



# ITALY



**THE ITALIAN MAGAZINE FOR INTERNATIONAL BUYERS IN GELATO, CONFECTIONERY AND TRENDY FOOD-AND-DRINK**



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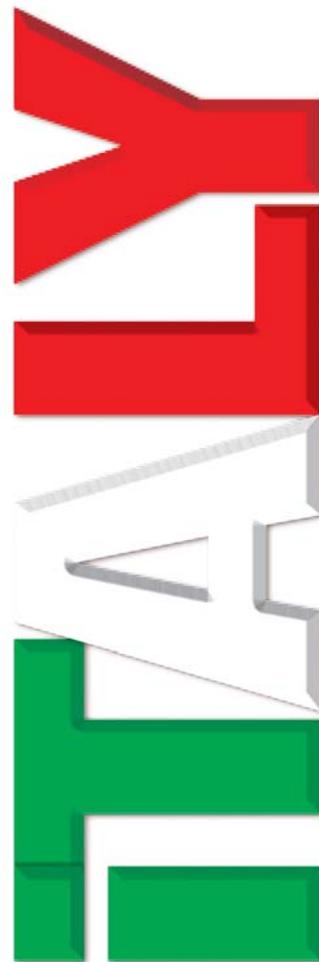
In terms of food, Italy is trendy, just as it is with Italian fashion and Italian racing cars. Everywhere, the culture of eating well is associated with our country... the land of saints, of poets... but also of chefs, pastry cooks, and gelato makers!

This new international magazine aims to carry news, curiosities, recipes, and information about "planet Italy" all around the world - Italy as seen at table or at the patisserie or gelato counter. Puntotaly is an instrument of knowledge and a means of communication that is entirely dedicated to foreign operators interested in developing their businesses.

A wide range of manufacturing companies, products, equipment and accessories relevant to foreign markets are featured in this first number. We trust that you, the operators, who receive Puntotaly, or pick up a copy at one of the international expos at which we will be present, or receive the electronic version directly at your e-mail address, will find the magazine stimulating and useful for delving deeper into the subject of "Italy", and will contact some of the many enterprises whose details are to be found here.

All the best with your work - and enjoy the read!

Franco Cesare Puglisi



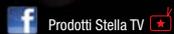


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**Maurizio Benvenuti** - President, Aiipa



**Ferdinando Buonocore** - President, Art Glace

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# TARGETED STRATEGY

In order to carry artisan gelato beyond the borders of Italy, it is essential to carry out a careful marketing analysis for each of the different markets. This is explained by Vittorio Bartyan, the President of Acomag, the National Association of Gelato Machine, Shop Fittings and Equipment Manufacturers.



**A**rtisan gelato is a worldwide symbol of the made-in-Italy brand. In your opinion, what are the major obstacles to be overcome in order to encourage the spread of our products abroad?

You'd need to write a book to answer this question! Let's just say that electric tensions, frequencies and sockets vary in the different parts of the world, and this already creates a first, huge technical challenge. Then there is the fact that the laws and regulations governing the methods of gelato production are not consistent.

**Italian artisan gelato is very different from American-style ice cream. What initiatives should be taken to help the spread of our gelato throughout the world?**

Just to start with, I'd simply say that gelato and ice cream are quite different products. Artisan gelato is distinctive for its low fat content and a higher presence of sugars. There is also an unforced increase in volume, hence little overrun. Industrially produced ice cream is exactly the opposite: low sugar content, high fat content, high increase in volume. So what has to be done? First of all we must define what artisan gelato is, what it contains, and how it is made. Secondly it is necessary to introduce a law regulating its production, or a national trademark, laying down how that trademark should be applied or governing its use. It is then

necessary to introduce an EC standard, and finally to bring all European and international regulations into line. Once this is done, we shall be free to expand throughout the world.

### **What preliminary steps should someone take before setting up an artisan gelato business abroad?**

First of all, that person would need to make an analysis of the local market and the competitors, identifying any other products or alternatives to gelato present in the market. They should become acquainted with the laws and regulations in order to understand what is allowed and what is not, also in relation to the targets they wish to reach. It is important to create a gelato conforming to local tastes and traditions, and to sell them at the most suitable times of the day... Only after all these aspects and many others have been properly assessed is it possible to know what is feasible.

**Over the last years, what are the principle signs of change that you have noticed in the international market for artisan gelato? And, in this context, what is the situ-**

### **ation as regards machines and display cabinets?**

In my opinion, there have not been any real epoch-making changes. I should however mention the fact that today there is a better, almost scientific understanding of the chemical and physical properties of artisan gelato. There is also greater variety in the gelato produced, and improved presentation. As far as machines and display cabinets are concerned, round shapes are being abandoned, there is a return to straight, square lines. Electronics of course dominate all the controls and running of the machines. Manufacturers are now looking particularly towards power saving, mechanical, electrical and hygienic security, multipurpose functions, remote control for technical assistance, ethernet, GPRS, and so on.

### **From a world point of view, is it possible to identify the countries in which artisan gelato is most popular?**

Gelato's country of origin, continues to lead the field, followed by Germany and Argentina. Of the emerging countries, the most promising signs are coming from Brazil, Mexico and Far East countries. ●

## Identikit of Acomag

**Name:** Acomag is the Italian acronym for the National Association of Gelato Machine, Shop Fittings and Equipment Manufacturers

**Set up in:** 1973

**Associated companies:** 14

**Current operative office:** Grassobbio (Bergamo), Italy

**Main aims:** Acomag is a no-profit organisation. Its purpose is to represent and protect the interests of the associate companies vis-à-vis public institutions and administrations, both in Italy and abroad. It has as its primary objective uniting all the Associate Members to promote, defend and develop quality gelato.

**Website:** [www.acomag.it](http://www.acomag.it)



## Acomag associated companies

Bocchini, Bravo, Carpigiani-Ali, Cattabriga-Ali, Frigo Gelo, Frigomat, Gel-Matic, Gelostandard Cold, Ifi, Innova, Italproget, Ldf-Longoni, Technogel, Telme

# BUSINESS ONLINE

Maurizio Benvenuti, President of Aiipa - the Italian Association of food product industries - provides an outline of the international artisan gelato sector, and presents the new website supporting entrepreneurs throughout the world.



**H**ow has the international artisan gelato market evolved over these last ten years? And in particular, what developments have their been with respect to the ingredients sector?

At the international level the last ten years have seen the strong development and increasing spread of artisan gelato, especially in certain geographical areas. Entrepreneurs are coming increasingly to understand that Italian gelato is a quality product offering good business prospects, without requiring huge up-front investment. The companies producing gelato ingredients have risen to the challenge, with increased participation in international trade fairs and expansion of their international marketing operations all over the world.

**Which countries show the highest rate of development?**

In terms of market growth, the most promising region is Asia, although sales are taking off from consumption levels that are still comparatively low. Various countries in Central and South America, where gelato is already popular, are registering significant growth. The important market of the United States is seeing slow but steady growth and has lots of potential.



**To what extent has the economic crisis caused a slowdown in growth in the sector?**

The economic crisis has not affected gelato consumption, except perhaps in Greece, where the situation is very complicated, and in North Africa, because of the current political crises.

## Identikit of Aiipa

**Name:** Aiipa is the Italian acronym for the Italian Association of food product industries

**Set up in:** 1945

**Associated companies:** 13

**Associated member companies:** approximately 300, of which 24 are in the Gelato product group

**Headquarters:** Milan, with offices in Rome and Bologna (Italy)

**Main aims:** to safeguard the interests and image of its associate members; to represent the food sectors and associate companies in relations with institutions and administrations, both at national and EU level, and with the financial, political, trade union and cultural organs of the various societies; to promote collaboration and solidarity among associate members; to offer consultation, assistance and services on general and specific items of interest.

**Website:** [www.aiipa.it](http://www.aiipa.it)

### What initiatives is Aiipa taking to promote artisan gelato abroad?

The website [www.italiangelato.info](http://www.italiangelato.info) has just been completed in English and put on line. The website brings together all the information useful to all those wanting to become gelato operators, e.g. information on how to start up a gelato business, what courses to take, and who to approach to find the best ingredients, machines and equipment. It is a user-friendly tool, facilitating the entry of new entrepreneurs into the artisan gelato sector.

### What are the greatest difficulties encountered in spreading the gelato business abroad?

Italian gelato is fairly universal, although there are geographical areas with less knowledge of and a lower level of familiarity with artisan gelato, such as China for example. Customs and legal barriers, which differ from country to country, certainly complicate matters, and create problems in managing and labelling all the various products.

### Does the made-in-Italy brand continue to hold an appeal outside Italy?

As regards the foodstuffs sector it certainly does, but we must make sure that we defend the brand in all the appropriate institutional and administrative forums. ●



*The website [www.italiangelato.info](http://www.italiangelato.info) has just been completed in English and put on line. It brings together all the information useful to all those wanting to become gelato operators.*

## Aiipa associated members Gelato products group

Alvena, G. Anelli, CSM Italia, Bigatton Produzione, Comprital, Fabbri 1905, Fugar Produzione, Gei-Gruppo Essenziero Italiano, Giuso, La Preferita, Leagel, Linea Gel Italiana, Mane Italia, Meucci Igino, Montebianco, Nestlè Italiana, Nocciolo Marchisio, Nuova Tradizione, Optima-Mec3, Ostificio Prealpino, Pernigotti, Prodotti Stella, Torronalba, Unigel.

# TRADITION AND INNOVATION

An historical review of the world of artisan gelato, the International Artisan Gelato Exhibition known by its Italian acronym Mig has today become an essential point of reference for the international market. Here is an interview with the President of Longarone Fiere, the Longarone Trade Fair Centre, Oscar De Bona.



## **What does the Mig Exhibition represent in the world panorama of artisan gelato?**

Since way back in 1959, the year of the first edition, Mig - Mostra Internazionale del Gelato Artigianale, has come a long way, so that it is now a basic point of reference not only for gelato makers from the historic area of the Valle di Zoldo and Cadore, but also for professionals the whole world round. Of the approximately 30,000 annual visitors, 40% are foreign operators representing some fifty countries. Add to that the strong ties established with gelato makers and their associations such as Uniteis, Ital and Agia (the trade associations of Italian gelato makers in Germany, the Netherlands and Austria), who recognise Mig as their natural "home". It is also significant that ever since 2000 Artglace, the Confederation that brings together the organisations of artisan gelato makers in the countries of the European Union, has fixed its headquarters at Longarone Fiere.

## **In this context, what is being planned for the 2011 edition?**

Besides aiming for a highly specialised display, Mig has always tried to propose initiatives to improve the entrepreneurial management of gelato outlets, constantly looking for innovative ideas to keep abreast of consumer demand. The 2011 edition places a particular emphasis on training institutions, through its competition named Festival d'Autore (a festival of original gelato creations), involving dozens of

hospitality training institutes from all over Italy, and through initiatives aimed at recognising the profession of gelato makers in formal training programmes. To this end, a conference is being organised in collaboration with the Educational Office of the Re-

gional Authority of the Veneto. Thanks to the collaboration with Martino Liuzzi's Pro 2 Ma.Ri, which has been reconfirmed, the importance of gelato in hospital nutrition will also be explored, while this year too the "Gelato flavour of the year" will be chosen. There are numerous competitions for professionals, among them the 42nd edition of the Gold Cup competition, which this year sees competitors vie one with another to produce a traditional flavour such as hazelnut, and a competition for Gelato on the Web, which offers a prize for the best internet site for gelato outlets.

#### What countries produce the greatest number of visitors?

Besides the historically important countries such as Germany, Austria, the Netherlands, Spain and Belgium, the 2010 edition also saw the arrival of gelato makers from China, Columbia, Ecuador, Egypt and Japan. The objective of Longarone Fiere is to increase the attendance from emerging countries,



at the same time consolidating the presence of operators from those areas which are traditionally strongly represented. In this regard we are setting up development initiatives in other countries that are geographically distant, such as countries in the Gulf (Qatar, Dubai) and Australia.

#### What steps have been taken to promote the Exhibition abroad?

Particular attention has been paid to the countries of eastern Europe. We have undertaken specific promotional work in Slovenia and Croatia, and we were present at the 7th edition of Conbak in Belgrade, to extend our promotional work also to the important market of Serbia and the other countries of ex-Yugoslavia. At the end of June there were meetings with gelatiers and operators at Mannheim and Bochum, in collaboration with Uniteis; and other meetings were held in September at Munich and Vienna. These were all very important occasions, since over recent years the situation for Italian gelato abroad has undergone some radical changes, and Mig must take account of these. It is enough to think of the length of the season, which in many cases now continues until the end of November - except where it actually lasts the whole year round, for those operating in large commercial centres.

#### What has been the trend in the artisan gelato market over recent years?

The 2010 season concluded on an upward trend, and in the first half of 2011 equally encouraging signs have arrived from all over Europe, beginning with Germany. Confirmation of this has also come from Austria, the Netherlands and Italy. ●

## Identikit of Mig

**Name:** Mostra internazionale del gelato artigianale-International Artisan Gelato Exhibition

**Set up in:** 1959

**Place where held:** Longarone, Italy

**Goods exhibited:** products, raw materials and semi-finished products for artisan gelato, equipment and accessories for the preparation and sale of artisan gelato, internal and external furniture for gelato outlets and cafés, promotional material

**Website:** [www.mostradelgelato.com](http://www.mostradelgelato.com)



# CRAFTED TO PERFECTION



Mig, the international gelato expo held at Longarone (Italy) is this year celebrating its 52nd edition. The packed programme of events includes, for the second year in succession, Beppo Tonon, with open demonstrations of how to handle cut fruit.

Mig, the international gelato expo due to be held at Longarone between 26 and 30 November 2011, has arrived at its 52nd edition, confirming its role as an important reference point for the culture of quality artisan gelato worldwide. As always, an intense supporting programme of meetings and events is scheduled to run for the whole duration of the Expo. These include the 16th edition of the Premio Internazionale Mastri Gelatieri (international master gelato makers prize), created to reward individuals or families who, through their work, make a significant contribution to advancing the cause of artisan batch churned gelato in the world. There is huge anticipation for the 42nd Concorso Internazionale Coppa d'Oro (international Gold Cup competition), this year dedicated to hazelnut (without streusel), for the 18th Concorso Nazionale Festival d'Autore (individual creations festival competition), reserved

for hospitality institutions, and for the competition Gelaterie in web (gelato outlets on the web), aimed at rewarding operators committed to lifting their business profile and offering improved customer service via the internet. The choice of the “Gelato Taste of the Year 2012” will be given particular prominence. This is a competition organized by G.A. (National Committee for the Defence and Spread of Artisan Gelato Made In-House) and by Longarone Fiere. The principal aim of the competition is to create new opportunities of the promotion of Italian artisan gelato, by identifying a taste that, properly advertised, can then stimulate consumer demand.

Opportunities for professional development are offered particularly by the conference “Apprenticeship problems in Germany”, and the open discussion on the topic “Hygiene in gelato shops and the new rules in Germany”, both under the auspices of Uniteis. The presentation of the official taste for the 2012 promotional campaign of artisan gelato in Germany will be made during a press conference.

*Mig will host two days masterminded by Beppo Tonon who, after the great success of the previous edition, proposes his “Practical demonstration of sculpted and cut fruit”.*



Testifying to its role as a contact point for the culture of gelato throughout the world, Mig will host four general meetings of Associations of Italian gelato makers operating abroad: Uniteis (Germany), AGIA (Austria), Ital (Netherlands), and Artglace, the Confederation of Gelato Artisans of the European Union.

### **FRUIT MASTERPIECES**

There are two days masterminded by Beppo Tonon who, after the great success of the previous edition, is returning to Mig with his “Practical demonstration of sculpted and cut fruit”. The programme will include new designs and decorations devoted to gelato served on a plate, with the live creation of garnishes, table centrepieces, and compositions to decorate the counter or display cabinet of a point of sale. As distinct from last year, which saw the exclusive use of Italian fruits, some exotic fruits will feature in this edition, with lots of original creations. Mig has been a real springboard for Beppo Tonon. It was in 1996 that this Maestro won first prize in the Festival d’Autore competition with his Africa Cup, the very first example of how it is possible to turn a gelato cup into a work of art. Since then he has ridden a wave of success that has carried him around the world with courses, demonstrations, collaborations with industry journals, the publication of a book, and the title of world champion as captain of the Italian national gelato team. ●



# SHARED OBJECTIVES

In order to present artisan gelato as a competitive force on world markets, it is important to pursue common strategies involving all players along the whole production chain. This is the view of Ferdinando Buonocore, President of Artglace - European Confederation of artisan gelato associations.

## **What does Artglace represent in the international panorama of artisan gelato?**

Set up in 1988, Artglace is the body representing European artisan gelato makers, and brings together the associations of nine countries: Austria, Belgium, France, Germany, Italy, Netherlands, Portugal, Czech Republic and Spain. It is international in character, autonomous and independent, non-political and without party affiliations, and not-for-profit.

## **What are the main initiatives being undertaken to support the development of artisan gelato in the world?**

Right now we are trying to appoint a pool of European experts who, in the period when candidates are most plentiful, will run training courses in collaboration with the Chambers of Commerce in all those countries where the habit of artisan gelato consumption is not yet widespread.

## **You are approaching the end of your mandate as Artglace president. Can you sum up your work over these two years?**

I must stress that the achievements of the last two years are to be attributed to the active collaboration of the Artglace's entire Governing Board. During these two years, the "European Artisan Gelato Day" was instituted (24 March). In 2009, a



## Member associations of Artglace

Austria: Gefrorenes aus Eigener Erzeugung - Gelato - Österreich; Belgium: A.r.a.g.f.; France: C.n.g.f.; Germany: Uniteis; Italy: G.a. (National committee for the defence and spread of artisan gelato and of own production); Netherlands: Ital; Portugal: Artogel; Czech Republic: Spolecenstvo Vyrobcu Remeslne Zmrzliny; Spain: A.n.h.c.e.a.

memorandum of understanding was signed with consumer associations to fix gelato prices, while the initiatives undertaken in 2010 were particularly numerous: the campaign for the defence of the environment which involved Austria, Germany, Italy, Netherlands and Spain; the coordination of activities promoting artisan gelato in the context of European Gelato Day; the bill for the recognition of artisan gelato introduced at the European Parliament in Brussels (2010) and Strasbourg (2011). 2010 also saw Belgium becoming part of Artglace.

### What are the prospects for the development of Italian artisan gelato at international level?

The prospects for development in Europe and in the rest of the world could be quite exceptional, provided all players in the production chain manage to agree on a common line of action for the good of the artisan gelato. Only an agreement between the various companies active in the sector can produce the positive results that Italian artisan gelato deserves.

### What are the major problems in the spread of artisan gelato throughout the world?

Artglace considers it vital to maintain the quality of artisan gelato as it spreads through countries outside Europe, and Artglace will take steps to set precise objectives for the future. The main thrust will be to coordinate and harmonise the approaches to artisan gelato production and regulation within Europe, with a long-term programme stretching over a number of years. Co-financing arrangements will be sought, involving the Ministries of Productive Activities and Agriculture of the member states and partner countries. ●



## Identikit of Artglace

**Name:** European Confederation of artisan gelato associations

**Set up in:** 1988

**Headquarters:** Paris, France

**Secretarial office:** c/o Longarone Fiere, Italy

**Operations office:** temporarily at Melito di Napoli, Italy

**Main aims:** to establish, tighten and develop links between the national or regional associations of artisan gelato makers of the member and candidate countries of the European Union; to defend and represent the interests of artisan gelato makers vis-à-vis the institutions of the European Union and of individual states; to defend traditional production in each European country; to promote a European law governing the production of artisan gelato; to promote training and professional refresher courses for gelato makers; to promote exchanges with the technical/scientific world; to create a centre to promote and enhance the quality of artisan gelato; to produce a self-regulating code for gelato makers.

**Website:** [www.artglace.com](http://www.artglace.com)

# INTERNATIONAL IN SCALE



Preparing each edition of the Sigep international exhibition means setting a huge, complex organisational machine in motion, right across the world.

Lorenzo Cagnoni, President of Rimini Fiera tells us what this involves.

## What role does Sigep play in the international sector for artisan gelato and confectionery?

For over 30 years Sigep has been the focal point for the whole sector worldwide. Its strengths are the complete coverage of all facets of the trade, its strongly international character, its practical business orientation, and the prestige of its competitions, plus the professional courses organised by various companies, and the conferences targeting the sector.

