

The magazine dedicated to the world of pizza and catering

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Eccellenza Italiana

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Pizza never stops

“**P**izza is a world apart! Pizza is of the pizzaiolos and historically criticism hasn't never considered it a lot. It's too much poor to be treated with the white gloves, but also too much good to be snobbed and never eaten by anyone”. These are the words of **Paolo Marchi**, great Italian expert of gastronomy, creator of the event Identity of Pizza (held inside the event Greedy Identities in Milan).

As Marchi says, pizza belongs to the pizzaiolo and changes from person to person and from place to place, following the personal characteristics of who makes it.

In Italy we are assisting to a true great evolution. Pizza is not only that Neapolitan, today we could speak of many types of pizza.

Many are the pizzaiolos who are becoming famous for their creativeness in Italy and around the world.

Simone Padoan creates mixes with integral flours and “alive” mother yeast and he prefers to garnish his pizzas with fresh vegetables of season, in the respect of the environment.

Massimiliano Alajmo proposes his brevet of the Pjzza, written with “J”, a mix steamed, that is cooked with vapor. Thin and crisp crust, soft and light inside, very digestible.

To recall the pizza of the origins are the pizzaiolo **Massimo Giovannini** from Caserta and the chef **Andrea Mattei**: they propose a pizza with cheese of goat, mortadella, granella of pistachios, buds of mustard and oil perfumed of pine.

Also our magazine proposes very fanciful garnishments. Today we offer you two new very tasty recipes. They are of the pizzaiolo **Raffaele Micco** from Caserta. Good cooking (of the pizzas) and good reading!



Italian pizza in Sidney



We interviewed Mario Martellino, a young boy, who became a pizzaiolo after the high school and flew to Sidney.

Mario Martellino was born in Piedimonte Matese (Caserta) in 1987 and became a pizzaiolo five years ago, a job he loves for many reasons. One of these reasons is that, as he told us, in his little town there are few occupational possibilities, so the job of pizzaiolo is seen as good opportunity.

Tell us about you, Mario

"After the diploma at the Liceo Scientifico - Mario says - I went to the University of Naples to study Science Of Tourism for Cultural Goods, but after having seen the negative side of University world and after two examinations, I decided to leave University and tried to find a more concrete opportunity. I worked for a little period in the famous Dragoni hardware store, but soon abandoned. Then a young but experienced pizzaiolo, Raffaele Micco, exhorted me to try to learn the job of "pizza maker". I soon accepted without hesitation and from that moment I've never more changed job. With Micco, my teacher, began a beautiful friendship and a great evolution towards



the best satisfactions and the great success in the pizza world: on the 19th of April 2010 he climbed on the top positions at the World Championship in Salsomaggiore Terme, for the category "Neapolitan pizza". Despite the so many recognitions, the job opportunity were always very stingy with Mario, who, after the last sad job experience in Italy, realize to try abroad."

How is the pizza sector in Sidney?

"In Italy the catering sector is more relaxing, if we could say so, here you are payed for the hours you work, and this could mean a scarce salary. The restaurants are so many, and the quality of food is not so high, in general. Italian restaurants are the best, but at the end it is always difficult to make a totally "made in Italy" product. I work by Fratelli Fresh in the heart of the city: I do my best to make a good pizza, but it is difficult when they don't care for quality but only for rapidness.

In the evening I work in another pizzeria, Kirribilli Woodfire, where I could express the best of me. Australia is a fabulous world, there are indeed so many things to do and so many offers expecting to be caught, but there are also many complications: slow bureaucracy, high costs, expensive permissions, and above all catering standards have to reach the best level of quality. However I hope to stay here as long as possible!"



Neapolitan spell.



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



www.molinocaputo.it



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 handicraft 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.



It is the first fair in the world entirely dedicated to the sector of wine. Organized by Veronafiere, an international fair entity, that at the same time promotes

the saloon of wine in co-operation with Enolitec and Sol&agrifood. Vinitaly is the exhibition that, more than every other, exalts the evolution of the national and international wine technology systems, contributing to make that wine becomes one of the most fascinating and dynamic reality of the primary sector. From the 7th to the 10th of April, also this year the international saloon of Vinitaly will offer moments of meeting, conferences, competitions related with the world of Bacchus' nectar, and will explore the wine market drawing the evolution and the future scenarios of it.

