



The magazine dedicated to the world of pizza and catering

# Pizza & core

on line

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# Pizza in the United Kingdom

**P**izza is beloved everywhere in the world. Near in every edge of the Earth there are pizza restaurants. A lot of them are owned by Italians, or by sons or nephews of Italians. Like the case of the city of Sao Paolo in Brazil, which probably is the city with the highest number of pizzerias in the world, due to the massive emigration of Italians towards Brazil. But also in the United Kingdom there are Italian pizzerias, the most famous is that of Domenico Crolla.

Domenico Crolla is owner of several restaurants in Scotland. He was born in Glasgow and soon he learned the job of pizzaiolo from his Italian father Alfredo. Domenico became famous in the world because of the creation of the most expensive pizza, called "Pizza Royale 007", which was sold in an online auction, but it's important to underline that he is a very active promoter of the Italian style in the world, and also judge and expert in a lot of international activities of the catering sector.

The main article of this number of September of Pizza&core online is entirely dedicated to him: we have interviewed him to know how is the catering

sector in the United Kingdom and which are the differences with that of Italy.

Among the answers that Domenico gave us, one have struck us particularly: pizza is different in every part of the world and it's necessary to preserve the characteristics of the Italian one, which is the most imitated and counterfeit. But it is also true that we must appreciate all the types of pizza of the world, because every country and every pizzaiolo adapts it to the tastes of a people. The most important factor is a good dough, always garnished with good ingredients. He says, for example, that the English "they love pizza with a richer garnishment". "

For those who want to propose the Neapolitan traditional pizza, the ancient original one, today there is an European official document that describes precisely the procedure of its preparation: it deals with the document of the STG Pizza, which describes in detail how to prepare the mix, rising way and time, ingredients, time and way of cooking. If you are curious, follow the indications of the disciplinary that you can find searching in Google. It will be stimulant for your job.

## The difference between Italy and UK about the catering

Interview to Domenico Crolla, the famous chef of Bella Napoli (Gaslow)



**I**n Italy, you know, food represents an important ritual. Every Italian is a kind of little chef and we could be talking for hours about the preparation of a dish. What does food represent in your country?

*«I don't think that the British customer takes food as seriously as an Italian- Nobody takes food as seriously as an Italian!*

*The Italian has a family ritual of being round a table to talk, argue, laugh, cry and celebrate.....as well as eating.*

*The sharing of food is a celebration of life for Italians-in the UK, food is there to be eaten but in a different way. Most Italians have a better knowledge of what they are*

*eating than the British. The Italian will discuss what they are eating and argue over how they would have done it better. The British don't share this love of what they are eating and their knowledge is limited. The British are tough tot to speak with their mouths full.....this kills the conversation at the table.*

*Ironically in the UK, cooking on television is very popular and TV chefs are very famous celebrities, more than in Italy, yet fewer people cook at home than in Italy».*

**Which differences Are there between catering in UK and in Italy? ( for example: kind of offer, costs of ownership, tips, way of approaching with the client)**



*«I have not had a business in Italy so I cannot comment properly on this.*

*What I am aware of is that the Italian restaurateur does not take the tourist seriously as a repeat customer. It is normal in Italy to over-charge tourists for their food and not to treat them as well as regular Italian customers. If Italy doesn't look after its tourism it will affect its economy greatly.*

*The tourist does not come to Italy because he has nowhere else to go- he comes for the beautiful cities and its food.*

*I am sure that an Italian tourist is treated better in Britain than a British customer in Italy.*

*The British drink more than the Italians- at a restaurant they will usually spend more on drink than on food.*

*Normally a tip is always left when paying the bill. The usual amount is about 10-12%. This goes directly to the waiting staff».*

**Among the Italian, greek, spanish, mexican, chinese which cuisine is today the most required?**

*«It is clearly obvious that Italian cuisine is the most popular in UK.*

*If you walk down the street you can see that there are more Italian restaurants than any other type.*

*If you visit the supermarket you can take pride in seeing that the Italian section is the biggest and busiest section of the store.*



*Chinese follows in a close second position, so we must beware!»*

**In Italy we're used to go out for lunch especially in the working days, but we usually order a single dish and beverage (in the past we were used to order a complete menu), which is the trend in UK?**

