

The magazine dedicated to the world of pizza and catering

Pizza & core on line

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ENGLISH



Agugiaro & Figna, with its brand LE 5 STAGIONI, is well known all over the world and brand leader for Pizza Flour: with its 3 production plants in Italy and its two Research and Development Centres LE 5 STAGIONI brand is following side by side the needs of its customers, trying to respond to all their requests and wishes and creating the most complete range of products for pizza.

LE 5 STAGIONI, thanks to its wide offer, has focused its attention on the most famous traditional Italian meal, the pizza in all its different tastes and recipes. The range has been appreciated since ever by the most famous and professional pizzaiolo, giving the chance to enhance the flavours of the tradition and the most extravagant fantasy of the modern cookery.

LE 5 STAGIONI is now presenting a big news: the company has developed, under the careful supervision of the ASSOCIAZIONE VERACE PIZZA NAPOLETANA, a special flour recipe for the real Neapolitan Pizza, obtaining the "pass certificate" as a company producing flours responding to the quality parameters and requirements agreed by the manual for the production of the real pizza napoletana.

Starting from the idea and from the wish to promote and to protect, in Italy and in the world, the typical product for ex-

cellence of Naples, realized according to the characteristics described in the international Disciplinary for the obtainment of the "Vera Pizza Napoletana", Le 5 STAGIONI is now proudly presenting this new flour, matching the needs for this special taste and production procedure.

But this is not all: the Research and Development Dept. is also going to realize the new product "Naturkraft – Naturalmente Verace", a dried mother-yeast-based semi-finished product for pizza dough. Natural Mother Dough (Sour dough) was unconsciously part of the old Neapolitan tradition when the old dough which daily remained unused was mixed again the day after in the new dough: nowadays, "Naturkraft – Naturalmente Verace" is substituting this old tradition in a modern and efficient way, obtaining the same results and advantages in terms of rising quality, strong flavours, golden colour, perfect digestibility, fragrance and crispness.

For any request and doubts, please contact your LE 5 STAGIONI distributor or directly the company at this mail address: curtarolo@agugiarofigna.com.

Find the most complete range of pizza flours on the website www.le5stagioni.it



The Pizza is good for health

Editoriale



Straw Hat Pizza, firm producing original pizza of California since 1959, has announced that October will be devoted to the fund raising to support the Breast Cancer Awareness Month. For every sold pizza Straw Hat Pizza will give \$2 to benefit of the National Breast Cancer Foundation (NBCF), until Monday the 31st of October.

"We hope pizza fans come out to support the National Breast Cancer Foundation during our special pizza month fundraiser and help us reach our goal of raising \$10,000 " said Jonathan Fornaci, the president of Straw Hat Pizza.

This charitable event for supporting the struggle against the tumor to the breast is praiseworthy and we are glad to tell about it.

Everybody knows that pizza can boast to be one of the healthiest foods in the world, made with good and genuine ingredients that contain substances that are good for our health and help the organism to prevent tumors. Particularly it is the tomato of the sauce the anti-tumor ingredient.

A lot of accredited medical researches have shown that the tomato contains lycopene a substance that fights the aging of the cells. For this reason, dear friends pizza-aiolos of the whole world, put so much tomato sauce and also fresh tomatoes in the recipes of your pizzas.

Shortly, the pizza is not only very good to taste, but it is good for the health and also for this reason we of Pizza&core online want to diffuse the culture of the craft made pizza according to the best Italian tradition.



The Italian cuisine in the world

72 thousands activities bring the Italian cuisine around the world

Only China can beat in diffusion the Italian restaurants.

As for the Chinese, the Italian refreshment activity landed over the national borders because of the emigration.

The fascinating history of the Italian cuisine started at the beginning of the twentieth century with the first migratory waves towards the foreign countries, particularly with the constitution of the Italian communities in the United States. A history that unites chefs and pizzaiolos: in the same years opened, in fact, the first pizzerias and the first restaurants managed from Italians in America.

While the French or the Japanese cuisine has been diffused at a planetary level in more recent times and behind the precise aim of exporting values, traditions and products from professionals, the Italian cuisine, from pizza to spaghetti, has grown and expanded in spontaneous way following the events of a people looking for job and fortune. It is probably for this reason, that the phenomenon, although exponentially growing today, has never been organic or driven by a global project.

