

The magazine dedicated to the world of pizza and catering

# Pizza & core on line

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ENGLISH



## Eccellenza Italiana

Le 5 Stagioni, the leading Italian flour brand offers the widest range of high quality flour products to pizza chefs.

Since 1831 **Le 5 Stagioni**, supported by their long tradition in milling, continues to introduce innovative and specialized products in order to meet specific requirements from the evolving pizza market.



main sponsor



**Riccardo Agugiaro**  
Export Manager  
r.agugiaro@agugiarofgna.com

**Sandra Ziliotti**  
Mail: s.ziliotti@agugiarofgna.com

[www.le5stagioni.it](http://www.le5stagioni.it)



## The gourmet pizzas

**F**or a long time Pizza&core online has been bringing abroad the quality of the Italian pizza by speaking of the Made in Italy products, techniques, tradition and firms, which help to make great and important the Italian tradition.

Few of us know that out of Italy there are many types of pizza, with different methods of mix, consistence and stretching. The Neapolitan Round Pizza, the Pizza in Shovel, the Roman Pizza in the pan.

These are all traditional products belonging to the family of "baked products". Surely however, today pizza is a dish that belongs to the whole world. And it has many faces. A lot of chefs and famous pizza-makers are proposing special pizzas, more complex, with gourmet recipes. The base of this pizzas is a normal one, but they garnish it with a combination of refined ingredients.

In Italy, above all, some gourmet pizzas are very ambitious or eccentric.

Nino's bellissima, a restaurant in New York managed by Mr. Nino Nino Selimaj, owner of other four glam

restaurants, proposes a pizza garnished with lobster of the Maine, four different varieties of caviar, eggs of salmon, French sour whipped cream (the famous "Crème Fraiche"), onion herbs and a pinch of radish sauce. This pizza costs 1000 dollars, somebody is satisfied with as slice and will pay "only" 125 dollars.

Another example is that of the restaurant Margo's in Malta, where the pizzaiolos Giovanni Staiano and Claude Camilleri have created a pizza which costs 1.800 Euros, with white truffle and leaves of pure 24 carats gold. Domenico Crolla, owner of many restaurants in Glasgow, invented the "Royal" with Champagne Don Perignon '58 edition, Remy Martin Cognac Louis VIII (1300 pounds per bottle) combined with lobster or furthermore Vodka and Martin combined with appreciated Scottish salmon and so on, as seasoning a rain of thin gold flakes, completely edible.

We won't propose you such luxurious pizza, but we are sure that all our recipes are delicious... so we wish you a pleasant reading!!!

**A world  
of food at**

# TUTTOFOOD

**FIERA MILANO**

**T**his fair's edition of the agri-food and drinks sectors (held at Fiera Milano from the 19th till the 22nd of May 2013) has reunited the best international operators in one of the greatest Italian mega-cities: thousands of products in exhibition, several workshops, meetings and lectures. "Our fair, with an increase of +30% of recorded visitors in the last edition, plays an important role - as the manager of the fair division of Fiera Milano Marco Seriola explains - that is to offer an international breath to the Italian tradition, by making even more professional the small producers of quality and guaranteeing to the more structured firms the possibility to meet directly the market."

The new edition of the fair has given a strong push to the numerous compartments of the sector offering to each of them a specific equipped area.

Among the numerous proposals of Tuttofood, was confirmed the great success of the area entirely devoted to the Ho.re.ca. (hotel, restaurant and catering sectors) and beverage, an area thought and organized for pizzerias, restaurants, cafe, pub. The new edition of Tuttofood also has a strong international vocation: at the end of this year, from November 29th to December 1st, it will go on stage in China the fair Food Hospitality



World, which will land then in 2013 ??? (2014) to Brazil. In the meanwhile Tuttofood will develop an articulated international promotion, by taking part to foreign events and through a road show that will touch the most interesting and stimulating markets. First destinations of this trip are Japan and Dubai.

Among the firms present at Tuttofood we signal:

## **Cirio**

The tomato Cirio is the best ingredient for the masterpieces in the kitchen. This firm, emblem of the Italian cuisine, represents safety and tradition. Cirio, with its centennial experience in the preserves, has always been looking at the future by remaining faithful to three fundamental values: quality of the raw materials, good workmanship, variety in the offer. The firm has created a particular line dedicated to top level restaurants and pizzerias, the line Cirio Alta Cucina.

