

The magazine dedicated to the world of pizza and catering

Pizza & core on line

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ENGLISH

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dal 1986




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*In the void look of the glasses,
laughs the morning
With all of its blue and
brightening teeth,
yellow, green and red, to the
balconies the curtains are cradled.
Girls with their naked arms stretch
cloths. A man; behind a window,
the binoculars in his hand.
Clear morning from the sea
enamels, Latin pearl from
the liliasis brightness:
Mediterranean Sea.*

Summer is near: come to Italy!

This poetry, by the well-known French novelist **Albert Camus**, is devoted to the Mediterranean Sea, it is our invitation to the pizzaiolos of the whole world to come this next summer and visit one of the countries leaning out on the Mediterranean sea: Italy. Italy is a country where you'll find art and culture, everyone knows it, an ancient land full of beautiful churches, amazing monuments, paintings, sculptures, buildings, gardens, villages of the Middle Age, cities that unite ancient and modern aspects. But Italy is also nature and landscape, sun, sea, beaches. Italy is also made of small traditions that don't disappear entirely despite the modernity and among the so many habits and traditions there are those tied up to the Mediterranean sea: walks along the beaches and the waterfronts, the fishing, the kitchen with products typical of the co-

astal zones. Come to Italy to enjoy the Mediterranean Sea and the sun. And when you'll be just here, taste our pizza.

In Italy we use to say: "you must steal the secrets of a job", the old pizzaiolos told it in the past to the boys who wanted to learn the way of making pizza. The boys, the students, owed "to steal", in the sense that they had to learn only by looking, to understand and to do proper the techniques, while the pizzaiolo didn't teach them anything. So come here, "to look" you too as we make pizza in Italy and if you like the Italian pizza "steal" some secret and bring it with you when you'll be back in your country; bring in America, in Australia, in Germany, in Russia, in Africa a little piece of Italy, of taste, of sea, of sun and of pizza!

Good reading.



Campionato Mondiale del Pizzaiuolo Napoli

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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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Pizzeria rhymes with imagination

The most amusing names of the Italian pizzerias



Undoubtedly pizzaiolos are some artists, undoubtedly pizzerias are places of joy. As a matter of fact, in Italy pizza restaurants really abound in creativeness in fact of names and neon signs.

There are a big quantity of them, for all tastes.

Also our heading has inspired some pizzerias in Italy, entitled with the name "Pizza&core" (delightful in our opinion) with great pleasure for us.

You just have to travel a bit around, or only to skim through a guide or a list to rouse names of places that sound unbelievable.

To make a classification is difficult, it would need to put them to the votes.

Let's try to have a good time with you passing in review some neon signs among the nicest, disrespectful and creative ones.

For the lovers of the TV programme of Maria De Filippi, or even for the lovers of the film "There's mail for you" with the beautiful Meg Ryan, it exists in Italy a place called "there is pizza for you."

There is also a pizzeria devoted to the lovers of the house, of the routine, of the calm evenings, is the pizzeria "Escopodisera" (translation is impossible but we give you the idea: "I don't go out in the evening"). Instead a name that in Italian is a tongue twister is "Pizza pazza per i pazzi della pizza", in English "crazy Pizza for the crazy persons who love pizza", or the similar one "Crazy Pizza", while for those that love the games of words and the double senses there is the pizzeria "Mela mangio" ("I eat it" not easy to be translated, because "me la" in Italian corresponds to "apple") and the pizzeria "Mela dai" ("Would you give it to me? even referred to an apple).

A name that is a guarantee of quality is the pizzeria "Da Ciro se magna ma nun se more" in English "By Ciro you eat without dying", and we should also mention a name that is a praise to the hot fragrance of the pizza just come out from an oven "Comm Cazz' Coce" (typical Apulian expression marking the very high temperature of the pizza); and the apex of the gastronomy is reached by the name "Anema e Cozze" (Soul and mussels).