Info: www.vinitaly.com



It is the fair of food organized by Fiera Milano, devoted to the agro-food sector and business and opened only to the operators of the sector. It deals with an international event for this sector, answering both to the demands of the firms that mainly look at the market, but also a wide showcase, a modern and qualified professional review that allows to analyze the trends of market, to understand the evolution of the consumptions in order to be ready to answer or direct them. It is a fundamental moment of comparison and reflection on the matter-key of "nutrition" that will constitute the central theme of Expo 2015, where TUTTOFOOD will be the inaugural event. The fair will be held from the 19th to the 22nd of May at Fiera Milano.

Info: www.tuttofood.it

Pizza ricordo di Amalfi

Ingredients:

- “Cannellini” beans
- Shelled mussels of Amalfi
- black pepper
- salt
- Sardinian pecorino cheese
- minced parsley

Procedure

Prepare a base of pizza. Fry slightly the ingredients all together with garlic and olive oil, slowly for 10 minutes. Then stuff the base of pizza. Cook in oven. In exit dust with Pecorino cheese.



Benvenuti al Nord

Ingredients:

- *Genoese Pesto of basil from Liguria*
- *Fiordilatte mozzarella*
- *Speck from Trentino Alto Adige*
- *flakes of Grana from Parma*
- *icing of balmy vinegar from Modena*

Procedure

Prepare the base of pizza and cook it with Pesto and Fiordilatte. At the end of cooking garnish with speck of the Trentino Alto Adige, flakes of Grana from Parma and icing of balmy vinegar from Modena





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all the tendenciens of Italian food

“ In France pizza is particularly popular: every year are sold more than 821 million pizzas and the French market counts 21.225 pizza sale points (pizza restaurants, pizza trucks, kiosks, doo-to-door service). Organized together with the Show Sandwich & Snack, Parizza has become the most important appointment for the French professionals who are interested in Italian food.

Also this year (on the 20th and 21st of March) Parizza was characterized by events and exhibitions entirely dedicated to the last tendencies in food sector: alimentary equipments, row materials and consumptions. But also events dedicated to the pizzaiolos coming from all the world, meetings and lectures.

We would like to remember the winners of the “France Pizza Tour”: Yann Her Droguen, Mehdi Douimry and



Lény Roscio.

More than 100 exhibitors were present, among them: **Gi.Metal Srl, Italmill, Le 5 Stagioni, Marana Forni, Sita, Viander Spa, L'impero.**



Since 1986, Gi.Metal has been producing professional tools for pizza making, as well as trolleys for restaurants, hotels and cake makers. The company's catalogue lists hundred products which are sold on five continents by the top restaurant equipment retailers, as well as through two branches in Brazil and the United States.

Where ever you are in the world, if the much-loved pizza is your business, then you have probably already used GI METAL tools. www.gimetal.it

Yann Le Droguen, Mehdi Douimry and Lény Roscio (winners of France Pizza Tour)



Julien Panet and winners Of France Pizza Tour



Véronique Bosc-Bierna (Ferme Du Clos D'artois), Dario Previati (Sales Manager Sitta); Victor Pisano (Sitta)



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www.gruppomobe.eu/eng/index_eng.html



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www.maranaforni.it/inglese/index.html



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www.viander.en.rewebit.com/azienda.php

1 PENINSULA, 21 WAYS OF DOING ITALIAN PIZZA.

...Abruzzese, Romana, Calabrese, Lucana, Genovese, Milanese, Siciliana, Pugliese, Napoletana, Romagnola, Piemontese, Bolognese, Veneziana, Molisana, Valdostana, Fiorentina, Trentina, Ternana, Friulana, Marchigiana, Sarda.

16 FLOURS

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in Mexico

Molino Iaquone is always active in the diffusion of high quality pizza around the world. The firm was present in many fairs abroad such as in Mexico, Las Vegas, Moscow and Paris.

On the 5th and 6th of March in Mexico City, held by The expo Center REOFORMA, Molino Iaquone introduced in a technical forum "the pizza Romana": the event is the result of a collaboration among Molino Iaquone, API, CCIAA of Rome, Unione Camere Lazio and Camera di

Commercio Italo-messicana. Two days entirely dedicated to the preparation and tasting of the PIQuDi Pizza (that is Italian Pizza of high Quality and Digestibility). The event had a particular audience: the main operators of Italian Food in Mexico, who were pleasantly surprised by the digestibility, the lightness and the taste of this brand new pizza.



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