

The magazine dedicated to the world of pizza and catering

# Pizza & core on line

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ENGLISH

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in

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**P** Pizza is a dish beloved all over the world. By now in every edge of the earth there are pizzaiolos cooking for their “aficionado” customers.

There are a lot of ways of doing pizza, every Country today has its style, its way of mixing, its garnishments. Tall and crisp pizza, low and thin pizza, tall and soft pizza. If we want to taste the pizza “made in Italy” we have to address to a pizzaiolo that knows how to do a dough raised very slowly, a soft pizza with the tall, soft and gilded moulding and cooked in the firewood oven. A pizza stuffed with Italian ingredients, little tomatoes (we have so many qualities of them), mozzarella or mozzarella of bufala and basil. However it is not necessary to eat it in Italy. In fact in a lot of international cities pizza can be tasted in the Italian way.

In America and in Japan as to Naples: Italian pizza made in a traditional way is expanding more and more its diffusion all around the world. In this number of P&C online

we interview the Champion of the Caputo Trophy 2010 (a very prestigious Italian prize) that this year has become judge of the competition. He is a Japanese pizzaiolo that makes pizzas as an Italian and perhaps also better! We asked him if the Japanese love pizza and particularly how much the Italian pizza is appreciated in their Country.

Would you like to try making an Italian pizza as in Japan or Naples?

Keep on reading us then!

Begin from our recipes, fanciful and rich of taste.

And if you feel particularly creative you can also try to transform them with some of your own idea.

In short, in the kitchen liberty and imagination is needed! And if you want to communicate with us, to give us suggestions, to make some critics or questions, please write us to [redazione@inputedizioni.it](mailto:redazione@inputedizioni.it)



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**Follie**  
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**Pizza**  
*Style*

# STA ARRIVANDO

# Pizza World Cup 2011



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# The Italian style in the East

**R**ecently the **World Championship of the Pizzaiolo - Caputo Trophy** has remembered how much Italian gastronomy is appreciated and beloved in Japan. The delegation of Japanese pizzaiolos, all members of the APN association (one of the two associations that sustained the Neapolitan pizza STG) has prepared and cooked perfumed and soft pizzas in occasion of the Festival of the Pizza of Nola and of the Championship. At the same level of their Neapolitan colleagues they have prepared in firewood oven pizzas in the perfect Neapolitan way. Indistinguishable, we assure it to you, if the served pizza was prepared by a Neapolitan rather than by his Japanese colleague partner of APN. Unbelievable! These Japan pizzaiolos have studied for a long time in



Italy and in their country they have had the help from the Neapolitan teachers to learn the secret of the tradition. In their restaurants, in Japan, they never betray the voracious pizza, they don't try to adapt it to the tastes of the fellow countrymen, but they simply bring in their cities, between sushi and other local delicacies, our pizza. It would be very interesting to know why. The answer is simple indeed: because the Japanese are people full of great respect, and this great respect they also show it in bringing in their own Country what they have known and appreciated in the world without however to violate it. In Japan there is a perfect copy of the Parisian Tower and there is also a per-

fect copy of the Neapolitan pizza. The Japanese know how to learn and to manage with the whole best they meet in their travels and so it is also happened for the pizza. The relationship of love between pizza and Japan is magnificently explained by a

Japanese become famous in the sector: **Akinari "Pasquale" Makishima**, such a good pizzaiolo that he won the Caputo Trophy in 2010 and in 2011 has been called to judge in jury the Italian colleagues. Akinari explains us that *"naturally many Japanese don't know the difference between American pizza, diffused in the world and Italian pizza but the interest toward the Neapolitan pizza is increasing notably in the time"*. When a Japanese tastes a "true pizza" he chooses this, and almost always a Margherita, in honour of the "classic". Akinari explains that Japan is a world power that has a lot of great firms, but contemporarily it preserve and loves the artisanship. This unites it to Italy. *"The Italian style of life is very beloved in Japan"* it tells us. Also alimentary habits are not so distant then: pizza is a good dish both for Italians and for Japanese. But how many consumers do they enter a Japanese pizzeria? We ask curious. *"A pizzeria normally serves every day 300 clients, but we are very happy of seeing that there is some pizza restaurant who reaches one thousand clients; it is difficult to say what a kind of pizza is preferred in Japan. But I can say that if a client knows the difference between American pizza and Neapolitan pizza he will certainly prefer the second"*. To Akinari we ask what does Pizza mean for him that is a special champion. *"Naples is my home and pizza is its main dish, and also my favourite dish"*.





