

The magazine dedicated to the world of pizza and catering

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What do you put on your pizza today?

Two things are very important in the work of a pizzaiolo: to do a good dough on one side and to do a good stuff from the other. To do a good dough is always not so easy. Every place has its taste, so that we'll have different types of pizza. In Italy there are different ways of doing the mix, and many ways of stretching the disk of dough. There is the "Neapolitan" pizza, (soft in the middle, with a tall edge, cooked in firewood oven), then there is the "Roman" pizza (thin, crisp and cooked in baking-pan).

A lot of pizzaioli, both those doing the tall and soft pizza, and those that prefer the thin and crisp one, agree on saying that the best mix is what slowly leavens, for about 36 hours, because with a slow leavening the pizza results more digestible.

If it takes a lot of experience to do a good mix, it takes above all imagination for a savoury stuff. Just with stuffs we are going to deal with in this number of Pizza&Core online: it is possible to stuff the pizza with vegetables, with different cheeses, with sausage, with tuna. It is also possible to stuff it with very expensive ingredients or with ingredients usually used by the chefs.

The "taste" (as many other aspects of human life) is the result of our habits and therefore it is very personal. The main point is that in the kitchen and in pizzeria good alimentary products must be used and always of quality.

Are you ready to have a good time with stuffs then? Well, don't lose the article on "stuffs and dressings" and the two new recipes of this number. Good re-



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Il Campionato si articolerà in sette sezioni:

- Pizza Napoletana s.t.g. Trofeo Caputo
- Pizza Classica (max 4 ingredienti)
- Pizza Creativa
- Pizza a Metro
- Pizza senza glutine
- Pizza Scenografica
- Acrobatica: Free Style

I primi tre classificati di ogni sezione saranno premiati con coppe e trofei. A Tutti i partecipanti sarà rilasciato un attestato e un kit gara così composto: maglietta, cappellino e grambiule.



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The Pizzeria is glamour

In Italy as in New York the pizzeria becomes chic

The pizzeria has become “glam”, it has become fashionable.

As it would be said today it is not only a dish “low cost”, but “pizzeria” could be also a refined place of latest style. It is so in a lot of world countries, included Italy, it is so surely in New York, where the pizzerias more in fashion are those that promise a highly traditional product, completely comparable to the made in Italy, but with an absolutely chic frame. Because a good pizza, also a simplest (and insuperable) Margherita, can be tasted among the twinkling of design glasses, comfortably sat in a place structured by the best architects, with suffused lights and background music.

Pleasant locations of last tendency, combining the offer of a food born poor and eaten on the road to an actual and hospitable place, thought for the modern consumers.

An example is the new pizzeria Donatella, by Donatella Arpaia, daughter of Lello Arpaia, immigrated in the 60s and become a magnate of the refreshment field. Donatella was already owner of 2 restaurants in Manhattan (“Mia Dona” and Anthos) and associate of two others: Kefi (New York) and Eos in Miami, an industry of refreshment points. With an investment of 2,5 million dollars Donatella has created a Neapolitan pizzeria become well soon the main desire in the New York of the professionals and of the stars. There is to say that here in New York, the pizzeria (not certainly that of the chains such those of fast food) is a place of high class because it proposes an Italian dish



and yet this is enough to be considered as a gourmet location.

Returning to our Donatella Arpaia, we remember that the coach of its pizzaiolos has been Enzo Coccia, Italian, while Stephen Ferrara, other Italian, has built the dome oven.

We have brought this example to deepen the theme of the pizzeria as a place in fashion. What does it make of a pizzeria a sophisticated place?

Let's ask it to the owner of the note firm Costagroup, working all over the world, Franco Costa.

From when the pizzeria is evolving in the direction of a modern glamour restaurant?

“The crises change the world, but they also serve to valorise who has a good product to sell. Today pizza has become a world product, but I don't believe that has been the crisis to have contributed to the realization of glamour pizza restaurants, believe instead that every owner can do the difference interpreting the pizzeria to his liking, thanks to his own passion and professionalism. This is the advantage that simple products like pizza can give.”