## What special factors explain its growing success in Italy and abroad?

I attribute its success principally to the dynamism of the sector, one of the triumphs of the made-in-Italy brand, and to the mastery and creativity of our gelato makers and confectioners, recognised all over the world as real "gurus" in the sector, and - permit me to say this with a touch of pride - also to an organisational machine which runs as smooth as silk. People flock to Sigep to see, buy, learn, and swap ideas, in an atmosphere that is unique mixture of high technology and genuine passion. I would like to name some of the many organisations who collaborate with us: Accademia Con.ve.it Pasticceria, Accademia Maestri Pasticceri italiani, Acib, Acomag, Aibes, Aijpa, Amira, Assipan, Cast Alimenti, CoGel-Fipe, Club Arti e Mestieri, Club de la Coupe du Monde de la Patisserie Italie, Con.Pa.It., Consorzio Polidesign, Ica, Maestri della Gelateria Italiana, Nip, Siga, Sipan...



### How many visitors did you have in 2011? How many do you expect in 2012?

After the 106,685 professional visitors of 2011 (+ 10.6%), Sigep 2012 (to be held at Rimini Fiera, the Exhibition Centre, from 21 to 25 January, with a total floor space of 90,000 sqm and 750 exhibitors) is aiming for a 33rd edition that is more dynamic than ever. As I say, the exhibition is a world leader in the sector: one visitor in five comes from abroad. Such an international profile, combined with the quality of the exhibition and of the events, and the sheer quantity of media interest (496 accredited journalists, more than 100 million contacts in 2011), guarantees companies and operators an opportunity that is simply not to be missed. Visitors come particularly from the Bric countries, Turkey, East and West Europe, and the countries of the Mediterranean Basin.

### How is Sigep promoted abroad?

We avail ourselves of a network of 25 commercial collaborators throughout the world and a foreign marketing division that provides client companies with a year-by-year profile of the most likely buyers chosen with respect to the most promising markets. Sigep in fact guarantees that companies have the chance to meet delegations of professional operators from the five continents, thanks to the synergy with the Busi-

ness Marketplace of Rimini Fiera which, a week before the exhibition opens, organises a timetable of meetings on the basis of requests of supply and demand, and also schedules media relations and advertising programmes.

### What are the main events programmed for the next edition in 2012?

The World Gelato Making Cup returns, extended to 12 countries from every continent. There is great anticipation surrounding The Pastry Queen, the first world championship for female pastry chefs. The Great Pastry Gala will bring together the winners from the World Cup of Lyon and those of the World Junior Championship of Rimini, who, together with the Pastry Queen prize-winners, will present the creations that have made them famous. On the exhibiting side, we have the innovation of BioSigep, featuring organic ingredients, processes and training courses.

### What are the other trade fairs dedicated to the hospitality industry organised by Rimini Fiera?

We have Sapore scheduled for February, an exhibition for food & beverage providers outside the home; then there is Thermalia in May and, at the end of June, Btc, the Tourism Convention Bureau; in mid-October we have the Ttg Incontri Expo, the B2B trade fair for the tourism industry; and at the end of November, the Sia Guest Expo, the international hospitality exhibition.

### Rimini Fiera has recently signed important agreements with the Aiipa, Acomag and Sipan associations. What are these all about?

The agreement with Sipan means that Rimini Fiera will organise the hitherto triennial A.B. Techno Expo simultaneously with the next five editions of Sigep, displaying the raw materials, technologies and furnishings for the bread, fresh pasta and pizza sectors. The agreement with Acomag sets the seal on an alliance to benefit the world promotion of gelato and its entire production chain. As regards Aiipa, the gelato products group, the association is granting its exclusive patronage to Sigep, to help its associate member companies exhibit their products. ●

## Identikit of Sigep

**Name:** Salone Internazionale Gelateria, Pasticceria e Panificazione Artigianali - International artisan gelato, confectionery and bakery expo

**Year of inauguration:** 1979

**Place where held:** Rimini, Italy

**Sections:** products, raw materials, semi-finished products and equipment for gelato, confectionery, chocolate, coffee, bread, pasta, and decorations; internal and external furniture and fittings for points of sale

**Website:** [www.sigep.it](http://www.sigep.it)

# LET THE CHALLENGE BEGIN

“The fruits of land and sea” is the theme of the 5th edition of the World Gelato Cup scheduled to be held at Rimini from 21 to 24 January 2012, in the context of the Sigep International Expo. Thirteen teams from five continents will vie for the prestigious title, reserved for professionals in gelato, confectionery and bakery.



Among the most eagerly anticipated events of the 33rd edition of Sigep, the international artisan gelato, confectionery and bakery expo (Rimini, Italy 21-25 January 2012) is the 5th edition of the Gelato World Cup, an event that is organised on a two-yearly basis in collaboration with Co-Gel Fipe-Confcommercio. 2012 will see an increase in the number of nations from 10 to 13. In 2012, Italy - absent from the 2010 event because it was the reigning champion - will be competing against teams representing 12 countries from every continent, proof enough that Italian-style artisan gelato has crossed every frontier. The countries are Argentina, Australia, Brazil, Canada, France, Germany, Japan, Morocco, Mexico, Spain, United States and Switzerland.

## CUP DETAILS

Each country is represented by one team made up of 5 professionals: a Team Manager, who is part of the International Jury, a Gelato Captain, a Pastry Cook, an Ice Sculptor, and - an innovation in this edition - a Chef. This means that, for the 5th edition of the Cup, there will be 65 competitors involved over the four days of the competition, and they will put in a total of 1,920 hours work. To win the title, each team must devise a series of preparations on the theme of “The fruits of land

## Behind the scenes

**President of the Gelato World Cup:**

Giancarlo Timballo

**Honorary President:** Luciana Poliotti

**Honorary Committee:** the maestri Luca Caviezel, Carlo Pozzi, Pierpaolo Magni, Fulvio Scolari, Angelo Corvitto; the journalists Emilia Chiriotti and Franco Cesare Puglisi; Gabriel Paillason, MOF (Meilleur Ouvrier de France)

**Platinum Sponsors:** Comprital, Bravo and Valrhona



*The French team, winner of the 2010 edition of the World Gelato Cup.*

*Among the most eagerly anticipated events of the next Sigep, is the 5th edition of the Gelato World Cup, an event that is organised on a two-yearly basis.*



and sea"; these are a decorated cup to be served at table, a gelato cake, a decorated gelato tub for display, a gelato cone, an entrée with gourmet gelato, and a gelato dessert served on a plate. In addition, the team must produce three sculptures, one of gelato, one of ice and the other of chocolate, for presentation at the final Grand Buffet.

The Technical Jury, made up of the 13 Team Managers, is led by the President of the Jury, Mauro Petrini, assisted by the Honorary President of the 2012 Jury, Jean-Claude David, Captain of the French team that won the 4th Cup in 2010. Everything will take place under the eagle eyes of the Cup's invigilating officers, Sergio Dondoli and Sergio Colalucci.



## The competitions

### 21 January

Ice sculpture - ghiaccioexpress.com special prize

### 22 January

Dessert gelato served on a plate - Debic special prize  
Entrée (Gelato served at table, or gourmet gelato) - Electrolux special prize



### THE ITALIAN TEAM

Leonardo Ceschin, winner of the 2011 Sigep Gelato Gold Cup, the Italian Gran Prix for Gelato Makers - who stood on top of the podium for his creation of a fruits of the forest and maracujá (passionfruit) sorbet, a "stracciata" cream flavoured with mascarpone and acacia honey, and a gourmet gelato made with Ligurian olives from Taggia and the aromas of thyme and orange peel accompanied by candied date tomato and grape tomato with grape tomato sauce - will look after the gelato side of things; Ernst Knam from Milan, who won Italian selection with his creation "Angels and Devils", will compete in the chocolate sculpture competition. Francesco Falasconi from Tavullia (Pesaro and Urbino Province) is in the team as its ice sculptor, winning selection with his "Golden Eagle". The cook is Filippo Novelli from Turin. Supporting the team is the chocolatier and confectioner Andrea Olivero. The Team Manager is Pierpaolo Magni who, together with Diego Crosara, is the team trainer. ●

#### 23 January

Decorated cup to be served at table - Bravo special prize  
Decorated tub for display - Isa special prize

#### 24 January

Gelato sculpture  
Chocolate sculpture  
Gelato cake - Valrhona special prize  
Gelato cone - Comprital special prize  
Final Grand Buffet and prize giving ceremony



*"The fruits of land and sea"  
is the theme of the 5th edition  
of the World Gelato Cup.  
At the top, on the left,  
the 2012 Italian team.*

# THE REIGNING QUEEN OF PASTRY



Sigep has put together a programme crammed with events dedicated to the world of pastry. One of the most eagerly anticipated is The Pastry Queen, the first world championship for women pastry cooks.

At the 2012 Sigep Expo, women are taking centre stage to show off their skills in artisan pastry. The first world championship for women, The Pastry Queen, is scheduled for Saturday 21 and Sunday 22 January. It will attract the best female pastry cooks from all over the world. Women are a rising force in this profession, and in all emerging markets it is the women in particular who are raising the standards. Representatives from 10 nations are competing. They come from Brazil, France, Japan, Italy, Korea, Mexico, Poland, United States, Taiwan and Ukraine.

The women's championship consists of four tests. All participants have to produce a cake made with Domori chocolate, an innovative dessert served on a plate with a matching fruit sorbet, a sugar and pastillage sculpture, and an exclusive dessert served in a glass based on marrons glacées, to be made in the stand of the partner company Agrimontana. The Championship is the brainwave of Maestro Roberto Rinaldini,



*Year after year, Sigep has put together a programme crammed with events dedicated to the world of pastry. In the photos, some frame of the World Pastry Championship 2011.*



and the Presiding Officer is Maestro Iginio Massari. Alongside them is a jury made up of the ten trainers of the Pastry Cooks taking part in the competition. The Honorary Chairperson of the Jury is Maestro Gino Fabbri, President of the Academy of Master Pastry Cooks.

### **ON TOP OF THE WORLD**

At the Great Pastry Gala, which will take place on Sunday 22 January, the greatest Masters in the world will present the creations that have made them famous. Among these are the winners of the 2011 Coupe du Monde de la Pâtisserie of Lyon, of the 2011 World Junior Championship of Rimini and of the 2012 Pastry Queen Championship.

During the day, the public will therefore be able to follow all stages in the creation of genuine masterpieces of international pastry. At the end, all the grandmasters will be presented with an award from Sigep.



In the five days of the Sigep Expo, there will also be the Italian Seniors Championship, the winners of which will make up the Italian team at the next world contest in Lyon, and also the Junior Chocolate Pastry Championship, which will serve to select the Italian under-22 team at the next world championship for that age group. The partner company is Valrhona both for the Junior Chocolate Pastry Championship and for the 2013 World Junior Pastry Championship. The pastry events are sponsored by the Italian Academy of Master Pastry Cooks, and are organised by Rimini Fiera in collaboration with CastAlimenti.



*The pastry events are sponsored by the Italian Academy of Master Pastry Cooks, and are organised by Rimini Fiera in collaboration with CastAlimenti.*



## ALL THE GOODNESS OF BREAD

The 2012 edition of the Sigep International Bread Cup is dedicated to the whole production line of artisan baking. The competition will see 40 contestants competing for the Cup and 80 professionals and pupils supporting them. 10 nations are represented, among them Germany, Spain, Israel, Russia, England, Australia and France.

Voting on the bread that is baked is entrusted to two juries, one made up of professionals, and the other consisting of ordinary tasters. The former will be led by Harry Peemoeller, Captain of the USA team that won the 2011 competition, who will be



present at the Expo as a guest of honour; the latter will consist of visitors who will be invited into the tasting area to assess the bread produced in the competition.

The Cup is being run under the banner of sustainability, with the application of new power-saving technology, and of methods that have low environmental impact, useful for increasing the profitability of artisan enterprises. In working kitchens, new production cycles are also being devised that help artisan bakers to carry out their work during the daytime, avoiding a lot of the night work, and so improving their quality of life. ●

present at the Expo as a guest of honour; the latter will consist of visitors who will be invited into the tasting area to assess the bread produced in the competition.

# GELATO PIONEERS SET TO CONQUER THE WORLD



There have been twelve worthy winners of the Carpigiani Gelato Pioneers scholarships. They are professionals who have completed a long training course and who will now contribute to spreading the culture and business of artisan gelato throughout the world.

# T

The first Gelato Pioneers were selected a few months ago at the Carpigiani Gelato University at Anzola in Emilia (Bologna Province, Italy): twelve professionals prepared to change their lives to serve the cause of Italian gelato, thanks to scholarships instituted by Carpigiani. The project, which will be repeated in 2012, targets strongly motivated Italians ready to leave everything behind in order to open a gelato outlet abroad, in the country of their dreams.

The scholarships were awarded at the conclusion of a complete 30-day training course at the Carpigiani Gelato University. The Gelato Pioneers also had to meet the requirements of the motivational assessment that was carried out with the collaboration of the consultancy company Praxi. Only if these conditions were satisfied would they be ready to cross our borders in order to spread throughout the world the goodness of true batch churned gelato.

## **PROFILING THE PIONEERS**

Selection of the winners was by no means easy. The final score saw the first 11 projects ranked extremely closely together, and for this reason it was decided to award one more scholarship than originally envisaged.

Here then are the first Gelato Pioneers, and their chosen destinations. Roberto Benedetti, born in 1974, a technical designer from Lucca, wants to open an artisan gelato outlet in Australia. Laura De Angelis, born in 1977, an education consultant in Milan, has New Zealand in her sights. Dario Fiorino, also born in 1977, the manager of a pharmaceutical store in Varese, has chosen Brazil as his preferred destination. Marcia Maria Garbin, born in 1982, a Brazilian-Italian pastry cook from San Paolo, aspires to return to Brazil, her native country. Vincenzo Maresca and Angelo Toscano (joint project) born in 1967 and 1976 respectively, the former an industrial electronics engineer from Brugherio (in the Brianza district of Monza Province), the latter a steel salesman from Lodi, want

to set up their business in Singapore. Andrea Morelli on the other hand, born in 1973, a programming accountant and consultant from Bologna, aims to open his gelato shop in Florida. Simone Panetta, born in 1976, general manager in the refreshments and entertainment sector in Sondrio, has set his heart on Australia. Silvia Perin, born in 1974, after a degree in economics and commerce and an experience as pastry cook in Sydney, wants to return to Australia, now as an expert gelato maker. Valerio Savioli, born in 1984, an entrepreneur from Riccione (Rimini Province) aims to succeed in business in Singapore. Oscar Venturelli, born in 1968, a representative at Vignola (Modena Province), is taking the culture of gelato to Poland. Beatrice Venturi, born in 1976, from Genoa, with a Master's in healthcare management and experience in international marketing/ business development, is another Pioneer bound for Singapore.

The selection was based on numerous criteria, including the fit between the business plan and the entrepreneurial idea, the points scored in the final test at the end of each stage, assessment of conduct in the kitchen, and motivational assessment.

The scholarships include work experience in an Italian gelato outlet; meetings with Carpigiani branch-managers and distributors in the field during the first exploratory journey, to get to know the local market; business coaching, with meetings both in Italy before opening the business and by telephone/video conferencing after opening; a master tutoring programme with a Master gelatier from the Carpigiani Gelato University during start-up; and gelato coaching, in which a Master gelatier from the University will mentor the scholarship holders during the twelve months after start-up. The scholarship also covers 50% of funding towards the purchase of new Carpigiani gelato machines and a recovery plan for the repurchase of the machines within 24 months of opening a gelato outlet if the business closes down. ●

# ITALIAN ARTISANAL GELATO VS SOFT ICE CREAM

Please, don't do that!!! Don't ask your kids if they prefer a soft ice cream or an artisanal gelato, they would look at you as if you were coming from Mars. Why?

Because they like both, and enjoying it is one of the best things in life.



M

Maybe they would prefer the soft one only because it's a kind of magic when it comes out from a stainless steel machine, it's like to be in a science fiction drama, you express your wish and there it is!!!

But, seriously, there are certain though minor differences between them. Both are sweet, refreshing and tasty but somehow the soft one seems to be warmer. On the other side with the artisanal you have a larger choice of flavors. By now you don't need to choose one, just enjoy them and keep on reading if you really want to know a little bit more.

## **SOFT**

It's fantastic when you see it coming out of the machine, and it so fast that you don't mind the queue. In 7-10 seconds the operator will be able to serve you after you have made up your mind. Vanilla, chocolate or both on the same cone? You have just grabbed it and the ice cream man is there smiling and already serving the next one. You don't even ask yourself what is inside that machine (probably the most amazing machine in the world for kids) because now it is time to relax and enjoy it.

Milk, sugar and chocolate have been mixed together and then inserted in the tank, kept refrigerated at 4°C to freeze. As soon as the operator touches the handle a pump will start mixing the ice cream and the air and pushing both into a very cold cylinder. Inside the cylinder is a beater that revolves at fast speed, and quickly prevents the formation of big ice crystal and pushes the ice cream to the cone.

## WHERE DOES THE MIX COME FROM?

You can do it yourself, you will only need a pot, then melt the ingredients and let them cool down. Or you can buy the good powder products on the market that you just need to dissolve in cold milk or water and the mix is ready to use. Even faster are the UHT mix, sealed in Tetrapack, and good scissors are the only tool you need.

It doesn't matter what you choose, you can achieve a good result anyway, but please keep an eye on the price. Maybe it is worth mentioning that cheap products will give you poor soft ice cream, and when you are saving money on the quality of the mix, you are actually losing money. Remember that ice cream is a pleasure, not a necessity and for this reason it must be good, or you won't take anymore. On the market you can find many different powder and UHT mixes for all kinds of customers – it's you that decides.

## AIR IS GOOD

The more air you put in, the better taste you get. Don't worry sirs, air is free and will make your soft ice cream tasty. Air makes it less cold because the cold is spaced out in a larger volume. If you have the chance to talk with a technician he will immediately say the word "overrun", because it is always cool to use technical terms. And depending on which company he works for he will start to explain that the machine with the pump can get an higher overrun compared to the one without. This is absolutely true but doesn't mean that

without the pump you can't get a good soft ice cream - what you put inside is much more important... What you should keep in mind is that, as we said, air doesn't cost at all and by using a machine with a pump, you will get more money. The reason is simple: the overrun is the amount of air that your mix can get inside, e.g. a machine with the pump can give you an overrun of 60%, this means that from 1 l of mix you get 1.6 l of soft ice cream, that is 16-20 cones. Without the pump the overrun is lower, around 30-40%, depending on the mix composition - this will mean 12-15 cones per liter of mix.



*It's fantastic when you see it coming out of the machine, and it so fast that you don't mind the queue.*





## ARTISANAL GELATO

Let's start from the name, the right name for the Italian artisanal gelato is gelato, not ice cream. Ice cream is the English translation for gelato, but it is also a different product, we will talk about this in our next issue.

Gelato was born in Italy and is now famous all over the world as a unique product because it is very versatile. There is a certain number of flavors you can find everywhere, like pistachio, vanilla, chocolate, strawberry, lemon and so on; but it is surprising how many new flavors you will discover at every



*Gelato was born in Italy and is now famous all over the world as a unique product because it is very versatile.*

gelato's exhibition. In every country gelato got married with the local taste and it is normal to find maccha gelato in Japan, absolutely unknown in Italy and in the rest of Europe. The reason for such versatility is due to the way this sweet and cold dessert is made. At first you produce what is called a "white base", a mix of milk, sugar, fresh cream and powder milk, a little bit of stabilizer is also welcome. This mix must be pasteurized for safety reasons and cooled down at 4°C. This white base is the "base" (the name is no coincidence) of the main parts of the flavors, and mixing it with a gelato paste is all you have to do before you freeze it. The freezing process takes place in a batch freezer, a powerful freezer that will cool the mix from +4°C to -7°C in 5-10 minutes.

This operation must be done under agitation otherwise big ice crystals will be formed and the product won't be exactly what you would call tasty.





### **MIX COMPOSITION**

“Gosh, I ate a lovely gelato in Rome, during my last holiday, and I’d really like to know what they put inside!!!”

The answer is: passion!!! Unfortunately passion is not enough, to produce a good, creamy and tasty gelato you need technique and some years of experience, sensibility and sensitivity. The technique is easy to get, you only have to participate in a course and after a week or two, you will know how to fill a gelato show case. This doesn’t mean you will be a gelato expert, but it might be useful when reaching the breakeven point is your first goal. There are some easy rules, such as the percentage of sugar, fat and milk proteins, that are guide lines to follow to produce a good product. The ability to invent new flavors is something that a good artisan can get with some experience and a lot of passion.



