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n Italy cooking (good food and wine) is the real tourist engine, with a turnover of over €5 billion. Among the regions with the greatest number of typical specialities at the top you find Tuscany with 465, followed by Lazio and Campania (384) and Veneto (370 products)

According to the 35% of Italians wine and food can make an holiday successful, and on holiday tasting the local specialities is getting more and more searched and desired. Food, within the holiday economy,

is deemed to be more important than visits to museums and exhibitions (29 %),



here from all over the planet

to get to the Coliseum, Ca-

pri, Venice...and enjoy our

cuisine! Among the regional

specialities so beloved by

tourists there are 1,420 different types of bread, pasta, biscuits, 1,305 fresh and cooked vegetables, 766 salami, ham, fresh meat and sausages of different kinds, 475 cheeses, 160 drinks including al-

coholic drinks, liqueurs and spirits, 151 products of animal origin (honey, dairy products, etc.) and 147 dishes of local seafood.

All the above mentioned Italian excellences are to be put (with tourists' great delight) on pizza too. Margherita Pizza with the typical regional mozzarella cheese, pizza with cured meats of all kinds, pizza with vegetables...

Pizza, we could say, is just like a dish made with bread (even if the dough is different from that of bread), where you can lay all the best food.

In fact, only someone knows that among the pizza ancestors, in the ancient Rome, disks of bread were used indeed to eat food as we do today with the porcelain dishes. They were dishes to be eaten!

If you decide to make a nice holiday as for the weather, nature and art, choose to come to Italy and you'll also find out its good cuisine and wonderful pizza and how to become an even clever pizza maker!







Pizza turns into gourmet

In this article we want to go further and talk about the way pizza is evolving, and with it pizzerias and pizza supply.

A phenomenon that is more and more spreading both in Italy and abroad is that of the gourmet pizza.

If it's true that keeping alive traditions is a noble act, in gastronomy you can't stop testing, and it's the same also in the pizza world. The important thing, as a matter of common sense, is that any testing leads to taste and lightness, digestibility and good cooking, the result of study and experience, and not just improvisation.

The gourmet pizza

It's since a couple of years that pizza has been considered by some pizza makers (but even by cooks who have got in touch with pizza doughs) as an ideal "base" for any combination of refined ingredients.

The examples of such a new season of the "gourmet" pizza can be found throughout the world, from the United States to England, passing through Malta as far as reaching us Italians.

The idea of a luxury pizza is not shared by everyone, lots of people claim that certain flavours, ingredients





and balances shouldn't be "broken" to talk about real pizza. Yet for everything, before judging you have to experience.

Especially outside Italy some examples of gourmet pizza are ambitious or extravagant, but besides some excesses, the idea of pizza as a "dish" for fine ingredients is not to be prior discarded.

Let's begin to number the examples (the most extreme ones) by starting from the United States, which in general still have much to learn about pizza, but that, in special cases, are often the core of high quality cooking trends (especially in the capital of fashion, New York).

Nino's beautiful, a New Yorker pub managed by Mr. Nino Selimaj, owner of four popular pubs, offers pizzas seasoned with lobster from Maire, four different caviar varieties, salmon eggs, sour French cream (the "Creme Fraiche"), chives and a pinch of horseradish sauce as a condiment. To eat this pizza you have to pay at least 1000 dollars; if you get satisfied with a slice you shall pay "only" \$125.

Another extreme example of gourmet pizza is represented by that of Margo's in Malta, where the pizza maker John Staiano together with Claude Camilleri have created a pizza costing 1,800 €, seasoned with white truffle and very pure gold 24 carat leaves.

Whereas Domenico Crolla, owner of several pubs in

Glasgow, has created the Royal with Don Perignon of '58, Remy Martin Cognac Louis VIII costing 1,300 pounds per bottle combined with lobster, Vodka and Martini with precious Scottish salmon and so on, all decorated and covered by thin, completely edible gold flakes.

Apart from these borderline cases (outside Italy), what is spreading everywhere, even in our Country, is the combination of the pizza maker, holder of the experience with dough, with the chef, holder of the fantasy in the filling processing.

Besides the very expensive pizzas, today in the pizza field many professionals compete in a deep examination of the ingredients, combining the knowledge of raw materials with the personal creativity.

That's why on the pizza you can find lobsters, high quality truffles, caviar, tasty sauces, and so on.

