in Chamonix Mont Blanc, in France. The pizzeria has been open by **Joelle Siciliano** with the help of the Italian firm **Termopizza**, producer of take-away products for pizzerias. Joelle has been formed professionally by the sales managers of Termopizza, side by side with the famous instructor **Paolino Bucca**.

Let's see how Italian pizza is considered in France, by making a short interview with Joelle.

Let's start by speaking of your pizzeria: how many pizzas do you bake in a week?

«In this period, which corresponds to our low season, we reach 500 pizzas in normal size, excluding Scrocchiarella which is sold in slices. The work of the pizzeria is managed by the software Pizzanet, a way to be faster and more precise. It helps us to receive a big flow of commandes».

What kind of pizza do you offer?

«In our menu there is surely the classical round pizza (in the normal size of 33 cm.) that represents the 75% of the billing volume. Then we sale a wider pizza in the extra-large size of 50 cm. This approximately represents the 5% of the volume. But, since pizza is not only a round one, although in France we love it, we propose also the pizza in the shovel, the so-called Roman and the Scrocchiarella (for which we use the products Italmill). We also propose the sandwiches made with pasta of pizza».

Which is the most required garnishment for pizza?

zas?

«The pizza "Des Moulins" is the most preferred, together with that "Cooked ham" and "4 cheeses". The "Des Moulins" is made with tomato sauce, fresh tomatoes, basil, mozzarella raw ham Parma, Parmesan cheese and rocket».

Is it easy to start a pizzeria or a restaurant in France?

«In France you need only a week to receive all the permissions, formation and your restaurant is yet operative. Moreover Chamonix is a touristic place, ready to host internationality. Certainly, for the citizens of Chamonix to taste an original Italian pizza is something "new". They prefer the round classical pizza, but sometimes they ask for strange garnishments that "fight" against a pizza! But the customers are always right and we must satisfy them».

How would you describe the French customer?

«Curious. He/she trusts a lot the suggestions of the pizzaiolo, he/she wants to know how the mix is made, what products we use. He/she loves fresh products, because he's very informed and careful with the quality of the products. They are prepared to spend a lot for example when they ask for bio-products».

Could you give some suggestions for those who want to open a catering activity in France?

First of all to learn French, it becomes very hard to work with the residents without knowing the mother language. We recommend a touristic location, by the sea or in the mountain. Obviously you must speak English too, to talk with the tourists.



La Farina di Napoli

Ten dessert for ten
great artisan of taste

Christmas is coming and our table is enriched with various desserts at the end of the meal.

No fear! Some big famous chefs have thought to the desserts of the Christmas tradition: Salvatore Bianco, Gennaro Esposito, Giuseppe Manilia, Sabatino Sirica, Salvatore Gabbiano, Gino Sorbillo, Enzo Piccirillo, Sal De Riso, Salvatore Salvo e Stella Ricci. A team of good experts of the white art that, with Molino Caputo Gold Flour have realized their recipes by introducing them in a great event at the Beluga Sky Cafe of the hotel Romeo.

Ten delicacies

Salvatore Bianco proposed his personal roccocò with a nougat mousse. Gennaro Esposito invented a mostacciolo ice cream, which could be tasted on a khaki sauce, garnished with crumbled cocoa seeds and black sesame. The confectioner Sal De Riso created a Christmas tree made with struffoli



and baked perfumed panettone; Stella Ricci revisited roccocò and mostaccioli in a "cake design"; Giuseppe Manilia prepared his thousand tastes macarons; while Sabatino Sirica and Salvatore Gabbiano proposed their fanciful variations of traditional raffioli. Salvatore Salvo, pizzaiolo, made show of his graffes, result of a long rising time. Gino Sorbillo, polyhedral pizzaiolo, proposed the Neapolitan sweets "brutti ma buoni"; Enzo Piccirillo, more traditionalist, prepared his personal version of roccocòs.

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Pizza Norcina



Ingredients:

- *Tomato sauce*
- *Mozzarella*
- *Norcia Sausage*
- *Rocket*
- *Grana Padano cheese*
- *Extra virgin olive oil*
(perfumed with chilli pepper)

Procedure

Stretch the disk of pizza, spread on it the tomato sauce, add mozzarella and sausage of Norcia, cut in small pieces. Bake it. In exit add the rocket, the Grana cheese and some tread of chilly oil.

Recipe by Michele Digiglio



Pizza Asparagus

Ingredients:

- Ricotta
- Asparagus
- Tomato sauce
- Mozzarella
- Black olives
- Smoked mozzarella
- Speck

Procedure

Stretch the disk of pizza. Prepare a stuffing with ricotta and asparagus. Fill in the edge of the pizza with this filling. Close the edge by folding it. At the centre of pizza put tomato sauce, mozzarella, black olives and some pieces of smoked mozzarella. Bake it. In exit add speck, some asparagus and a thread of EVO oil.

Recipe by Michele Digiglio



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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Merry Christmas
and an Happy
New Year!

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