## WHICH ONE?

If you are still reading, you would probably like to go a little bit deeper in the subject or, better, you are considering the ice cream business as a good opportunity to make money, and this regardless of whether you will choose soft or artisanal. For the first one you nearly don't need any kind of expertise, just find the right position for the soft machine and place a nice girl (or boy) nearby. As we explained before, preparing the mix is not really complicated, and the visibility of the machine will do the rest. Calculating the break even point is really easy, you won't need an accountant. Things get a little bit more complicated if you choose the artisanal gelato where the number of the machines involved is higher and the know-how is quite important. First of all, again, think of the right place where to place an appealing show case. You buy what you see, but if you don't... you may not want a gelato again. The place and the design of the show case can cause the success of a gelato shop. This doesn't mean that the quality of the product is less important, but the customers will appreciate it only after they have bought it.

Inside the lab you have many different possibilities, such as: one pasteurizer and one freezer machine, or a combined machine (pasteurizer and freezer all in one), or only a freezer if you use an UHT mix. A new modern artisanal gelato lab can't do without a good shock freezer to extend the shelf life of the product and improve its quality, therefore it shouldn't be kept out of the machine's list.

One last thing: the kindness and the happiness of the environment will make the customer happy and willing to come back soon. ●



# AN EPOCH-MAKING CONTRACT

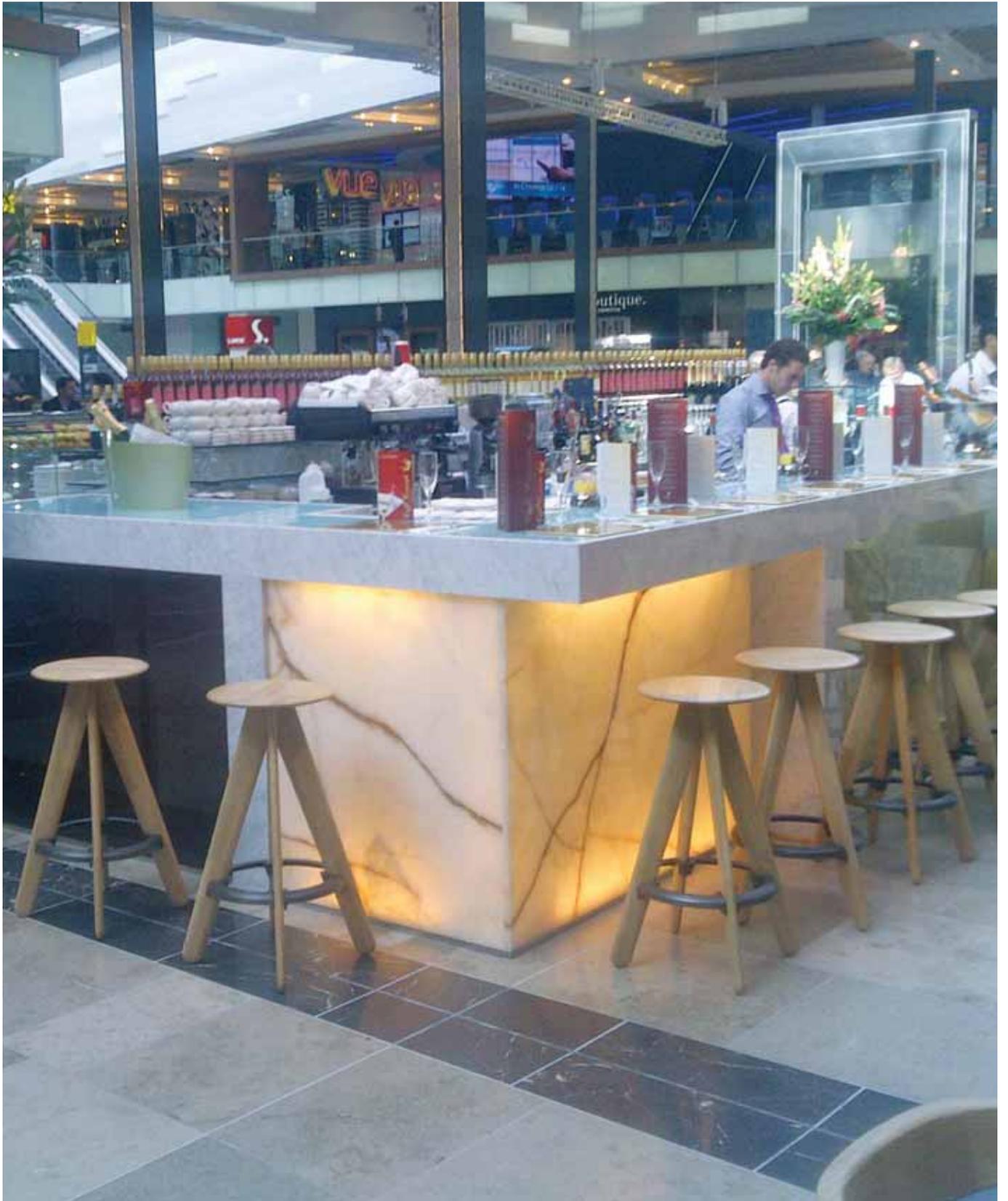


Bocchini has signed a shopfitting contract for a sales outlet in the prestigious Westfield Shopping Centre at Stratford City in London, recently inaugurated to take advantage of the approaching 2012 Olympic Games.



The pulsating heart of the next Olympic Games scheduled for 2012 is the district of Westfield Stratford City (WSC) in London (England), which is presently undergoing comprehensive urban renovation. The London cityscape, always in an extraordinary process of evolution, is today being visibly transformed thanks to the construction of the Westfield Shopping Centre, an impressive commercial and urban entertainment centre extending over a surface area of more than 270,000 square metres. Designed with the most advanced construction techniques in order to reduce environmental impact, this is a real “city within a city”, able to supply itself with 75% of its energy requirements.

The Westfield Stratford City complex brings together fashion, entertainment, shopping and refreshments in a district that is completely new. It is a true gateway to the Olympic Park, which it is calculated will be visited by about 7 million people during the month of the Games. The Centre has a grand in-



ternal gallery that is curved and without pillars. The inside houses about 300 shops and 70 restaurants and cafés, a cinema and champagne bar, three hotels and the biggest casino in London.

## A PRESTIGIOUS CONTRACT

In the context of the impressive Westfield Shopping Centre, Bocchini has signed a contract to furnish a new food outlet for Caffé Concerto, the well-known London café chain created to bring the taste of Italy internationally centre stage. The structural concept for the premises, which occupy a total surface of 50 square metres inside the Food Court, was worked out in collaboration with the designers of the Westfield Shopping Centre and of Caffé Concerto itself.

The salient characteristic of the project is the use of prestigious materials, such as white Carrara marble and backlit onyx. The styling is embellished with decorative glass that is screen printed with sinuous motifs in opalescent green. Two symbolic doors define and shed light on the sides that are not delineated by service counters. ●



*The structural concept for the premises was worked out by Bocchini in collaboration with the designers of the Westfield Shopping Centre and of Caffé Concerto itself.*





## The Project summarised

**Premises:** Caffé Concerto, Westfield Stratford City, London

**Client:** Caffé Concerto

**Type:** café, gelato shop, patisserie, food outlet, lounge bar

**Total floor surface:** 50 sqm, inside the Food Court

**Executed by:** Bocchini

**Interior and technical lighting project work:** by Westfield Stratford City Shopping Centre designers and Bocchini staff

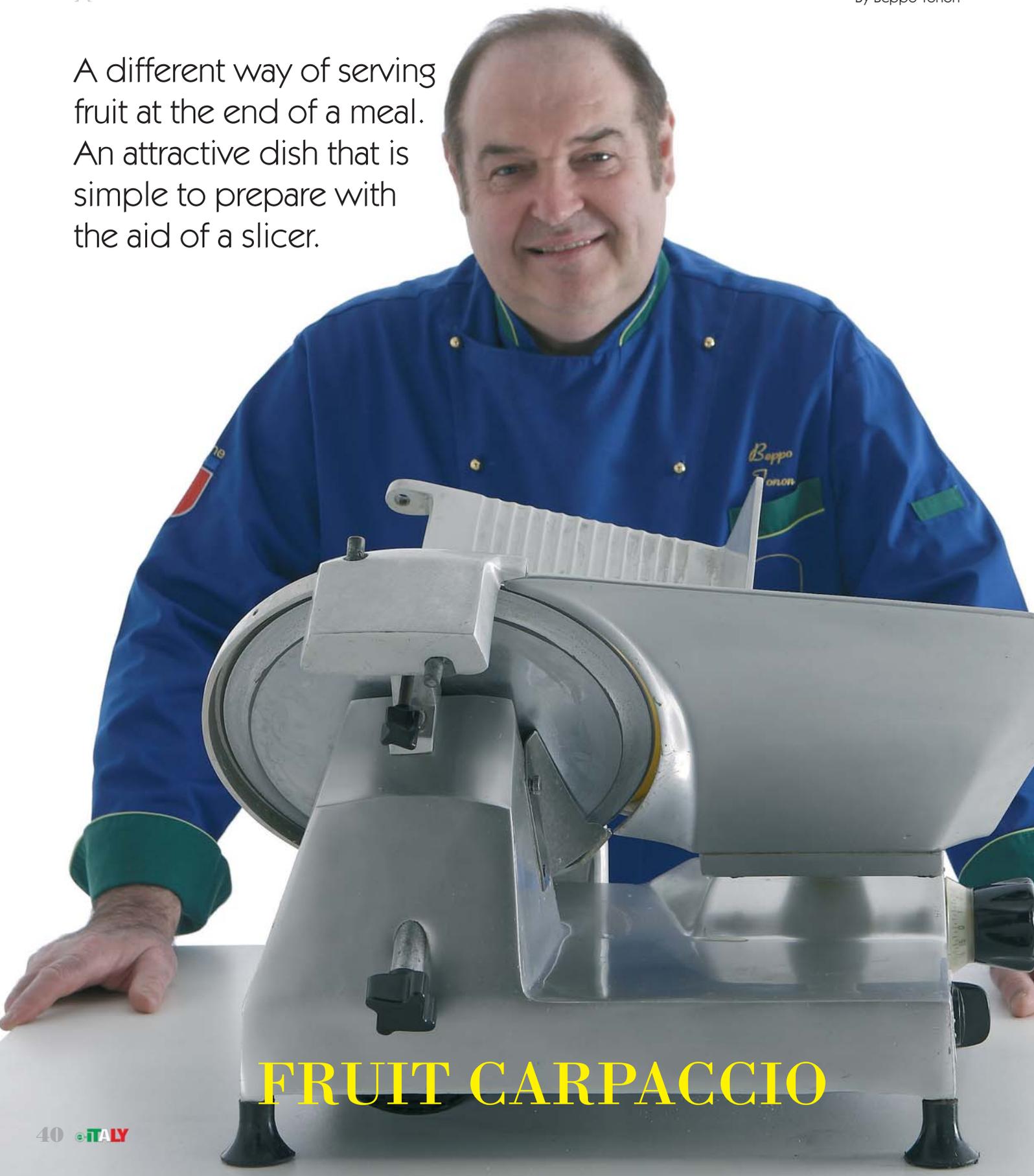
**Type of work:** new installation

**Year of execution:** 2011



*Bocchini has signed a contract to furnish a new food outlet for Caffé Concerto in the Westfield Shopping Centre, London. The salient characteristic of the project is the use of prestigious materials, such as white Carrara marble and backlit onyx.*

A different way of serving fruit at the end of a meal. An attractive dish that is simple to prepare with the aid of a slicer.



# FRUIT CARPACCIO

## IN QUICK SUCCESSION

The most obvious way to treat fruit is to slice it. To obtain thin, even slices, which is essential if they are to be used as a garnish, you can use a simple mandolin. However the quickest and most practical system, especially if you need to produce lots of them, is to use a slicer.

This is a common piece of equipment, available at reasonable cost and easy to use. The ideal choice is a rotary slicer, but a small household slicer is perfectly adequate. The important thing is that is a model with a smooth blade.





*A different way  
of serving fruit  
at the end of a meal.*

## Conservation

Conservation is not a problem for the many fruits that do not oxidize since they already have their own acidity, as is the case with citrus fruits. For the rest, it is sufficient to spray them with a solution of water, sugar and lemon juice. This makes it possible to avoid oxidation and slows down fermentation, preserving taste and consistency intact. Treated in this way, they can be conserved in a refrigerator or chiller at 3-5°C for a few hours, prior to being worked.





### ADVANTAGES AND ADVICE

Thanks to the speed at which it works, a slicer makes it possible to perform precise cuts without losing the juice, thus maintaining the organoleptic properties of the fruit practically intact. Once it has been sliced and treated in the appropriate way, the fruit can be used just as it is, to build original fruit carpaccios to serve during a pause at dinner, or as a light snack or refreshing dessert. Monochrome dishes can be created using a single type of fruit, or else you can alternate the colours, for example using slices of white and yellow melon or different kinds of citrus fruits. ●



### What and how

You can use any type of fruit that possesses a certain elasticity. Melons, pineapple, pears, peaches, citrus fruits... It is recommended that you use fruits of average size, simpler to handle and quicker to treat; and of average ripeness, to avoid the fresh fruit offering too much resistance to the slicing, (if it is still a bit unripe) or being crushed (if too ripe). For a better result the fruit must be whole, preferably peeled in most cases, and treated at room temperature.

### Question of thickness

According to the type of preparation desired, the thickness of the slice may vary. The thinner it is, the softer it is, suitable for bending into attractive shapes; the thicker it is, the more rigid it is, and this risks creating problems when preparing a garnish. Another point is that the thinner the slices, the greater the yield of the fruit, quite an important factor in these times.

### Enticing display

Once cut, the fruit can be served or used immediately, or else conserved until used. It may be a nice idea to lay the fruit out artistically on large platters and put them on display. This creates a pleasing effect, especially if there is a pattern of different types and colours of fruit, and the result is that the customers' eyes are so drawn to the fruit that it practically sells itself in a simply way.

# WINTER MELON

The white colour of the flesh means that it can be contrasted with brightly coloured creams and gelato, creating an excellent vibrant effect.



## **RIPENESS IS ALL**

In the case of winter melon - so called because it ripens late - it is not complicated to choose one suited to this particular type of treatment. The green or yellow of the skin must look bright and uniform, without obvious variations in colour or dark blotches; a black dot at the end opposite the stalk end is a sign of the best quality. It must give slightly to the touch at the ends, but not be soft, and certainly not rigid. The scent must not be too intense, because that generally indicates that the fruit is overripe, and this is unsuitable for our purposes.

## **WITH OR WITHOUT RIND**

Whether the melon is cut from the rind will depend on the use to which it is put.

You can therefore decide whether or not to remove the rind, before cutting it in the slicer, depending on what you want to





do with it. Provided that the rind is not too thick, an unpeeled melon generally offers the best results because of the colour contrast produced by the rind and pulp of the fruit. Once it has been carefully washed and dried, cut it crosswise. The first slices must be disposed of, since they are small and irregular. The thickness of the cut must be carefully calibrated, to ensure that when the flesh is bent it does not come to pieces or even break. On the other hand, if the slices are too thick they will be rigid, and unsuitable for creating waves and petals. In any case, what is basic is that they should be of more or less equal thickness.

### AND TO CONCLUDE...

When the preparation is finished (for a whole fruit no more than two or three minutes will suffice), the melon can be used to garnish gelato cups. In this case choose a tulip-shaped container (best suited to containing quite large slices folded over themselves) and choose strong and colourful flavours, such as chocolate, raspberry, blackberry... If prepared in advance, it is best to cover them with cling film and keep them in a cool place. They remain fresh with their taste intact for at least a couple of days. ●





# THE MAJESTIC PANETTONE

Panettone, the Italian cake par excellence, is the crowning item in a complete menu from the hors-d'oeuvre to the dessert.

The recipes are the result of the supreme creativity of Dario Loison, a master from a family long expert in the art of preparing panettone, and of some chefs who have taken up the challenge.

### LOBSTER PANETTONE SANDWICH

#### Ingredients (for 1 sandwich):

- 3 slices of grilled panettone (10x10 cm, 8 mm thick)
- 110 g flesh of boiled lobster tail
- 100 g of guacamole (fresh mashed avocado, lime juice, chopped chives, olive oil, fresh chopped coriander, salt, pepper, chilli, tomato cubes)
- 3 tender lettuce leaves
- 100 g of fried cassava chips
- for the garnish: 1 sprig of dill - 1 lollo biondo lettuce leaf - 3 slices of fresh cucumber - 1 cherry tomato

#### Preparation:

Boil a 450 g lobster in salted water for 5 minutes; let it cool, extract the tail and cut it into medallions. Meanwhile clean 400 g of fresh cassava and slice it 2 mm thick, then fry in vegetable oil at 175°C to obtain crispy golden chips and salt very lightly. Then grill the slices of panettone and begin to build the sandwich in alternate layers with guacamole and lettuce leaves. Finally, cut the sandwich into triangles, and fix them with little sticks of bamboo. Garnish the plate with rounds of cucumber, a lollo biondo lettuce leaf, a cherry tomato and a sprig of dill. Arrange the cassava chips around them and some cubes of yellow and red peppers. ●



## ROASTED POTATO GNOCCHI, APPLE PURÉE, CRISPY PANCETTA AND PANETTONE



### Ingredients (serves 4):

- 200 g of classic Loison panettone
- 400 g of floury potatoes
- 2 egg yolks
- 50 g of parmesan
- 100 g of 00 flour
- 2 Rennet apples
- 30 g of fresh ginger
- 50 g of butter
- 100 g of bacon
- 2 sprigs of thyme

### Preparation:

Take the raisins and candied fruit out of the panettone, and pass it through a sieve. Cook the potatoes with their skins on at 150°C, peel them and pass them through a sieve, mix with the flour, panettone, yolks, parmesan, salt and pepper, and shape into small gnocchi. Steam cook for a few minutes and cool to a temperature of -18°C. Take them out of the refrigerator; fry in a non-stick pan while still frozen, so as to form a crust on both sides. Peel the apples, cut into cubes and cook in a casserole for 10 minutes with the ginger and pass through a sieve. Cut the bacon into small cubes, brown in a pan with the chopped thyme and butter, add the gnocchi and let them absorb the flavour. Arrange the gnocchi on dinner plates and complete with the apple purée and panettone raisins. ●

## SKEWERS OF PANCETTA AND PANETTONE WITH PISTACHIO SAUCE

recipe by Igles Corelli (Locanda della Tamerice, Ferrara Province)

### Ingredients (serves 4):

- 4 slices of fresh pancetta (about 600 g)
- 4 slices of classic Loison artisan panettone
- 50 g of Bronte pistachios
- 50 g of butter
- 1 clove of garlic
- 1/2 cup of old wine vinegar
- 1 decilitre of extra virgin olive oil
- salt and pepper
- for the sauce: 50 g of Bronte pistachios - jar of low fat yoghurt - salt and pepper
- for the garnish: 5 sprigs of rosemary - 4 small rectangular wafers of filo pastry.



### Preparation:

Marinate the pancetta in the fridge for a couple of hours in the oil flavoured with the crushed garlic and a handful of rosemary leaves. Drain the marinade from the pancetta, and cook on indirect heat for 30 minutes or until the fat runs clear. Take it off the barbecue and cut into cubes measuring about 3 cm on each side. Mix 50 g of pistachios with the butter, and the rest with the yoghurt, and a pinch of salt and pepper. Toast the panettone on the grill until half done and cut it like the pancetta. Spread pistachio butter on each square of panettone and make up the skewers using the sprigs of rosemary and alternating the ingredients. Finish the cooking on a direct heat, turning the skewers on all sides and spraying them from time to time with the vinegar. Arrange the skewers on the plates, season them, and complete with the pistachio sauce. ●

## MILANESE STYLE PANETTONE WITH CONFECTIONER'S CREAM

recipe by Antonio Marangi (A F M Banqueting, Milan)

### Ingredients:

- 3 rounds of panettone  
(8 cm in diameter, 6 mm thick)
- 70 g of confectioner's cream
- 4 vanilla apricots (cut in half)
- 4 Medjool dates (cut in half)
- 35 g of bitter chocolate sauce
- 5 g of vanilla sauce
- 1/2 Chinese mandarin
- 1 slice of carambola
- 1 curl of chocolate
- 1 sprig of dill
- 1 branch of redcurrants



### Preparation:

Slice the panettone to make 3 rounds; in the meantime prepare the confectioner's cream, and cut the vanilla apricots and dates in half. Then build the Milanese cake with the rounds of panettone, confectioner's cream, apricots and dates. Garnish the dish with the fresh fruit, bitter chocolate sauce, and drops of vanilla sauce. ●

## PANETTONE MILLEFEUILLE WITH TORRONE GELATO AND SAUCE

recipe by Iglés Corelli (Locanda della Tamerice, Ferrara Province)

### Ingredients (serves 4):

- 12 slices of Loison artisan panettone (about 1.5 cm thick)
- 300 g of torrone gelato
- mandarin sauce for 1 kg of gelato: 1 litre of milk - 6 egg yolks - 50 g of sugar - 300 g of ground nougat
- for the sauce: 2.5 decilitres of milk - 70 g of sugar - 3 egg yolks - the rind of 2 mandarins - two level spoonfuls of Cointreau
- for the garnish: 4 cocoa wafer rings - cocoa beans - 4 spoonfuls of icing sugar

### Preparation:

For the gelato, half-beat the yolks with the sugar, boil the milk and pour a little at a time into the eggs, adding the torrone last. Transfer the mixture into the gelato machine and follow the manufacturer's instructions. When the gelato is ready, pour it into a baking pan to create a block about 1.5 cm thick. For the sauce, beat the yolks with half the sugar. In the meantime, bring the milk with the mandarin rind and the remaining sugar to the boil. Filter and mix in with the beaten eggs. Cook the mixture for 2 minutes, taking care not to exceed 82°C, remove from the heat and add the Cointreau. Make 12 squares about 5x5 cm from the slices of panettone and grill them with direct heat on both sides. Make 8 squares of gelato of the same size. Put the gelato on the panettone, forming two layers, and close with the panettone on top. Pour the mandarin sauce into generous dishes and place the millefeuille in the centre. Garnish with the chocolate wafer and broken cocoa beans. Dust with icing sugar. ●





*Roberto Rinaldini*

# VERTIGINE

Hazelnut, chocolate, gianduaia, vanilla. This is a real triumph of warm tastes, but lightened by bergamot and fruits of the forest.

