

The magazine dedicated to the world of pizza and catering

# Pizza & core on line

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ENGLISH



THERE ARE FLOURS...  
...AND FLOURS FOR PIZZA.

The first certificated flour for Napolitan Pizza STG.

Molino San Felice dedicates a new line to  
"MASTERS OF NAPOLITAN PIZZA"



# In this number...

**W**ho did invent pizza? A male or a female?

It would not be a great dilemma, however to know who was the first man or woman who had the intuition of baking a dish then become the most famous and the most consumed in the world, is a curiosity that many of us have.

In this number of Pizza&core we will try to start a brief investigation to discover if pizza is female, or if the pizzaiolo is a work from men.

As always, also in this number, you will find two savory recipes, created by the best Italian pizzaiolos, recipes that you can try to cook and offer to your clients to propose the Italian Style.

When the old year ends and a new one begins, everyone wishes that positive novelties arrive, especially in a time like the present one, when the media tell that the

whole world still has to wait for seeing the economy improve, because of the economic and financial crisis. Waiting that the things go better, it is necessary to be aware that to look towards the future with serenity it is required great professionalism in our job, to be informed and to deepen the knowledge of our job, in order to be appreciated by the clients. The mission of P&C on line is really this, that is, to offer you always many news on the Italian pizza, on the best Italian firms that export all over the world the best products for your job, to give you so many new appetizing recipes.

The editorial staff wishes you a very merry Christmas and a new year rich in business, client, money but above all rich in so much happiness.

The staff  
redazione@inputedizioni.it



A woman with voluminous red hair, wearing a light blue, long-sleeved, form-fitting dress, is leaning over a kitchen counter. She is focused on spreading a red tomato sauce onto a pizza base. In her left hand, she holds a white bowl filled with the same sauce. The counter is covered with flour and several other pizza bases. The background consists of light blue square tiles. The overall lighting is soft and warm, typical of a classic magazine photograph.

Pizza is  
**woman**



Who did invent pizza? A male or a female?

In our opinion pizza is “woman” and a woman did invent it, and now let’s explain you why we think so.

### How good the Egyptian women!

The discovery of the leavening process happened around three thousand years ago, in the regions of Minor Asia, very probably in the ancient Egypt. In that epoch the bread-making was mostly a female duty, and they were the Egyptian women that noticed that the bits of dough could be conserved for some days and that these could be mixed with new flour, giving a new dough which continued rising and swelling, offering to the baked product lightness and perfume. They believed it was a kind of magic.

### How good the Neapolitan women!

In the history of pizza the gentle hands of the females had always had a remarkable role. If we owe the discovery of the yeast to the Egyptian women, we owe pizza in its modern version (from the 17th century) to the Neapolitan women. Sure, because at that time bread and cakes, everywhere in Italy were done at home and mostly they were brought in public ovens to be cooked. Women were the protagonists at home, but it were Neapolitans that bruising here and there, they crushed even more their breads, up to reduce them to the thin puff pastry of pizza, and then they thought to garnish it with the few ingredients they had at that time. Pizza was born, therefore, at home, by the hand of a Neapolitan woman. The “Mastunicola” for example, the most ancient piz-



za in absolute, stuffed with cheese, lard and greaves of pork is believed to be an invention of the wife of a mason (such Mastro Nicola). This clever housekeeper baked an authentic caloric bomb very appropriate for the strong physical job that her consort did.

### Rosa and Margherita

But the women that became famous in the history of pizza are Rosa Brandi and Margherita of Savoy. The well-known episode is dated back to 1898 (June) always in Naples: we see Rosa Brandi with her husband, the pizzaiolo Raffaele Esposito extraordinarily admitted to court to prepare some pizzas for the Queen of Italy. Well, among the different pizzas baked for the occasion there was one seasoned with mozzarella and tomato, and Rosa Brandi decided to add to it some leaves of basil as garnishment. It was an all female intuition, a perfect colour palette came out: white, red and green. It was so, with a gesture of a woman, of those a bit vain but not superfluous, that the most famous pizza in the world was born.