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

## **DAB**

The beer DAB is born from the best raw materials and from very innovative methods of production. Water from Dortmund, malt and hop are since ever its uni-



que ingredients, according to the establishments of the 1516 Purity edict.

Raw manufactured, the beer DAB maintains for a long time its aroma and original taste.

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

### Demetra

Demetra produces and sells all over the world its own alimentary specialities. The range of products, a perfect synthesis between the Italian gastronomic tradition and the modern and innovative kitchen, was born with simple appetizers in oil and then developed during the years up to over 400 innovative preserved specialities with mushrooms, vegetable, meat, fish and also tasty desserts.

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

### Gruppo Casillo

At the exhibition were also present Selezione Casillo and Agricola del Sole. In its 72 square meters stand, Selezione Casillo has welcome the visitors showing them the innovative use of the "semolina" flour, one of the new products called "le Semole d'Autore", ideal in the preparation of bread, pizza, buns, dry confectionery and raised cakes usually realized with wheat flour.

[www.selezionecasillo.com](http://www.selezionecasillo.com)

### Le 5 stagioni

The trademark Le 5 stagioni has been since ever a great help for all professional pizzaiolos with a wide range of specific and highly professional products. Among them we remember "Naturkraft Naturalmente Verace" a dried mother yeast in dust that guarantees a very interesting result with a typical taste of the mother yeast, crisp and fragrant.

[www.le5stagioni.it](http://www.le5stagioni.it)



### Liner

Liner Italia International is a producer of packaging for food, in particular it has been producing boxes for food for more than 35 years.

Among the products that the firm has introduced there is the line called BIONDA in 100% pure cellulose. The line includes care-triangles (1/4 and 1/8 flat), dish of 33 cms and take away boxes, ideal for the carriage of pizzas.

The line BIONDA is composed with a demi-worked of good rigidity. All the products maintain unchanged the characteristics of taste and salubrity of the pizza.

[www.linerit.com](http://www.linerit.com)

### Molino Caputo

Firm that for a long time has been representing in Italy and in the world the flour of high quality. It has presented among its new products the Purple Sack Flour and the "Criscico". The first one is ideal for the meter pizza, for the pizza in the baking-pan and for the bun, whereas the "Criscico", mother yeast in dust, to prepare more digestible dough, savory and better conservable.

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

### Murgella

The devotion for the workmanship of milk made Murgella to get important recognitions above outside the borderlines of Italy. In fact, the firm was prized with a gold Medal on the occasion of the international event World Cheese Awards 2010 in Birmingham.

In the range of the products: fresh and seasoned cheeses such as mozzarellas, scamorza, burrata, caciocavallo silano DOP, caciocotta with stracciatella, giuncata, ricotta.

<http://caseificio.murgella.it>

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](http://www.molinocaputo.it)

# Brasil special issue

# SIAL

The Latin American Food Marketplace

Brazil

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 completely new fair 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 Latin America. Here are some numbers of the 2013 edition: 500 exhibiting brands, 25 international pavilions, 15.000 professionals visitors, 20.000 square meters.

[www.sialbrazil.com](http://www.sialbrazil.com)

only a leisure activity, but also an everyday necessity. In 2010, food service sales in Brazil totaled R\$ 75 billion, a 16.5% increase from 2009. Approximately 60 million Brazilians eat meals outside their home daily, or 32% of the country's population. Brazilian's currently spend 31% of their income on food outside the home, and this percentage is expected to continue to increase.

[www.expoцентernorte.com.br](http://www.expoцентernorte.com.br)

# FIPAN 2013

FERIA INTERNACIONAL DE LA PANIFICACION, CONFITERIA Y DEL COMERCIO MINORISTA INDEPENDIENTE DE ALIMENTOS

FIPAN is the largest business event held for the Bakery and Confectionery Industry sector in Latin America. Getting an audience of professionals and managers of bakeries, restaurants, supermarkets and other establishments currently involved in food production and marketing, the outstanding feature of FIPAN is making business during its realization.

Among these businesses, we can emphasize the setup of commercial partnerships between exhibitors and more than five thousand representatives and distributors from around Brazil and about 50 countries that participate in the event, in search of trade opportunities for the regions where they are established.