**Amounts for 1 frame measuring 40x40 cm, h 4 cm**

### Composition

Hazelnut biscuit  
 Chocolate crunch  
 Giandua Bavarian cake  
 Vanilla Bavarian cake scented with bergamot  
 Garnish of fruits of the forest and slivers of chocolate

### Hazelnut biscuit

• softened butter	125 g
• icing sugar	95 g
• egg yolks	135 g
• hazelnut powder	215 g
• flour	50 g
• egg whites	190 g
• sugar	90 g

Melt the butter, add the icing sugar, the egg yolks, the hazelnut powder, and finally the flour. Incorporate thoroughly the whipped egg whites. Cook in a fan oven at 170°C for 14 minutes.

### Chocolate crunch

• almond praline	77 g
• hazelnut paste	77 g
• feuillantine	77 g
• butter	16 g
• milk cooking chocolate	45 g

Melt the chocolate, add the praline, hazelnut paste, softened butter and lastly the feuillantine. Spread a thin layer on the bottom of the hazelnut biscuit.



### Giandua Bavarian cake

• milk	210 g
• sugar	100 g
• egg yolks	126 g
• leaf gelatine	9 g
• cold water	45 g
• hazelnut paste	221 g
• 55% dark cooking chocolate	100 g
• whipped cream	475 g

Prepare an English custard by cooking milk, sugar and egg yolks at 82°. Add the gelatine softened in cold water, blend in the hazelnut paste and dark cooking chocolate and lighten with the whipped cream.

### Vanilla Bavarian cake perfumed with bergamot

• milk	210 g
• sugar	100 g
• egg yolks	126 g
• vanilla	1 pod
• fresh bergamot in peel	6
• leaf gelatine	9 g
• cold water	45 g
• whipped cream	475 g

Prepare an English custard by cooking milk, sugar, egg yolks vanilla and bergamot peel at 82°. Add the gelatine softened in cold water, and lighten with the whipped cream. ●

# VIOLET

Chocolate, almonds, vanilla, lime, cherries and violets.  
A light, fresh confection with a subtle, exotic taste.

## Amounts for cake serving 8

### Composition

Chocolate sponge cake  
Almond "cric-croc" biscuits  
Tahitian vanilla cream  
Fresh cherry and lime purée  
Light lime-scented chocolate mousse  
Violet glaze

### Chocolate sponge cake

- softened butter 25 g
- icing sugar 16 g
- egg yolks 20g
- 70% dark cooking chocolate 28 g
- beaten egg whites 50 g
- white cane sugar 18 g
- 0 flour 2.5 g

Beat the butter together with the sugar, incorporate the egg yolks a little at a time, and lastly add the chocolate melted at 40°C. Then add the beaten egg whites and sugar. Cook at 170°C for 20 minutes, valve open.

### Almond "cric-croc" biscuits

- raw cane sugar 50 g
- fresh butter 5 g
- almond flour 50 g
- 00 flour 13 g

Stir all the ingredients together, roll out thin disks 1 mm in diameter, cook in the oven at 150°C for 30 minutes.



**Tahitian vanilla cream**

- 35% fresh cream 70 g
- whole fresh milk 30 g
- white cane sugar 30 g
- pasteurized egg yolk 35 g
- leaf gelatine 2 g
- vanilla pod 1

Heat the cream to 82°C, cool quickly in the chiller and at 45°C add the leaf gelatine.

**Fresh cherry and lime purée**

- blended fresh cherries 100 g
- white cane sugar 15 g
- leaf gelatine 3 g

Combine the three ingredients and pour over the vanilla cream.

**Light lime-scented chocolate mousse**

- whole milk 95 g
- grated limes 2 g
- leaf gelatine 2 g
- 66% dark cooking chocolate 120 g
- whipped cream 35% m.f. 200 g

Heat the milk with the grated lime to 70°C, at the same time melt the chocolate and blend it in with the milk and previously softened and melted gelatine, then add the whipped cream.

**Violet glaze**

- sugar 130 g
- glucose 130 g
- fresh cream 200 g
- leaf gelatine 10 g
- drop of violet essence 1
- violet colouring 10 g

Bring all the ingredients to the boil, add the gelatine previously softened in cold water. Leave to cool and use. ●

# OJENTE

A cake that draws on different cultures, Italian and others

**Amounts for three hemispherical cakes**  
**18 cm in diameter**

## Composition

Natural Savoy cake  
Coffee and lemon flavoured infusion  
Pistachio cream and rice crispies  
Bavarian cake flavoured with Bronte pistachio  
Milk chocolate cream  
Bavarian cake flavoured with cardamom and lemon  
Violet spray mixture



## Natural Savoy cake

• egg whites	300 g
• egg yolks	200 g
• caster sugar	220 g
• potato flour	125 g
• soft flour	175 g

Beat the egg whites adding the sugar a little at a time. Meanwhile sift the weak and potato flours. Incorporate the yolks in the whites, then add the flours. Spread out 600/700 g of the mixture on baking paper. Cook in the oven at 180°C for about 7 minutes.

## Coffee and lemon flavoured infusion

• water	200 g
• instant coffee	1 g
• grated lemon	3 g
• sugar	90 g

Bring to the boil and cool. Use at 12°C to drench the Savoy cake.



### Pistachio cream and rice crispy

- pistachio paste 100 g
- milk cooking chocolate 50 g
- roasted rice crispies 45 g

Mix all the ingredients together and spread a thin layer (about 1 millimetre) on the Savoy cake cut into rounds 16 cm in diameter.

### Bavarian cake flavoured with Bronte pistachio

- egg yolks 75 g
- sugar 60 g
- fresh cream 35% m.f. 250 g
- leaf gelatine 4 g
- pistachio paste 60 g
- whipped cream 35% m.f. 180 g

Cook an English custard at 82°C, cool in the chiller, and at 35°C combine with the dissolved gelatine; then add the pistachio paste, stirring well. Incorporate the whipped cream with a spatula, so that the mixture does not lose its lightness. Divide the mixture into three parts and pour into hemispherical moulds 14 cm in diameter.

## How to serve

### Recommended serving

**temperature:** 8/10°C

**Defrosting time:** starting from -15°C leave in a box at +4°C for 3 hours then 30 minutes at room temperature (20°C) before serving.

### Milk chocolate cream

- fresh cream m.f. 250 g
- sugar 60 g
- egg yolks 75 g
- 72% dark cooking chocolate 200 g
- leaf gelatine 4 g
- cold water 20 g

Cook the custard at 82°C and add the softened gelatine, cool in the chiller and then at 35°C add the chopped and slightly melted chocolate. Divide the mixture into three parts, pour into the moulds on top of the pistachio flavoured Bavarian cake and cool.

### Bavarian cake flavoured with cardamom and lemon

- milk 150 g
- grated lemon 10 g
- sugar 150 g
- fresh cream 35% m.f. 150 g
- egg yolks 140 g
- leaf gelatine 10 g
- whipped cream 400 g
- essential cardamom oil 1 g

Cook the milk, sugar, fresh cream, egg yolks and grated lemon at 82°C. Cool in the chiller and at 35°C add the melted gelatine and essential oil, and finally blend in the whipped cream. Pour into hemispherical moulds 18 cm in diameter, put the filling of pistachio and chocolate into the centre, then close with the Savoy cake. Freeze at -20°C.

### Violet spray mixture

- white cooking chocolate 200 g
- cocoa butter 200 g
- liposoluble violet colouring 10 g

Dissolve all the ingredients at 45°C and, with the aid of a spray gun, spray as a vapour over the dessert frozen to -20°C to create a velvety effect on the outside.

### Garnish

Garnish with macaroons (or with other small biscuits) 2 cm in diameter. ●

# PUT ITALY ON YOUR MENU

Italian cuisine is a source of inspiration around the world - not always in the correct manner.

**I**talian cuisine is, without the shadow of a doubt, one of the best known and most appreciated in the world, and the restaurants serving it are unquestionably the most widespread, to be found all round the globe.

One should not however forget that every national cuisine contains within itself the possibility of variation as it is transported into other countries. However, transportation often, unfortunately, becomes transformation.

The fact is that often, more or less intentionally, Italian cuisine is not simply replicated in another part of the world, but also totally transformed and reinterpreted. In extreme cases, the dishes completely lose their connection with the land from which they originated, assuming local inflections that lead to "hybrid" results that are almost comic.

An Italian eating at an Italian restaurant abroad often totally fails to recognise the dishes advertised as "Italian style" to be anything like the real article. Just think how pizza is reinterpreted in France, with the use of shaved emmental instead of mozzarella, or how any sauce that is dreamed up is called "Bolognese", although this is an original and very specific meat-based sauce.

The fact that Italian cuisine is renowned and appreciated throughout the world confirms that it is right to promote Italian-style cuisine, provided people know how to interpret Italian dishes properly. ●



*Davide Pini manages innovative marketing projects in the food away from home market. He's the founder of [www.gastromarketing.it](http://www.gastromarketing.it)*

## A jungle of symbols

Italy is often interpreted through its rich array of symbols, and one comes across an infinite number of variations. The tricoloured flag is extremely popular, so that signs with reversed, faded or inverted tricolours abound, even though this can make Italy's flag resemble those of many other countries, such as Mexico or Hungary. On the other hand, the boot-shape of Italy featured, for example, on street signs in San Francisco to represent the district of Little Italy, has an unmistakable shape. The best-known monuments are also exploited, but if the Colosseum in Rome is presumably the most famous symbol of ancient history in Italy, throughout the whole of the Far East it is the Tower of Pisa that figures on most of the signs, no doubt because of its odd angle. Venetian gondolas, the name of the city of Florence used as a trade mark, photos of Totò and Sophia Loren - these are some of the other most common symbols by which Italy is represented. There are enough examples to suit everyone!

## The Mediterranean diet

In the winter of 2010, the Intergovernmental Committee, meeting at Nairobi, paid tribute to the Mediterranean Diet, including it in the Intangible Cultural Heritage of Humanity recognised by Unesco. On the Italian Site of the United Nations Educational, Scientific and Cultural Organization, we read that "this important recognition, the happy climax of a process begun four years before and vigorously promoted from 2009 onwards, has made possible the accreditation of this marvellous instance of nature and culture in harmony which is the Mediterranean lifestyle, as an example of world excellence."

The Mediterranean Diet is a pattern of nutrition that has remained constant over time and space. It is made up mainly of olive oil, cereals, fresh fruit, nuts, vegetables, a moderate quantity of fish, dairy products and meat, and lots of condiments and spices, accompanied by wine or infusions, and always fully respecting the traditions of every community. Few know that the classification of the Mediterranean Diet was the work of an American physiologist by the name of Ancel Keys who, through a long experience of life in Italy, defined its basic elements, and this was the inspiration for all scientific studies thereafter. He died in November 2004, 100 years old, thus demonstrating the validity of the Mediterranean Diet.

## Italy on TV

There are lots of food shows on TV throughout the world dealing with Italian cuisine. One example is the programme "Brindiamo!".

Ornella Fado, a native Italian now residing in New York, hosts this extremely successful television programme that has been screening on channel NYC RV Life for 5 years. During the transmissions, dedicated to Italian food and wine in the Big Apple, the cameras focus on great Italian chefs at work in the restaurants where the best "Made in Italy" cuisine is to be found. These range from traditional restaurants, in which customers can savour the dishes of authentic Italian cuisine, to more innovative and trendy ones, and from restaurants frequented by the New York upper classes to unpretentious trattorie serving delicious food. This very popular programme carries a piece of the true Italy into the homes of New York.

## A piece of advice: put your heart into it

To take Italian cuisine as one's inspiration is certainly a winning formula. The art and culture that everyone associates with Italy can most certainly be a help in devising a menu. Pasta, pizza, espresso, cappuccino, spaghetti, gelato - these all figure prominently and successfully in the distribution chain throughout the world, precisely because they are the true expression of a style of food that is appreciated worldwide.

The Italian diet, understood across its whole range, with all its different aspects that intersect and overlap (gastronomy, oenology, cuisine), must not simply represent the eating habits of a distant country transplanted here, there and everywhere. It must also become a deeply felt representation of the art, history and culture of Italy, and of the values inherent in it. Respect the original recipes, use ingredients and utensils from Italy, draw inspiration from the recognised symbols, but above all put an "Italian heart" into the food you prepare, and your success will be guaranteed.

# BLAST CHILLER IN THE KITCHEN

There is no doubt that one of the most interesting innovations in cooking science is the introduction of the blast chiller in modern day kitchens. The reason is easy to understand: it makes the cook's job much more easier.

# T

The cook and chill system has become a good ally for so many chefs that for some of them it is nearly unacceptable to work without. And what about the rest? Well the rest still thinking that the best way of working is starting to cook as soon as the customer decides to look at the menu.

Such difference of behavior seems to be incomprehensible, because if something is good for a skilled chef, that is able to prepare tasty food, why shouldn't it be the same for the others. The answer is more psychological than technical. In fact if we try to explain this different approach to culinary techniques using logical explanations, we fail without any doubt. The use of the blast chiller has many advantages in terms of time saving, energy saving, longer shelf life and better work management that every kitchen should have, at least, one.

But if we take into account that changing ones way of working is one of the most difficult things to do for anyone, it becomes immediately clear why so many chefs still consider the blast chiller a stranger in their kitchen. Repeating something that we have learned during our early training is very easy because is already part of our way of doing things and doesn't need any further effort. Changing is incredibly more difficult for our brain, because it requires an effort and, at the beginning, something new seems to be somewhat strange.

The psychologists says that we move away from the comfort



zone, or bubble zone, when we choose to do something completely new instead of repeating what we already know for sure. Have you ever heard the sentence: “Why should I change?”.

The use of the blast chiller began in the '70s in France with the only goal of preparing safe food for hospitals.

From then many things have changed and a good number of cooks have created new techniques using the blast chiller, not to mention the effort of blast chiller producers in improving the quality of their machines.

### LEGISLATION AND CAPACITY

In France they consider a blast chiller a machine that is able to cool down a product from the temperature of 70°C to 3°C in 1 h and 30 mins. In Usa the cooling time required is the same, but the starting temperature is 90°C instead of 70°C. Generally all the machines are tested to satisfied the American requirement. All the machines on the market state on their label the indication of the “production per cycle”. If on the blast

chiller it states 25 kg/cycle it means that the machine is able to cool down 25 kg of hot food, evenly distributed on the trays, from 90°C to 3°C in 1 h and 30'. This is the only reliable indication you can trust. Sometimes the blast chiller is sold referring to its tray capacity, eg. 5 trays, but this number gives only the measure of its internal volume, not its cooling capacity; in fact you can find 5 tray blast chillers from 25 kg/cycle productions to less than 10 kg/cycle.



*The use of the blast chiller has many advantages in terms of time and energy saving, longer shelf life and better workmanagement.*



## WHAT IS FRESH

Sometimes you can hear some cooks saying that they doesn't use the blast chiller because they like to prepare everything fresh. Good point, but try to asking the meaning of freshness, and you can get the weirdest answers.

We know that is impossible to prepare everything at the last moment, in fact chefs start to prepare sauces, baked potatoes early in the morning, ready for lunch time.

Oxidation and aging of the product start as soon as the product is ready. Unfortunately the product doesn't know that it



*The use of the blast chiller begun in the '70s in France to prepare safe food for hospitals. From then a good number of cooks have created new techniques using it.*

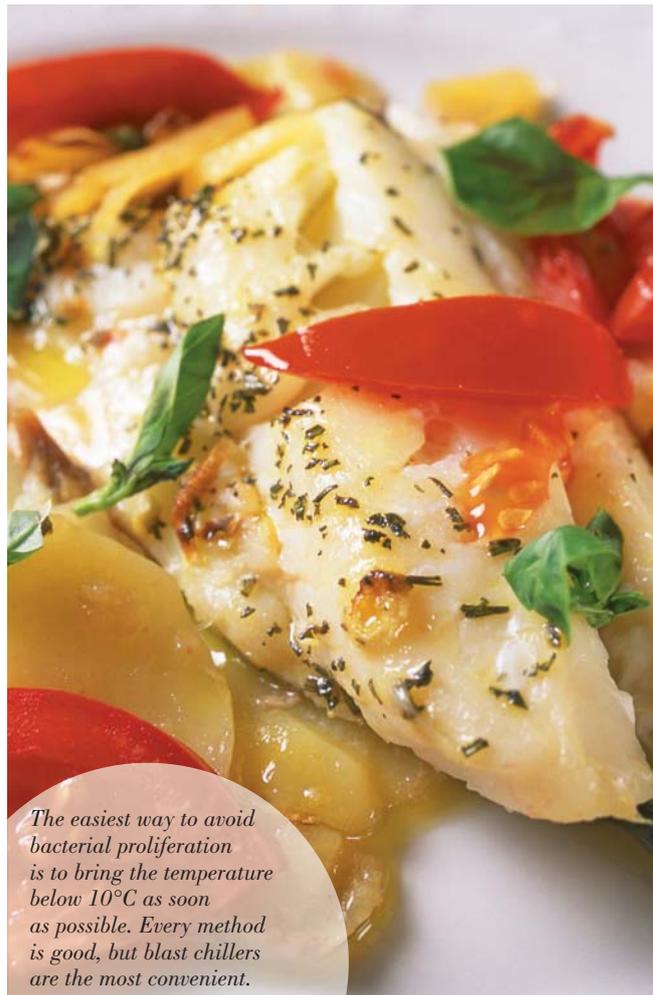
should remain fresh at least all day and that we would very much appreciate a good freshness for tomorrow, and the day after tomorrow and 2 days after tomorrow.

Reaching this goal of freshness is possible only if the product is blocked the moment it is ready. Quickly cooling down a sauce to below 10°C, as soon as it is ready, will assure a shelf life of days if correctly kept at 4°C. This doesn't mean forgetting it in the fridge for weeks, but keeping it good for a week is a reasonable goal.

## PLEASE DON'T WASTE IT

No one knows how many customers will eat at their restaurant, it is something that is predictable only by experience. But not even this experience will tell us how many of them will ask for a particular dish and it is always unpleasant to answer them with "We are sorry, we have run out " .

To manage this uncertainty, unless you have the crystal ball, there is only one solution: to prepare more food risking wast-



*The easiest way to avoid bacterial proliferation is to bring the temperature below 10°C as soon as possible. Every method is good, but blast chillers are the most convenient.*

ing part of it. On the other hand, cooling below 10°C all the food as soon as it is ready avoids wasting a lot of good food, because in this way its shelf life will be longer than our needs.

### **FREEZE IT, IF YOU WANT**

Modern chefs know very well that the cold is the most natural system to preserve quality and freshness. For example some particular sauces, such as ragout, can be not only chilled quickly, but also frozen it, without any quality loss. Small portion of ragout in silicon moulders are easy to freeze and at the same time easy to melt, while the pasta is boiling.