*«Unfortunately the recession has affected everyone in the restaurant business. Luckily in our business, everyone still has to eat, but they are spending less and choosing more wisely were to eat.*

*At the weekend we are full as usual but everyone is spending less per head. Few people have a three course meal, instead they will have one main dish with either starter or a dessert. I have noticed that customers are avoiding the expensive items on the menu like steak and fish, instead pizza and pasta has grown in popularity- this is good for Italy. It is also good for me because there is more profit in pizza and pasta than meat.*

*Also I am aware that the more expensive wines are not as popular as before and the customer is settling instead for a good quality house wine- which again Italy is taking advantage of with its increased production of superior quality, low cost wines.*

*Some top Italian restaurants are becoming too expensive and run the risk of becoming dinosaurs like the French. This will open the door to the Spanish that are producing good quality food at reasonable prices and producing talented chefs».*

# A.B. Tech Expo and Sigeo together boost up the business

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# Fairs in the world



## Sial Parigi

Sial Paris (from the 21st to the 25th of October, hold in the district of the exhibitions in

Paris Nord Villepinte - France) is one of the most greater European saloons devoted to the Horeca, where offer and demand meet and where it's possible to know the actual trends, from the great tendencies of the market to the smallest changes concerning products, fashions and consumptions.

The program of the exhibition proposes a brand new event, that is the area called LA CUISINE BY SIAL: it is a novelty of the 2012 edition. It deals with a space of culinary demonstrations, a modern and experimental VIP restaurant and a zone of exposure that introduces the projects Food Design.

The space of culinary demonstration equipped with machines of high technology will welcome great chefs as Gilles Choukroun, Flora Mikula or Chef Damien, who will valorize the innovative products selected within SIAL Innovation. Info: [www.sialparis.com](http://www.sialparis.com)



## Salone Internazionale del Gusto e Terra Madre

Big success and great novelties are the main characteristics of the Saloon of the Taste and Mother Earth. Also this year it's the most important stage for producers and artisans of the high quality food

sector coming from the whole world (25th-28th October in Turin). Over 1000 exhibitors from 100 Countries, animating the three areas of the Lingotto Fiere and of the Oval. This year too the event is in collaborations with Presidi Slow Food ([www.fondazioneSlowFood.it](http://www.fondazioneSlowFood.it)) with meetings for all tastes. Don't miss the street Kitchens (street specialties), like the cacciucco livornese or the Apulian bombette, passing from the Kurdish restaurant and up to the famous and successful piadina romagnola. Remember to visit the Wine sector that, with over 1200 labels of the Italian wine cellars, guarantees a journey through Italy with the glass in the hand.



## Rimini Fiera rilancia con Rhex

For a long time the exhibiting firms of sector have insisted for unifying the two saloons of Rimini in a single date: SIA Guest (specialized in hotel equipments) and Sapore (devoted to food & beverage products for the Ho.re.ca). From next year (February 23-26th 2013) starts the unified edition called "Rhex" (coming from the acronym Rimini-Horeca-Expo). The name was chosen in honour of the mythical transatlantic Rex, boast of the Italian shipyard of the thirties. Articulated on innovative containers, the Rhex intends to offer to the public of professional visitors (in increasing number from abroad) a rich showcase of products and services for the Horeca world, besides a series of opportunity of meeting to know the emergent trends of sector.

## Pizza Cristian

### Ingredients:

- Fresh "Porcini" mushrooms
- Tomato
- Stracciatella of bufala

### Procedure

Stretch the disk of dough and season it with tomato sauce, then add the "Porcini" mushrooms. Put the pizza in the oven and at cooking end add the stracciatella of bufala.





# Pizza al Contrario

## Ingredients:

- Tomato
- Prawns
- Rucola
- Smoked salmon
- Mozzarella
- Smoked scamorza
- Breast of goose
- Walnuts

## Procedure

The pizza must be stuffed into two halves.

First half: prepare a red base stuffed with prawns, bake it. In exit add rucola and smoked salmon.

Second half: prepare a white base with mozzarella and smoked scamorza. Bake it. In exit add breast of goose and walnuts.

