

The magazine dedicated to the world of pizza and catering

Pizza & core on line

www.pizzaecore.it



ENGLISH

101%

quality "made in Italy"



Spiral mixers

Dough dividers and rounders

Pressforms

Vegetable slicers and pizza tables

Electric ovens
Gas ovens



Innovative concept, ancient excellence



The long experience has allowed oem to concretize the concept of "Pizza System": a completely integrated program of equipment for pizzeria which automates the productive process, from the dough to the pizza baking.

A system which guarantees the strict respect of the tradition and of the food organoleptic features: a real technological evolution able to maintain untouched the Mediterranean alimentary culture, turning it easily into profitable business.



In this issue

In Italy those working in foodservice (cafés, pizza shops, restaurants) always retain the saying: “The customer is always right”.

Nevertheless it's not easy to be patient, always kind, smiling and competent, especially with some customers scarcely likeable, some others arrogant, some others complaining when the place is full with a large stream of customers coming and leaving.

Precisely to the difficulties in managing such a place and the things that may happen at the tables if you are unfit for the job is dedicated the main article in the magazine this month. As always, then, you find the page dedicated to the curiosities from the world and our very imaginative recipes able to transform pizza into an elaborate and savoury dish, as if prepared by a chef, for those who love special flavors and sophisticated recipes. When the pizza appeared, on the contrary, it was a very simple food; the Neapolitan people's food, even the Poorest. One of the oldest recipe is that named Margherita (nowadays the most popular pizza in Italy):

tomato, mozzarella cheese, basil and olive oil. To this pizza a famous pizza-maker of Naples dedicated a piece of poetry:

When there is affluence/ people are inclined to spend/ even the poorest one perceives it and orders: I want a pizza with clams/ with shrimps and oysters from the sea of this city/ at the center, in addition, I want a soft-boiled egg/ and I want it washed down with liquor/ As I heard this kind of order/ I get nervous/ thinking: but these pizzas are disgusting! Because if the rule is respected/ preparing the true pizza, that born in Naples/ about one hundred years ago/ This ancient recipe is called Margherita/ therefore don't look for those complicated pizzas/ that make you spend money/and your stomach ache.

We tell you instead that whether rich or poor, plain or seasoned with new ingredients, the main point is that pizza has to be good!



