

The magazine dedicated to the world of pizza and catering

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Su
Otto e Mezzo
BOMBANA

In this issue we don't deal only with pizza

Pizza is beloved everywhere in the world. In almost every edge of the world we could find pizzerias. According to the last research of the institute Euromonitor International, the world market of pizza business is worth around 68 million of Euros. The world rankings of the countries where this market is more worthy sees at its top USA, it follows Europe, but there are also the market of Brazil and Asia, which are of notable importance. Today pizza belongs to the whole world! And everyone puts some of his own imagination to prepare so many different recipes.

Our magazine speaks of pizza since ever, with a special attention to the Italian one, of which we would like to let you know all its characteristics; in this issue, however, we want to talk to the world about Italian catering, with an unpublished interview with Umberto Bombana,

Italian chef who recently has obtained a prestigious recognition, the "three stars" from the most famous world gourmet guide, the Michelin Guide.

The face of Bombana appears everywhere in the web, also in the Chicago Tribune, where the chef explains his passion for the truffle, for this reason he has received the nickname of "King of the white truffle."

Umberto lives and cooks in Hong Kong since long time (about 15 years), an experience that taught him to challenge every day his own abilities, to satisfy demanding palates.

...And speaking about demanding palates, also pizza could become a chef specialty, a sophisticated dish. The recipes we suggest you this month in our pages have been created to delight your customers with a brand new pizza, a gourmet pizza.

The rite of food in Hong Kong

The "three stars Michelin" probably represent the most longed for (aspired) recognition by a chef or catering owner. This desire has come true for Umberto Bombana that has not only received the maximum vote from the guru guide of catering world, but he has marked a record, that is to be the first Italian chef by now to have gotten the three stars out of Italy. The face of Bombana appears anywhere in the web and on the press,

also in the Chicago Tribune, where the chef has explained his passion for the truffle, a passion for which he has been nicknamed "King of the white truffle". The name of the restaurant of Bombana (in Hong Kong) is "8 1/2", with clear reference to the film by Fellini, beloved by the chef. People arrive at the "8 1/2" coming from Peking and from Shanghai to taste the delights of Umberto. It deals with wealthy customers, belonging to that



part of Asia that is enriching. Umberto, native of Clusone, cooks in Hong Kong since long time (15 years), an experience that has taught him to challenge every day his own abilities, to satisfy demanding palates. As he explains, this Country has a very ancient culinary tradition, for this reason a chef must give the maximum of himself to be appreciated. His restaurant has opened two years ago, but it has already reached the maximum one could aspire.

Umberto, in Italy food and “good eating” is considered as an important rite, every Italian is some cook and Italians would be able to discuss for hours about dishes and their preparation. Can you explain us what does food represent in Honk Kong?

«Here in Hong Kong is exactly the same thing»

What kind of differences are there according your opinion between oriental and Italian catering? (type of offer, costs of management, tips, way of approaching to the client)

«In Hong Kong are slightly more generous with the tips; the costs of management are very expensive due to the very high prices of rent; the way of approaching with the client is obviously different, but we try to maintain our way and Italian style, that here is always successful» .

Here in Italy we have the habit to go to the restaurant, specially for the lunch, in the brief bre-

ak at job, but we usually order one dish and a drink, no more as in the past a complete Italian menu (first, second course and dessert). How are the consumptions going in Hong Kong?

«It obviously depends on the restaurant, here the classical lunch with many courses is prevalent».

How did you feel when you received the three stars “Michelin” ? Did you expect such a great recognition?

«No, and it was a great surprise for me and a great emotion!»

What element did push you to decide to work in Honk Kong 15 years ago?

«The endless opportunities and possibility of job and the offer of the company Ritza Carlton to open in Tuscany; besides we already foresaw the great development that brought us to remain there».

What suggestions would you give to an Italian chef or restaurant owner who wants to experiment this profession in the Country where you now live?

«To ponder well, because things are not so easy and linear as they could seem; the most important factor is the choice of the location; here the number of restaurant that survive is low in comparison with the number of those that open. However at the moment you reach success the advantages and the benefits are great».



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 excellence 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.

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Fairs in the world



Campionato Italiano Assoluto di Pizza

From the 14th to the 16th of May the international event called "Campionato Italiano Assoluto di Pizza" returns organized by

the A.P.I. association. This year the event reaches its twelfth edition and will be held in Fiumicino as usual. Also this year a great crowd is expected, with its vivacious and happy share. Alpha Pizza is the sponsor of the competition, to which a special prize is devoted.

Info: www.associazionepizzerieitaliane.it



Trofeo Caputo

The World Championship Pizzaiolos of Naples "Trofeo Caputo" returns in Naples with its eleventh

edition. From the 21st to the 23rd of May, held by commercial point "Vulcano Buono". As usual, the competition will see different categories at work: Neapolitan pizza S.T.G., Classical, In Baking-pan, Meter pizza, Shovel pizza, Without Gluten, Juniores, Wide, Speed, Free Style, Acrobatic Teams. The event will be followed by the whole world.

For information: redazione@ristorazioneitaliana-magazine.it



Milano Food Week

Milano Food Week returns for the twelfth edition,

from the 19th to the 27th of May with show cooking, courses and workshop, shows of art and design, interactive and live performances with food as main theme, driven tastings, presentations and the possibility for the beginner chefs to perform in public kitchen.

The exhibition will be held by a historical place of Milano, Palazzo Giureconsulti, that will open its doors for the whole period of the show. In the edition of 2011 more than 200 thousand guides were distributed, 230 thousand of pages of the official web site have been visited, the exhibition has counted 300 appointments involving over 200 restaurants, cafe, confectioneries, ice-cream shops, food shops. Info: www.milanofoodweek.com



Fispal Food Service (Brasil)

Fispal Food Service è una fiera che presenta servizi

e soluzioni per l'alimentazioni fuori casa dedicata a ristoranti, pizzerie, panetterie, bar, fast food, gelaterie, supermercati, ospedali, scuole, agenzie di catering, hotel, cliniche, ecc. L'evento propone inoltre corsi di formazione e dibattiti sul settore. Si tiene annualmente nell'Expo Center Norte di Sao Paulo (Brasile). Quest'anno le date della fiera sono 25, 26, 27, e 28 giugno.

Info: <http://www.fispalfoodservice.com.br/>

Pizza Cecilia



Ingredients:

- *Mozzarella of bufala*
- *Little tomatoes*
- *Basil*
- *Black olives*
- *Extra Virgin Olive Oil*

Procedure

Prepare a white base with mozzarella of bufala, little tomatoes, black olives and a thread of extra virgin olive oil. Bake and in exit add abundant basil.





Pizza Pugliese

Ingredients:

- Mozzarella
- *Tops of turnip*
- Sausage
- Pecorino Scoparolo
(seasoned cheese)
- Extra Virgin Olive Oil

Procedure

Prepare a white base of pizza with mozzarella. Then add the tops of turnip, the sausage, and season with extra virgin olive oil. Bake and in exit garnish with the pecorino cheese.