FIPAN receives 60,000 businessmen and professionals from bakeries, confectioneries, restaurants, industries, distributors and representatives throughout the Brazilian territory and 50 other countries.

[www.fipan.com.br](http://www.fipan.com.br)

**Fispal Food Service**

29ª Feira Internacional de Produtos e Serviços para a Alimentação Fora do Lar

**PERFECTA CURITIBA**

**25 a 28** junho de 2013  
das 13h às 21h

Expo Center Norte - São Paulo - SP - Brasil

Fispal Food Service (June 25-28 - Expo Center Norte - Sao Paulo, Brazil) is Latin America's largest trade show dedicated to presenting products and solutions for the whole food service sector. The increasing purchasing power of the population, combined with the need for convenience due to longer work hours and commutes, will foster the growth of foodservice as not

## The recipe

# Pane e Pomodoro

### Ingredients:

- *Tomato sauce*
- *Mozzarella*
- *Dry tomatoes in oil*
- *Basil*

### Procedure

Prepare a base of Margherita (sauce of tomato and mozzarella) and sprinkle it with some scratched bread. Bake it. In exit garnish with the dry tomatoes in oil and some leaves of basil.





# Spicchi di Sole



## Ingredients:

- *Tomato sauce*
- *Mozzarella*
- *Dry tomatoes in oil*
- Extra virgin olive oil*
- *Rocket*
- *Peeled almonds*
- *Walnuts*
- *Parmesan cheese*
- *Grated Pecorino cheese*
- *Clove of garlic*

## Procedure

Prepare a pesto of rocket by milling 200g of oil, 70g of rocket, 50g of peeled almonds, 20g of walnuts, 60g of parmesan cheese, 30g of grated pecorino, a clove of garlic. Cut the mozzarella in small pieces and then mix it with the dry tomatoes cut into slices. Stretch the disk of pasta, spread it with tomato sauce and add the mozzarella and the dried tomatoes. Bake it. In exit season with the cream of rocket.



# 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.

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FORMULA  
DELLA SALUTE  
LA FORMULA DELLA BONTÀ



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# in the world

## INTERNATIONAL PIZZA EXPO



*19-21 March 2013, Las Vegas Pizza expo*

Molino Iaquone took part again at the last Las Vegas pizza expo organizing a professional equipped stand. The numerous pizza operators that visited the stand had the

chance to taste Traditional Italian Round pizza, Alla Pala or by the meter traditional Italian pizza and also gluten free pizza. All kind of pizza were prepared following PIQuDi project (Pizza Italiana alta Qualità e Digeribilità) dictates in order to obtain extremely light, digestible, with more balanced nutritional values and tasty pizza.

Further participations are being planned.



SALON  
PROFESSIONNEL  
**PARIZZA**  
PIZZA · PASTA · RESTAURATION ITALIENNE

*20-21 March 2013, Parizza Parigi*

In cooperation with Carniato Europe, Iaquone distributor in Paris, a large and well equipped stand has been prepared also for the Pizza Show that takes places every year in Paris. Molino IAQUONE staff had the chance to present the PIQuDi project also in this occasion implementing the production of Pizza al Taglio alla Romana too. This specific kind of pizza has been encountering an astonishing booming success in Belgium and France where dozens of pizzerias have opened most with API technical support.

We will meet again our visitors at PARIZZA 2014



# The right choice

The first and the ultimate perforated pizza peel for an easy flour drain.

The only antibacterial and mold tools for the highest grade of hygiene.

The only peels reinforced by rivets for the indestructible solidity.

Available in a wide range of styles to meet all pizzaiolo's needs.

Professional Tools and Equipment for the Catering

**GI·METAL**

MADE IN ITALY

# polSELLi®

## your flour



It is sold on the entire national market, in Europe, in North America and, recently, in the largest Asian countries with quality products and services.

PolSELLi works every day to satisfy the needs of the consumers with unique, natural and genuine products. PolSELLi is close to the clients, with the capacity for listening, serving and innovation. PolSELLi guarantees QUALITY and SAFETY, through a careful selection of the raw material, control of the entire production chain, protection of the environment.

### Passion for Pizza

The meticulous selection of grains, the specialized milling, and our company's cooperation with trade associations are just some of the reasons why the pizza flours are the right choice for making a real Italian pizza. They are flours capable of exalting the full, unmi-

stakable flavor of pizza, and rendering the final result slightly rippled, light, and crunchy.