It goes without saying that when we talk about such refined pizzas we also refer to places supplying an "high" offer, pizzerias far from the popular image of premises intended for an average audience, namely pizzerias much more close to Michelin starred restaurants. Here the whole service is highly qualified, intended for an exclusive target.

Apart from pizza the rest of the card offers high quality dishes, and the wine list is prepared in detail.

Thus, in these cases, pizza becomes a rich dish, to be included in an offer based on the little but excellent food, on the flawless service, on the choice of labels to match with dough, on the beauty of places and on the exclusive environment.



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W o r l d w i d e championship of the workmanlike Pizza (ITALY)

In the days 24th, 25th and 26th September, at the Ercolano excavations, the Academy of the Workmanlike Pizza (arisen in 2009 from an idea by the master and pizza maker Vincenzo Varlese alias Pulcinella) will organize two unique events in the presence of Rai (Italian national broadcasting company) and some very important TV stations. Namely the Archaeological Pizza and the Pizza baked on the lava rock (as the ancient citizens of Ercolano used to do 2000 years ago). During the festival also the worldwide championship of the workmanlike pizza will take place and over 300 worldwide pizza making champions will compete.

Info: 331.3268898 - 081.777.37.56 www.accademiapizzadarte.it



"City of Naples" Prize on MSC cruises (ITALY)

The "City of Naples" Prize was founded in 2005 by the will of Queen Margaret Association. It has always been a real international championship among pizza makers from different parts of the world, who face each other in taste and skills trials, under one common denominator

pizza. For this 7th edition of the "Prize", the Association will held the competition on board of the MSC Cruises "Fantasy" ship (October 7th-10th).

Another new entry of the edition are the money rewards for the top three winners.

The competition categories are: Neapolitan pizza (margherita or marinara), creative customized pizza, pizza without gluten, quick pizza, big pizza, aerobatic pizza.

Info: ospite.claudio @libero.it - 334 56 15 382 - www.margheritaregina.com



Pizza Forum in Lecce (ITALY)

On occasion of the Agro.ge.pa.ciok fair (October 13th-17th, Fair of Lecce) a Pizza Forum will be organized with a full program of meetings coordinated by Giuseppe Lucia. Let's just mention on the 13th October at 6.00 p.m. the exhibition of the Salento Arrobatic

Team, on the 14th October the Gluten-free day dedicated to recipes with gluten-free products by Giuseppe Lucia, Alessandra De Bellis and Emanuele Lucia, on the 15th October at 1.30p.m. the workshop "Food cost and Marketing" by Cesare Biaggioni and the start up of the 5th international "Elisabetta Pellegrino" Two Seas Prize. On Tuesday 16th October from 2.00 p.m. you can take part to several seminars including "combinations on pizza" and "the pizza dessert" edited by Gianni Callaon. On the 17th October from 2.00 p.m. the 1st international "Best World Pizza Champion" championship will get started.

Info: 339.4514276 - Info@pizzeriaziogiglio.it



La Ricetta



Pizza Patacroc

Ingredients:

- Mozzarella cheese
- Potatoes
- · Breading (breadcrumbs, pepper, grated Parmesan cheese, salt, rosemary),
- · Roasted ham.

Procedure

Peel potatoes and cut into thin, about 2 mm, round pieces, roll out the pizza and add mozzarella cheese and round cut potatoes, covering the whole pizza base top. Sprinkle the breading, add a drizzle of oil and put in the oven. Once out of the oven decorate with julienne cut roasted ham.



Pizza Scampi e Salvia

Ingredients:

- Lobster
- · Flowers of sage
- Onion
- Carrot
- White wine
- Thyme
- Mint
- Salt
- Pepper

Procedure

Sizzle slightly with fruity oil onion and carrot cut into small pieces. Add a glass of

white wine and Norwegian lobsters. Pour water so to cover well the crustaceans and cook them.

Once cooked drain the exceeding water and clean them up to their head. Then sizzle in a frying pan a little of leek, 1 clove of garlic and brown them slightly together with the orange peel (for 2 min). Now add the Norwegian lobsters and the orange juice. Meanwhile cook a marinara pizza (made with tomato, garlic, oregano and extra virgin olive oil). Arrange the Norwegian lobsters and sprinkle with some flowers of sage peaks (previously lightly browned with a mixture of 2 finely chopped thyme sprigs, 1 mint sprig, salt and pepper).



