

The magazine dedicated to the world of pizza and catering

# Pizza & core

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*international*



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**Pizza&core**  
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## continues its walking in 2014

**P**izza&core, the Italian magazine devoted to the world of pizza, for over ten years present on the market of the Italian specialized magazines industry, three years ago decided to begin a new adventure, that is to publish online, on the web, a new magazine thought for the pizzaiolos of the whole world: so was conceived and realized Pizza&core International. Today Pizza&core International grows and becomes more full of contents. This editorial product was born from our desire to bring the culture of the Made in Italy pizza all around the world, sure that in every edge of the earth there are pizzaiolos who are curious to know something more of the Italian tradition. In our cities, big as Rome and Naples, but also in our little towns, there are more

and more international pizzaiolos, coming from Europe, America, Japan who want to learn the techniques of the mix and the equilibrium of the ingredients. Talking about the Italian culture and tradition in the world, there are many examples of chefs and pizzaiolos who married the Italian cuisine: Pasquale Makishima, Japanese, winner of a Caputo Trophy in Naples, Tony Gimignani, of Italian origins, present in March at the Pizza Expo in Las Vegas, Chris Boswell (disciple of Alice Waters of the "Chez Panisse") Executive chef of the Sustainable Food Project in Rome. If you are not able to come to Italy to learn the gastronomic culture of pizza and pasta, don't worry! Keep on reading us: you can learn a lot of it. Enjoy the reading, here begins our journey!

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# on the Agenda

a cura di Marianna Iodice



From the 8th until the 12th of March 2014 in Paris-north Villepinte (France) will be held 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](http://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](http://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 Pizzeria Concept Showcase, on Monday the 24th of March. 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 25th, and Wednesday, March 26th (March 24th – 27th 2014, Las Vegas Convention Center).

[www.pizzaexpo.com](http://www.pizzaexpo.com)

# Pizza is famous all around the world

As a matter of fact, pizza is the most famous and consumed food all around the world. Besides Italy, the first countries where pizza is largely consumed are United States and Brazil, both contending the record for the greatest number of consumptions of pizza in the world. In Europe, excluding Italy, the head of the hit sees France and German in a passionate head to head.

Every year the numbers of the consumptions increase but we could affirm with certainty that Italy, France, Germany, USA, Brazil have very flourishing markets

in which artisanal together with the more industrialized pizza is consumed at best. The tendency of the last years is that the "Italian Style" has been imposing everywhere, that is the artisanal pizza coming from Italian tradition, which is made according to the rules of the Italian pizzaiolos, following procedures, recipes and using Italian products. The Italian products are more and more known all around the world, due also to the diffusion of the Italian culture through the export of the Italian firms and above all thanks to the opening of pizza restaurants by Italian

owners or with the help of Italian technicians.

We find the same tendency in Japan too, where even more often we find new Italian pizzerias where to eat the original Italian pizza (above all the Neapolitan pizza, round, thin to the center, with a tall soft swollen border).

Not everybody knows that in Italy there are different types of pizza: round Neapolitan type, in shovel, in baking-pan Roman way, every type of recipe is becoming note out of Italy.

Nowadays Japanese, Brazilian, French, German, American, Australian, come to Italy to learn from Italian teachers how pizza is cooked, or they invite in their countries the best pizza teachers from Italy, to receive help and suggestions about starting a new pizzeria. In every country in the world there are pizza restaurants inspired to Italy, we give here only few names: the pizzeria "Leggera" by Andr e Guidon in Sao Paolo, the pizzeria "Ribalta" in New York, the pizzerias in Japan certified by the association AVPN. The Italian pizza is even less a secret and even more a diffused art, learned everywhere: a famous example of this phenomenon is the fact that in 2010 the winner of the Caputo Trophy in Naples was the Japanese Akinari Pasquale Makishima.

Equally appreciated is the pizza in Roman way, diffused above all in some French cities.