They are just right for making a wide variety of recipes, from the most classic to the most creative, and that will content the palate and the imagination of any pizza maker.



### Who is PolSELLi: a family story

Started in Arce, a province of Frosinone, in the first half of the twentieth century, from a small artisan business, POLSELLI today is a protagonist in the milling industry in Italy and a leader in the production of flour for bread, pizza and desserts. Run for almost a century by the entrepreneurial experience of a family that today has reached

the third generation, always focused on quality, it has grown to an area of approximately 25,000 m<sup>2</sup>, has a grinding installation with a production capacity of 350 tons per day, a warehousing capacity of raw materials of 7,000 tons and of finished products of 3,500 tons.

Ask for catalog to [www.polSELLi.eu/en/prodotti.html](http://www.polSELLi.eu/en/prodotti.html)



Via Casilina, km 112 - 03032 Arce (Fr)  
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Fax +39.0776.524109  
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# Pizza boxes of Pure Cellulose Since 1975



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*A new set  
of takeaway food boxes  
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100% pure cellulose*

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**Liner Italia**  
international S.p.a.

# Prize **PREMIO** **5 stagioni** 2° edition

CONCORSO DI DESIGN PER  
PROGETTARE IL FUTURO  
DEI LOCALI PIZZERIA  
NUOVE APERTURE, SPAZI E  
CONCEPT INNOVATIVI



The Tuttofood exhibition has opened on Sunday the 19th of May, and, in occasion of the 4° edition of the show, Agugiaro & Figna Mills Spa has presented the 2° edition of the "5 stagioni" prize: the international design competition intended to project the future of pizzerias in cooperation with the POLI.DESIGN institute, consortium "Politecnico di Milano". This competition, promoted by the historical mill as a challenge set to find new creative solutions able to express the service and product quality, has the goal of designing spaces intended not only for selling or consuming the product, but also for communicating and interacting with the

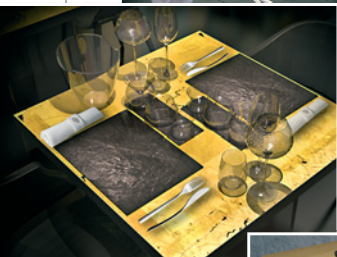
customer. The initiative is directed to designers, architects, design studios, company's designers, Italian and foreign Higher Education Institutes (Universities, design schools, Academies), invited to cope with themes like projecting rooms and spaces aimed to prepare and consume pizza.

*"We intend to reward a total of six candidates or groups of candidates," says **Nicola Ticozzi** - Director of Design Courses Experience - "to promote the innovation, design and implementation of places for the production of pizza, which express the best potential for renewal in this sector."*



*"A stimulus to the evolution and growth of a sector interested by great transformations, both in catering, and in retail spaces, linked to the evolution of aesthetic languages, materials, technologies and raw materials, in*





se markets. A room must accommodate not only people and products, but also the needs and relationships “added **Professor Giampietro Sacchi** courses POLI.design. At the presentation intervened also **Dr. Giorgio Aguiaro**,

**President of Agugiario & Figna Molini SpA**, which first congratulated “for the interest in the knowledge of raw materials by these boys” and then underlined the attention to the training that always distinguished his own company. “You eat with your mouth, but you can also eat with the eyes and the brain. We have seen that the increase in consumption also stems from the con-

relation to new lifestyles and consumption, and this translates into opportunities for developing the-

struction of new premises, with attractive design, and from innovative and original concepts that encourage consumption, and to do it at best is needed professionalism and adequate training”.

Compared to last year, this year the project has certainly taken on a greater importance of internationalization.

The competition will be presented in all the most important international fairs, both in the food and in the world of design, and texts, online and printed, translated not only into English, French and German, but also in Portuguese, Chinese and Russian. With this initiative, the most important milling group in Italy, leader in the pizza segment with the brand Le 5 Stagioni, it is stated once more



cutting-edge and forward-thinking in innovation and progress. Two important realities, Agugiario & Figna together with POLI.DESIGN - Consortium of Politecnico di Milano – that, through the mutual exchange of experience and professionalism, although in different fields, have managed to create a unique stimulus to deliver added value to their respective sector.