

The magazine dedicated to the world of pizza and catering

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Pizza the importance of competitions and fairs

“ believe that culinary creativeness is a patrimony to share so that it doesn't go lost. My recipes, my suggestions are not, and never will be a secret.”

These are the words of a famous Italian pizza-maker, **Antonio Esposito**, who was also winner some years ago at the Pizza Expo in Las Vegas.

In this number we would like to deal with great events like that of Las Vegas, because we believe that these moments (championships, competitions, fairs, shows) can be useful to spread the “made in Italy” and the culture of high quality pizza.

For the 2013 edition we congratulate with an Italian woman, **Floriana Pastore**, winner of the 2013 pizza maker of the year award!

Since its inception in 2007, the International Pizza Challenge™ has evolved

and grown. A maximum of 60 entries will be accepted in the Traditional and Non-Traditional divisions. Contestants bring their own ingredients, while Judging panels are composed of impartial chefs, food critics and other pizzeria owners, and they score each pie using the following criteria: crust, sauce, cheese, toppings, overall taste, creativity. To all those people who want to know at best the Italian food, we signal another great international appointment of information and formation, that will be held in Milan from the 19th to the 22th of May). It is called TUTTOFOOD. Here you will meet

firms, recipes, traditions, special dishes, food innovations, and there will also be pizza. An immense international showcase with stands, meetings, workshops, lectures for you.

www.tuttofood.it



P dalMONDO

a cura di Marianna Iodice

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The neapolitan pizza to **Pechino**



Salvo brothers, Daniele and Paolo, were born in a family of pizza-makers with a very old tradition, since three generations to be precise.

Paolo (the younger of the twos) is a pizzaiolo: the Chinese experience is absolutely his first experience in a foreign country, but even if so young he soon succeeded in being noticed in the Asian Land.

Daniele, the elder brother, is the restaurant manager, humble and patient he's able to let everyone feel at ease, as at home. He worked in many starry and famous restaurants around the world, then he reunite with his brother Paolo in Peking. Being born in Naples (precisely in Cercola) they grew living for pizza. The love for pizza emerged very soon, so that, when still young students, after the school they did their assignments at the restaurant of their dad Ciro, in a pause between a pizza and the other one.

Daniele and Paolo have lived in Peking for more than one year by now.

The customers of their pizzeria are for a 50% Chinese and the other 50% foreign customers, being Peking a city where millions of people transit easily, for different reasons such as tourism or job. They need to be open minded and to suit themselves to all the demands.

The advantages of working in Peking, for the Salvo brothers, were so many, but so many were also the difficulties. On one side to work in a country as China offers an international stage that brings you to be fierce to be Italian, on the other side the difficulties they met was the continuous and difficult search of



products to obtain a superlative final product. To retrieve Italian products in China is possible thanks to Gennaro Miele and his firm, that it is in continuous search of products of quality with diligence and scrupulousness.

In China pizza is one of the most beloved dishes, so that Paolo and Daniele won the Academy Awards as Best Pizza in Peking. The menu of the restaurant Salvo bros is very vast

and we can find traditional dishes together with modern ones, from the appetizers to the first courses; they are present more than 58 types of pizzas, all made with Italian products, from the classical and traditional pizzas to modern ones, and there is also a space reserved to the pizzas gourmet.

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

Fairs in the world



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



From the 7th to the 9th of May 2013, SIAL CHINA 2013 will be held at the Shanghai New International Expo Centre. SIAL China is the greatest food & beverage fair in China. The 2011 edition attracted

1520 exhibitors and 33265 visitors coming from 76 countries and regions. SIAL China is the ideal place for meeting the international industry of food and hospitality. This great event unites devisors, producers and manufacturers of the sectors of food products, wine and alcoholic drinks, food service equipments, coming from China and from foreign countries, in order to present all novelties, brand new products, last tendencies and innovations. www.sialchina.com



From the 25th till the 28th of June 2013, SIAL BRAZIL will be held at the Expo Center Norte of Sao Paulo (Brazil): it is a fair completely new in Brazil. It will be the greatest saloon devoted to food and drinks. The Brazilian edition will gather in a single place all the segments of this market, introducing the last novelties and tendencies of the sector. The SIAL BRAZIL will be held in the same period and at the same place of the Fispal Food Service, the greatest event in the house of Latin. Here are some numbers of the 2013 edition: 500 exhibiting brands, 25 international pavilions, 15.000 professionals visitors, 20.000 square meters. <http://www.sialbrazil.com/>

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Pizza Foie Gras

Ingredients:

- Cream of milk and walnuts
- French Foie gras
- Potatoes

Procedure

Prepare the base of pasta and sprinkle it with the cream of milk and walnuts, then bake and at half-cooking add the potatoes (previously cooked in the oven) and the pieces of foie gras yet cooked. Continue the cooking in the oven.



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MADE IN ITALY

Pizza del Gourmand

Ingredients:

- *Mozzarella*
- *Tomato sauce*
- *Foie Gras*
- *Broccolis or other steamed vegetables*
- *Fresh ricotta*
- *Grated lemon*

Procedure

Prepare the base of pasta and season it with tomato sauce and mozzarella. Bake it. At half-cooking add broccolis (or other steamed vegetables), ricotta, Foie Gras. Put in the oven until the end of cooking and in exit add a bit of grated lemon.



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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The PIQuDi pizza

in Moscow



The MITT - International Fair of Tourism in Moscow, is one of the five greatest fairs of the tourism in the World and the greatest tourist fair of the Russian Federation, organized with the support of the Government of the Russian Federation, the Duma, the Office of Sports, Tourism and juvenile Politics, the Russian union of the industry of Tourism. Every year this fair is visited by more than 200.000 people and holds more than 3.000 firms participants representing more than 185 touristic destinations all around the world.

The visitors of the MITT are Tour operators, of great and medium dimensions, European investors of capitals destined to the revaluation of the tourist flows.

Molino Iaquone has participated to this important event with a stand of 160 square meters, at the Expo Center Moscow. In its big stand the firm has prepared 400 pizzas PIQuDi (Italian Pizza of high Quality and Digestibility - IAQUONE). Also in this event, as the firm does in all others events to which it participates, Molino Iaquone has explained the project PIQuDi showing the degree of quality and digestibility that pizza can reach to the operators of the pizza sector coming from all markets of the world.

For this particular product have been used professional ingredients by IAQUONE and pertinent techniques of preparation.

Some Russian operators will participate to courses of formation PIQuDi API in April.

The most famous Italian chef in Moscow, Valentino Bontempi is already organizing Masters of PIQuDi Pizza with teachers API-Iaquone.

www.molinoiaquone.com

