

The magazine dedicated to the world of pizza and catering

# Pizza & core on line

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



Follow us on

Risto    news com

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 Zilotti**  
Mail: s.zilotti@agugiarofgna.com

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

# The Italian cuisine between traditional and modern novelties

Italy has a great culinary culture.

the particularity of the Italian cuisine is that, on one side the tradition is strongly felt and maintained from a generation to the next, on the other side it goes on, looking at the future and always creating an innovative cuisine of high quality. That's the reason why a lot of Italian fairs devoted to the food have become some international appointments, where to discover novelties, products, recipes, equipments helping the work of chefs and pizza makers. Among the most important fairs there is Host, (at Fieramilano Rho from the 18th till the 22nd of October). The fair has for these year a new layout to create a more rational flow of visitors, with Hall 2/4 adding to and completing the exhibition area devoted to professional catering housed in Halls 1/3 and 5/7. At this additional venue it will be possible to meet leading international firms operating in the sector. Hall 2/4 will be the venue for encounters and events such as: Show Cooking presented by Identità Golose, featuring star-rated chefs and some of the more innovative firms; the five days of Extraordinariamente Host, an event-area organised in partnership with APCI – (Italy's Professional Chefs Association) and Reed Gourmet, which will be presenting innovative responses to trends in bakery, desserts, ice cream, pizza and the haute cuisine served up in restaurants (including those in hotels), and giving players a chance to express their opinions and interact with the public; in the FIC area (Italian Chefs Federation) the continental semi-finals of the Global Chef Challenge run by WACS (the World Association of Chefs Societies) and demonstrations of Finger Food and Buffet catering organised by FIC Ateneo della Cucina Italiana, Maestri di Cucina and NIC (the National Italian Chefs organisation). Finally, with the aim of "networking" information about the association, a series of meetings and seminars organised with FCSI – Foodservice Consultants Society International will further the development, design, planning and management of new catering concepts.



# Ribalta: Neapolitans in New York

Rosario Procino together with Chef Pasquale Cozzolino, are two Neapolitans who have opened a very successful pizzeria in New York City. Rosario has been living in NY for 15 years, Pasquale for three years.





### Would you describe us your restaurant?

"Ribalta" is an Italian restaurant and pizzeria in the heart of NYC. The restaurant counts more than 100 seats, has a modern décor and three ovens for three different styles of pizza: pizza in shovel, Neapolitan pizza and gluten free pizza.

Furthermore it has a wide full kitchen. In addition we offer a large range of small dishes typical of the Neapolitan tradition, and homemade pasta.

### Would you describe the typical client of your restaurant?

That's a tough one.

Pizza is the only dish that agrees everyone, young and old, rich and poor, as you can imagine our guests are very various. The Italians living in NY love our place, they feel at home. New Yorkers too appreciate the high quality of our food.

We are also near to the hearth of NY University campus, as you can imagine we have a lot of young customers. More than anybody else, our customers are People who appreciate the great quality of the Italian cuisine.

### How food is considered by people in New York, generally?

With more than 8 million people living in NY and coming from different part of the world you can imagine how it's not easy to classify New Yorkers.

Luckily there is a lot of New Yorker that are passionate about quality food and great taste.

Nowadays it's easier for people to travel, so it's very common for New Yorkers to travel to Italy and when they come back home they look for those tastes and dishes they've tried in our country.

### How Neapolitan pizza is considered by people in New York?

Neapolitan pizza is very trendy these days in NY and USA.

Four years ago I opened first pizzeria in NY and I immediately received a huge success of public and critic. Since that period so many other Neapolitan pizzerias are opening in the whole country.

People are now apprecia-

ting it more and

more.

At "Ribalta" we are extremely proud to be the only Pizzeria in NY fully staffed, front and back of the hall, with Neapolitan.

Being born and grown in Napoli is extremely important to deal with Neapolitan pizza. Pizza is in our DNA, we are born with it.

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

My suggestion has value not only in NY but in every part of the world: it is always to focus on quality.

Quality always pay off. Yes, there is a lot of 1 dollar pizza slice being sold in NYC, but those establishments come and go. Just by serving great quality products (starting from an accurate choice of raw materials of top quality) you can be sure of being successful on the long run.