### **AND WHAT ABOUT BACTERIA?**

Below 10°C bacterial activity is strongly reduced because at this temperature the enzymatic activity is so low that it pre-

vents any bacterial growth. But this situation is completely reversed when the temperature is ranging around 40°C. When the food is boiling and hot, there is no problem at all, because bacteria cannot survive above 60-70°C. But after 1 h at kitchen temperature the temperature of 30-50°C is the most probable temperature the food will have reached. In this range the bacteria double their number every 20 mins, and a safe product becomes quickly acid. The acidification is considered a bad thing, because it means that the product is already ruined, but indeed it is a... good thing because it is the signal that oxidation and fermentation have started and it is no longer safe to eat. So the easiest way to avoid bacterial proliferation is to bring the temperature below 10°C as soon as possible, every method is good, but blast chillers are the most convenient. The choice is your, my dear cook. ●



# GERMANY, SANCTIONS ON PACKAGING

Almost three years have passed since the introduction of the German reform that obliged producers and distributors to take away the packaging around items of sale, yet many companies are not yet operating in accordance with the law.

On the basis of rigorous laws that came into force in Germany on 1st January 2009 (5th reform of the German decree), producers and distributors of products contained in packaging (not only sales items destined for individual final users, but also those delivered to categories such as restaurants, institutions, small business...) are obliged to take away this packaging once it has been opened, in order to reuse it or recycle it. To comply with this law, companies must join up to a dual system of collection that is structured to recycle or reuse packaging material at a national level.

Despite the fact that the reform has now been in force for almost three years, there are still many companies that have not joined up to a dual system. The sanctions that will be imposed if they do not respect the new law are particularly severe: companies run the risk of having to pay a 50,000 euro fine per product. In Germany, some sanctions have already been imposed, and the authorities have announced that they will also carry out checks abroad.

One dual system that is well known today is the Grüner Punkt of the company DSD (Duales System Deutschland). For some years now this company has held a monopoly position in the German market, leading many Italian companies to join up to its dual system. However, the CCIG - the Italian Chamber of Commerce for Germany - notifies companies that there are other operators with prices that are even more favourable. After a careful analysis of the various German entities that are offering this service, the CCIG has identified Landbell as a reliable and suitable partner for Italian companies. ●



*Source: Italienische Handelskammer für Deutschland  
Camera di Commercio Italiana per la Germania*

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# ITALIAN PRIDE IN TORONTO

Chronicle of a day in the heart of the Italian community, in the company of two generations of successful upholders of the “made in Italy” brand.



**I**t's very easy to find a piece of Italy in the heart of Toronto - all you have to do is look at the signs over shops and restaurants that proclaim an Italian connection. 600,000

people strong, the Italian community is without doubt a key contributor to the spectacular kaleidoscope of the city of Toronto, one of the most cosmopolitan cities of the world, where the various ethnicities proudly preserve the signs of their origins. Our little journey in search of Italy begins at 672 Dupont Street, in a block of flats that was once a Ford factory. The cars were manufactured inside, there was a test track on the roof, and from there the cars were immediately loaded onto the freight trucks of the railway that still goes right past the building today. A notice at the entrance to the block, which today houses a number of businesses, records how the range of cars produced were “multicoloured” - varying from black to black via black! It is here that we meet up with Francesco Zulian, the man who is going to accompany us on this journey. It is now two years since Francesco, responsible for the marketing operations of the Moretti Forni Company in

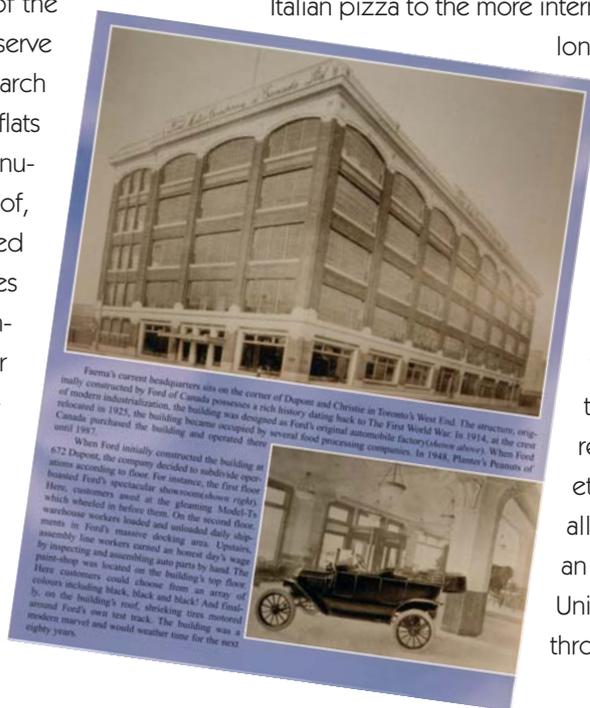
*Francesco Zulian, responsible for the marketing operations of the Moretti Forni Company in Canada.*



Canada, chose to live in this country, fascinated by the idea of expanding his experience beyond the confines of his native Italy. This building is now becoming the headquarters of Pizza University, a project devised by the Pesaro company to spread the true culture of pizza in the world, from the pastry base to the toppings, from the typical round shape of the Italian pizza to the more international pizza in an ob-

long pan, but with the oven in all cases remaining a crucial factor guaranteeing a successful result.

“We are at the beginning of a great adventure”, says Francesco. “Pizza continues to attract the interest of restaurateurs of every ethnicity, but they don't all get it right. That's why an initiative like the Pizza University can help spread throughout the world the



Fama's current headquarters sits on the corner of Dupont and Christie in Toronto's West End. The structure, originally constructed by Ford of Canada possesses a rich history dating back to The First World War. In 1914, at the crest of modern industrialization, the building was designed as Ford's original automobile factory (shown above). When Ford Canada purchased the building and operated there until 1987.

When Ford initially constructed the building at 672 Dupont, the company decided to subdivide open-air according to floor. For instance, the first floor housed Ford's spectacular showrooms (right) which wheeled in before them. On the second floor, warehouse workers loaded and unloaded daily shipments in Ford's massive stacking area. Upstairs, by inspecting and assembling auto parts by hand. The Here, customers could choose from an array of colors including black, black and black! And Ford's own test track. The building was a modern marvel and would weather time for the next eighty years.



*The meeting with Mike Di Donato, founder of Faema Canada, in the bar of his “general headquarters”, emblematic of the style of the fabulous 60s.*

true spirit of one of the gastro symbols of the Italian way of life”. The headquarters of the Pizza University is in close symbiosis with the offices of Faema Canada, the prestigious dealer in coffee products, whose showroom displays the most illustrious Italian brands of equipment for bars, restaurants and gelato shops. After a refreshment stop at the bar on the ground floor, where we drink a genuine Italian espresso, and a visit to the adjacent area dedicated to domestic coffee, our journey in the company of Francesco begins.

## **ORIGINS OF ITALY IN CANADA**

The man who created this “stargate” between Italian food culture and the city of Toronto (and who is today’s owner of the building once owned by Ford), continues to maintain his office at 1117 Davenport Road. Here there is a kind of museum in which time seems to have stopped still in the glorious years in which Italian products began to win over the local population. You only have to shake the hand of Mike Di Donato to sense the strong drive of a man who, with his passion and determination, carried the truest values of the Italian gastro tradition into Canada. He receives us in a small office full of souvenirs, including photographs with famous people and awards with which he has been honoured, but for him these objects are simply snapshots that help him arrange his memories in their proper sequence.



*An image of one of the numerous Italian-style gelato shops in Toronto.*

Mike explains that the initial idea was to help his fellow Italians to work with Italian products and equipment, which was just a basic need of the time, and only later did it turn into a masterpiece of marketing.

“It wasn’t easy to begin with”, says Mike with his captivating smile. “The taste of espresso, so intense and concentrated, was a traumatic experience for the Canadians, and some actually spat it out, stunned by a flavour they were absolutely unprepared for. And with pasta it was even worse; the few who did cook it were mostly of Greek origin and they were used to serving it cooked to death”. Mike recalls how some people criticised him for wanting to save electric power because he cooked spaghetti for only a few minutes, because the idea of cooking pasta “al dente” was absolutely alien to everyone. Mike Di Donato has been in Toronto since 1956, and continues to be a model of positive thinking and optimism: “I’ve got four sons, all involved in my work. But I could



*Vince Mammoliti and the “Terroni” chain, an Italian success story spanning 20 years.*

do with forty to sort out everything that needs doing, because there are always new operators in bars, cafés and restaurants ready and willing to discover Italian products. Immigration these days means they come from all over the place, and so the need for training never stops”.

In September 2008, the President of the Italian Republic conferred on Mike Di Donato the title of Knight of the Order of the Star of Italian Solidarity, a just tribute to a man who in Toronto is a unique witness to the true made-in-Italy brand.

## **SECOND GENERATION**

After leaving Mike we arrive in the most Italian district of Toronto, where the street signs confirm that this is indeed “Little Italy”. Thus we find ourselves proceeding along the small Via Italia, and in St. Clair Avenue, also called Corso Italia, we are immediately struck by signs such as “Ciao Bella”, “La Romana”, “Sole Mio”, and “Luisella”, next to Chiesa San Nicola

di Bari (written in this precise manner). As though to mark off the Italian district of Toronto, we see two Italian-style gelato shops, “La Paloma” in the St. Clair Avenue we have mentioned, and “Dolce Gelato” in College Street, and these two share the top rating for the best gelato shops in the city, according to the recommendations of the websites devoted to business in Toronto. We are now heading for 720 Queen Street, the address of the “Terroni” restaurant, where we enter an authentic piece of Italy, with pictures of historic Ital-

ian brands, typical products on the shelves, and steaming pizzas made with genuine mozzarella being served to customers. “This is where it all began”, explains Vince Mammoliti, one of the proprietors of the chain which, besides the outlets in Toronto has recently opened one in Los Angeles. “In 1992 my brother and I decided to start up this venture, choosing this name with a good dose of irony as a tribute to our father who originated from Calabria. At the beginning the premises were very small, hardly more than a bar with some Italian products for sale, then we expanded until we eventually became a proper restaurant”. The success led to the opening of other restaurants, the latest at 1095 Yonge Street, but the heart of the business was always here at the original “Terroni”, popular with tourists and young people of all nationalities. Even before we ask, Vince himself explains the secret of this success: “The point is that we chose to be authentically Italian, in ingredients and in style: so we try to get our customers to understand that you don’t put cheese on pasta with seafood sauces, and we serve round pizzas, not pizza pre-cut into slices. At the beginning the customers were a bit puzzled, but they came to appreciate and approve of the way we remain faithful to the original Italian way of doing things”. To transmit the Italian spirit, the management of Terroni is constantly at work to train their staff, not only those of Italian origin, in order to ensure that the clientele can enjoy the full Italian experience, as true as possible to the experience of Italy itself. ●



# THE ART OF INNOVATION

Accademia Bigatton is a lively team of experts with international experience in the field of Italian gelato and pastries. Accademia Bigatton dedicates itself to the preparation and starting up of the artisan makers of gelato, supplying them with suitable technical and logistic support. The team of Accademia Bigatton is formed of experts in the field of gelato parlours, pastry shop, marketing, furnishing and design. The training includes basic level courses for gelato parlours and pastry shops for beginners, both owners and employees responsible for the production. It also includes advanced courses for groups and individuals, personalised courses, innovative courses on specific subjects in the world of gelato and pastries. Accademia Bigatton is based in Portogruaro (Venice, Italy), in the most modern structure in existence in the sector of teaching the art of gelato and pastries. It is equipped with all the most innovative equipment available on the market today. The courses, which are all free of charge, are held by Omar Busy for the pastry and chocolate making, Ettore Diana for coffee, Matteo Scarello as a permanent teacher. Course list: basic level course for the produc-

tion of gelato; basic level course for semifreddi and small pastries; basic level course for fruit intaglio; advanced level course for the production of gelato; course for the preparation of filled chocolates, pralines and jellies; innovative ideas and preparation; course for the preparation of sponge cake and meringue; solutions for gelato in relation to the defects and problems of preservation; the tricks of the trade, all the true secrets of the great masters; course for the preparation of gelato on a stick; course for the preparation of granita and cold deserts in a glass, how and where to open up a gelato parlour, pastry shop, yogurt parlour. Other activities: events in collaboration with the most important companies of the sector; participation of internationally renowned masters.



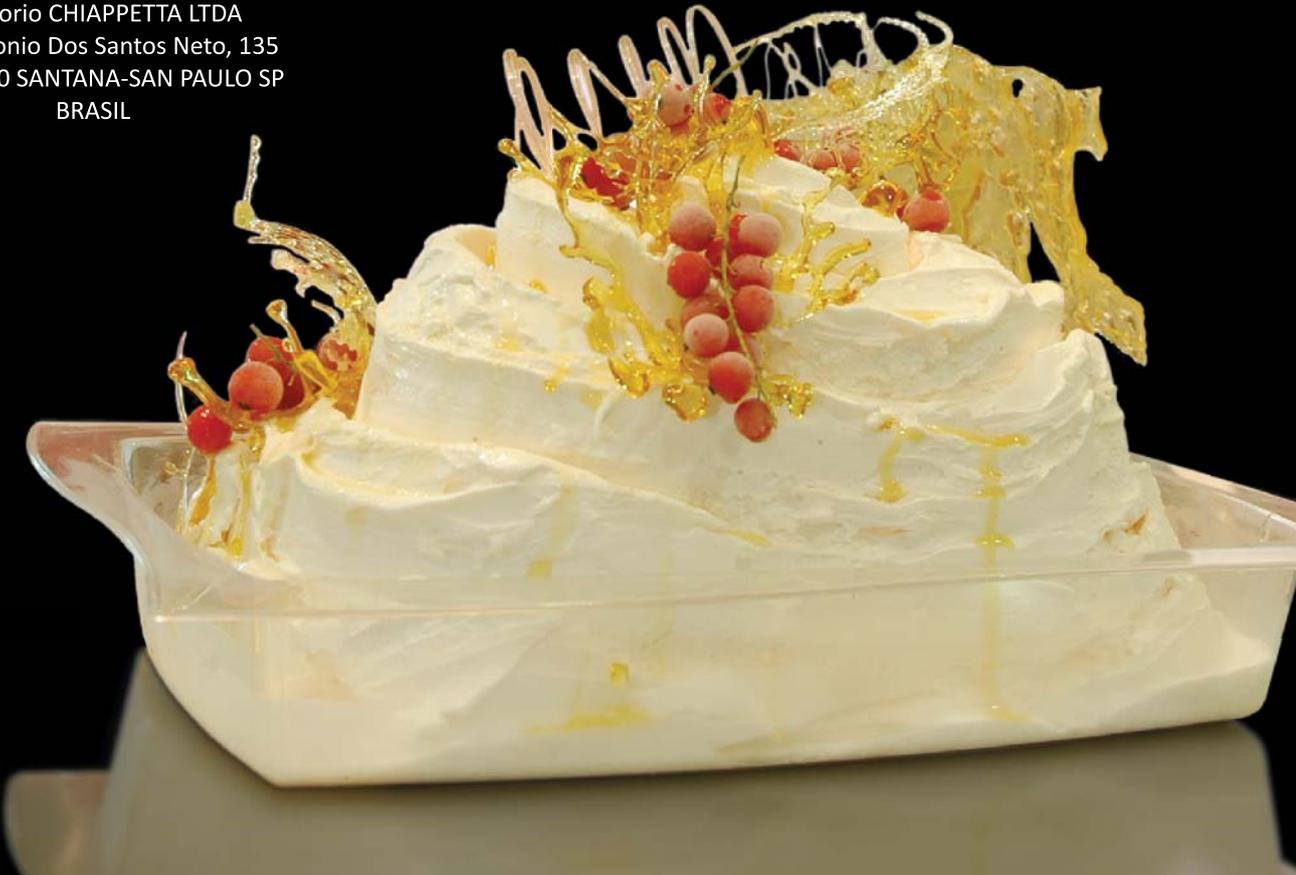
## ACCADEMIA BIGATTON



# Brasile



Emporio CHIAPPETTA LTDA  
Rua Antonio Dos Santos Neto, 135  
02028020 SANTANA-SAN PAULO SP  
BRASIL



# BRAZIL: SPANNING THREE GENERATIONS



*Alfredo Chiappetta*



*Renato Chiappetta*



*Adriano Chiappetta*

Brazil, that vast and mysterious land inspiring dreams of freedom, is today one of the areas in the world experiencing the greatest socio-economic development. The Accademia Bigatton network could not fail to be actively involved in the development of the gelato sector in this stupendous country. The Chiappetta family, which has had an historic presence in the catering market spanning three generations, has created an Academy workspace in San Paolo. Coordinated by Adriano Chiappetta, an expert in gelato making and creative cuisine, is supported by the President, Alfredo Chiappetta, and his son Renato. In this Academy as in others, the courses for gelato and confectionery are organised according to the rigorous standards of the Accademia Bigatton system, and make natural use of local raw materials produced by Brazil's flourishing agricultural sector.



*Alfredo Chiappetta and Matteo Scarello  
at the World Gelato Championship*



# ACCADEMIA BIGATTON

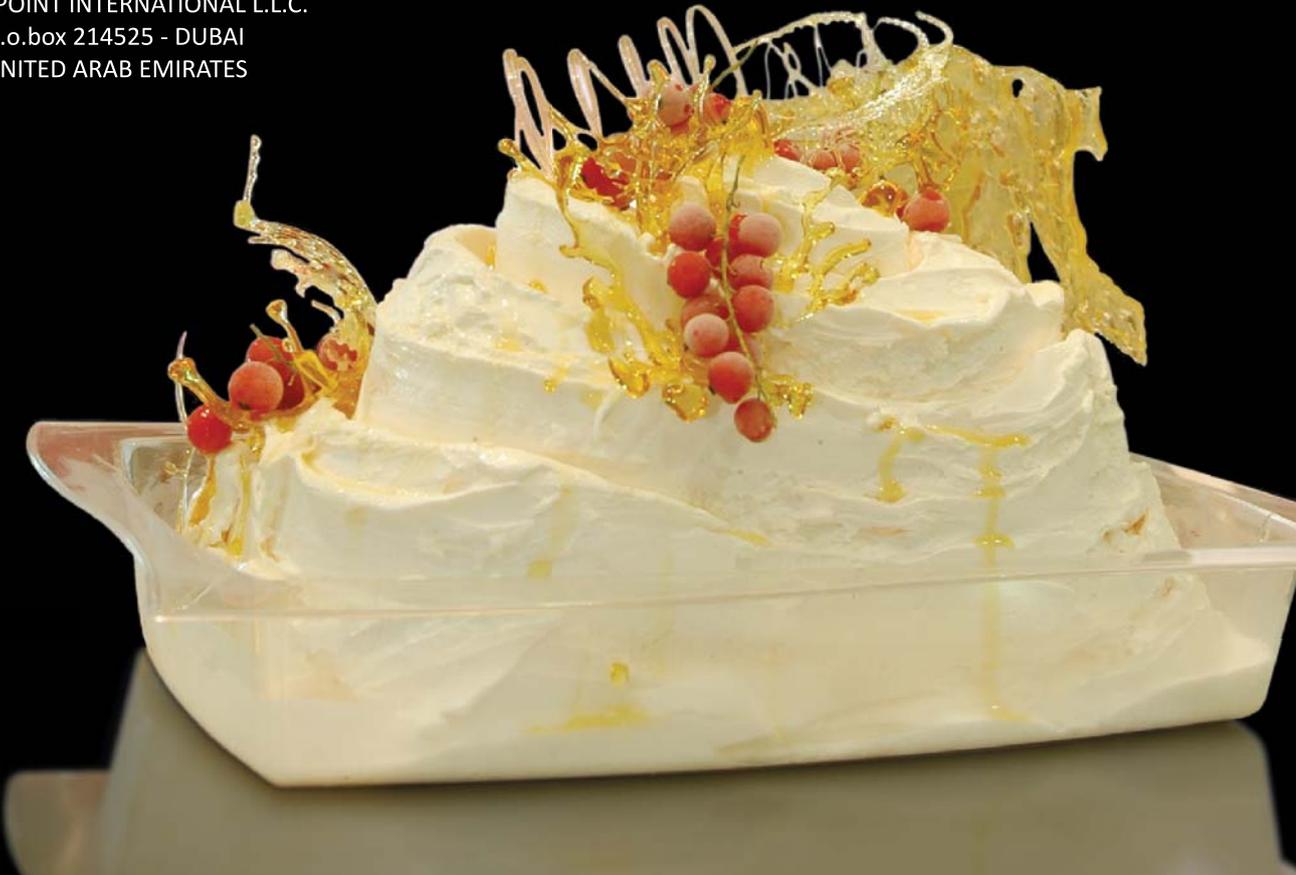


Dubai



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*Cristina Dalla Mora*

## DUBAI: EXPONENTIAL GROWTH

In order to help spread the tradition of Italian food in the world, the Accademia Bigatton organisation had been establishing a series of Academies in different geographical areas.