Morello Forni

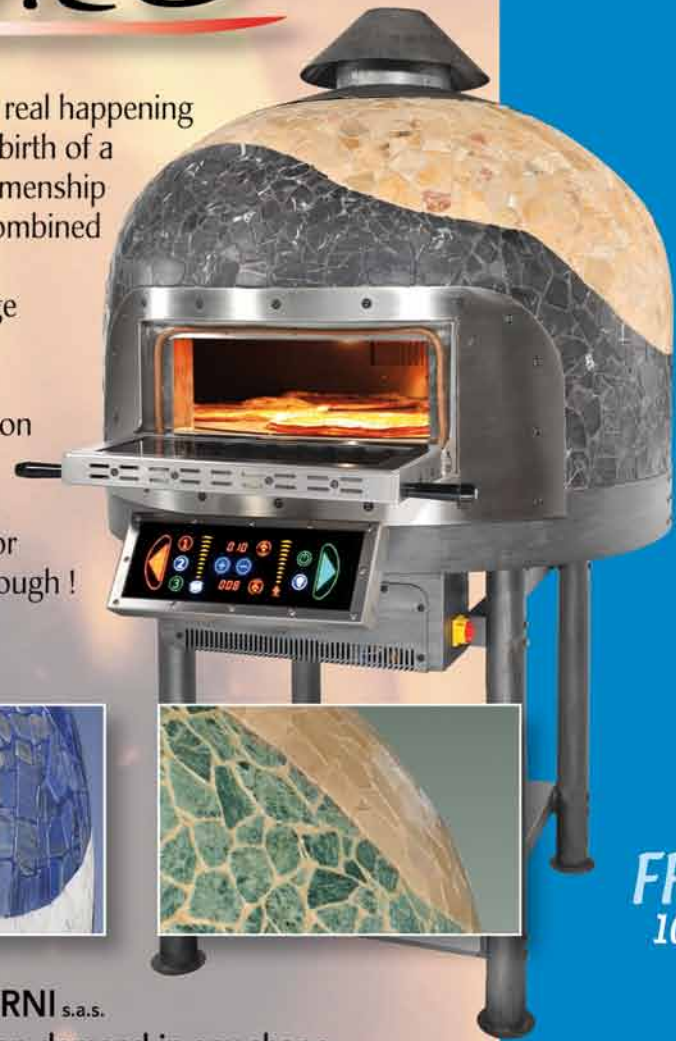
Oven manufacturer in Genoa since 1969

e-vento

is the name for our most recent product born like a real happening in the branch of food machinery, representing the birth of a completely new Pizza-Oven joining traditional craftsmanship - pursued by two MORELLO' family generations - combined with refined aesthetic hi-class and progressive technological research cutting-edge featuring and characterizing MORELLO FORNI SAS Genoa production.

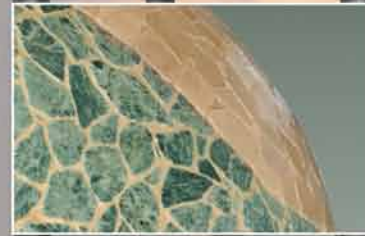
"e-Vento" (tech.name FRV100) enriched the production of well known static and turning bedplate equipped ovens MORELLO FORNI SAS

Which have long been celebrated worldwide for High-performances. "State of the Art" is still not enough!
Is our slogan in MORELLO FORNI SAS



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Service at Pizzeria

In order to let a restaurant be appreciated by customers a very good pizza is certainly necessary, but that is not suffice: when a customer comes in a place, he expects not only to have a good meal, but also to eat without waiting too long, be served in a cordial way, have the chance of asking the waiter to meet some demands (not too much cold water, a beverage either without or with a lot of ice, a pizza with some change of ingredients, a precise sequence of dishes and so on). People expect not wait too long for the bill, all in all to have a good service.

The service is therefore a fundamental feature with regard to the management of a restaurant, but what is precisely the “service”? It can be said that the service is something that, “when present, can’t be seen but, if it lacks, its absence is immediately noticed”. Part of the service are, for instance, the heating, air-conditioning, a well-cleaned toilet, table dressing, the flower and breadstick on the table, the water served before taking the orders, the welcome, the orders, the courses served at the table; in a restaurant all of these different things are part of the service.

The most important points of the service are the moment of ordering and that in which the courses are ready. On this aspect, the waiter’s professionalism is very important.

It could happen, for instance, that beverages or bread arrive after the appetizers have been already eaten. Or, worse, that who has ordered pizza spends his time by looking at his table companion, who is already eating, and when the pizza is ready, after so many minutes, the others have already finished and maybe would like to stand up and leave. The good rule is: all the table companions have to eat at the same time. In addition, you must remember that, as commonly said in Italy, “the customer is always right”.



The High Technology for the Pizzeria

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of weight**



Carbon and Aluminum with hard anodic oxidation.
 The ultimate result for the very professional and demanding Pizzaiolo. Light and resistant. The most advanced technologic materials applied to the Pizzeria world to have the highest performances. The handle in carbon fibers guarantees the lightest weight along with the highest tenacity for an intensive use of the tool. The hard anodic oxidation on the anodized peel head allows to the aluminum a relevant tenacity to the use and abrasion.

