



The magazine dedicated to the world of pizza and catering

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The importance of quality ingredients

Editoriale

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Everywhere pizza is a product always renewing itself, and also pizza restaurants and pizzaiolos evolve in the time. Every pizzaiolo, in Italy and all over the world, works every day and doing this he learns something new to propose to his clients. It is so that gastronomy grows and develops. In Italy among the novelties of the catering and pizza sectors there is the choice to use only local products, cultivated in the same country in which the restaurant or the pizzeria are situated. This way on the table there are always fresh fruit, vegetable, meat, fish that don't have done so many kilometres between the producer and the consumer. In Italy this process is called "Zero Km". Many restaurants also cultivate a personal garden, so they pick up their own salad, their own carrots, their own tomatoes. This is an idea that also helps to save money and to eat better. Sometimes however, to realize some good international dishes specific products are required that must be imported from abroad. For example, we are referring to the mozzarella of bufala, used by many Italian pizzaiolos that cook the Italian traditional pizza in America, China or Russia. In this case it needs to be very careful: the products have to be original and not counterfeit or imitations. Who tastes and knows the original taste of the Parmigiano reggiano cheese, or the original mozzarella of bufala or other Italian typical ingredients, knows that they have a different taste from the copies produced in other countries. In this issue we speak about a famous Italian pizzaiolo become famous and successful in New York, Antonio Starita. A good Italian chef such he is, cares particularly in the use of only original products made in Italy. And he is an example of the best Italian cuisine in the world. Good reading!

Not only product:
we export also good
pizzaiolos!



An interview
with Antonio
Starita about
pizza in
New York

On the 6th of February New York woke up with a further pizza restaurant, which in few months has become very popular. It deals with the pizzeria "Don Antonio by Starita". The news of this new opening has bounced on every Yorker media, as a clear demonstration of the great impact that this event has had on the city life. The pizzeria was born from the meeting between the teacher pizzaiolo Anthony Starita of Naples (of the piz-

zeria "Starita" of Materdei) and Mr. Roberto Caporuscio owner of the "Keste Pizza and Wine" in New York. In this newborn pizzeria you could taste traditional pizzas but also new recipes, with exclusively imported from Italy ingredients (as the inimitable mozzarella of bufala). Among the several kinds of pizza, you could choose the "Montanara Starita" (a fried pizza seasoned with tomato sauce and smoked mozzarella of



bufala) or the “Sorrentina” (a pizza with smoked mozzarella of bufala, slices of lemon and basil). These are the pizzas that the most have delighted the palates of the Yorkers, who immediately have elected the restaurant as a cult point of meeting.

Antonio, why did you decide to open a pizzeria in New York? How did this project born?

«Our project was born in order to let the Americans taste the true Neapolitan pizza; the project was realized thanks to the precious support of my nephew Roberto Caporuscio, a great expert of the American culinary art. I have also conceived this project to deny all those people who believe that the true Neapolitan pizza is done only in Naples and to confirm that together with the good products that we Italians export, we need also to export good pizzaiolos».

How are food and good eating in New York conceived?

«According to my opinion also for the Americans food represents an important rite, considering that in this country different typologies of kitchens are compared; for us, the Italians, is a hard battle, if we want to export our products».

And what about pizza?

«Pizza is considered an alternative to the fast food and we want that our typology of pizza, the Neapolitan one, prevails on the others.

Here, as all the things, the catering is a very different way of living from ours, with all of its habits. We absolutely don't want to modify their habits, we only try to second them and at the same time to also let them know our way of working».

But which type of cuisine does it go for more?

«America is a multiethnic country, so there is a continuous comparison of kitchens, but without doubt the Italian one is among the greatest emergent realities in the United States. I would precise however that to open a restaurant in New York requires a lot of competence and experience, both on the food, but above all on the way of living of the Americans».





Fairs in the world



BBC Good Food Show Summer

It will be held in Birmingham (United Kingdom) at the National Exhibition Centre, from

Wednesday the 13th till the 17th of June. The BBC Good Food Show Summer offers a myriad of ideas and ingredients for the best summer recipes. Many firms of the food sector participate to the event together with the most famous English chefs that will have a good time cooking live for the visitors. During the kermesse there will be different competitions that will animate the saloon.

Info: www.bbcgoodfoodshowsummer.com.



SIAL Brazil

It is the greatest commercial fair of the South America devoted to the food and drinks firms. It will

unite in a single place all the segments of this market, introducing the last novelties and tendencies of the sector.

The 4 days (25 - 28 June) will see to reunite buyers from the whole world. 300 the exhibiting firms and 12.000 the professional visitors that will visit the fair organized on 10.000 m²s.

Info: www.sialbrazil.com



FIPAN

It will be held to the Expo Center Norte of San Paolo (Brazil) from Tuesday the 19th till Friday the 22nd of July.

International Fipan Fiera Bakery is an initiative of Sindipan and Aipan-Sp, the labor union and the association of the industries of bread making and confection-

ery, that aims to promote all the sectors of the Food Service. Fipan is the most complete showcase of the last tendencies in the food sector. The participants to the meeting are national and international representatives of the sector of the bread making, confectionery, cafes, restaurants, pizzerias, ice-cream shops. Inside the fair a great space is devoted to the pizza with tastings and championships promoted by the firms of sector.



Vinòforum

Vinòforum, the great event dedicated to the wine, reopen this year too its stands in Rome (Italy).

The 2012 edition will take place from June,

1st till the 16th: in these days Rome will welcome its visitors in the big exposing area of 10.000 square meters, where will be present over 2500 labels of tasting, gastronomic excellences, wineries and chef.

The great success that the event gets every year (in 2011 it counted over 43 thousand visitors) let us imagine that this will be an edition rich in novelty.

The 2012 edition puts even more the accent on its absolute protagonist: wine. Through the purchase of the ticket, the guest, endowed at the entrance with his own wine glass, could develop his personal itinerary of pleasure through the many expressions of the Italian and international wine production, tasting the wines of the most important wine cellars. The visitor could also participate to several food tastings or moment of entertainment, for example the performances of chefs that will propose with imagination and ability spectacular dishes to combine with the best wines. In short, this is an extraordinary appointment that you shouldn't miss.

Info: www.vinoforum.net

Pizza Ivan

Ingredients:

- Tomatoes
- Pleurotus mushrooms
- Speck
- Endive
- Bovine ricotta

Procedure

Prepare a red base with a thread of extra virgin olive oil and garlic. Add some mushrooms Pleurotus fried with white wine and parsley and some rolled slices of speck (bacon) and endive marinated in red wine and balmy vinegar of Modena I.g.p. At the end garnish with bovine ricotta putting it on every segment of the pizza and some reduction of the cooking sauce of the mushrooms.





Pizza Profumo di Mare

Ingredients:

- Mozzarella
- Sauté with fresh seafood
- Little tomatoes "Pachino"
- Parsley
- Garlic
- Extra Virgin Olive Oil

Procedure

Prepare a base with garlic and oil; then prepare a sauté with fresh seafood and lay them on every segment of the pizza; complete with some little tomatoes "Pachino", extra virgin olive oil and parsley.