Speaking of "Anema" (soul in English), there is also the pizzeria "Anema e core" (heart and soul) and speaking of "core" (heart) there are many pizzerias containing this word in their name. As to say, the pizza is a fact of passion! Then besides the pizzerias "Pizza&core" we also have pizza restaurant called "O core" (in English, the heart), "O core mio" (a typical Neapolitan expression which is also the title of a famous Neapolitan song "O sole mio" well-known all around the world); "Á. core a core" (indicating an intimate chick to chick) and even "Ciccìa core" (fat and heart)

Some names of places are a triumph of folk joy: an example? "Gigi il troione (Gigi the pig is the best translation). Others are very amusing and make us laugh, they put good mood, as for instance "Porgi l'altra pancia" (joking with the assonance between "guancia" and "pancia" - the English version would be "Give me your belly")

There are then nice names that immediately give the idea of what type of pizzeria we are speaking of, as "Pizza to... to house for all tastes" and "Pizza asunder."

For those who love the international taste is dedicated the name of this other pizza restaurant, a very notable name: "Pummarola & drink". (where "pummarola" is the Neapolitan tomato). A pizzeria where the name makes us imagine that we will see everything and more. "Di Cotte e di Crude" (in English "Crushes and Raw", means to get up to all kinds of mischief...); there is then the "Pizzeria Ciccibomba", dedicated to oversized people, and finally "Pizzeria la Pizzaccia" (the very angry Pizza!).

The Natural pizza

The formula for premium production is labeled **ESMACH** 

Esmach has designed a line of products to achieve a comprehensive production process which guarantees safety, energy savings, environment sustainability, and a quality end product. Here is a brief introduction.

GL Mini 12



The new GL MINI produces natural yeast starting from a selected microbial strains (yeasts and LAB) to which will be added flour and water. The GL MINI lays the basis to ensure premium products

with a customized, consistent and unparalleled quality as it works the liquid natural yeast in the dough in different percentages to obtain different end products. It warrants significant energy savings and enhances the final product's crispness, lightness and aroma.

The ISE NF is an automatic spiral mixer with fixed bowl which features 2 operating speeds (with a 3kg dough minimum capacity). The ISE NF is a perfect mix of structural durability, modern engineering and utmost flexibility, while meeting the highest standards in quality performance, reliability, and safety.

The key element of this machine is the ability to process any kind of dough thanks to the innovative designs of the spiral, the central bar and the bowl. The rotation speeds have been thoroughly designed in order to obtain flawless dough with a minimal increase of the water temperature.



ISE NF



GPC

Once the dough has been mixed and shaped, it will be put into a GPC (Genuine Proofing Control) proofing cabinet: a practical compact proofing cabinet, automated by electronic control. GPC processes slow leavenings (for products with natural yeast)

working on the retarder and proofing temperature through humidity control. It comes in useful also as a retarder for biga or a proofing cabinet. GPC can work a complete cycle (retarder proofing and automated proofing), only for positive conservation or only for leavening (warm phase and humidity). The support base on the GPC is designed to serve as a working area or to host the GL MINI for a perfect combined use of the two products.

For baking, the modular deck oven SOLEO, available with 2, 4 or 6 baking trays for each deck is the ultimate device in any pizza restaurant as it ensures bottom heating as in the traditional brick pizza ovens.

The alternated heating resistances and a high thermal inertia grant a low energy consumption. Also, the treated glass doors reflect the heat, so that the temperature on the outside surface gets reduced by ca. 40°C: this feature ensures that most energy is retained for baking.

With the use of steamers, Soleo can be employed for baking and confectionery products.

Soleo ovens are wheeled which makes moving, cleaning and maintenance tasks much easier.



SOLEO



Fornaiò University

Esmach, with in-house technologist Cristian Zaghini, are at your disposal at their facilities with their experience to help you create new products or to start your new business.

For further information, visit their web site at

www.esmach.com or contact them.

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The company brand

Our brand has changed but it holds on to its connection with our history, which is our strength.

Our name, Esmach, stands for a successful

40 year-long effort in the production and

distribution of comprehensive solutions for bakeries, pizza restaurants and confectioneries. Our company belongs to the esteemed International Group ALLI, and is a branch company of the French Group AFE, which includes Pavailler, Bertrand Puma, CFI, Becker and Bongard as well. We felt that the previous trademark lacked a sense of uniqueness, because it mirrored Bongard in Italy, which uses the same trademark. It did not support our operational autonomy and our own product engineering. This is the main reason why we have changed: to renew our identity through a new trademark which will deliver the message of our Mission: *"To build and to supply superior equipment, while avoiding unnecessary waste for the world and to use the business to devise sustainable solutions for baking products"*.