The Bigatton Academy in Dubai has experienced a significant increase in its activity over the last years. This area of the world has developed at dizzying speed, with exponential economic growth due to the massive investments from local and international entrepreneurs, and this has led to soaring demand for traditional products that are typical of other cultures. Italian artisan gelato and patisserie are outstanding examples.

With its local distributor, Polo Point International L.L.C., and its local partner Alessandro Piccin and his wife Cristina Dalla Mora, Bigatton has created a Bigatton Academy in its headquarters in Dubai, open to all local entrepreneurs who are entering the world of artisan gelato. Individually tailored courses and consultancies are continually being organised across the whole region, extending outwards to neighbouring countries.



*Alessandro Piccin*

# ACCADEMIA BIGATTON



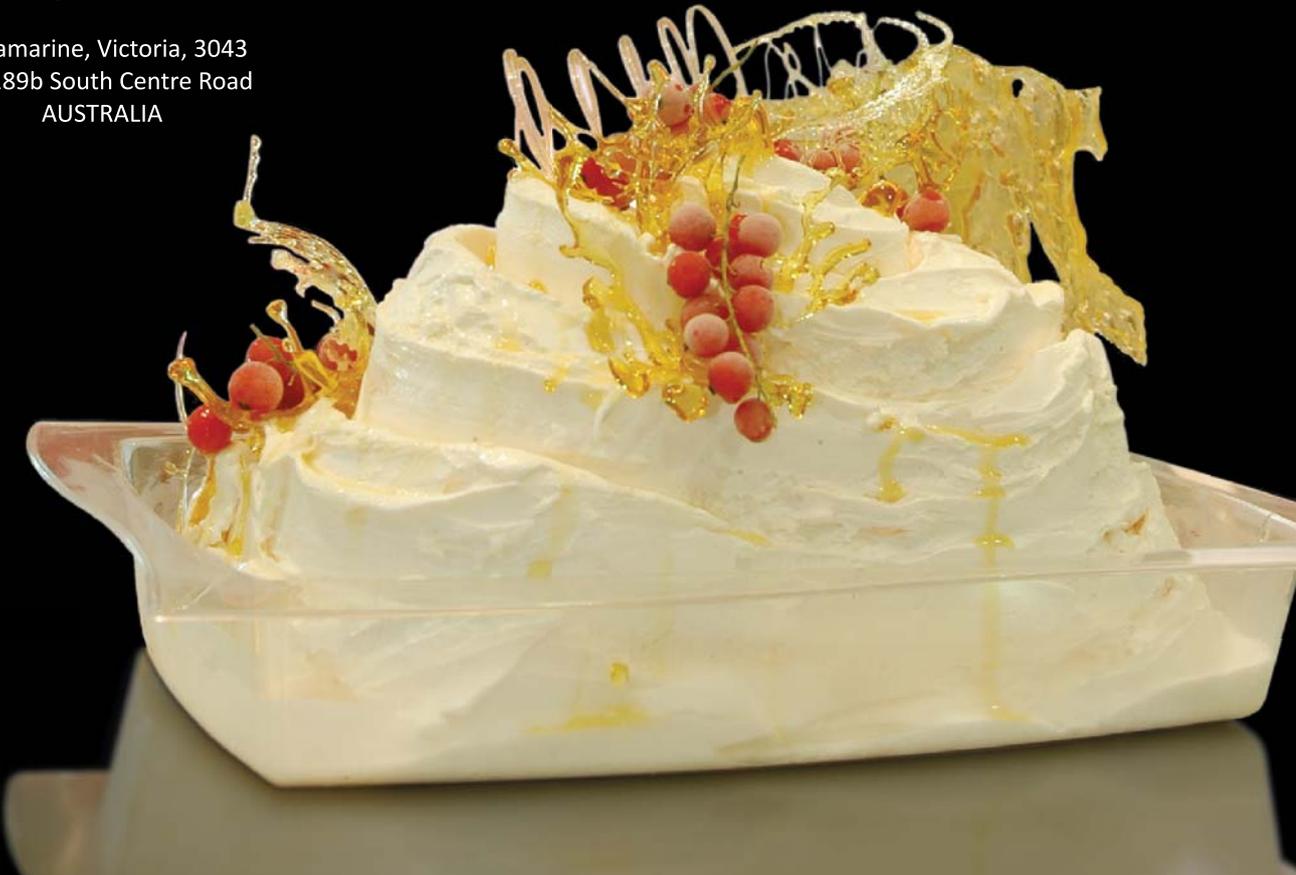
# Australia



*Bigatton Australia*

PTY LTD

Tullamarine, Victoria, 3043  
14/189b South Centre Road  
AUSTRALIA



# AUSTRALIA: WIDE HORIZONS

Australia, the distant and marvellous land of the kangaroos, is the setting for the intense activity of one of the dynamic Academies, part of the Accademia Bigatton network, that Bigatton has opened around the world. For Bigatton, Australia has always been an important market for artisan gelato; and today, with the collaboration of Bigatton Australia Pty Ltd, the Italian company can give a creative response to all those gelato makers, of both the older generation and the new, who wish to revitalise or else open new artisan gelato enterprises in this marvellous land. In collaboration with the Manager, Adam Marganis, a highly experienced gelato connoisseur, the Academy offers targeted courses in English, and collaborates actively in the creation of gelato outlets throughout Australia.

*Adam Marganis*



## ACCADEMIA BIGATTON



# Tunisia



MONDO DOLCE SARL  
Av. du COMBATTANT SUPRÊME  
5000 MONASTIR  
TUNISIE



# TUNISIA: AN HISTORIC PRESENCE

Tunisia has always been near to Italy, both territorially and culturally. Intense commercial activities, huge opportunities for tourism, and exchanges of workers between the two countries have strengthened these ties over the last decade. Italian artisan gelato is a product that is strongly integrated into the food culture of Tunisia today. An Academy - part of the Accademia Bigatton network - has been established in Monastir through the good offices of an Italian gelato entrepreneur of historic importance and Bigatton's exclusive local distributor, Foued Brahem, and is now able to help all local or foreign entrepreneurs who wish to develop the quantity and quality of their sales.

The courses are run in French by Foued Brahem and by the peripatetic masters of the Accademia Bigatton.



*Foued Brahem*



# ACCADEMIA BIGATTON



your partner  
in sweet creations



look emotions



**mini mon amour**

quality and design made in italy

www.alcas.it

Trend is named Mini Mon Amour. This collection is inspired by design and versatility in its use. Creations that distinguish for their strong design impact and give the taste a special beauty. Mini Mon Amour collection is completed by a new range of accessories (spoons, forks, skewers) with a unique style.

# YOUR PARTNER IN SWEET CREATIONS

Creativity and innovation have always been the key components of Alcas. Founded in Florence in 1963, the company developed rapidly in the confectionery and gelato market, offering advanced products made of plastic, and today it is one of the most important European companies operating in its sector.

The originality that the company has demonstrated ever since the early 60s has been further developed thanks to the multiplicity of applications offered by plastic and modern biodegradable materials. The company's ability to pick up and run with the ideas coming from the market or from particular customer demands has allowed it to refine its design and manufacture of exclusive products for gelato outlets, patisseries, and artisan or industrial kitchens. Alcas offers a complete range of cups, drinking cups and trays, in plastic or biodegradable material, all coming with their own accessories. This is the case for example with the brightly coloured IceMix Collection, made of thermoformed polystyrene and decorated with vivid stripes. A real trendsetter in gelato and confectionery outlets is the Mini Mon Amour collection, elegantly designed for portability and display. Respect for the environment is the basic idea behind BioHappy, the first line of eco-compatible products in bioplastic derived from maize, an innovative material that is more environmentally friendly than paper, more transparent than glass, and as flexible and resistant as plastic. The Linea Oro Alcas (the Alcas Gold Line) in-



cludes trays made with an innovative plastic material coated with a thin golden film that lends an unmistakable touch of class. Yeti is the tub made by combining an external casing made of foam polystyrene and a thermosealed inner container for gelato takeaways. The elegant shape, with a particular twist to the lid, makes it unique of its kind, guaranteeing easy serving using the spatula, and extremely simple to pack and store. Alcas is the perfect choice for undisputed quality, setting off every creation to maximum effect, with designs that are never commonplace but always distinctive.



## ALCAS



# EXCELLENCE IN GELATO

The Alvena team, with over twenty years of experience in the field, produces raw material and semi finished products, providing the client with the most suitable recipes for their gelato store. All our products are designed with particular attention to high quality ingredients and their simple use during the final production phase of the product.





EXCELLENCE IN GELATO

A new  
way of making  
Creamy Yogurt Gelato

Presents



# The original Creamy Yogurt Gelato





# THE ORIGINAL CREAMY YOGURT GELATO

YeS Yogurt and Sorbetti is a new way of making top quality frozen yogurt which is truly unique because it contains no flavourings, all thanks to Alvena's research and about twenty years of experience making Yogurt gelato ingredients. The YeS Yogurt line includes a series of complete dry products "with no flavourings"; just add whole or 80% skim fresh yogurt and nothing else. The resulting mix is a Creamy yogurt gelato which contains a wealth of live probiotic cultures and very little lactose, making it highly digestible. The Creamy yogurt gelato is obtained by mixing natural fresh yogurt (80%) of any type (skim, whole or creamy) which is rich with probiotic cultures, with Alvena's exclusive product (20%) with no added flavours, hydrogenated fats or sucrose



sugar, sweetened with fructose. These ingredients are poured into the YeSMatic, a user friendly machine of exceptional versatility, which has the ability to adjust the degree of softness and creaminess directly by the operator during freezing. After about 20 minutes, the Creamy yogurt gelato YeS is ready. YeS Yogurt and Sorbet semi-finished products allow you to produce a great variety of Creamy yogurt gelato flavours by simply adding YeS fruit preparations or YeS cereals. Start by adding 200 grams of YeS fruit or cereal preparation per kg Creamy yogurt gelato to obtain an exclusive product with a delicate flavour, also available sweetened with fructose. The

range of flavours includes: plain, Williams pear, strawberry, pineapple, vanilla, cereal, peach, banana, coconut, apricot, blueberry. Sweetened with fructose: wild berry, strawberry, pineapple.

Prepared at temperatures below zero (-6°C) and refrigerated overnight (+2°C), Creamy yogurt gelato preserves its initial taste and flavour without alteration, reducing the amount of time needed to empty and clean the YeSMatic. The exclusive YeS Yogurt and Sorbetti system allows you to set up a yogurt corner or a yogurt flavoured parlour with a very low initial investment in order to make frozen yogurt in few simple steps.



# ALVENA

# *At school of excellence*



Arte Dolce School, twenty years dedicated to learning, training and specialization of pastry, ice cream, bakery and catering arts.



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

# LEARNING THE SWEET ART

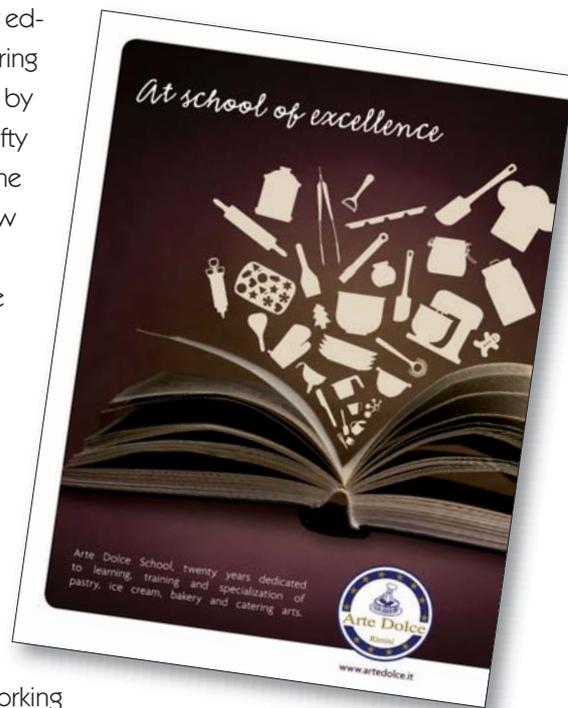
Born in 1991, Arte Dolce is accredited as one of the best centres for education and advanced training in pastry making, gelato making, catering and baking. Ever since its inception, the Centre has been directed by Mario Morri, who has been a leading figure in the sector for over fifty years. His personal contribution, his enthusiasm and passion, and the skills he has passed on to the pupils have helped the Centre to grow and its prestige to increase.

Through more than 1,800 courses, Arte Dolce has contributed to the formation of an entire generation of talents, many of whom, first as pupils than as teachers at the school, have won numerous international prizes and are recognised as “stars” at world level.

The highly qualified staff, the meticulous organisation of the courses, and the careful selection of teachers combine to realise the ambitious objective of continuous improvement, in order to ensure that the students are totally satisfied. The intention is for each student to conclude his or her programme of study not only with greater knowledge and a higher level of skills, but also with the sensation of having found a band of friends who are working

every day in support of professional artisans. For many years now, each course has been monitored by means of a questionnaire to gauge the level of satisfaction. The information gained is carefully evaluated, both in terms of the aim of continuous improvement, and also to detect the new needs felt by those operating in the field. The results are extremely positive: more than 90% of new students choose to enrol in a second course.

Each year, Arte Dolce introduces new courses into its programme, to offer students the possibility of expanding their range of expertise. In every encounter between teachers and students, particular attention is paid to how the course work is organised and what costs the artisan students have to bear, since these matters are absolutely fundamental if the school is to remain competitive. The programme includes both basic and advanced courses, and has been updated with courses specifically geared to the study of new raw materials, with particular attention to food intolerances and allergens.



*Ever since its inception in 1991 Arte Dolce has been directed by Mario Morri (in the middle of the photo), who has been a leading figure in the sector for over fifty years.*

*His personal contribution, his enthusiasm and passion, and the skills he has passed on to the pupils have helped the Centre to grow and its prestige to increase.*

# ARTE DOLCE

# RISO NATURA

## NATURALE LEGGEREZZA

### GOOD, HEALTHY AND LIGHT!

- 100% vegetal product
- With vegetable fibre
- Without hydrogenated vegetable fats
- Without cholesterol
- Without animal fats
- Without saccharose
- Without gluten (except for Riso Natura Barley)
- Without synthetic colours
- Without lactose (\*)

(\*) Allergy info: creamed ice-cream, produced according to the recipes and procedures listed on the packaging, contains milk derivatives traces for less than 0,15%.



# NATURALLY GOOD



## THE TASTE OF PERFECTION

The Babbi brand is recognized in the world as a guarantee of refined gourmet pleasure. Its expertise in the production of high confectionery, cones and wafers has in fact evolved in over 50 years of constant research on the perfection of flavours, in a virtuous balance of raw materials quality, special recipes and processing, all carried out internally, through the ritual of slow and natural steps, which are in full agreement with the tradition, but always in a continuous innovation.

All Babbi production express this particular taste that comes from half century of work, sacrifices, love for tradition and passion for confectionary art.

Today Babbi is proud to have contributed with the quality and the uniqueness of its products to glamorise the made in Italy in the world.



Riso Natura Babbi are specific semifinished products to realise a great rice gelato. These products are 100% vegetal, without cholesterol and animal fats, charming and enjoyable in every season. They do not contain sucrose (the product is sweetened with fructose, a simple, slow-assimilation sugar), gluten (except for Riso Natura Barley), lactose - ideal for those intolerant to milk -, hydrogenated vegetable fats, and artificial pigments. In addition, Riso Natura Babbi products are increased with vegetable fibre to help regulate intestine functioning, thus easing the increase and multiplication of "good" bacteria or probiotics (bifidobacterias and lactobacilluses). Rice content in finished gelato: max 10%.



# BABBI



# Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

[www.bigatton.com](http://www.bigatton.com) . [bigatton@bigatton.com](mailto:bigatton@bigatton.com) . Bigatton Produzione +39 0421 271554

# SOFT AND CREAMY

The base that makes Italian gelato excellent throughout the world is Doppia Panna 100 Bigatton (Double Cream 100 from Bigatton), the polyhedric product that makes it possible to create a mixture for a creamy, stable and always smooth gelato. Doppia Panna 100 Bigatton is a carefully calculated mixture of top ingredients, processed in masterly fashion, to obtain star results.

The Accademia Bigatton organisation, a really valuable source of company recipes, is able to advise those who use Doppia Panna 100 in all its applications and processes. Wrapped in practical 2-kg bags, 6 bags to a carton, it has a maximum dosage of 7% as a proportion of the mixture.

Its typical taste of slightly vanilla-flavoured cream goes excellently with the majority of recipes created by the gelatier.



# BIGATTON

The art of blending  
the flavours of  
gelato and confectionary !



**The best ingredients for ice cream and pastries since 1946**

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**KIT Muffin cioccolato cod.3312NM - bianco cod.3311NM**

# INTRIGUING AND TASTY

The muffin, that well-known American confection, is also now part of Italian culture, and is to be found in lots of points of sale and fast food outlets.

Delicious in both the white version enriched with chocolate drops and the black cocoa version with bilberries, it has now established itself as an alternative to the classic Italian brioche. Bigatton promptly decided to create an intriguing semi-finished product that comes in two versions, each with the appropriate flavouring. Used in a white base with a neutral flavour, it produces the taste and classic look of the American muffin; the bits contained in the flavouring create a blend of tastes that appeal to adults and children alike. The product is also recommended for stuffing cakes and semifreddi.

The Muffin Bianco (white) kit is composed of 2 3-kg jars of Muffin Bianco paste, 2 3.25-kg pails of Muffin Cioccolato flavouring and 1 1-kg bag of Gocce di Cioccolato (chocolate drops). The Muffin Nero (black) kit is composed of 2 3-kg jars of Muffin Cioccolato paste, 2 3.25-kg pails of Mirtillo (bilberry) flavouring and 1 1.9-kg bag of Wfrutta Mirtillo.



# BIGATTON

The best yogurt  
flavours par  
excellence . . .



The best ingredients for ice cream and pastries since 1946

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# GREAT BENEFITS, IMPECCABLE TASTE

Because of the new worldwide trend in healthy foods, with yoghurt as a leading player, the Bigatton research unit has created a line of semi-finished products devoted to this important segment of the market.

The careful selection of raw materials that are impeccable from a health and organoleptic point of view, and their application, tested in the company's research and development laboratory with the active help of masters from the Accademia Bigatton, have led to the creation of absolutely unique products that are making a great impact on consumers. This is how Yo Ready was born, devised to create soft and counter-served gelato with all the taste of yoghurt. The base recipe requires the operator to mix 270-300 g of Yo Zero Zero with one litre of

cold milk, then leave to rest for ten minutes, and freeze in the traditional way. A variation on this is Yo Supreme, which offers the same inimitable flavour but has a high concentration. The base recipe requires the operator to mix 30 g of Yo Supreme cold with 40 g of Frutta 7 Days, 220 g of sucrose and one litre of whole milk. In this case too, leave to rest for 10 minutes and freeze in the traditional way. An enriched recipe has also been developed that requires the use of 20 g of Yo Supreme, 40 g of Frutta 7 Days, 40 g of dehydrated glucose, 180 g of sucrose, 800 g of whole milk and 200 g of fresh yoghurt.

The yoghurt gelato can be embellished with the range of flavourings and decorations contained in the Bigatton catalogue.



# BIGATTON



**I can satisfy my cravings ...  
and still keep in shape !**

The new taste Yogurt Zero Zero

The best ingredients for ice cream and pastries since 1946

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# LIGHT AND HEALTHY

Bigatton's great advance in the world of healthy eating is Yo Zero Zero. The product is formulated without sucrose and is sweetened with Bigatton's "Big Sugar" mix that is a replacement for sugars. The artisan thus has the option of creating a yoghurt-flavoured gelato with glycaemic impact that is virtually nil, reduced calories, and a natural fibre content. Yo Zero Zero is therefore a product that is in perfect harmony with the most advanced trends in healthy eating that are evident throughout the world. The base recipe for obtaining a delicious soft and counter-served gelato, light and yoghurt-flavoured, requires the use of 270-300 g of Yo Zero Zero to one litre of milk. Then mix it cold, leave to rest for ten minutes, and freeze in the traditional way. Yo Zero Zero comes in 2.16-kg bags, in 4-bag boxes.



