



The magazine dedicated to the world of pizza and catering

# Pizza & core on line

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## The real and original Italian food

**D**ear friends,  
 Pizza&Core carries on its mission, that's to share (elimina the) Italian culture on catering. Today Pizza&core wants to talk about a serious phenomena you can observe in every place in the world: adulteration and counterfeit of Italian food and traditional recipes. In the main article we explain how Italian catering is very loved in each Country: the Italian cuisine attracts people. Europe, USA, China, every Country likes Italian (elimina the) flavors of spaghetti, pizza, ravioli, beef, fish. (elimina the) Italian catering is as loved as imitated: many restaurants don't cook recipes according to typical tradition. This aspect, counterfeit Italian catering, ruins the image of the "good Italian food".

By Pizza&core magazine we hope to spread the

real and genuine Italian cookery.

Changing the subject, we invite you to flip through the magazine online: you'll find the page dedicated to Pizza Talent Show: Pizza&core, in order to pay homage to the creativity and the spectacular nature of pizza making, as well as the skill, the sympathy and gastronomic flair innate in every pizza maker, has planned the initiative Pizza Talent Show . Pizza Talent Show is an event that is going to take place in Rimini on January 21st and 22nd 2013 , in the frame of the SIGEP exhibition. The registered participants will be called on to perform on the stage of the Pizza Talent Show in Rimini, making live before our cameras a pizza with an original recipe. You can join too! It's easy to participate: send one email to [redazione@inputedizioni.it](mailto:redazione@inputedizioni.it) or visit [www.ristonews.com](http://www.ristonews.com)



# Pizza and Italian cooking: the most betrayed abroad

**F**alsification: it's the everlasting problem of the Italian products, as much loved as much imitated (unfortunately) abroad.

A real alternative business that damages many companies engaged in the production of products such as Parmesan or Grana Padano cheese, Parma or San Daniele ham, just to mention the most famous and so also the most "falsified". Yet it's not only the single gastronomic product to be falsified, it's the whole Italian gastronomic culture to be betrayed in many restaurants in the world. The last remark about the fake "made in Italy" products has been recently pointed out by the Academy of the Italian Cuisine: one of their surveys shows that outside Italy many recipes have been betrayed, manipulated, and dishes passed off as typical and traditional. (The Academy of the Italian Cuisine, let's remind it, has got 74 foreign delegations and for almost sixty years has been working in 40 foreign Countries, trying to limit the production of fake Italian food).

According to the Academy research, the situation is alarming: in 60% of cases, abroad the Italian cooking is made in a "not very correct" way and so only in 40% of cases it is "well-interpreted". A real detriment to the image of the Beautiful Country's gastronomy that, as anyone knows, for Italy represents both a cultural flag and an important economic flywheel.

According to the survey the clumsy interpretation of recipes is due in 47% of cases to the fact that cooks who make Italian cooking are not Italians (yet they are above all from Australia and Mexico), and especially since they haven't been trained. You can learn everything and cooking is a technique besides a passion: however (poor us) only the 9% of non Italian cooks who make Italian cooking have attended school courses, apprenticeships or training courses in our Country.

Everyone will easily understand which is the most imitated dish: we're talking of pizza, followed by tiramisù, lasagna, veal escalopes, pasta seasoned with Bolognese sauce, ravioli, spaghetti with clams, marrowbone and saltimbocca in Roman style.

Another aspect to be considered (that maybe won't comfort us) is that Italian cuisine is the most "disobeyed" in its rules since it is meantime also the most "appealing": the survey shows that the 68% of foreign Countries love it, followed by Chinese (40%), French (38%) and Japanese (17%) cuisine. Italian gastronomy is loved especially because it is regarded as an excellence (85%), a community ritual (34%), a healthy diet (31%). Finally, the survey tells us which is the city with most Italian or masqueraded Italian restaurants: it's Melbourne with over 1,000 places, followed by Sidney, New York and Montreal.





## become the protagonist of our video show

**W**e always say that pizza involves all our senses and preparing it turns into a spectacle, a small great creative act where each pizza maker takes care of dough, filling, cooking and aspect. Each pizza is a recipe where the detail, the juxtaposition of flavours, but also of colours and shapes is to be taken care of. Each pizza is nice when it's fragrant and freshly prepared, but it is nice even while it is moulded under the wise hands of the pizza maker who stretches, fills, bakes it. The Input srl, publisher of Pizza&core and Ristonews.com portal, in order to pay homage to the creativity and the spectacular nature of pizza making, as well as the skill, the sympathy and gastronomic flair innate in every pizza maker, has planned the initiative Pizza Talent Show. Pizza Talent Show is an event that is going to take place in Rimini on January 21st and 22nd 2013, in the frame of the SIGEP exhibition. It's easy to participate: all you need to do is signing the registration form at the bottom of the page in pdf format. The registered participants will be called on to perform on the stage of the Pizza Talent Show in Rimini, making live before our cameras a pizza with an original recipe. During the exhibition the pizza maker will introduce himself/herself, talk about his/her own recipe, the ingredients