The new trademark gets inspiration from the Yin and Yang and incorporates all aspects of our trade, the cold Yin, the warm Yang, rotation, completeness, balance, life, comprehensive solutions. The symbol is both suggestive and ancient: it is a dynamic modern take on the symbol of the Yin and Yang, the resolution (the glowing center) of the problem, created by the cycle and the "global" movement of two opposed forces. There is a clear reference to a mixer's circular movement; it reminds of the blending of fluid and solid ingredients. It delivers our company's strong social values and purpose. It expresses the efficiency of our machineries and their capacity to preserve the ingredients' own characteristics; the determination and the quick response time of our staff.

The color combination delivers our willingness to communicate the company awareness of the natural and work environment issues; we didn't want cold industrial colors, but warm subtle colors related to food. In short, this visual emblem is consistent with our company's mission.



Pizza Balena

Ingredients:

- *Mozzarella*
- *Dried cod*
- *Cream of pumpkin*
- *Black pepper*
- *"Pecorino" cheese*
- *Extra virgin olive oil*

Procedure

Prepare a base of pizza with mozzarella and cream of pumpkin and lay down the dried cod previously jumped in pan with a thread of extra virgin olive oil (it could be also used frozen dried cod). Bake. In exit complete with black pepper and flakes of pecorino cheese.



Pizza Clown

Ingredients:

- *Wurstel*
- *Courgette*
- *Rocket*
- *Pepper*
- *Chicory*
- *Carrot*
- *Little Tomatoes*

Procedure

Cut the vegetable in little slices and “julienne”, mix it and sprinkle it all on a base “margherita”; add the wurstel cut into little pieces. Put in oven.



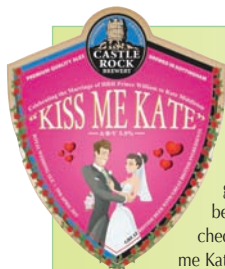
PIZZAMANIA

the craziest news about pizza

STUDENTS CRAZY FOR PIZZA

There is a very amusing video that turns on YOU Tube: we are in Italy, in a not specified university, during a lesson of the course of degree in Economy and Commerce. While the teacher explains concentrated some difficult theory to the blackboard, in a classroom full of careful students, a boy arrives dressed with helmet and yellow jacket with a box of pizza in a hand. The Pony express goes to the teacher and asks him "is here that you have ordered a pizza?" All the students laugh and clap their hands; there is also who cries "Is it a Margherita? Then it is mine". The teacher is astonished. The Pony express reaches the student, who pays. Then the errand boy goes away happy, excusing himself for the interruption. Jokes by students crazy for the pizza!

Click on this link to see the video: http://www.youtube.com/watch?v=R7MCLEJ9Cs&feature=player_embedded



KISS ME KATE

For the royal wedding between prince William and Kate Middleton has been produced a beer in special edition, called "Kiss me Kate!"

The idea was born in an ancient manufacturing firm of british beer to celebrate the famous marriage between the heir to the throne of England and the beautiful lady Kate. The packaging of the beer is available in bottle with label in a delicate pink enriched by little hearts and the image of a smiling couple. "Kiss me Kate" has been produced rigorously making use of english raw materials; the manufacturing firm defines it "elegant, refined and British up to the marrow". It is not found anywhere, it is distributed in fact only in the twenty-one pubs of Castle Rock and they have been produced forty barrels of it to serve to the thorn and only one hundred bottles for the collectors. But it doesn't end here: there is also who has thought about creating a pizza dedicated to the couple of the century, a sort of composition alike to a mosaic, done with pizza dough and various ingredients, suck as olives, mushrooms and meats. This pizza reproduces the face of the two newlyweds. The original idea is of the pizza restaurant chain Papa John's that has created this pizza as "homage" to the prince and the princess.

