

The magazine dedicated to the world of pizza and catering

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Las Vegas: important event for the pizza world

According to a research of the Institute of Euromonitor International, the world market of the pizza consumptions is worth around 68 million Euros. The hit parade of the countries where this market is more significant sees in top position USA, followed by Europe, but also of notable importance are the Brazilian and the Asian markets.

One of the greatest events of the pizza world is held in the USA, in Las Vegas and is Pizza Expo (from the 19th till the 21st of March, 2013).

The importance of fairs consists in meeting people, discussing, knowing the novelties proposed in the sector. Many important names of the business of pizza explain that in Las Vegas they got great visibility and good business.

Adam Goldberg, co-owner of Fresh Brothers, explain, for example:

"A lot of the ideas we've gotten for this business have come from Pizza Expo. We've spent a lot of time in the seminars - all of us have - from the time just before we opened up our first store to this past year. We've listened to other independents and pizza experts talk about their experiences. We've learned from these other operators. The most important part is that we've

instilled what we've learned into our own system and we've done it consistently"

Just think that to the Pizza Expo 2012, in last March, there were more than 6900 managers of pizzerias and operators representing million of dollars in purchasing power that have visited around 425 exhibitors looking for new products and services.

But the fairs are not only business. They're also the occasion for the pizzaiolos to participate to important competitions. Italy, for example, won the 2012 competition: Giovanni Gagliardi, of the team "Molino San Felice" was the winner of the International Pizza Challenges in the traditional category. Gagliardi, since twenty-five years pizzaiolo, is owner of the pizzeria "La Leggenda" in San Felice a Cancellò, in the province of Caserta (Italy). For the American event he has challenged and defeated over sixty competitors: thirty-five were American and twenty-five from the rest of the world. We of Pizza&core online wish that even more could quality win, was it Italian or American or Russian or Japanese, it doesn't care. We wish everybody good fair, good competition and good reading!

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Pizza in Tokyo

The professional experience of
Peppè



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e continue proposing you the section dedicated to the pizzaiolos in the world, foreigners or Italian emigrants, who tell us their experience of life and job abroad, and explain us how pizza is considered and "lived" in the Country where they live.

This time we interviewed Giuseppe Errichiello, best known as Peppe, and with him we fly to Japan, Country in which, since a few years, the traditional Italian pizza has reached a great success matching perfectly of the Japanese people.

Hi Peppe, what's the name of your pizzeria?

«Napoli sta cà! (Naples is here!) A name that says it all!»

How old are you and since when did you become a pizzaiolo?

«I'm 28 years old and I became pizzaiolo more than 10 years ago».

You left to Japan when you were little more than a boy, did you? Where are you born?

«I was born in Afragola, a little village near Naples. Precisely I've been living in Japan for six years, in the great metropolis of Tokyo. Would you like to know how and why did I arrive here? I did it not for my job, but due to love: when I was doing the military service I met a Japanese girl of whom I fell in love and that then became my wife. Napoli sta cà! is the name of our pizzeria, I'm also its owner».

Would you describe us your pizzeria?

«As the name tells, my idea was to bring a piece of Naples in Japan, particularly with reference to the football team of Naples (whose symbol is the donkey), of which I'm a fervent fan: in my pizzeria everything in the furniture represents the football club of Naples: it is full of decoration such as scarfs, t-shirts and souvenirs with the colors of the team, that is white and clue. Being a Neapolitan pizzaiolo, obviously I use exclusively the firewood oven. The main activity of my pizzeria is the service at the tables, but a 10% of the business comes also from the take-away service. Our speciality is obviously the Neapolitan pizza, the original one».



When you arrived in Japan how did you live the passage from a culture to a so different one?

«I remember that period as very hard times, I didn't speak any foreign language, and I must suddenly adapt to a new lifestyle, a new culture and new habits so different from ours».

And what about the Japanese? How were they with you?

«My clients love indeed the Neapolitan pizza, from this point of view I didn't have problems. We import all the raw materials directly from Campania, to make a good and authentic Neapolitan pizza. The tastes of the Japanese are not so different from those of the Italians, according to me the difference is minimal, the most important thing is to believe in what you do, and never lose the passion for your job.

Moreover you must consider that here the business of pizza is very successful: only in the year 2012 more than 70 pizzerias have been opened in Tokyo, for this reason I can affirm that the pizza market is increasing. 60% of the pizzerias in Tokyo work with good earnings».

Would you give some suggestion for your colleagues that want to open a pizzeria in Japan?

«My suggestion is: do your first experience by working in other pizzerias, in order to understand and learn the Japanese culture. Before seeing your first real earning, it is necessary at least 5 years. To start your own activity requires high investments, high costs, but the essential thing is to gain the respect and the good consideration of the Japanese. I confess that it was not an easy process: even if you are a pizzaiolo with long experience, here in Japan it means to start from zero».

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Neapolitan spell.



Still and only from wheat.