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)



## FIPAN 2013

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

FIPAN (22 - 25 July; Expo Center Norte - Sao Paulo) 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)



### World championship of Spicy Pizza

The API (Association of Italian pizza restaurants) organizes also this year the World Championship

of Spicy Pizza, that will be held, as a tradition, in Calabria, more specifically in the splendid frame of the S. Caterina Scalea Hotel (CS); on the 21st and 22nd of October 2013.

The international competition will see the challenge of the best pizzaiolos coming from Italy, England, Scotland, France, Germany, Spain, Portugal, Sri Lanka, Usa and Ireland, who will use the only weapon they know: flour, hot cilly pepper and top quality fresh ingredients.

[www.campionatomondialepizzapiccante.com](http://www.campionatomondialepizzapiccante.com) [www.scuolanazionalepizza.com](http://www.scuolanazionalepizza.com)

**rancesco Matellicani 330.957945**

**Marcello Lamberti 347.8884643**



**fieramilano**  
18-22 Oct. 2013

Salone Internazionale dell'Ospitalità Professionale

The HOST 2013 is a five days exhibition which requires a preparation and organization of 24 months. This is the philosophy of Host 2013, the international Saloon of professional hospitality, world leader in the Ho.Re.Ca. sector and Retail. It will be held in Fieramilano Rho from the 18th till the 22nd of October 2013. Host 2013 is a true observatory of the tendencies and the evolutions of the market and a base for global business: heart of this philosophy, the ability of joining together a wide vision of the horizon on the international markets with a look at the innovation such as technology, sustainability, design and lifestyle, new format and insight on the markets. Host is a point of confirmed reference as testified by the same firms: in October the exhibitors will be over 1.600 coming from 50 Countries.

[www.host.fieramilano.it](http://www.host.fieramilano.it)

# Pizza Zafferano New

## Ingredients:

- Mozzarella
- Carpaccio of bass with bark of lemon
- Thyme
- "Ciliegiño" tomatoes
- Lemon cream at the end

## Procedure

Stretch the disk of dough and season it with some drops of oil spiced with lemon, pepper and thyme. Bake the pizza. In exit garnish with fresh mozzarella cut in little pieces, the carpaccio of bass, the little tomatoes in dice and the cream of lemon.

This is a recipe of the pizzaiolo **Gaetano Manganelli** of Riccione (RN) presented at the **Pizza Talent Show** in Rimini - Gen 2013





# Pizza Casertana



## Ingredients:

- Porcini mushrooms of Matese
- Little tomatoes
- IGP Mortadella
- Fiordilatte mozzarella
- Steamed potatoes
- Rosemary
- Wild fennel
- Basil

## Procedure

Prepare the disk of dough and garnish it with some leaves of basil, the porcini mushrooms cut in dice shape, the pieces of tomatoes, the IGP mortadella cut julienne, the mozzarella in little pieces and the steamed potatoes in flocks. Bake it. In exit complete with rosemary, the wild fennel and drops of extra virgin olive oil.

Recipe of the pizzaiolo **Marco De Marco** di Dragoni (CE) presented at **Pizza Talent Show** in Rimini - Gen 2013



# 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



10 & 11 JUNE | TOUR & TAXIS  
2013 | BRUSSELS

**E**very day the pizza sector sees the addition of exciting new products, ideas and inventions, with the sole aim of giving ever greater satisfaction to a target group eager for wonderful flavours, tradition and, finally, pleasure. Pizza Benelux (June, 10th and 11th) has presented all these innovations in a friendly and welcoming environment.

The aim of Pizza Benelux is to create links and synergies among all the different spheres of the Italian catering trade.

Numerous suppliers in the sector have met each other at this first event for a constantly growing market. Information and revelations were presented to trade visitors, with know-how and expertise passed on from generation to generation and use also made of new technologies and materials.

Among exhibitors **Gi.Metal**, too. In Italy and in the

world Gi.Metal is famous for its expertise in equipment dedicated to pizza maker.

According to the Italian Company, the first day of exhibition was very vivid, with a notable number of visitors, due to the European Championship PIZZA TROPHY 2013.

