

The magazine dedicated to the world of pizza and catering

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Pizza according to brazilians

In the page dedicated to the events we've mentioned three towns that in July will be in ferment for important gastronomic events: Naples (Italy), the town where pizza was born, Caracas (Venezuela) and Blumenau (Brazil). This makes us realize how cooking is important all over the world. In every corner of the planet people enjoy the best dishes and that's also why pizza has spread so easily wherever, in every Country. According to the surveys of the International Euromonitor Institute, today the world market of pizza eaters is equal to about 68 million Euros.

In almost every corner of the planet you can find pizza shops. In Brazil there are, for example, 25,000 pizza shops, resulting in a turnover of over 4 billion Euros per year. Every Country has its own choices about dough and filling. Thinner, dicker, more crunchy. Seasoned with peppers, sausage, fruit.

In Italy the most loved pizza is the traditional one: tomato, mozzarella, basil. The traditional Margherita was born in 1800. Or the one seasoned with mozzarella, tomato and oregano. So simple and good, easy to be digested.

Yet pizza belongs today to the whole world! And obviously everyone uses a bit of his creativity.

In the current issue we interview a pizza maker of Italian origins, Eduardo Pardon, who has got a pizza shop in Tatuí and with him we will find out what the word pizza means for Brazilians.

As usual also in this issue we suggest two recipes, one tastier than the other, colored and savory, two recipes by great chefs, for enchanting your customers.

Enjoy your reading and have a good meal!

Pizza in Brazil? An institution from Saint Paul

In the current issue *Pizza&Core* will lead you to the far, big and charming Brazil, a Country that, thanks to the large Italian emigration, stands out as one of the biggest pizza consumers. Just think that Saint Paul has been identified as the “most Italian” city in the world, due to the huge numbers, over 6.000, of pizza shops. The protagonist of our last interview, Eduardo Pardon, from the Graziano pizzeria, born in Saint Paul, but with Italian grandparents, will accompany us along this journey.

Eduardo, why have you decided to become a pizza ma-

ker and a restaurateur?

«Like lots of other Italian foreigners, I've also decided to keep on the cooking traditions of my family and of the immigrants coming from the “Bel Paese” (“Beautiful Country” as defined by Dante). My (Italian) grandmother had a restaurant in Tuscany and my father has inherited from her this entrepreneurial streak, so at the age of thirty he opened the first pizzeria in the town of Tatui, in the province of Saint Paul. I've learned from my parents how to work as a chef and a restaurateur, but I've also had the opportunity to attend the Faculty of Gastronomy at



University as well as other courses. Now, besides working and managing my pizzeria-restaurant, I teach Italian cooking to Brazilian chefs and I'm also partner of the Italian Chef Association».

What do you cook in your restaurant?

«It's a typical place that for almost 30 years has been offering dishes with daily made fresh pasta: appetizers, risottos, meat, shellfish and obviously our famous pizzas. Tell me something about the town of Tatuí where you're working.

Tatuí has always been a crossing place for the first explorers, the "Trapeiros" (pioneers) who have introduced a very rich and variegated way of cooking, as a result of their journeys. This kind of cooking didn't change with the arrival of the first European immigrants at the end of the XIX century. Dishes like Feijão Tropeiro (beans, bacon and maize flour), Galinhada (soup of maize with courgette flowers) and all the ones prepared with manioc, maize and dry meat are still cooked, served and tasted. Tatuí is a town where the Italian, as well as the Spanish and Portuguese, immigration have been remarkable. Being a town with almost 190 years of history, the culture of food brought by the Italian immigrants has undergone deep changes. The local products have been included in lots of dishes, yet the most common methods of the Italian cooking tradition haven't got lost».

In Italy food represents an important ritual, every Italian is a bit chef and Italians would be able to talk hours after hours about the way of cooking a dish. Whereas in Brazil what does food represent?

«Within the Italian community, this feature is exactly the same, we are also able to spend hours and hours talking about food before coming to an agreement. Owing to

the increasing of the Country's richness and thanks to the arrival of the European chefs heading up the big restaurants, especially in Saint Paul, also the Brazilian is getting familiar with the culture of cooking. Today Brazilians know that the difference between a good and a passable dish depends on its good and careful preparation with high quality products».

How do people consider pizza in Brazil?

«An institution from Saint Paul. Unlike the Italian pizza, in Brazil pizza is prepared with variegated seasoning and in a bigger quantity. The creativity of the "paulist" (the native of Saint Paul) has made possible that even the rest of the Country got acquainted with pizza. It's not rare to find on the restaurant card over 100 kinds of pizza. Due to the arrival of Italian products some pizzerias have begun to cook the typical Neapolitan pizza. My pizzeria has been the first one in the province of São Paulo to offer the Margherita pizza just like the one you can eat in Naples. A curiosity, in Brazil you eat pizza at dinner and during the day, only a few pubs offer pizza by the slice (and it's of bad quality)».