chosen and humorously comment on the various processing stages (for example dough stretching, filling, cooking, etc.). Besides performing, the pizza maker will be judged by a jury of experts who will evaluate taste and cooking. But it's not all. After the show the pizza maker can be still voted, this time on the web. In fact, for the performance of each pizza maker a video will be shot. The videos will be published on line on the Ristonews.com portal and can be voted on line by friends, colleagues and relatives. By adding the votes from the jury to those gathered on the web it will be possible to announce the best pizza maker of the Pizza Talent Show who, besides receiving a special trophy, will get a video service and a professional reportage for telling his/her story and show even more and better his/her skills and talent. The video of the best Pizza Maker of the Talent Show will be published on the tv web portal [www.ristonews.com](http://www.ristonews.com) and on You Tube channel, whereas the reportage on his/her professional background will be published on the Pizza&core magazine.

So, are you ready to show off your talent?  
[www.ristonews.com/pizzatalentshow.asp](http://www.ristonews.com/pizzatalentshow.asp)  
<http://www.sigep.it>

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

19<sup>th</sup> - 23<sup>rd</sup> JANUARY 2013 RIMINI - ITALY



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# Fairs in the world



## A.B.Tech Expo 2013

The whole bakery world meets in Rimini, from the hand-crafted to the industrial field.

In 2013 the whole bread and pizza as well as the confectionery and pastry chains will be showcased together on occasion of the great SIGEP expo, representing a unique event in Italy and an absolute stepping stone at an international level. At the A.B.Tech Expo 2013 (19-23th January in Rimini, Italy) all the hand-craft's solutions, flexibility and professionalism, as well as the industrial automation. The A.B. Tech together with the SIGEP Expo enhance business. Over 122,000 workers, 100,000 square metres of exhibition, 1,000 exhibitors. The A.B. TECH EXPO 2013 stands out as a must for making business in the bakery world and discovering all the innovative technologies, the new production and consumption trends, the new venue formats and marketing concepts.

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Sales Office: [l.tentoni@riminifiera.it](mailto:l.tentoni@riminifiera.it).



## Rimini Fair starts with Rhex (ITALY)

For many years the exhibiting firms working in this field have been asking for joining together the two Rimini fairs into a single date: SIA Guest (specialized in hotel equipments) and Sapore (supplying food & beverage products for the Ho.re.ca). From next year on (February 23-26th 2013) the unified edition called

“Rhex” (coming from the acronym Rimini-Horeca-Expo) will take place. The name has been chosen as a tribute to the mythical transatlantic Rex, boast of the Italian shipyard of the thirties. Arranged into innovative containers, Rhex aims to offer to professional (increasing especially from abroad) visitors a rich showcase of products and services for the Horeca world, besides a range of meeting opportunities to get familiar with the emergent trends of the field.

[www.rhex.it](http://www.rhex.it)



## Gulfood (United Arab Emirates)

Established over 25 years ago, Gulfood (25-28 February, Dubai) has got a well deserved reputation among the exporters for resulting in extraordinary return on investment. For the exporter looking for new businesses from the Middle East, Africa and South Asia, Gulfood provides a trade and an incomparable sourcing platform, where international flavours find their world-class business. Benefit from the region's premier knowledge exchange from education, training, competitions & live events. Gulfood strives for inspiring and informing. For visitors Gulfood is a unrivalled opportunity to source and select from an incredible global product showcase. A warm welcome awaits you at this buzzing event, where you will get in touch with thousands of industry peers and people keen on fostering the market. Take your time to review the latest trends and innovations through the whole chain, from raw ingredients and machinery to finished products and restaurant styling.

<http://www.gulfood.com>



25 - 28 February 2013, Dubai

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## Restaurant & Cafe hall already sold out!

All industry leaders have been confirmed for 2013, including Blue Ribbon, Durobor, Everstyle, Libbey, RAK Porcelain, and Villeroy & Bosch. Trade visitors will be able to source everything they need for their restaurant and

café set up and operation. All latest product innovations and interior design will be presented, including: cutlery, glassware, tableware, coffee machines, contract furnishing, kitchen and point of sale equipment.



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**25 - 28 FEBRUARY 2013**

**- D U B A I -**



# Pizza Dolci Sapori

## Ingredients:

- Soy cheese
- Parma ham
- Pear
- Fig jam,
- Grana Padano cheese (flakes)
- Honey

## Procedure

Prepare a white pizza, put the soy cheese, bake in the oven. When the pizza is cooked, add the pears, fig jam, cheese (Grana Padano). Decorate with a few drops of honey.

Pizza





# Pizza Dolce e Salato

## Ingredients:

- Lard or bacon
- Stracciatella cheese
- Gorgonzola cheese
- Dried beef
- Nuts
- Honey
- Yogurt

## Procedure

Prepare a white pizza, add the bacon cut thin, Stracciatella and Gorgonzola. Bake in oven.

When the pizza is cooked, put it over the dried beef, nuts, honey, yogurt.