Pizza beyond the boundaries of Italy could be faithful to the original or can mix together with the local customs, always respecting quality. It is the example of the pizza baked by Tahar Belkadi, owner of Alice Pizza in Paris. Tahar Belkadi is also known



for having participated, with good scores, in different competitions such as Championnat de France 2009 Europetours, Meilleure pizza de Paris 2009, Championship of Europe and Championship of the World. For his pizza Tahar uses also Italian products and equipments.

Tahar explains us how is catering seen in France and how much important pizza is :

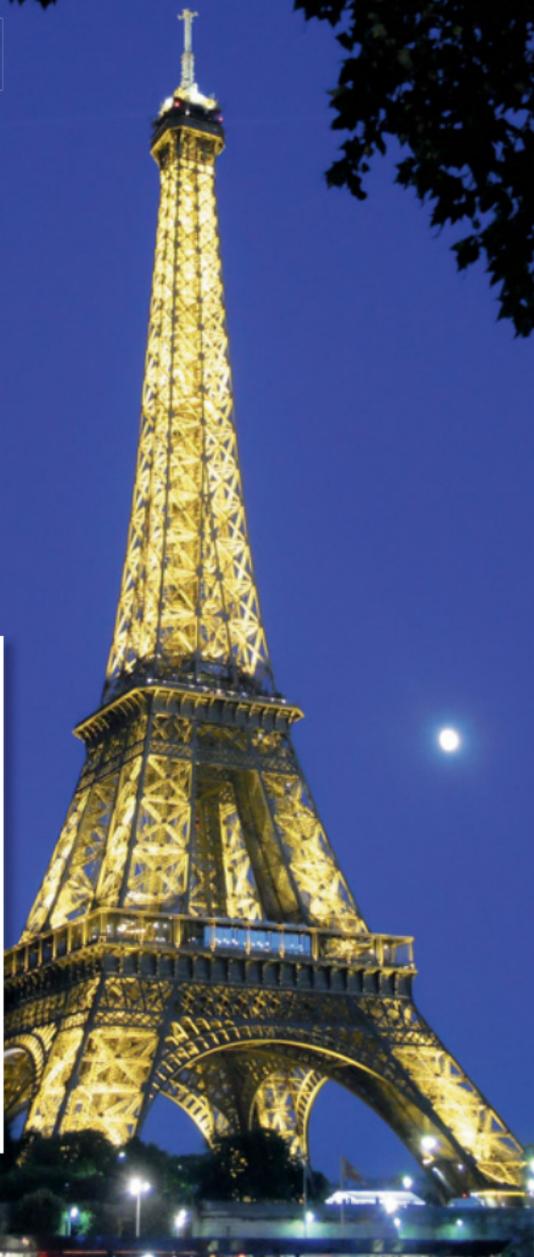
"In France people are very exigent.

Pizza is a very appreciated meal in France, it has become a fundamental part of our feeding. It is also the first product delivered to home."

France has a big gastronomic tradition and for this reason the French is a peculiar market. From one side French are very expert of food and therefore they are particularly aware of what they eat, from the other, really in virtue of their great gastronomic history, they don't accept easily what comes from abroad. However, when you propose them high quality they become careful and experiment.

In notable growth is also the American market: especially in great cities like New York, there are a lot of pizza restaurants where you can taste the Italian traditional product, instead of the so-called pizza American Style. An important appointment in the USA, during which Italian pizza competes with the American one, is The International Pizza Expo in Las Vegas, with its compelling competitions: every year Italian firms and Italian pizzaiolos choose this big event to show and let everybody know their gastronomic culture and traditions.

# French love Italian Pizza Style





In 2013 in France the consumptions of pizza are 821 million including a 50% consumed in the catering industry (Pizzerias, Trucks and Kiosks). Today, French people consume approximately 10 kilos pizza per year against 5 kilos for Italians. Pizza&Core interviews **Corinne Menegaux, Hotels and Catering Division Director of Parizza**, to understand how is pizza market in France.