### How good is Sofia!

Dealing with Pizza and with women there is then another name that stays graven in the history of this popular dish. The name of an Oscar-winning actress: Sofia Loren, unforgettable in the role of the pizzaiola in the famous film “L’oro di Napoli” by Vittorio De Sica. Good and beautiful Sofia, she has never denied her love for Naples and for pizza, furthermore she has often declared with her typical Neapolitan pride: “If I did not become an actress I would certainly done the pizzaiola!”



# The High Technology for the Pizzeria

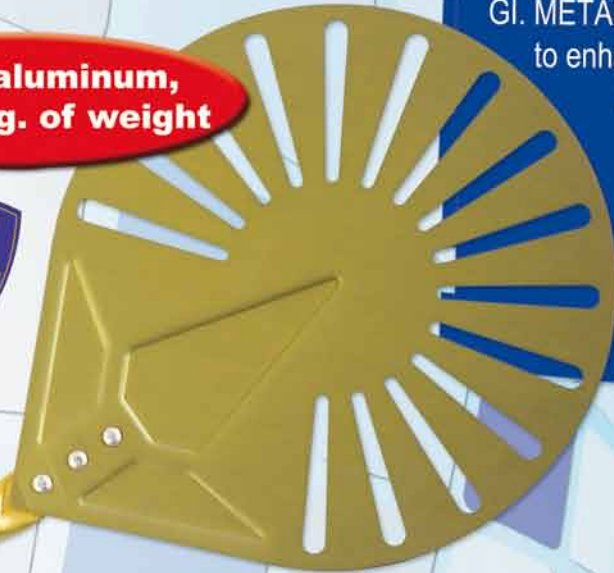
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# PIZZAMANIA

the craziest news about pizza



## THE TREND IS PIZZA...GRILLED

Someone will try immediately to do it, while somebody else will turn up the nose: the fact is that it exists and Gino Sorbillo has already prepared it. We are dealing with the pizza cooked to the grate, a pizza from a very particular cooking, that can be tasted when you don't have at disposal an oven.

The ingredients for the grilled pizza are the same of the traditional pizza. This pizza (previously cooked for few second in the classical firewood oven) is laid down on the hot grate of the barbecue. At the end of cooking extra virgin olive oil and fresh basil are added. In order to serve it at the best way, it is better to cut the pizza in six or eight segments due to the different fragrance of the pasta cooked to the grate.



## PIZZA READY IN 90 SECONDS



An entrepreneur of New York has built an automatic distributor capable to bake and distribute a pizza in 90 seconds by pushing a simple button. The author of this distributor is Puzant Khatchadourian, he is native of the Middle East. The client can see the preparation of the pizza through the glass of the machine. At the moment they are possible only three kind of garnishments: white, with cheese or with peppers. The machine stretches the disk of pasta, it pours the trail of tomato, the cheese, the peppers and then the pizza is cooked. In this minute and a half the client can look in a screen advertising spots or video clips. Attention however: the engine could realize a pizza in 90 seconds only in a full regime of job. Otherwise the process requires around two or three minutes. The distributor doesn't use pre-cooked products. If you're curious to see the video of the distributor at work visit [www.pizzametry.com](http://www.pizzametry.com)

## RECORD PIZZA IN MESSINA

In Messina, Sicily, South Italy, the pizzaiolos of the Association Development European Pizzaiolos have worked for more than four hours to obtain a Guinness pizza with a length of 603 meters: the pizza was in shape of a "G" (as Guinness) and it was in green, white and red, in honour of the 150° Anniversary of the Unity of Italy. The pizza was obtained by uniting with mozzarella 2010 single pizzas.



# Pizza DOC



## Ingredients:

- *Mozzarella of Bufala*
- *Little tomatoes of the Vesuvius,*
- *Basil,*
- *Extra virgin olive oil*

## Procedure

Prepare a pizza and season it with mozzarella, tomatoes of the Vesuvius cut into pieces and extra virgin olive oil. Bake it. In exit garnish with some little leaves of basil.







# Pizza Ernesto

## Ingredients:

*White base of pizza*

- Ricotta
- Mozzarella
- Bacon of pork
- Provola
- Flakes of parmesan cheese,
- Pepper
- Basil

## Procedure

Prepare a base of white pizza, then stuff it with ricotta, mozzarella, cicoli of pig (bacon), provola. Bake it.

In exit add flakes of parmesan cheese, pepper and leaves of basil.