Few people know that a good wheat mixture gives life to a magic harmony between the flour and the pizza maker, bearer of this neapolitan tradition. Obtaining the smallest, perfect flour granule requires a lot of work. We select our wheat with the utmost care, stock by stock, following specific tests, and we handle it with an innovative procedure.

The secret is there, you can't see it, but you can taste it from the very first bite.



www.molinocaputo.it



La Farina di Napoli



A story of genuine values

The power of tradition: that's how we could sum up the spirit of this firm, now in its third generation of Millers and developed thanks to the preservation of the ancient traditions. Being the guardians of tradition and experience stands out as the main value inspiring all products intended for the experts of the white art.

Everything begins in 1924, when Carmine Caputo, coming back from the United States, founds a mill and a pasta factory in the town of Capua. At his death his son Antimo takes over the activity: In 1939 Antimo buys the San Giovanni Mill in Teduccio, the current headquarters of the factory's production plant, and extends the business, now led by his children Eugenio and Carmine and his grandson Antimo. Since its establishment the Caputo Mill has turned into the main reference point for the pizza makers from Campania region: its products are the result of the skilful wheat blending, lack of additives, and search of the highest quality.

Another value that the firm strengthens

everyday is: collaboration. The one with the masters of pizza, who can suggest, by testing the products, how to enhance the quality of flour intended for the several possibilities given by the white art. Then the collaboration among all the members of the firm: in the warehouses each member works as if belonging to a big family, since the firm belongs to everyone who works there everyday, with no distinction, the same enthusiasm and pride for being Neapolitans, from the Campania region and Italians.



The Caputo method

Take a handful of flour from the Caputo Mill and just by touching and having a look at it you will note the difference: since its origins, the firm has always used the method of a very slow milling, inspired by the ancient milling art, a traditional technique that doesn't damage the starches and makes you get a high quality flour. Each flour is completely natural, without any addition of chemical enzymes. The quality is all due to cereals and workmanship.

The Caputo Mill blends different kinds of national wheat, purchased from those Italian regions that are renowned for the cereals growing. To this base they add then different kinds of wheat from Northern Europe, thus obtaining a perfect mix. After the wheat selection, the analysis on the dough is carried out in the laboratories. Through this proceeding it's possible to single out the kind of wheat to be used according to any single request. Each mix is produced in a technologically modern and hygienically safe environment. The combination of tradition and innovative techniques has led to get the leadership in the Campania region, the cradle of pizza: to this end it's important to recall that, among the other kinds of

flours, the Caputo Mill produces the "00" soft wheat flour for pizza, a flour that has been officially recognized to be used in the preparation of the Neapolitan Pizza labelled with the S.T.G. trademark. However, the products' quality is not only recognized in the Campania region: its excellent flours have made the firm enter over 50 foreign markets.



Fairs in the world



Also this year Las Vegas will see the organization of the International Pizza Expo® that will be held from the 19th to 21st of March. It deals with one of the greatest and best known appointments, which focuses on pizza and its business world. International Pizza Expo is, besides, one of the most attractive shows, a fair attracting pizzerias owners, catering operators, managers, food brokers from the whole world. The event, to which also every year participate many Italian teams, composed by pizzaiolos and firms, will be held in Las Vegas by the Convention Center.
Info: www.pizzaexpo.com



France the good Italian way of living. Parizza this year will entertain a new event devoted to acrobatic pizza performances. Four teams coming from four different countries: USA - England - Italy - Spain, will be challenged in front of a jury of experts!
It will be held on Wednesday the 20th and on Thursday

Parizza (France)

The Salon Professionnel Parizza is the Parisian appointment exclusively devoted to the world of pizza, pasta and Italian food. An event growing every year, bringing to

the 21st of March. The saloon Parizza is organized and cared by France Pizza, Pizza.fr and the association of the French Pizzerias.
Info: www.parizza.com



Pizza World Show (Italy)

Pizza World Show (from the 15th to the 17th of April, 2013 held in the Fair District in Parma) was born with the objective of developing the first international appointment entirely focused on the spinneret of pizza and in order to offer a moment of meeting among firms of the food world and suppliers of technologies and services with the specialized distribution and the Ho.Re.Ca. world (f. ex. independent, collective and specialized catering).

The Pizza World Show can profit some contemporary organization of two interesting events: the World Championship of Pizza organized at the Palacassa and the exposing area devoted to the producers of handcraft beer Birra Nostra. The fair is dedicated to all professionals of the sector, with a format studied for multiplying the opportunities of meeting among demand and offer, with demonstrative special areas for the world of pizzerias.

ITALIAN LEADER

Agugiaro & Figna Mills, coming from a long tradition of two families from 1831 for 6 generations have been associated with milling, is the Italian leader in pizza industry. To be present in a global market, Agugiaro & Figna Mills has been investing in technology and in innovation since many years, succeeding in creating a wide range of innovative and specialized products to complement the traditional ones, offering a specific item for each final destination. The selection of the most valuable wheats all over the world is guarantee of an excellent blending and savour: thanks to an accurate milling process, strict analyses and historical know-how, Agugiaro & Figna Mills is offering to its customers a constant top quality production, suitable both for small bakeries and for the biggest world-wide international industries.