**French love pizza, but my question is: do French people try to consume the original Italian product or do they prefer a product similar to the Italian one?**

*«There is a lot of variety available in Italian cuisine; I think that's one of the things that drives people to it. French consumers have the benefit of being close enough to Italy to have the food influenced by the original Italian style, but they have also taken chances to put a bit of 'French touch' into the food».*

**According to your experience, what is loved and what is not in France?**

*«French people love pizza! It is an industry that is definitely influenced by both classics and trendy updates. The classic "reine" (Margherita) pizza is in France very popular, but at the same time more and more pizza restaurants are offering novelties coming from the whole world. You can taste a curry pizza, a tartillette pizza, a Mexican pizza. There's a wide*

*variety but also quality».*

**According to you what can be done to safeguard pizza made in Italy in the world?**

*«To protect Italian food must facilitate the work of those regions producing certified and protected products, according traditional and handicraft procedures. We must be able to see ingredients on the labels as Parma ham, or mozzarella from a specific region. This lets consumers know they are consuming authentic Italian products. There are also a lot of great international organizations and events that highlight the contributions of Italian food and pizza, like Parizza, or other Championships which could educate and put an emphasis on the skills and traditions involved in Italian food».*

**Can you explain why Parizza was born and what objectives are pursued?**

*«Being Pizza such a notable international business and a large business in France, we thought to create a show that allowed professionals in Italian foodservice coming from the whole Europe and from the world, to gather with their international industry. The show is held in conjunction with other shows that we feel have a strong link between industries. The Sandwich & Snack Show covers all the sectors of take away and fast food, and there is an obvious connection there, so we really try to provide our visitors and exhibitors with a chance to visit a show that has a global perspective of the industry and its connection with aligned sectors».*

## “know-how” and passion



In Genoa/Italy Long time ago Luigi Morello, the famous oven manufacturer, experienced his own formula to get the best refractory material . In 1969 He established MORELLO FORNI in Genoa.

Today, Mairo and Marco Morello are proud to lead their Father' enterprise and are still manufacturing special kinds of ovens, entirely handmade applying full “know-how” experienced by so long time. MORELLO FORNI drives the manufacture cycle in a correct and

ecologic way, ensuring the best satisfaction of customers. We can offer ten different ovens ranges and two antipollution machine ranges. L/LP/MIX/PG/FG are static-bedplate ovens FGR/FRV/M R/RM + are turning-bedplate ovens PAX is a montage-kit oven I DRO and JUNIOR are water filter machines We can supply for each said range various typ -sizes and fo reach type a lot o f models can be selected too, ov er than any other possible customization.



Our web-site: [www.morelloforni.com](http://www.morelloforni.com) showing some sample photo of our products.



# 1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

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## Prize



Le 5 Stagioni, the leading Italian flour brand offers the widest range of high quality flour products to pizza chefs. Since 1831 Le 5 Stagioni, supported by their long tradition in milling, continues to introduce innovative and specialized products in order to meet specific requirements from the evolving pizza market.

Everyday research and development have lead Agugiaro e Figna well beyond their complete and very original product range. Quality control provides very strict chemical-physical analyses which are conducted in their perfectly equipped laboratories in all three fully certified factories. Two Research & Development centres have been set up in the Curtarolo and Magione factories, with the best equipment installed for bakery products, where the professional team of master bakers, confectioners and expert technicians work together with the clients. A service that is addressed to both the artisan who is always seeking something new, and the client who needs to develop new products, working in close cooperation with their marketing and production departments. Our technicians periodically visit the clients directly, to perfect products to satisfy even the most demanding requirements



### The Design Competition "Le 5 Stagioni"

The Design Competition "Le 5 Stagioni" is an international initiative open to Italian and foreign designers, architects, architectural practices, higher Educational Institutions (Universities, Schools of Design, Academies) that are called to engage in a

competition to design spaces for pizza making and consumption. Promoted by Agugiaro & Figna Molini SpA with the brand of flours for pizza "Le 5 Stagioni", it is a challenge to design to find new creative solutions expressing product and service quality: spaces conceived not only for the product sale or consumption but also for the communication and interaction with the customer. The Competition will award 6 candidates or teams.