# BIGATTON



OGOS

Principle and  
essence of  
*perfection*



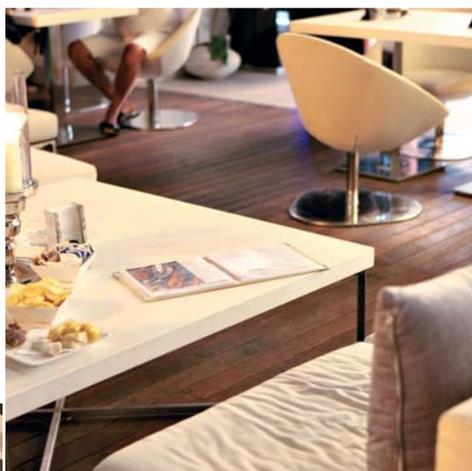
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fax +39 0731 60861  
info@bocchini.it  
[www.bocchini.com](http://www.bocchini.com)

# BORN TO INNOVATE

Ever since 1963, when it was founded through the entrepreneurial vision of Augusto Bocchini, the company, based in the Region of the Marche, has been distinguished by its capacity for innovation. In the field of furnishings for bars, confectioners, gelato outlets, delicatessens, bank counters and HoReCa premises, Bocchini has always been at the forefront of progress, in its use of new technologies, materials, light and glass. The company has known how to interpret with flair the cultural, social and economic changes that have occurred in the places where people like to rendezvous, always matching style, design and practicality in a successful and thrilling

manner. Bocchini has also exported its know-how abroad, creating personalised designs for clients scattered throughout the world. The 45 years of activity have been marked by another important milestone: the alliance with the design house of Pininfarina to create the product B45, destined once again to impose a new trend in the sector.



*In the photos,  
the recent restructuring  
of the Berardo Bar  
in Pescara, Italy.*



*Logos is distinguished by its elegant finishings and avantgarde technical solutions. Precious marbles such as Dark Emperador, combined with back-painted glass - available in various colour variations - complete a collection that is distinctive for style and elegance.*

## THE NEW CREATIONS



Logos, Bocchini's last bar furniture collection, combines style and expressive rigour. Precious finishings and cutting-edge technology characterise this line, which has an elegant, understated design. Slabs of Stoneglass, a new material that unites the qualities of glass with those of solid bat malleable stone of stone, create reflections of light, emphasised by the use of led lighting systems, with Rgb colour variations. Prize marbles such as Dark Emperador, combined with glass that is back-painted in a variety of available colours, complete a collection that is distinctive for its style and elegance.

Kubo, the new family of refrigerated display cabinets, is, naturally, linear, understated, and streamlined. The clean profile and meticulously designed lighting show off the goods on display to maximum effect, ensuring perfect visibility. The wide range of models allows great flexibility of usage. Kubo is in fact available in three bar counter heights (96/112/125 cm). Presented at the 2011 Sigepe Expo together with Logos, Kubo combines advanced technology with quality finishings, and immediately ranks among the most modern and elegant bar furniture options available.



*Kubo, the new family of Bocchini refrigerated display cabinets is linear, understated, and streamlined. The clean profile and meticulous lighting emphasise the contents on display, with perfect product visibility.*

# BOCCHINI

# Carpigiani Gelato University



# Where successful gelato entrepreneurs are born



*13 Campuses Worldwide*

*4 Weeks training program*

*Over 12.000 participations in 2011*

*As seen on ABC, CBS, Al Jazeera, BBC, Wall Street Journal ...*



# CARPIGIANI GELATO UNIVERSITY

Carpigiani Gelato University (CGU), founded in 2003, is the most prestigious gelato teaching institution in the world, featuring the largest workspaces (over 400 square meters) and the most advanced technology (40 of the most innovative Carpigiani machines). CGU offers artisan gelato courses of every level. Training takes place on the University's main premises located at Anzola Emilia, Italy (just outside of Bologna) and in various branches in the USA, United Kingdom, Japan, Middle East, Australia, Africa, South America and China. In 2011 the school organized over 400 courses in 10 languages, reaching a total of 12,000 students.

With the assistance of Carpigiani's Master Instructors it is possible to become a gelato professional in most any country. CGU's faculty consists of over 20 world-renowned experts. They are master gelatieri and confectioners, specialists in communication, marketing, design, and management, thus ensuring that the training courses are able to respond to every need. Thanks to their extensive travels, instructors are always updated on the latest techniques, trends, and products of both global and local markets. Consequently they are able to provide precious advice on opening successful gelato outlets in the five continents.



# THE COURSES

The most extensive training program is offered at the main premises in Bologna in Italian, English, and French languages. Offering professional training that is ever more comprehensive and thorough, the complete curriculum consists of four weeks of intensive training.

The first step on the road to success is the “Gelato Week Base” course. It provides students with the indispensable theoretical knowledge and fundamental hands-on training using the latest generation of machines for the production of top-quality gelato.

The next step is the “Gelato Week Intermediate” course. Here students learn to diversify and improve the quality of their artisan gelato by expanding and personalizing the range of products in their display cabinets, thus dif-

ferentiating themselves from the competition.

To put the concepts learned in the classroom into practice, students then complete a practical work experience called the “Gelato Week Internship.” This involves work placement in a successful gelato business, Carpigiani’s own Gelato Lab, located on site.

To explore further innovations and trends in the world of artisan gelato there is finally the “Gelato Week Advanced” course. In five days students learn the most sophisticated and advanced techniques in confectionery and soft gelato. These expert skills spark the gelato entrepreneurs’ creativity and facilitate their pursuit of excellence, making it possible to offer something new to their customers on a daily basis.

Ready to start? Age and previous occupation are irrelevant - what matters is the will to learn, a passionate commitment, and creativity! For more information visit the website at [www.gelatouniversity.com](http://www.gelatouniversity.com).



Carpigiani was established in 1946 by the brothers Bruto and Poerio Carlo Carpigiani. Today Carpigiani is the leading manufacturer of gelato machine with total sales of 136 million euros, 12 subsidiaries, 300 dealers, and more than 500 service centers worldwide. [info@gelatouniversity.com](mailto:info@gelatouniversity.com)

# CARPIGIANI

# Cartoprint makes brands tastier



## Cartoprint customized cups: unique and natural

Cartoprint cups are one and only. With all their branding options, their top quality printing, impactful images and colors, your specialties will be even more special.

They are also eco-friendly because they are made in paper, which is recyclable by definition, but manufactured by paper mills that use cellulose, originating only from certified forests implementing an active reforestation system.

So with Cartoprint, will have an extra communication media for your ice cream, together with a top quality and safe container. Cartoprint is a tasteful solution, to make your offer even more appealing and unique!



**Cartoprint**

Via Roma, 107 Caronno Pertusella (VA) Tel. +390296399911 Fax +39029659010 [www.cartoprint.com](http://www.cartoprint.com)



ual planting, growing and harvesting of trees so that forests can always be healthy and abundant for present and future generations.

The biopolymers are obtained from fully or partially renewable resources and are biodegradable and compostable.

Mater-Bi is the biodegradable and compostable biopolymer based on the new Novamont's "vegetable oil technology". The renewability rate of Mater-Bi is approx 40%.

It's manufactured with clean and environmental effective technologies (low energy and low greenhouse gas emission) and it's GMO free. Mater-Bi do not reduce availability of fields for human food.

## NATURAL SOUL

Naturelly Cartoprint is a new packaging range in paperboard and Mater-Bi biopolymer. It's the result of the company's commitment to provide a consistent, sustainable answer to the many environmental challenges of today. Naturelly Cartoprint is produced with sustainable raw materials and environmental effective production processes. It's recyclable, biodegradable and compostable, according to EN13432. The range includes a full choice of paperboard cups and lids for the gelato artisanal market.

Cartoprint has always chosen renewable raw materials, produced with low environmental impact processes. The company purchases paperboard exclusively from suppliers who have a forest management system ensuring the perpet-

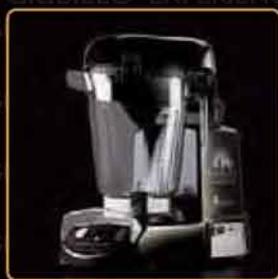


# CARTOPRINT



## Una questione di etichetta

Leggere un'etichetta ingredienti semplice e chiara, ritornare alla natura, alla qualità delle materie prime, all'eccellenza del gelato artigianale: questo vogliono i consumatori di oggi. Questo è l'obiettivo del programma Giubileo Experience, nato da 30 anni di esperienza Comprital, che integra prodotti, tecnologie e servizi esclusivi, per tutti i professionisti che vogliono raggiungere i vertici nel mondo della gelateria artigianale.



### Qualità

Solo ingredienti naturali, senza emulsionanti e grassi vegetali. Materie prime di qualità, legate al territorio, come il pistacchio di Bronte e la nocciola Piemonte.

### Innovazione

Un gelato straordinariamente morbido e setoso, di grande stabilità, grazie all'esclusivo processo di micronizzazione, ideato da Comprital.

### Completezza

Giubileo Experience copre l'intero ventaglio di offerta della gelateria artigianale: basi, gusti latte, gusti cioccolato, gusti frutta, cremolate, stecchi e biscotti, torte gelato.

### Formazione

Scegliere Giubileo Experience significa entrare in un Club di professionisti ricco di privilegi: corsi di formazione, area web riservata, iniziative speciali, e il prezioso Manuale dell'Eccellenza.

**+39 02 95770829**

Chiamaci subito se vuoi essere protagonista di questa autentica rivoluzione nel mondo del gelato artigianale.

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

COMPRITAL S.p.A.  
Via Verdi, 49/51/53  
20090 Settala - Milano  
Tel. 02 95 77 08 29  
[www.comprital.com](http://www.comprital.com)



**COMPRITAL**  
INGREDIENTI PER GELATERIA E PASTICCERIA

OFFICIAL SPONSOR  
GELATO WORLD CUP  
2012



# REVOLUTIONARY EXCELLENCE



“Revolutionising tradition” is the idea that has always underpinned the Giubileo Experience project, the brainwave of Comprital’s Chairman, Gianni Osti - to return to the tradition of gelato made with the old ingredients, those of “yesteryear”, but with the wonderful variety and quality of the gelato of today. On this path of discovery, which has involved years of tests and research studies carried out internally or contracted out to university institutes, the company has looked for new natural ingredients unique features and new technological means that would lift the quality. The final result represents the maximum expression of “the Comprital experience” for those professionals who wish to reach the pinnacle of achievement in the world of gelato.

Together with the unique taste belonging to a particular district, a quality product always has a story to tell. The absolute quality of certified Bronte DOP pistachios, certified IGP hazelnuts, and the best cru cocoa from environmentally sustainable plantations, carries over into recipes which proclaim the noble and unique properties of the ingredients. For this reason, Giubileo Experience offers the gelatier a product and a process in which quality is guaranteed and openly advertised in a notice listing the ingredients, which exclude vegetable fats, emulsifiers, and synthetic stabilisers. Fresh milk, dextrose, cane sugar, fresh cream... these are the pages of the story of a good gelato waiting to be narrated to the artisan gelatier’s most attentive customers.

The uniqueness of the Giubileo Experience ingredients is emphasised by the way the liquid mixtures are treated, using the Giubileo XLP, a machine that micronises each individual ingredient in just one minute, down to 40 microns, ensuring a full, rich taste and a smooth, silky texture. The treatment involves a physical and structural rearrangement of the ingredients, creating a softer gelato even at very low temperatures. In this way it is possible to create cakes, biscuits and gelati on a stick - replacing the usual semifreddi - so that they all stay soft and tasty even after they have been kept in a domestic freezer for a long time.

To participate in the Giubileo Experience programme means

belonging to an exclusive group in continual evolution. The Giubileo Club recognises the uniqueness of each client who has made quality their watchword (with meetings, targeted professional updates and exclusive services); and it offers a protected area on its website at [www.giubileoexperience.it](http://www.giubileoexperience.it) where new ideas, recipes and advertising material for the point of sale are always to be found, a dedicated Facebook page for the exchange of information between professionals in the sector who are members, and especially the “Manuale dell’Eccellenza” (Manual of Excellence), continuously updated by reate professionals in the sector and by clients

themselves, who, through participation in occasions such as the Giubileo Cup, make their experience publicly available in the form of new recipes, presentations and advice. Giubileo Experience makes a rich array of communication material available with the product, consisting of high definition images, promotional notices, and ideas to use in the point of sale.

Comprital is a Platinum Sponsor of the 2012 World Gelato Cup and a partner of the Italian team with the Giubileo Experience programme; while the Giubileo Latte (milk) and Giubileo Frutta (fruit) bases will be used during the World Cup competitions.





*Quality  
Foodservice  
Ingredients*



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

DEMETRA s.r.l.  
23018 Talamona (SO) – ITALY  
Phone +39 0342 674011 – Fax +39 0342 674011 – sales@demetrafood.it



*Chefs of the team  
"Demetra Food Academy".*

*Quality Control Internal Laboratory.*

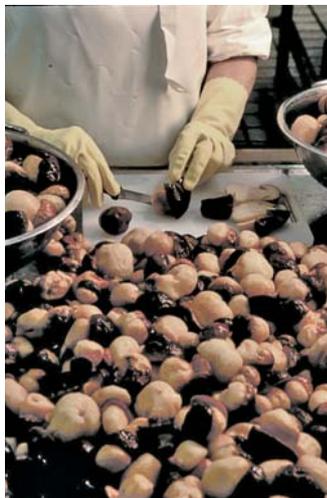


## THE FINEST ITALIAN FOOD TRADITION

Demetra's name has been inspired by Demeter, the goddess of the fertility of the earth and the harvest. Started in 1987, the company's range of products combines the Italian and Mediterranean tradition with modern and innovative cooking, presenting over 400 items that are able to meet the needs of all kinds of modern catering professionals (restaurants, pizzerias, hotels, bars...).

Demetra has chosen quality as the principal inspiration for developing its business. It is a comprehensive quality, from the selection of ingredients to the high tech packaging, using the most rigorous production control procedures. The whole company system is certified by application of Uni En Iso 9001:2008 and Haccp standards, providing a guarantee that high quality standards are fully implemented.

Its sales network consists of specialized wholesalers, supported by skilled Area Managers and Chef Promoters, able to



identify each and every opportunity to provide information and advice to users. Strongly oriented toward supporting its customers, Demetra has developed modern marketing tools, particularly the magazine "La voce di Demetra", distributed to a list of over 10,000 subscribers.

*Demetra has chosen quality as the principal inspiration for developing its business. It is a comprehensive quality, from the selection of ingredients to the high tech packaging.*

# DEMETRA

# Cotton candy

*Unforgettable  
sweet memories...*



**FABBRI**  
1905

Fabbri 1905 SpA Via Emilia Ponente, 276 - 40132 Bologna (Italy)  
Tel. +39 (0)51 6173111 E-mail [export@fabbri1905.com](mailto:export@fabbri1905.com)



[www.fabbri1905.com](http://www.fabbri1905.com)  
[www.amarenafabbri.com](http://www.amarenafabbri.com)



# MORE THAN A CENTURY OF SUCCESSES

It was 1905 when Gennaro Fabbri took over an old grocery with a vat room in Portomaggiore, (Ferrara Province, Italy) and began the production of liqueurs and cordials. In the 1920s, the famous sour-cherry Amarena was born, entering the homes of millions of Italians also thanks to an intense marketing campaign that saw it take a leading role in "Carosello" - the popular advertising show on the Italian Television. The creation of the first range of compound products for artisan Gelato and Patisserie was launched immediately after the Second World War and it was destined to achieve worldwide success during the following decades. In 2005, Fabbri celebrated its first centenary and, in the same year, instituted the prestigious Premio Fabbri per l'Arte, the Fabbri Award for the Arts, with the participation of artists of national and international renown.

## DEDICATED TO GELATO CHEFS

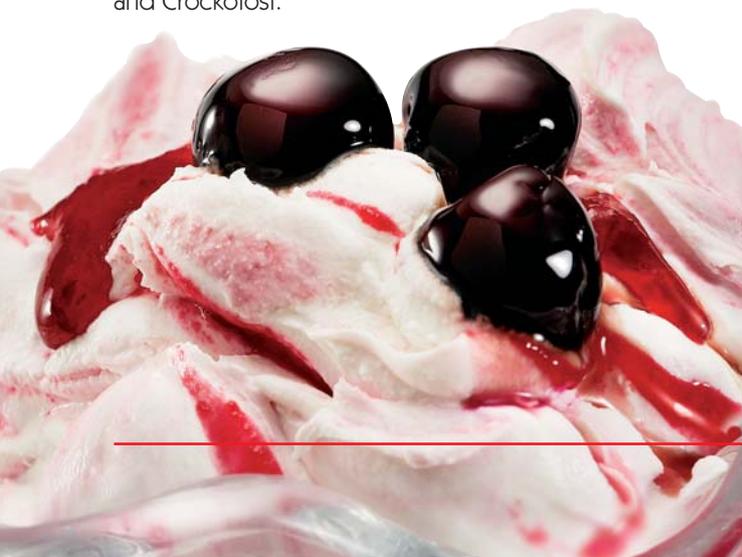
Today the company boasts a catalogue of over 1,200 items. For Gelato Chefs a wide range of products is available, from base mixes to special concentrated pastes, from complete products for Gelato and Semifreddo to fruit concentrates for infinite flavours of Granita, and from the inimitable Amarena Fabbri to the superb Marblings and Crockolosi.

## INFINITELY GOOD

Fabbri's product range is constantly evolving, anticipating the market trends and expectations. Fabbri's Cotton Candy dedicated to the youngsters, brings back unforgettable memories to the adults. With its brilliant blue and its irresistible decoration containing a cascade of delicious colour stars, it will tantalise even those who generally choose more classic flavours. Fabbri is thus carrying over into Gelato shops a flavour that has captivated generations of consumers.

For the most demanding consumers, Crockolosi, Fabbri range of crunchy Marblings, turn any Gelato flavour into a masterpiece of taste. Crockoloso Pistachio, with its bright green colour and its fabulous crunchiness, joins the range today.

Dedicated to Gelato Chefs is Fabbri's "stick kit", which contains two moulds for six gelato sticks and a display tray for 21 gelato sticks and 50 sticks. No limit to creativity, to enlarge the product offer, starting from the explosion of taste of the Stecco Croccante con Amarena Fabbri, the crunchy stick with Amarena Fabbri.



# FABBRI 1905

*Nappage*  
**AMARENA  
FABRI**

*a masterpiece to seduce  
the eyes and the palate!*





## SWEET EDUCATION

For Fabbri, confectionery is not only synonymous with refined products, but also with highly professional training. Ever since 1997, the company support the artisans working in the field with its Fabbri Master Class - the Permanent International School of Artisan Gelato and Pastry Making in Bologna. The School offers free basic training courses for Gelato makers and Pastry Chefs, as well as advanced course for professionals who wish to improve their skills. Every year Fabbri School provides trainings for hundreds of artisans in Italy and abroad, at its premises and distributors around the world.

### DEDICATED TO PASTRY CHEFS

There are as many as twenty lines of Fabbri products for professional Pastry Chefs: from the inimitable Amarena Fabbri to the range of baked-proved fillings and glazes, from the countless products for mousses and Semifreddo to the fabulous decorations.

### TRANSPARENT MASTERPIECES

Fabbri's products for confectionery include a wide range of special pastes, preparations with pasteurised egg yolks, almond and coconut pastes, cocoa, fillings with and without fruit pieces, glazes and nappages. With their delicate flavour, Fabbri Nappages lend surprising notes of colour to desserts and Semifreddo. They guarantee a perfect cut, both at positive and negative temperatures. They come in various different tastes, beginning with Amarena, top of the range with its unmistakable flavour of the sour cherry that is the company symbol. Apricot, with its pleasant fruity aroma that speaks of summer, exotic Passion Fruit, great classics such as Strawberry, Caramel with its marked flavour, and Pistachio, in a more brilliant version than ever. The range is completed with Chocolat.

### THE NEW NAPPAGE COTTON CANDY

The brand new Cotton Candy, classic and innovative at the same time, is presented in an intriguing sky blue version lending a tantalising touch to cakes and desserts.



# FABBRI 1905

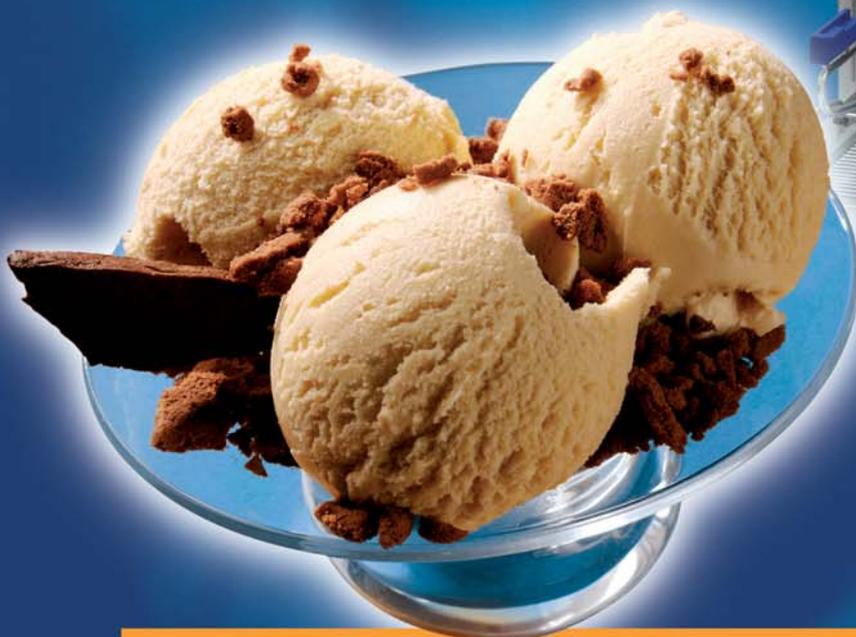
## "Twin" the combined machines

**HIGH TECHNOLOGY** the Frigomat machines enclose within a protective steel case its cutting-edge technology, devised to help in your work, last over time, and never leave you in the lurch.