In the era of Internet, foreign or Italian phenomena don't exist, on the contrary there is certainly an exchange of tendencies, and the pizzeria, even if of high-level, gives safety of quality, offer and of price, being this last an element today not negligible. The new generations want beautiful, nice, new and not unreachable places of entertainment and the pizzeria represents all this better than others.”





Flours and professional mixtures in 5 kilos bags

Convenience, practicality and hygiene all in one solution

Since February 2011 an authentic revolution in the world of pizza making has started. "Molino Spadoni" – a firm from Ravenna engaged since long time to offer flours and mixtures of high level to professional pizza makers - presents an important novelty.

The whole range of products for pizzerias is now available in 5 kilo sacks and it's offered at the same unitary price (per kilo) of the 25 kilos format.

A new proposal satisfying many exigencies. The 5 kilo sack is very convenient, but also practical and manageable, because it could be easily stowed, moved and picked-up. Moreover it's ideal for a mono-dose use: 5 kilos of product allow to obtain a dough for 50/60 pizzas and save the flour hygiene avoiding the problem of leaving the sacks open.



MANITOBA "0" THE QUEEN AMONG FLOURS

"The queen of Flours", Manitoba fits perfectly also to cool technology, with it's long leavening time (more than 24 hours) and a W360 value.



PROFESSIONAL MIXTURE FOR RESTAURANT USES

This mixture embrace a large range of wheat for professional use, highly innovative and specialized, with rigorously natural ingredients, easy to be worked, giving a final product of high quality: multi-cereal Pizza; soybean Pizza, Mediterranean Pizza, Walking Pizza and Flakes Pizza (excellent).



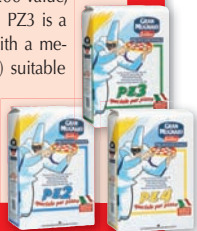
PULCINELLA "0" FOR TRADITIONAL PIZZA

It's the ideal offer to realize traditional pizza. Easy to be worked with a medium leavening time (6-10 hours) with a W240 value.



PZ range proposes a large offer of wheat "00" type giving the pizzaio's fancy the possibility of producing every kind of pizzas. PZ1 is a light flour, with rapid leavening (2-4 hours) with W170 value, ideal for cut pizza;

PZ2 is a well-yielding balanced flour with short leavening time (4-6 hours), with W200 value, very good to obtain a soft dough; PZ3 is a versatile flour, largely diffused, with a medium leavening time (8-10 hours) suitable for classic pizza; PZ4 is a hard flour, with long leavening time (it requires 10-20 hours) with W325 value, ideal for the preparation of a crisp pizza.



PIZZAMANIA

the craziest news about pizza

SAVED BY THE PIZZA ERRAND GIRL

A pizza and a pizza errand girl can save your life! It has happened to a pensioner of Memphis in the Tennessee. The tabloid Daily Mail writes it: in the last three years the oldie has always ordered every day the same pizza from the service of ready delivery Domino's.

The employee that daily brought the pizza to the domicile of the elderly lady has realized that for three days the kind and endeared client had not ordered anything, so she has insisted with her boss to let her to go and check.

The protagonists of the history are Susan Guy, the errand girl and Mrs Wilson, the elderly client that lives alone and that fall dawn at home, was not able to get up for asking help anymore.

Dale Rosado (responsible in the shop of pizza Domino's of Memphis) has commented the episode with the journalists: "Mrs Wilson is the only client that inevitably phones us every day. And she always orders a pizza with peppers, wide and thin, and two light Cokes"

Susan Guy, the rescuer, has added:

"We prepare her the pizza every day before she phone us. But my boss told me that for three days she had not called."

The dynamics of the story is touching: that day Susan didn't have the placet of her boss, and she decided to go away from her work risking a reprimand.

When Susan reached the residence of Mrs Wilson and felt that nobody responded her, she called the neighbour Larry Comeaux, to ask help and together they called the police.

The policemen broke down therefore the door of Mrs Wilson and found her stretched out on the floor, so they assisted her. All's well that ends well.