# 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 leavens (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](http://www.esmach.com) or contact them.

Esmach spa

via V. Veneto 143, 36040 Grisignano di Zocco (VI)

Phone +39 0444 419777

e-mail [sales@esmach.com](mailto:sales@esmach.com)



## **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 agli Asparagi

## Ingredients:

- Mozzarella
- Green asparagus
- Cooked ham,
- Extra virgin olive oil

## Procedure

Prepare a white base with mozzarella and add the asparagus and the cooked ham. Put in oven.

In exit perfume with extra virgin olive oil.





# Mon Petit Chou

## Ingredients:

- *Mozzarella*
- *Slices of raw salmon*
- *Pink pepper*
- *Salad*
- *Tomatoes*

## Procedure

Prepare a white base with mozzarella. Put in oven. In exit garnish in order with salad, slices of tomatoes, slices of raw salmon, pink pepper.



# PIZZAMANIA

the craziest news about pizza

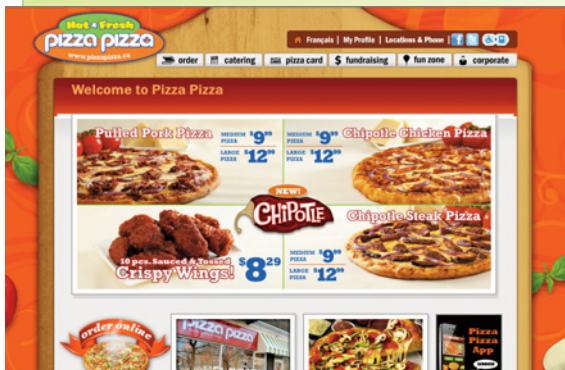
## RECORD OF THE LONGEST PIZZA OF THE WORLD

1141,50 m is the new Guinness world record established in May 31st 2011 at Tomelloso in Spain. In the land of Don Chisciotte of the Mancia other two dreamers, Jesus Marquinetti and Antonin Mora, supported by an exceptional group of collaborators, have realized a fantastic event that has involved the whole country of Tomelloso in an amusing and very appreciated party of pizzaiolos. On a table long almost 1500 meters and breadth around 40 cm has been spread out a big tongue of dough realized with 1200 kilos of flour with the mark of APV/laquone and then garnished by two hundred pizzaiolos forming separated groups that have contemporarily operated in the 24 sectors each of fifty meters, in which the field of job was divided. They have seasoned the pizza with more than 700 kgs of tomato and the same quantity of mozzarella and cooked ham.



## TECHNOLOGICAL TAKE-AWAY

Pizza Pizza is a pizzeria that is converted in online shop thanks to an application for iPhone. In the month of May this Canadian pizzeria has been prized with a prestigious trophy, the Webby Award, a famous honour of international level dedicated to the excellences in the world of internet. The application for smart phone of the firm Pizza Pizza, application that allows to order pizza to lunch with a comfortably click, was nominee a good tool for "mobile shopping", or for the shopping online with cellular phone.



The news, taken with joy by Pat Finelli, Chief Marketing Officer of Pizza Pizza, shows that when it deals with pizza everything is good to offer a excellent take away service to the greedy clients that want to order a fragrant wheel of it: internet, pc, cellular, reading of the thought or signal of smoke... add the more you like!