

The magazine dedicated to the world of pizza and catering

# Pizza & core on line

[www.pizzaecore.it](http://www.pizzaecore.it)



ENGLISH

# 101%

quality "made in Italy"



Spiral mixers



Dough dividers and rounders



Pressforms



Vegetable slicers and pizza tables



Electric ovens and Gas ovens



## Innovative concept, ancient excellence



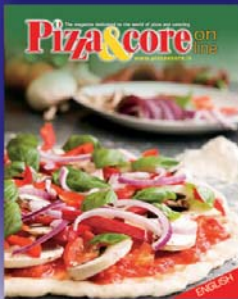
The long experience has allowed oem to concretize the concept of "Pizza System": a completely integrated program of equipment for pizzeria which automates the productive process, from the dough to the pizza baking.

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.



# 2011

Editoriale



## The “things to do” list

When a new year begins, everyone hopes it will bring positive novelties: we all prepare the list of the things we want to leave in the past and the one of those we would like to realize in the future. In particular in this period, when media tell us that the world must wait a lot before seeing a solid economy, this list becomes essential: things can't be better if you don't plan your life looking for the future.

Therefore you must be able in your job: to get informed and to be skilled in your trade, helps you to be appreciated by your customers. Information and learning could be also amusing and creative. This is the idea of P&C online: a virtual magazine, which monthly proposes new recipes, strange

news from the world, technical subjects. Every month P&C online reaches via mail many and many pizza workers in every corner of the world (USA, Europe, Australia, Russia) and unites them like a big family!

So, in your “things to do” list for this 2011, include also “to wait every month for P&C online”. If you want, you can send it to your friends and your colleagues...the family will increase a lot and you'll contribute to the diffusion of the good pizza art.

Write us to [redazione@inpuitedizioni.it](mailto:redazione@inpuitedizioni.it): we will be glad to receive your suggestions, questions and so on.

Happy new year by P&C online editing team!!

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](http://www.molinocaputo.it)



# Pizza becomes Patrimony of Mankind

Mediterranean Diet has obtained this year a great reward from UNESCO: they recognised this food regime as a non material Patrimony of Mankind. A precious treasure that everyone on Earth must preserve.

## UNESCO

It was in September 2008, when Italy presented to Unesco our Mediterranean Diet as a possible candidate, a nomination in which later also Spain, Greece and Morocco got involved.

As you can find on the web site of Unesco, “the denomination “Mediterranean Diet” indicate an element of the non-material cultural patrimony concerning food culture in Mediterranean-wide. The word “Diet” derives from Greek etymology and means “life style”: it includes all practices, representations, expressions, knowledges, abilities and cultural spaces with which Mediterranean People created and recreated during the centuries a continuous interaction among culture, social organization, world of myth and religion, all this surrounding the well-eating.

In other words, all this means that our diet is an expression of our culture similarly a great monument such as

the Colosseum.

After the normal procedure, soon arrived from Nairobi the response: the executive Committee of the World Patrimony Convention, who met in November in Kenya ratified a favourable opinion and Mediterranean Diet entered in the famous list of Humanity Patrimonies. It was the first food regime entering this prestigious list.

## Italian Pizza

But Italy proceeds on the way of success: a new nomination will be presented to Unesco Commission: “the Art of Neapolitan Pizza”. Neapolitan Pizza can yet be considered Patrimony of Humanity (being the most diffused food in the world together with pasta). It is an excellent example of Mediterranean Diet, with its mix of wheat, mozzarella cheese, tomato and all the ancient wisdom of the expert pizza masters. For this specialty, become symbol of our Italian flag, Italy is going to ask a particular reward. The year 2011 will be decisive for the layout of this nomination: in that all characteristics and motivations will be pointed out, according which the Art of pizza making could be considered a treasure for all mankind.

# The High Technology for the Pizzeria

## CARBON

from 590 gr  
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.

## GHA, Durability and Higienic

GHA, the japanase 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

Now in aluminum,  
from 350 g. of weight

dal 1986



Produzione Attrezzature Professionali  
per la Ristorazione

GI.METAL srl

Via Popolesco, 58 - 59013 Montemurlo (Prato) - ITALIA  
Tel. +39 0574.791641 - Fax +39 0574.682902

[www.gimetal.it](http://www.gimetal.it)

Lightest Weight and Hygiene  
for Products at the HIGHST LEVEL

# PIZZAmania

the craziest news about pizza

## USA: MORE CHEESE ON PIZZA

In the United States the quantity of cheese on pizza has increased of 40%. This is a serious report, appeared in a recent article on daily paper "Sole 24 Ore". Aren't you curious of knowing why cheese has so much success overseas? (what kind of cheese, don't think of our good fresh mozzarella!)

Americans choose cheese under influence of mediatic power of advertising.

Dairy Management, a society of marketing internal to the Agricultural Department of USA government, has prepared a campaign in collaboration with Domino's Pizza, in order to promote and educate Americans to a correct consume of cheese products. All this to prevent the great problem of obesity!

Please don't think that we are against cheese! But let us do a serious reflection: Domino's Pizza has increased its profits after this campaign, in a project going in opposite direction of that fixed and aimed by USA Government, the promotion of an equilibrate diet. From one side USA Government chooses to fight against obesity, from the other side it encourages to consume fat cheeses...as a result Domino's increases its business: obviously extra filling on pizzas means extra price!

Let's give a zero for the conduct to USA campaign and to American pizza!



## HAPPINESS IN A PIZZA

According to a British survey, happiness resides neither in the adrenaline of extreme sports, nor in the amazing discoveries of travels, nor in other situations. Happiness is in everyday life. Happiness is our sofa, where to sink watching TV, eating pizza or chocolate. At least for the citizens of United Kingdom asked to give an answer to the existential question: what's happiness? Many British people, besides eating pizza, would be very happy with an annual salary of 45 thousand euros, or winning lottery. Money emerges like fundamental element of satisfaction, earlier than health, social relationships or family. But researchers also asked: in what daily aspect of your life does happiness reside? In particular men answered: the greatest moment of daily happiness is watching TV while biting a big piece of pizza in the mouth!



## Pizza del Sud



## Ingredients:

- *Tomato sauce*
- *Mozzarella*
- *Parmigiana aubergine*
- *Grana cheese*
- *Basil*

## Procedure

Prepare a base “margherita” with mozzarella and tomato, add little dies of parmigiana aubergine. Bake. Once out, garnish with grana cheese flakes and basil.





# Calzone alla Max



## Ingredients:

- *Mozzarella*
- *Cheese cream*
- *Truffle cream*

## Procedure

On a base of classic pizza add fresh mozzarella, cheese cream and truffle cream. Fold up the disk in the middle, in half moon shape, and bake.

