

The magazine dedicated to the world of pizza and catering

Pizza & core on line

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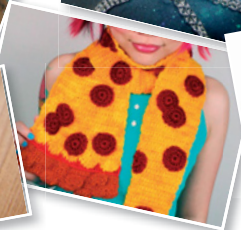
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www.le5stagioni.it



Pizza wears the iPhone!

We try to move for some minutes from our subject, the food, to focus our attention towards the world of the accessories but always remaining in the domain of pizza.

A curiosity that shows us how much pizza is universal and a symbol of joy, so much that it is called pizza everywhere (the Italian term has never been translated) and has become object of fashion in varied ways and shapes.

Buzzfeed.com, for example, proposes a wide range of objects, among necklaces, iPhone covers, scarf and so on, all inspired by the shape and colors of pizza.

Perhaps here you will find inspiration for the merchandising of your pizzeria. Let's see some gadgets: the wedding dress could be enriched with a silver pin in a shape of the pizza triangles; in a dinner with friends an impassioned pizza eater could wear some earrings in the shape of triangles. Do you have a baby? When he/she will be adult will probably love pizza. In the meanwhile the bebé could wear a pajama with the drawn of a pizza Margherita.

But there's something more: if you really love pizza, in particular that with mushrooms, you could try to sleep inside it, or better sleeping in the sack-bed in

shape of triangle.

A scarf with a pizza Margherita will keep you warm in winter. Please, don't forget to give to your dearest friends the pendant that is born from a wheel cut in eight pieces. When you will meet all together, each of you with your own slice, you will gather the best and the most convivial dish in the world.

But now, after this little journey into the world of merchandising concerning pizza, let's return to the real pizza, and taste this number of pizza&core online summer edition: don't miss the recipes, the beautiful interview directly from San Diego and the page devoted to the fairs. A beautiful menu of news, as ever. Good reading!

(photos taken from BuzzFeed.com)

Buzzfeed proposes 21 accessories dealing with pizza. Who will not wear a necklace or a scarf, or gloves reminding the most famous Italian food in the world? Perhaps then you will be hungry, but this is another concern.

Earrings (etsy.com) - iPhone cover (etsy.com) - Patches for trousers or shirts (etsy.com) - Patches for trousers or shirts (etsy.com) - Pizza twin buttons, chic (etsy.com) - Pin for tie (etsy.com).

Anche San Diego scopre la pizza Tradizionale



Augusto Folliero, son and collaborator, together with his brother Mario, of the famous president of the UEPT&R Alfredo Folliero, the last summer has had a very positive experience abroad where, as well as meeting friends and relatives, he has worked for the opening of some restaurants in the great Californian city of San Diego. San Diego, in the southern California, is known not only as a military pole, but also as a metropolis with a high rate of tourism.

Augusto please tell us about San Diego...

«In the last summer season of this year a new restaurant called "Pummarola" has opened, a place whose owners are Italo-american. This is one of the several pizza restaurants which are opening in San Diego. I am a teacher "pizzaiolo" and I have been in San Diego to teach how to do the mix, to help to open a restaurant, starting from the organization of the menu, and to promote the Italian product. I have helped to bring our tradition to

San Diego. This city is a real heaven and here you can live as a King...»

And what about the market of pizza?

«It is a good market, but to have success you must be very professional and to aim to the high quality: there are too much beginners or those who improvise themselves as pizza makers and these damn the mark of the original Neapolitan pizza and the Italian tradition in the world».

With the UEPT&R you form pizzaiolos, do they succeed also in working in foreign countries?

«With UEPT&R and Pizzastyle School we form numerous boys and then they work in the whole world, especially in Europe. I'm very proud of this, we help them by giving them a future. But the new born pizzaiolos must be aware and understand that pizza is art, passion and it must be protected!»

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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



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 spicy pepper and top quality fresh ingredients.

www.campionatomondialepizzapiccante.com www.scuolazionalepizza.com

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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



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PIZZA - PASTA - RESTAURATION ITALIENNE

Parizza (on the 5^e-6^e of February, 2014, Paris, Porte de Versailles) PARIZZA has become the must-attend event for the snack and catering industry and is a showcase for pizza, pasta and Italian food. Once again, PARIZZA will be spotlighting the latest trends in food products, consumption and equipment, along with new concepts, unique events, pizza chef demonstrations and themed talks. As a key business platform and source of inspiration for the Italian food sector, the show will feature more than 100 exhibitors and key industry players who will be presenting their offers in a unique and ever more festive and creative atmosphere!

www.parizza.com



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

Pizza Mare e Terra

Ingredients:

- Philadelphia fresh cheese
- Cream of zucchini
- Clams
- Zucchini in disk shape

Procedure

Cook the clams for some minutes in warm oil and parsley.
Boil the zucchini in salty water and blend it to get a cream.
Cut a second zucchini in round shape and fry it in hot oil.
Stretch the disk of pizza, then add Philadelphia and put it in the oven. At half cooking add the cream of zucchini and the clams.
End the cooking. In exit garnish with the disks of fried zucchini.



Regina dell'Adriatico



Ingredients:

- Clams
- Potatoes
- Flowers of pumpkin
- Extra virgin olive oil

Procedure

Cook the clams in warm oil, adding wine and laurel until they open. Put away the shells. Filter the liquid of cooking and cook in it some slices of a potato. When the potato is cooked crush it till to obtain a cream. Add the shelled clams to the puré. Stretch the disk of dough and season it with the cream of potato and the clams. At the end add the flowers of pumpkin with drops of eva oil and put in the oven.



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Selezione Casillo conquers North American market

Tu vulive 'a pizza? "... Selezione Casillo does it with semolina of strong wheat. A very particular initiative which is conquering the palates of the whole Italy thanks to the extraordinary job of Selezione Casillo that, actively participating in events and fairs devoted to gastronomy, has introduced its new line of flours of semolina called "le Semole D'Autore" and has shown the extraordinary result with its employment in classical specialties and above all in the Italian pizza.

The semolina of strong wheat, well known and very much used in the South of Italy, is now very appreciated by gourmets and experts of the northern regions too for its easy workability and for the new fragrance which it confers to both sweet and salty preparations. For this reason Selezione Casillo has decided to let the Americans know the genuineness of this noble raw material coming from the Alta Murgia of Apulia.

The best occasion to introduce this new product was the Summer Fancy Food Show, with its surface of over 32.000 square meters, with more than 40.000 visitors: this are

the numbers of the 59th edition, where over 260.000 exhibitors of food novelties could meet and be in contact with the most important buyers and influential members of the sector, who were interested in business with the firms coming from every part of the world.

So the semolina of strong wheat, in a wide variety of products, disembarked to New York: in fact Selezione Casillo, under the name of Agricola del Sole, produces also a wide range of oven products such as Tarallini, Chianchette, Vinelli and Bruschette - realized with genuine and autochthonous Apulian ingredients as the semolina and the extra virgin olive oil.



A triumph of genuine tastes, of good food preparations and of sharing of the most authentic Apulian and Italian tradition: this are the main outlines of Selezione Casillo and Agricola del Sole. The same outlines presented in New York, from where the firm has come back to Italy very enthusiastic for the big interest aroused in the American visitors. This year 2013 is the year of the Italian culture in the USA and the Americans are particularly appreciating our Country and the Italianity in all its endless expressions.



For discovering the secrets of the best dough for pizza...
for learning how to get a pizza soft and
digestible in perfect Italian style...

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