THE EATER OF MOZZARELLA THE FASTEST IN THE WORLD

Mozzarella, mon amour. An excellent food, to make bellyfuls of it. But **Gino Paladino** has "exaggerated", winning so the "World championship of mozzarella eaters." Gino has eaten a kilo of little bon bons of mozzarella in one minute and 45 seconds confirming himself, so, the world champion in the specialty.

This odd culinary record, if so we can call it, has been reached during the fourth "Salone of the mozzarella of bufala" in Paestum (Salerno). The Championship involved 120 exhibitors of the food sector and it saw the tasting of two hundred quintals

among mozzarella bon bons, braids, scamorze, ricottas, yogurt; 10.000 tastes of pizza, for more than 50 thousand visitors in four days.

Who knows as it would behave Gino Paladino with a pizza, obviously full of mozzarella of bufala: let's challenge him!

Pizza Carmelo

Ingredients:

- Tomato (perfumed with oil, parsley and oregano)
- Mozzarella of bufala
- Peeled and grilled aubergines
- Bacon
- Mozzarella “fiordilatte”
- Little tomatoes au gratin

Procedure

Prepare a base of pizza with the tomatoes previously perfumed with oil, parsley and oregano. Add the mozzarella of bufala, the rolled up aubergines (peeled and grilled) filled with bacon and mozzarella “fiordilatte” (it’s a round shaped mozzarella, very juicy), the tomatoes au gratin.

All in oven. In exit add basil and flakes of “Grana” cheese (similar to Parmesan)



Profumo di Riviera

Ingredients:

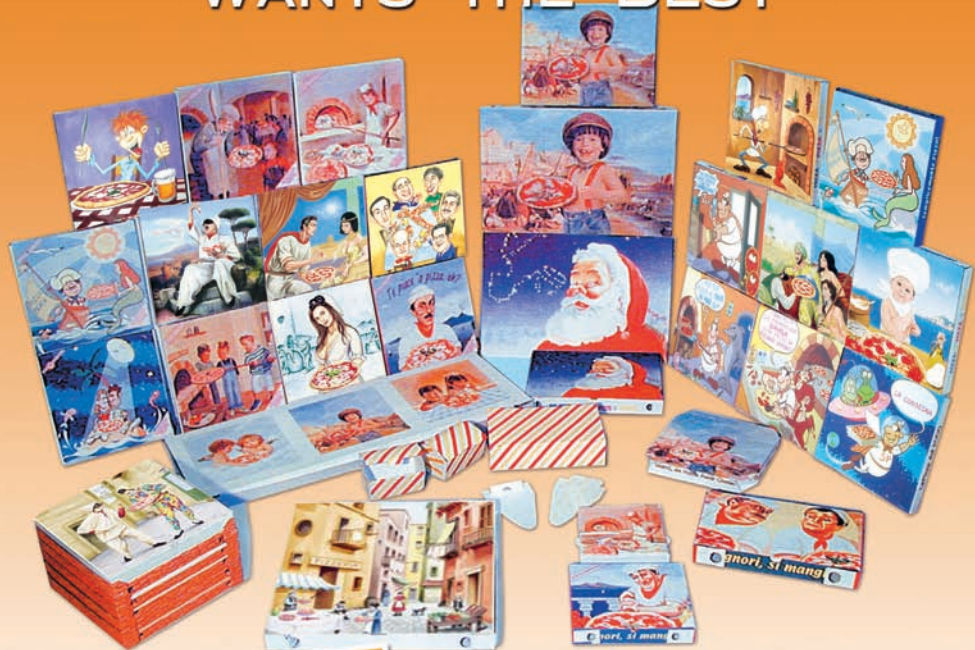
- Prawns
- Shrimps
- "Ciliegiolo" tomatoes
- Bon-bons of mozzarella
- Bovine ricotta

Procedure

Prepare a base of white pizza, fill the external part with bovine ricotta. Boil prawns and shrimps in water for few minutes. Lay down the shellfish on the pizza and bake. In exit add the little tomatoes cut into two parts and the bon-bons of mozzarella.



A GOOD PIZZA WANTS THE BEST



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