### "Prize Le 5 Stagioni" at KIFF 2014:

The "Prize Le 5 Stagioni - To Design the Future of Pizzerias. New Openings, Innovative Spaces and Concepts" will be present also at KIFF 2014 - Kiev International Furniture Forum, (Kiev, 12-15 March 2014) a trade show of reference for the furniture industry and the professionals of design in Russian-speaking countries, which takes place since 1997 in Kiev, the capital of Ukraine.

The first design competition centred on the evolution of

pizzerias confirms its international approach and its attention to dynamic and non-traditional markets that may express trends and innovative concepts able to stimulate the growth of the sector.

Appointment with 200 architects at **KyivExpoPlaza Exhibition Centre** The “**Prize Le 5 Stagioni**”, organised by the line of specialised flours “**Le 5 Stagioni**” by **Agugiaro & Figna Molini SpA** in partnership with **POLL.design** – Consortium of Politecnico di Milano will be presented at KIFF di Kiev on Thursday 13 March 2014 within this relevant trade show, during a wide-ranging round table focusing on “**The Evolution of HoReCa - Hotel Restaurant Café**” – To Design Success: the Viewpoint of Italian Design”. The meeting in Kiev will include as speakers **Marina Baracs**, architect and partner of LTW Design Works, **Oscar Cavallera**, Director of Bar University, **Nicola Ticozzi**, Director of the Design Labos courses by POLL.design – Politecnico di Milano, and **Anna Kolomyets**, architect and coordinator of the HoReCa Design courses in Russian by POLL.design, who will present the competition “Prize Le 5 Stagioni” to a public of over 200 architects and designers coming from several Russian-speaking countries.

### **Innovation from all over the world for a sector of great Italian tradition**

The Competition awards new formats of pizzerias which, in touch with the evolution of public spaces around the world, may propose also new forms of service and ways of consumption, starting from product quality, the value of the ingredients and the traditional pizza-making, up to the design of the spaces, furniture, and the emotional value of the consumption experience.

The **Prize Le 5 Stagioni**, which this year is at its second edition, is the first design competition to start an active dialogue between designers and manufacturers of the sector, between design, market trend and a product with a great history that has the strong points of the excellence and quality of Italian products.

Through new information materials and the website [www.premiole5stagioni.it](http://www.premiole5stagioni.it) in seven languages, the Competition promotes design innovation and the expression of the latest international trends in this industry, a sector highly characterised by tradition in all its aspects.

### **Award ceremony in Milan in May 2015 in conjunction with Expo 2015**

The “Prize Le 5 Stagioni” ends on 1 st February 2015, and the awarding of the winning projects takes place in May, in conjunction with Expo 2015.

The Competition includes **two categories: “Opening”**, for existing premises, and “**Concept**”, for design projects and concepts of pizzerias. The total prize money is €15,000. President of the Jury of the “Prize Le 5 Stagioni” is **Arturo Dell’Acqua Bellavitis**, Dean of the School of Design of Politecnico di Milano and President of Triennale Design Museum Foundation.

The competition is patronized by: **Le Università per EXPO 2015, Federalimentare Giovani Imprenditori, ADI** (Industrial Design Association), **AIPI** (Italian Interior Designers Association) and **AIAP** (Association for Visual Design). All information and terms of participation at [www.premiole5stagioni.it](http://www.premiole5stagioni.it)