THE WELL-KNOWN BRAND LE 5 STAGIONI IS ITALIAN LEADER: SINCE 1985 IT HAS BEEN OFFERING A WIDE RANGE OF FLOURS AND SEMI-FINISHED PRODUCTS FOR PIZZA, BECOMING ITALIAN LEADER OF THIS SEGMENT OF THE MARKET.

Tradition and innovation are joined together, offering an unforgettable selection. Other flours and semi-finished products for bakery (MAG 98 range) and pastry (LE SINFONIE range) are enriching the offer of Agugiaro and Figna Mills, responding to the needs of the most exigent professional bakers, confectioners and pastry chefs.

Stone milled flours, Biological flours and gluten free products are completing the wide range of proposals, paying attention to the last and most peculiar necessities of the market.

This original variety of products is constantly updated with new proposals thanks to the tireless activity of its Research and Development dept.: the mills' laboratories are equipped with the most sophisticated test instruments and machines as to permit a daily chemical and physical quality control of raw materials and of the final production. Very qualified experts are always at disposal of the customers for suggestions and advices on the most different topics, guaranteeing an excellent result in any occasion.



THE MOST COMPLETE RANGE FOR PIZZA FLOURS
IN THE WORLD, TO BE FOUND ON

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Certifications:



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THE CONTINUAL RESEARCH AND THE PROFESSIONAL DEVELOPMENT ARE ESSENTIAL INGREDIENTS FOR AGUGIARO AND FIGNA MILLS: THANKS TO NEW TECHNIQUES, NEW PRODUCTS HAVE BEEN DEVELOPED SUCH AS DRIED MOTHER YEAST POWDER NATURKRAFT.

This is obtained through a spontaneous fermentation of a dough left to rise several times before the right level of acidity is reached. The result

is a dried product which guarantees an excellent rising process of the dough, a crispy, fragrant and extremely tasty pizza, where the flavours of the tradition are obtained thanks to new most innovative technology. A wide variety of pizza and bread mixes are excellent proposals for having products with soya, rice, barley, spelt and other cereals, suitable for every taste of the final consumer: thanks to this diversified assortment, everyone can enjoy best quality pizzas, breads and pastries.

AGUGIARO AND FIGNA MILLS ARE WITH NO DOUBT ITALIAN LEADER DUE TO ITS WIDE RANGE OF FLOURS AND SEMI-FINISHED PRODUCTS. But that's not all: Agugiaro and Figna Mills is present in all European markets (such as France, Germany, UK or Spain) and in many other strategic countries all over the world (USA, Brazil, Japan and South Africa), constantly winning a big success.



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The recipe

Pizza with bran flour and caviar

Ingredients:

- Potatoes
- Stracciatella
- “Tempestina” of chive and yolks
- Egg yolks
- Cooking cream

Procedure

Prepare base of pizza made with bran flour, in shape of donut, that is with a hole of around 10 cm in the center, with internal and external moldings. Dress the disk with whipped cream and slices of boiled potatoes. At the end of cooking, garnish the pizza with the “tempestina” of chive (cut in little pieces), the yolk of egg, and five spoons of cold stracciatella. In the middle (in the hole) put a small bowl with some minced ice, a folded up napkin which to place a spoon with 20g of caviar.



Pizza with caviar of lumpfish

Ingredients:

- Mozzarella
- Little tomatoes,
- Robiola,
- With grated lemon
- Eggs of black lumpfish

Procedure

Prepare a disk of pizza made with bran flour, garnish it with robiola (a fresh cheese), mozzarella and little tomatoes, after the cooking garnish with a light scratching of lemon (biological) and stain with small dollops of lumpfish caviar.



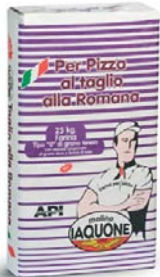


in the world

We report the fairs where the prestigious Italian firm will be present

19th to the 21st of March, 2013, Las Vegas, USA, Pizza Expo - Stand 1857

The most important fair for the world of pizza in the United States. The firm Molino IAQUONE will propose to the operators of the pizza world various specialties such as pizza Pizza Romana by the slice, Pizza on Shovel, Round Pizza, Gluten free, Five Cereals and with Omega3.



20th and 21st of March, 2013, Paris, France. International fair PARIZZA - Stand CARNIATO

Annual appointment with the French market whether to meet the even more enthusiastic catering operators and pizzaiolos. Here will be re-proposed the production of PIQuDi (Italian Pizza of high Quality and Digestibility) with various categories such as, the Round one, the Shovel and the Romana by the slice, which is very successful in France and Belgium.



On the 20th to 23rd March - Russia - MITT

The firm Molino IAQUONE and API will be present to the most important Eastern Europe fair of the tourism, thanks to the collaboration with GARTOUR, in an important stand of 140 square meters, where will be organized the preparation of PIQuDi pizza (Italian Pizza of high Quality and Digestibility). A pizza workshop will also be held with the purpose to deepen the communication with the Russian operators of the pizza world.