Sometimes for the owners of restaurants, it is difficult to stock up with the raw materials. Not in all Countries of the world it's so easy to find, for example, the mozzarella of bufala or certain mushrooms very often used in the Italian

cuisine.

Several managers complain about this essential aspect.

For example Maria Pia De Razza, in her restaurant "Maria Pia's" of Wellington in New Zealand, complains that "there are all the potentialities for a strong development of the Italian refreshment, but it needs that the true Italian products are also found in New Zealand and everyone invest on the diffusion of the culture of authentic Italian products."

Mrs. Antonella Rebuzzi confirms that Italian cuisine cannot be made without our products, she is owner of four restaurants an import-export enterprise of 100% Italian products import-export in Moscow. Italian refreshment in foreign countries doesn't mean to put an Italian chef in a restaurant of some capital city abroad, it means something very different and more complicated.

"The principal secret of the success of an Italian restaurant, above all in a foreign country - she continues saying - is the kitchen: there you must find only prepared chefs, possibly Italian, but more than this the use of products exclusively "made in Italy". An Italian restaurant cannot be defined "Italian" if it doesn't use Italian products at 100%."

"Little Italy" in the world

As we've already said previously, if today the Italian cuisine





Little Italy - Mulberry Street NYC - 1900

is known in the whole world it is thanks to Italians that transferred so far from home, with their own cultural baggage, giving birth to flourishing refresh points.

The districts of the great cities that hold Italian communities, shops and restaurants managed from Italians, is defined "Little Italy"; we can enumerate 10 of them representing at best our Beautiful Country abroad.

The most famous is that of New York, in Manhattan, that however today holds less Italians that in the past, but people of many other nationalities.

A representative community is that of San Diego indeed, that had origin from Italian fishermen and turned later into a residential and commercial district.

As third "Little Italy" for importance and greatness, can be mentioned the district of Cleveland: in the roads of this city rose the first Italian restaurant of Ohio and here was built the first engine of pasta-maker, patented in 1906.

If we deal with pizza in the world we should surely mention the Brazilian city of St. Paul that contends with New York and our Naples, the sceptre of city of the pizza (at least for the big quantity of consumed pizzas).

St. Paul has dizzying numbers: every day are consumed 1,4 million pizzas; the great majority of these pizzas are consumed in its "Little Italy", Moôca. In the middle of this hit parade we find South Philadelphia, famous not only for

its restaurants, but for the characteristic Italian market that in the decades of immigration became a point of reference for the city.

Others "Little Italy" born in the nearness of houses and restaurants of Italian owners are The Hill of St. Louis and the Italian district in Baltimore, where refreshment activity is the mean very developed sector.

There are then the Boca in Buenos Aires, Taylor Street in Chicago and Northon Street in Sydney, Italian district in Australia rich of coffee, restaurants and many shops.

The new ambassadors of Italian gastronomy

The Italian cuisine in the world is promoted abroad not only by Italians: a lot of Japanese (especially in the world pizza with the contribution of the AVPN), Russians, Europeans, Americans come to Italy to learn our art. Mr. Rosario Scarpato, a famous gastronomic journalist, confirms this, during the initiative of the "Certification of Proficiency in Italian Cuisine" (CPIC) promoted by Barilla: "The Italian cuisine in the foreign countries is assisting to the arrival of the third wave of chefs: after the emigrants, turned into chefs in the 50's and 60's, as a second wave arrived professional chefs formed in Italy and therefore transferred to the foreign countries, the last one is that of the chefs not born in Italy, but able of making an excellent Italian cuisine"

Pizza Ciociara

Ingredients:

- Mozzarella
- Mushrooms
"champignons"
- Mortadella
- Artichokes *in oil*

Procedure

Prepare a white base with the mozzarella and garnish with mushrooms "champignons" and artichokes in oil. Bake. In exit complete with a handful of mortadella cut into little pieces "julienne".



Pizza fantasia

Ingredients:

- *Mozzarella of bufala*
- *Mushrooms*
- *Spicy sausage*
- *Potatoes*
- *Zucchini*
- *Tomatoes "Pachino"*
- *Wurstel*
- *Cooked ham*
- *Basil*

Procedure

Prepare a base of "Margherita" and stuff with mushrooms, spicy sausage, slightly cut potatoes, zucchini, tomatoes "Pachino", wurstel in pieces, cooked ham, mozzarella of bufala and basil.

Add drops of extra virgin olive oil. Bake.



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