### **Next events Le 5 Stagioni**

- 5-6 February - Parigi (Francia) **Parizza**
- 23-27 February - Dubai (UAE) **Gulfood**
- 4-7 March - Tokyo (Giappone) **Foodex**
- 7-9 April - Parma (Italia)
- World Pizza Championship**
- 13-15 April - Brisbane (Australia)
- Fine Food Queensland**
- 5-8 May - Parma (Italia) **Cibus**
- 22-24 June - Auckland (Nuova Zelanda)
- Fine Food New Zealand**
- 15-18 September - Melbourne (Australia)
- Fine Food Australia**
- 10-13 September - Bangkok (Thailandia)
- FHT - Food Hotel Thailand**
- 19-23 October - Parigi (Francia) **SIAL Paris**



## La Farina di Napoli

# Quality and Neapolitan tradition

The power of tradition: that's how we could sum up the spirit of this firm, now in its third generation of Millers and developed thanks to the preservation of the ancient traditions. Being the guardians of tradition and experience stands out as the main value inspiring all products intended for the experts of the white art.

Everything begins in 1924, when Carmine Caputo, coming back from the United States, founds a mill and a pasta factory in the town of Capua. At his death his son Antimo takes over the activity: In 1939 Antimo buys the San Giovanni Mill in Teduccio, the current headquarters of the factory's production plant, and extends the business, now led by his children Eugenio and Carmine and his grandson Antimo.

Since its establishment the Caputo Mill has turned into the main reference point for the pizza makers from Campania region: its products are the result of the skilful wheat blending, lack of additives, and search of the highest quality.

Another value that the firm strengthens everyday is: collaboration. The one with the masters of pizza, who can suggest, by testing the products, how to enhance the quality of flour intended for the several possibilities given by the white art. Then the collaboration among all the members of the firm: in the warehouses each member works as if belonging to

a big family, since the firm belongs to everyone who works there everyday, with no distinction, the same enthusiasm and pride for being Neapolitans, from the Campania region and Italians.



## The Caputo method

Take a handful of flour from the Caputo Mill and just by touching and having a look at it you will note the difference: since its origins, the firm has always used the method of a very slow milling, inspired by the ancient milling art, a traditional technique that doesn't damage the starches and makes you get a high quality flour. Each flour is completely natural, without any addition of chemical enzymes. The quality is all due to cereals and workmanship.

The Caputo Mill blends different kinds of national wheat, purchased from those Italian regions that are renowned for the cereals growing. To this base they add then different kinds of wheat from Northern Europe, thus obtaining a perfect mix. After the wheat selection, the analysis on the dough is carried out in the laboratories. Through this proceeding it's possible to single out the kind of wheat to be used according to any single request. Each mix is produced in a technologically modern and hygienically safe environment. The combination of tradition and innovative techniques has led to get the leadership



in the Campania region, the cradle of pizza: to this end it's important to recall that, among the other kinds of flours, the Caputo Mill produces the "00" soft wheat flour for pizza, a flour that has been officially recognized to be used in the preparation of the Neapolitan Pizza labelled with the S.T.G. trademark. However, the products' quality is not only recognized in the Campania region: its excellent flours have made the firm enter over 50 foreign markets.



# Pizza Bandiera

## Ingredients:

- A base of pizza composed by 5 different types of flour
- “Ciliegiolo” tomatoes
- Little mozzarellas of buffalo Rockets
- Extra virgin olive oil perfumed with basil

## Procedure

Stretch the disk of dough. Cut the little tomatoes in slices and put them on the pizza. Season with drops of extra virgin olive oil. Bake it. In exit garnish with the little mozzarellas and the rockets seasoned with the aromatic oil.



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# 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.com

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



# Pizza Atlantide

## Ingredients:

- A base of pizza composed by 5 different types of flour
- Mascarpone with Gorgonzola
- Fresh salmon marinated
- Iceberg salad
- Salt in crystals

## Procedure

Put the Mascarpone with Gorgonzola on the base of pizza, then add the fresh wild salmon, yet marinated, some leaves of iceberg salad and crystals of salt.





## Eccellenza Italiana

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Since 1831 **Le 5 Stagioni**, supported by their long tradition in milling, continues to introduce innovative and specialized products in order to meet specific requirements from the evolving pizza market.



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