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from 350 g. of weight**



GHA, Durability and Higienic
 GHA, the japanese technology that goes more and more extended in the Pizzeria world. Thanks to the GHA treatment GI. METAL has made the first small peel completely in aluminum, to enhance the lightness of the material and reach the highest levels of performance. High antibacteric and antimould capacity low coefficient of friction and self-lubrication. These are the main characteristics due to the silver ions treatment. The GHA range now includes trays with grip for the cut of the pizza and small peels ideal to serve portions of Pizza, A complete range to qualify the image and the professionalism of your work

dal 1986



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PIZZAMANIA

the craziest news about pizza

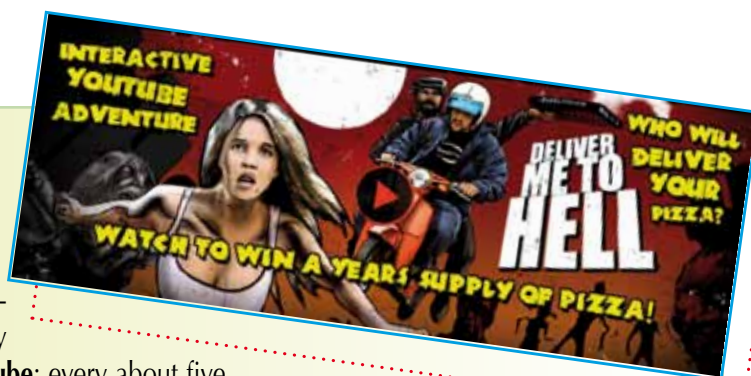


THE FIRST WISH AFTER THE COMA

The news appeared on Gazzettino.it, representing one of those happy-ending story: an Italian young man, hospitalized at Mez Haus am Stadtwald in Bonn, was considered inoperable due to an hypophysis tumor. After few months he went into a coma. Differently from his colleagues in Bonn, the neurosurgeon Miran Skrap tried a treatment and, at the neurosurgery division of the Hospital of Udine, operated on the boy who, as if a miracle, came to life. After a long period in a state of unconsciousness, once finally he had opened his eyes again, the first words uttered were: «I would like to have a pizza!».

AMONG PIZZA'S AND ZOMBIES

Delivery me to Hell is something like a movie-game advertising the chain of pizza shops **Hell Pizza**, created by **Logan McMillan**, author of this marketing test on **YouTube**: every about five minutes who is watching the video chooses the way the story goes on and, consequently, what the main character (Dj Iwikau) has to do by clicking on the dedicated hyperlinks. The goal of the game is to help Dj Iwikau deliver his pizza. Not an easy task to fulfill, since the delivery is obstructed by a myriad of zombies who attempt on his life. In New Zealand the final solving of the game permits also to win some prizes. Yet, in the end, what expression will assume the client's face at seeing that ice-cold pizza delivered at home after hours of fighting between Dj Iwikau and the living dead? To find out, browse YouTube website!



THE GLUTEN FREE PIZZA-MAKER

Peter Maggi, who works at Pasquale's Deli (www.pasqualesdeli.com) in Damascus, Maryland, is the first winner of the Pizza Gluten Free contest, discipline of the 7th famous Orlando Pizza Show (closed on September 12) taking place every year in Orlando, managed by PMQ Magazine.

In these pages we want to give you a couple of recipes made with some typical Italian products: in this magazine we talk about cheese of northern Italy: Pecorino cheese of Tuscany, tasty and ripened cheeses, and the creamy Italian blue cheese "gorgonzola", with a slightly hot taste.

La Ricetta



Pizza Crema di Zucca

Ingredients

- Plain crust
- Pumpkin sauce
- Buffalo mozzarella
- Fresh crumbled sausage
- Zucchini
- Salted ricotta

Procedure

Prepare the crust and add all of the ingredients but the salted ricotta. Put it in the oven. Once out, garnish it with flakes of salted ricotta.



Pizza Crema di Carciofi



Ingredients

- *San Marzano tomato*
- *Buffalo mozzarella*
- *Grilled eggplants*
- *Some puffs of artichoke cream,*
- *Mixed mushrooms*
- *Taleggio cheese.*

Procedure

Prepare the crust as a margherita (San Marzano tomato and buffalo mozzarella) and garnish with the other ingredients, all of them baked together.