*«It was nice to find customers known during the previous year, who came specially to see the news that we had to offer – explains the company - The feedback always reveal important and help us to better assess the type of material required for a specific market.*

*The atmosphere of the fair was very familiar, a good opportunity to strengthen the relationship between the exhibitors and customers».*



# Pizza boxes of Pure Cellulose Since 1975



*100% Italian quality*

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

**BIONDA®**

via Gorki 2, 20812 Limbiate (MB), Italy  
Tel. +39 02 99051632  
e-mail: commerciale@linerit.com  
www.linerit.com



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



## and Primetta: the best for your pizza

**N**eri presented new and innovative products at TUTTOFOOD in Milan.

For catering Neri proposes pitted black olives packed in a handy pack which gives the already excellent product an added value for the caterer.

Alessio Baronti, marketing manager, tells the reason why pizza maker and chef have to chose this product.

«The new packaging contains 1 kilogram and a half of product, just the right amount for the large consumption in the restaurants and especially in pizzerias, the packaging is very practical for several reasons: it prevents accidental breakage unlike the old classic glass jar. Moreover the weight of the packaging is more light.»

In the gamma of Neri, Baronti remembers to cite the tomato "Primetta".

«In summer 2012 Neri has acquired a historic Tuscan brand, Primetta, that produces peeled tomatoes of high range, high yield and especially tasteful. Using Primetta, restaurateurs and pizza makers will notice the difference. The tomato is the first ingredient on the pizza: if it isn't excellent the pizza loses quality».



### An innovative company

Neri is a company whose objectives are the processing of raw materials and quality controlled, modern manufacturing processes, quality of the final product, but not only, also is an innovative company in environmental issues. «Of course - explains Baronti - our establishment, opened in 2004, is highly technological and automated. We use solar panels that cover 75% of energy needs. Clean energy and self-produced».

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



## Fresh. Inimitable... Apulia in its essence

**F**or three generations, the Palazzo family has been producing typical Apulian cheeses every day with simplicity, enthusiastically of what they know how to do, proud of what they have done.

Since 1957, the Caseificio Palazzo S.p.A. enhances the natural goodness of the milk from the pastures of the Murgia of Puglia, using old production methods which use the processing of raw milk, collected in the area, and the formation of the curd by serum coupling. This method allows obtaining the typical and real Apulian product rich of nutritional ingredients and with the characteristics of an ancient fragrance, softness, goodness and lightness.

### *Some of Products*

#### **Treccia di Mozzarella Fior di Latte**

Our expert cheese-makers braid the stretched curd of "Mozzarella Fior di Latte" in order to obtain the typical braid shape from which the product gets its name. The paste of the mozzarella braid is slightly firmer with a

higher level of elasticity than the "Fior di latte". The weight of the product can vary from 100g to 3 kg. The larger shapes are called "Treccioni".

#### **Burrata Pugliese "Murgella"**

Burrata cheese is a spun paste dairy product, whose origins are rather

recent, similar to mozzarella, yet with a softer

and creamier consistency. It came into being in Andria, in the Bari province, during the early decades of the 1900's. Nowadays, it is considered one of the most tempting specialties of the Apulian dairy products.

"Murgella" Burrata cheese is hand-processed, firstly by creating a spun paste bag which is later filled with a creamy stuffing made of hand-torn mozzarella paste and cream, called stracciatella. The stuffed bag is then carefully closed and the product is ready to be packaged. Burrata thus looks like a shiny and smooth white sphere and its net weight can vary from 100g to 300g.

"Murgella" Burrata cheese won a Gold Award at the World Cheese Awards 2010 (November 2010, Birmingham), placing it first among the cheeses in its category. The best way to appreciate our "Murgella" Burrata cheese, is to eat it as is, or with a drizzle of extra virgin olive.

#### **Fresh Ricotta Cheese**

Our Fresh Ricotta Cheese is made in the traditional way. We simply add salt and milk to the whey, to completely preserve the naturalness and quality of the flavours. Its shape is given by the fuscella, the typical container in which it is placed at the end of the processing cycle. The delicate taste tends to be sweet, boosted by a creamy consistency which gratifies even the most refined palates.

<http://caseificio.murgella.it/?lang=en>