What would you suggest an Italian who wants to open a pizzeria in Brazil?

«Bureaucracy in Brazil makes difficult opening new activities, there are many laws and taxes are too high. But it's an increasing market where an entrepreneur should have a good business plan and the knowledge of the market. As I've already said the Brazilian wants high quality products and services and in general the tourist's demands are more and more taken into debt account. With good information, a great idea and a big passion for work an Italian entrepreneur could invest in Brazil and get success».

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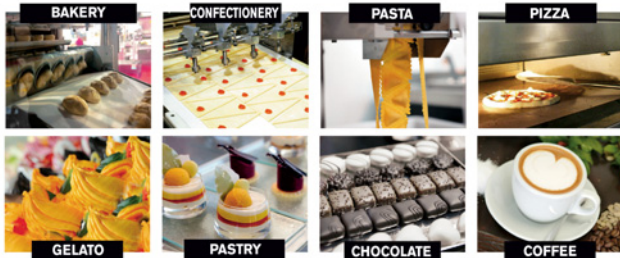
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The Olympic Games of the Neapolitan Pizza

From 3rd to 5th July 2012, the Genuine Neapolitan Pizza Association organizes

in the city of Naples at the Town of the Science (in the Bagnoli district area), an international convention that is going to turn into a great occasion for comparison. The event will be livened up by business workshops, in-depth seminars on products and ingredients, as well as occasions for experts meetings. Besides the full program of the conventions' activities, you can enjoy guided-tours of some of the most evocative and interesting places of the town, as well as food and wine tasting too.

On that occasion "The Olympic Games of the Neapolitan Pizza", a competition, based on 5 disciplines (just like the Olympic Games' hoops) will also take place: Traditional pizza, fantasy Pizza (innovation compared with tradition according to the AVPN discipline), Artistic Pizza, Fried Pizza and Mastunicola (disk of dough, lard or extra virgin olive oil, basil and pepper for enhancing the taste). Prizes will be given both to individuals and Countries: in fact pizza-makers from all over the world will take part to the competition.

If you want to join the competition please visit the website: www.pizzanapoletana.org or write to info@pizzanapoletana.org.



International Gourmet Festival

The International Gourmet Festival will celebrate its

second edition, from 12th to 15th July at the venue for the International Fair in Caracas. More than 100 firms in 4000 square meters will be ready to host about 5 thousand visitors.

The Chile will be the protagonist with a wide range of products and eminent figures, including international chefs.

Also the best of the Chilean wine cellars will be there.

"We want to offer a place to promote the quality and skills of our chefs, who are becoming more and more expert, finding here a place for interaction with their audience, ideas and performances' exchange - Guido Tassini stated, Responsible for the organization of the Confex International Fair. - This is a place where you can show the best techniques and creativity".

For more Information: www.festivalgourmet-internacional.com



SC Gourmet

SC Gourmet represents the first Brazilian Exhibition of cheese, wine, spices,

salami, fish, cachaça and other products typical of the Brazilian food and wine tradition. Besides the exhibition, a rich agenda of events, meetings, workshops, social buffets and wine tasting led by famous international chefs and sommeliers will be carried out. The event will take place from 18th to 21th July at the Vila Germânica Parque in the city of Blumenau (Brazil)

www.scgourmet.com.br

Pizza fiori, gamberi e

Ingredients:

- Philadelphia fresh cheese
- Mozzarella cheese
- Prawns
- Asparagus
- Green beans
- Primroses, Violets
- Extra-virgin olive oil
- Icing of balsamic vinegar
- Almonds

Procedure

Clean the asparagus and the green beans and steam them with oil, salt and mint; roll out the dough, add the mozzarella cheese cut in small pieces, the Philadelphia fresh cheese and put into the oven. Once out of the oven, add the vegetables, the flowers, than have been previously washed, and the almonds. Finish with a drizzle of balsamic vinegar's icing.



Pizza con crema di erbe

Ingredients:

- Buffalo Mozzarella cheese
- Bacon
- Small Tomatoes
- Mascarpone fresh cheese
- Mixed herbs (dill, chives, parsley, thyme)
- Salt
- Extra-virgin olive oil

Procedure

Wash and cut the mixed herbs, put them into a bowl together with the mascarpone fresh cheese, mix all and add a pinch of salt. Roll out the disk of dough and cover it with mozzarella cheese cut in small pieces, add the small tomatoes and the bacon, that has been previously browned in a pan, and put into the oven. Once taken out of the oven, add the herbs' cream, a drizzle of oil and parsley.