**HIGH QUALITY** the Frigomat machines meet the top-quality standards your work requires, to bring you results that are certain and constant every time. This is a truly professional investment.

**HIGH RANGE** Frigomat offers you a wide choice of machines to match your needs. Whether small, medium or large, the machines will always give perfect results, are easy to use, and practical to maintain.

**HIGH SERVICES** Frigomat is always at your disposal to assist you and advise on purchasing the machine that best suits your work. The company will always intervene speedily and efficiently, to resolve your working needs.



**UPGRADE YOUR TECHNOLOGY**



**FRIGOMAT**

**GELATO AND PASTRY MACHINES**

Via 1° Maggio, 28 - 26862 Guardamiglio (LO) - Tel. +39 0377415011 - fax +39 0377451079 - info@frigomat.com - www.frigomat.com

# IN TUNE WITH THE CLIENT

Founded in 1969 by Alberto Cipelletti at Guardamiglio (Lodi Province, Italy), Frigomat designs and manufactures machines for gelato production, to which in 2000 it added multipurpose machines for patisserie.

The company proposes a range that comprises an high range of models, in tune with a policy aimed to satisfy the needs of a professional clientele. The majority of its investments are focused on research and development into new technologies and new machines to maintain the best traditions of the made-in-Italy brand. Over the last years, Frigomat's progress has been regularly punctuated with the launch of a succession of innovations, such as the combined machines in the Twin line, designed with interactive LCD panel to personalise and memorise the various production cycles and with the "creative function", patented for soft gelati, to prepare mousses and semifreddi.

Then there are the Titan LCD batch freezers and the soft



gelato machines in the Klass series, with attractive graphic designs. In 2009, the Cuocirema Chef 12, the Twin Chef LCD series, and the G20 and G30 vertical gelato machines all made their appearance on the market. Among the latest innovations there has been the introduction of the Intelligent Electronic System (IES) function, which extends the precision of the machines, simplifying their use, and the Gx4 range, machines that make it possible to serve the batch churned gelato before the very eyes of the final consumer. For Frigomat, the relationship with the distribution network is fundamental. This begins with the attention paid to technical and commercial training, to build a reciprocal collaboration that is constantly consolidated over the years.



# FRIGOMAT

# Natural origin

*made in italy*

www.studioverica.it



Since 1922... Quality is without doubt the slogan that characterizes our production, a full range designed and realized with our customers to follow closely their demands. We use only the finest raw materials available on the market and manufacturing processes that guarantee a higher level of control and hygiene in order to offer a completely natural prime quality product to the makers of artisanal Gelato. We are always careful to our customers needs, we know the importance of being on the forefront of research and in this direction we will continue to work with passion, accuracy and expertise.



*...bontà e tradizione nel gelato*

FRUCTITAL s.r.l. Prodotti per gelateria - via circonvallazione 20 - BURIASCO (TO) - ITALY - TEL. 0121.56587 - FAX 0121.56597  
info@fructital.it - www.fructital.it

# EXCELLENCE AND TRADITION OF ARTISAN GELATO

Since 1922 Fructital has represented the Turin confectionery tradition in the context of artisan gelato production relying entirely on high quality ingredients and carefully selected raw materials.

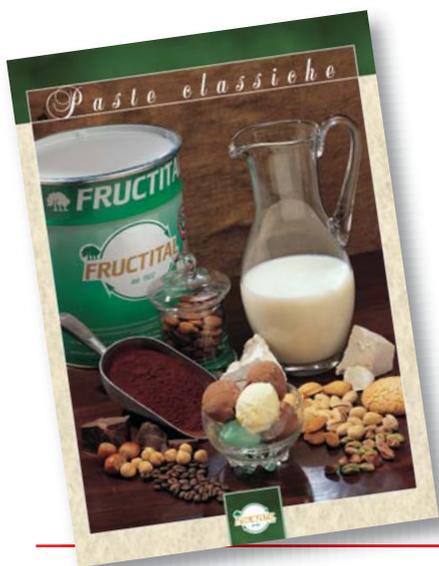
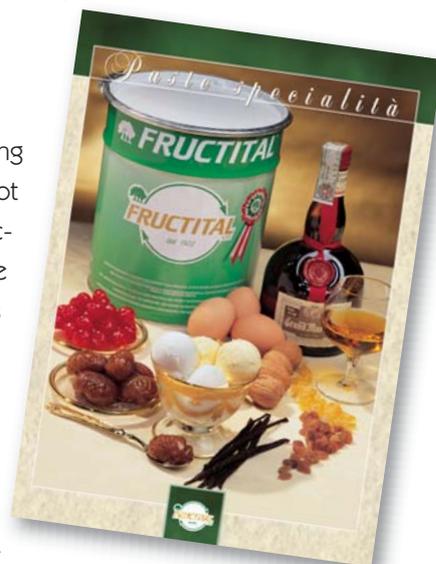
One of Fructital's strengths is undoubtedly the nature of its production: in the catalogue there are no commercialized items because all the products are designed and manufactured within the company. The working philosophy is oriented to spread the authentic Italian gelato, with a continuous research on the ingredients in order to limit the use of additives and to maximize the use of natural food. The last ten years of work have seen an exponential expansion of the brand outside Italy. The investments have successfully enabled to move from a regional area to an international context in a short time and they have made possible to operate in the five continents with selected distributors and qualified partners. Within the next year the area in Buriasco where the plant is settled will double.

The production systems are designed to preserve the artisan nature of the finished product, from the roasting ovens for dried fruits to the refining machines for creams, from the cookers for syrups to the mixing system for powders. The machines are

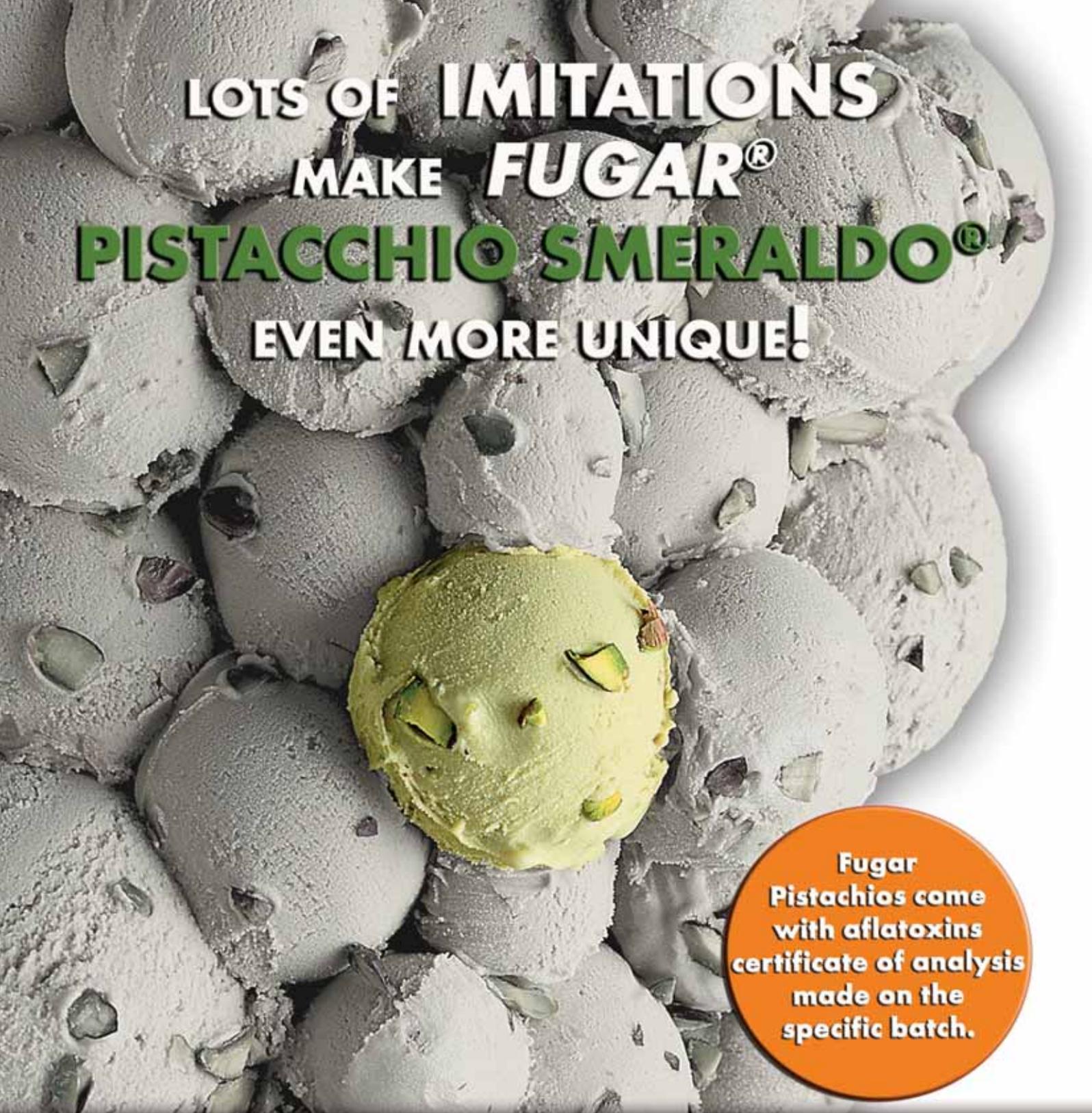
all designed according to the product and not vice versa. All these factors add up to a simple and flexible business management, which directly involves the customers in developing new ideas and in the creation of customized products.

Fructital offers its clients the chance to create unique items providing the expertise and the creativity of a team of experienced professionals. The company also offers the gelato artisans a full coaching service to open a new ice cream parlour and technical support for the use of products.

Choose Fructital means therefore enjoy a direct contact with the company and rely on a long-standing tradition supplier that improves craftsmanship, ensuring the highest quality standards.



# FRUCTITAL



**LOTS OF IMITATIONS  
MAKE FUGAR®  
PISTACCHIO SMERALDO®  
EVEN MORE UNIQUE!**

**Fugar  
Pistachios come  
with aflatoxins  
certificate of analysis  
made on the  
specific batch.**

**Fugar pistachio line also includes:**

- 100% PURE PISTACHIO paste
- *Cremino of PISTACHIO*
- *Cremino of PISTACHIO  
with pistachio caramelized grains*
- *Whole SMERALDO PISTACHIOS*
- *Chopped SMERALDO PISTACHIOS*
- *Chopped PISTACHIOS*
- *Caramelized PISTACHIOS*

**FUGAR®  
PRODUZIONE**

COMPANY WITH QUALITY MANAGEMENT  
SYSTEM CERTIFIED BY DNV  
= ISO 9001:2008 =

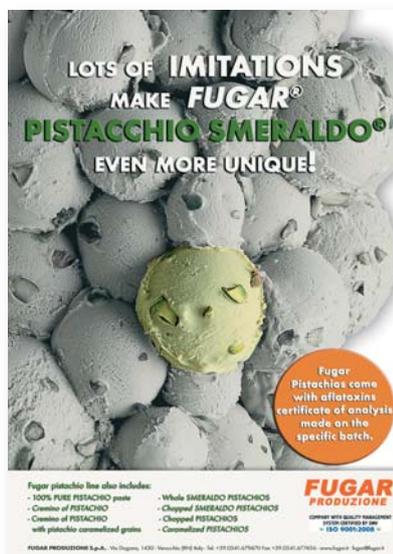
# EMERALD GREEN

A market leader in the production of compound ingredients for pastries and gelato, Fugar has always aimed at achieving total quality in all its company processes, so as to attain its primary objective - total customer satisfaction. To create compound ingredients while respecting their naturalness and remaining faithful to the best traditions of gelato making and patisserie is the fulcrum of Fugar's productive activity, which is geared to assisting artisans in their daily work. It was precisely in pursuit of this vision that Fugar produced its Pistacchio Smeraldo® Sicilia Puro 100% paste, made, as the name states, of 100% Pure Sicilian Emerald Pistachio. Let's take a closer look at the history...

It was in 1991 that Fugar decided to make this 100% pure paste solely from carefully selected Sicilian emerald-green pistachios, with the result that the product immediately established itself as a market leader. In 1995, the product was awarded the gold medal from the Italian Master Pastry Chefs Academy. Recognised as the best pistachio also by the Italian Gelato Academy, it won the International Competition at the 1997 SIGEP Expo in Rimini as the best pistachio gelato and, on the occasion of the World Pastry Championship in Lyon, AMPI (the Italian Master Pastry Chefs Association) awarded it a medal with a diploma in recognition of its quality.

## SICILIAN QUALITY

Sicily is the only Region in Italy producing pistachio "pistacia vera", characterised by a brilliant emerald green colour and an intense, resinous scent, and with organic qualities that render it unique in the world.



It is traditionally considered a princely ingredient in patisserie, gelato, and high-class gastronomy. Production is very limited, representing only 1% of the quantity produced in the world, and only 20% remains in Italy. Fugar's 100% Sicilian Emerald Pistachio is ideal for creating cakes, semifreddi, mousses and pralines, and goes well with a wide variety of gelato flavours. Fugar's products using its Emerald Pistachio also include its Pistacchi Smeraldo Interi (100% Whole Sicilian Pistachios, selected and roasted) and the Granella di Pistacchio Smeraldo (Emerald Pistachio Streusel).

It is important to know that pistachios, like hazelnuts, peanuts and other nuts, can be contaminated by aflatoxins, mycotoxins produced by fungi which are considered potentially toxic and carcinogenic, for which the limits in certain food products are laid down by the European Union. In order to protect its clients, Fugar submits the product to aflatoxin analysis at various stages of production, from the arrival of the raw pistachios through to the sealing of the product in jars for distribution. Thus, every supply of 100% Sicilian Emerald Pistachio has an aflatoxin analysis certificate attached to it, which confirms that the specific batch of product complies with the regulations in force.

# FUGAR



## Geldue piace in tutte le lingue

Geldue sa bene cosa vogliono i Maestri Gelatieri per far felici i loro clienti più golosi. Perciò, mette tutta la sua esperienza, la sua creatività e la sua collaborazione per proporre sempre prodotti di grandissima qualità e versatilità.

**Geldue: la casa che porta il gelato italiano in tutto il mondo.**



casa dolce casa

Via D. Cimarosa, 33 - 40033 Casalecchio di Reno (Bo) - Tel. 051 6132910 - Fax 051 6132928 - info@geldue.it - www.geldue.it

# COMMITMENT AND PASSION

For thirty years, Geldue has been manufacturing semi-finished products for gelato, always combining the quality of its solutions with an equal efficiency in serving the customer. Geldue's technical and commercial staff places its hand-on experience and flexibility at complete disposal of the clientele, never failing in offering premium quality products that meet even the most demanding customers' requests.

Commitment and passion are the everyday fuel of Geldue's engines and the indispensable endowment for satisfying old and new customers. In the ever changing world of business the quality of products is essential but it would not be enough without a careful and punctual service. Whether it comes to transport logistics or technical and commercial problem-solving, Geldue takes pride in being more than just a supplier, but rather a business partner. With its agents and distributors network, the company sells its products on the Italian territory as well as in several foreign countries spread in Europe, Africa, Oceania, North America, South and Centre America, Middle and Far East.



Geldue manufactures its semi-finished products having in mind the best Italian gelato tradition, offering a wide choice of items such as: milk and water base products, either for cold or hot process, already balanced and pre-mixed, thus ensuring excellent results in terms of taste, texture and user-friendly preparation; complete products in powder, ready to be dissolved in water or milk; soft ice cream products (and frozen yogurt); products for slush in many delicious and coloured flavours; flavouring pastes, with a wide variety of pastes ranging from the most traditional to the most original flavours; decorations.



# GELDUE

Gelato espresso,  
fast and good.



# HYGIENE UNDER CONTROL

Gel-Matic's BiB 500V PM express gelato machine increases the guarantee of cleanliness and simplify the cleaning process. As an alternative to the traditional models of machines fitted with conservation hoppers, the new BiB series represents an innovative solution that guarantees high hygienic standards thanks to the use of bag-in-box technology, a widespread system for conserving liquid food. The application makes it possible to eliminate the risk of a mixture becoming contaminated, since the hopper is replaced by a refrigeration cell where the bag-in-box container is lodged, and the liquid product is sucked from this directly into the freezing cylinder by means of

a pressurizing gear pump. When the mix is over, all the operator has to do is replace the container. The BiB 500V PM is fitted with two beater motors, one per flavour, which make it possible to manage production with maximum flexibility. The production capacity is 33 kg/h. The series includes single-flavour and twist-flavour machines, both counter and vertical options, with a 1.7-litre cylinder or a larger 3.5-litre one, in an electromechanical version or else fitted with the In.Co.Di.S. system with touch-screen technology. Customers can choose between models with air or water cooling systems, and different voltages are available, in addition to personalised graphics.



## GEL-MATIC ITALIA



  
**TAO**  
N E R O

A dark chocolate without milk or dairy products

All the taste of chocolate,  
with all the lightness of water.

Complete the range of flavours with TAO NERO, a plain chocolate of extraordinary quality, made with the addition of water, the purity of which enhances the distinct and full taste of the cacao. An ice cream without milk or dairy products, ideal for lovers of dark chocolate, perfect for those with lactose intolerance.

  
GELATITALIA

[www.gelatitalia.it](http://www.gelatitalia.it) | +39 035 4824335

# SWEET EVOLUTION

The winning philosophy of Granulati Italia is encapsulated in its very name. In 1976 Oscar Nesta, together with his partners, founded Solkristal, one of the first companies in Italy to import and study a system for instantizing and granulating food products. The company made its entry onto the Italian market with a line of semi-finished products for gelato and confectionery, bearing the Gelatitalia trademark. In 1982 the company restructured and took the name Granulati Italia. It consolidated its presence in the world of artisan production, and became the first company to use the instantizing process for semi-finished products for gelato. As testimony to the advanced processes introduced by the company, a line of complete granular products under the Gelatitalia label was presented for the creation of fruit gelato, a true precursor of today's series of complete products. In 1985 Gelatitalia presented its first epoch-making base, Granulat 50, which opened up the market to modern concepts of gelato stabilising and balancing, a base that still today retains its loyal customers. The development of the company meant that it soon became urgent to find larger premises, and 1995 saw the shift into today's factory at Boltiere (Bergamo Province). Gelatitalia boasts a complete range of semi-finished products for making gelati and semifreddi, suitable to meet the different requirements of the modern market. Bonfrutta and Friofrutta are two fruit bases for gelato, the first to work hot, the second cold, each making it possible to obtain a creamy and spatula-friendly batch-churned gelato, without fats, milk or milk derivatives. Granulati Italia uses technologically advanced production lines, including its granulating and instantizing plant and a recently introduced ultrasound installation for the microencapsulation of ingredients.



# DARK CHOCOLATE HEART



Outstanding among the company's most innovative products is its Tao Nero, which offers the pleasure of a gelato with the full taste of dark chocolate. It has the advantage of containing no milk or milk derivatives, and is therefore ideal for all chocolate fans who nevertheless suffer from lactose intolerance. This complete product has a quick and very simple method of working, and requires no pasteurisation. The dosage is two kg of product (equivalent to 2 bags) to 3 litres of warm water. To support sales there is a complete package of merchandising, including t-shirt, bandana, taste marker and totem pole.

# GRANULATITALIA

# Shining stars



in Gelato sky.



ICETEAM 1927 - ALI SPA

40011 Anzola dell'Emilia BOLOGNA, Italy  
Ph. +39 051 6505330  
info@iceteam1927.it  
www.iceteam1927.it



# ICETEAM 1927: WHO WE ARE,



On September 2010, the world-famous brands Cattabriga, Coldelite and Electro Freeze have been consolidated under a single business structure. The name we have chosen is Icemteam 1927: Ice for ice cream, gelato, and soft ice cream, the core of the industry the company intend to serve; Team is our philosophy, a team of brands that work together to meet the needs of their customers; 1927 the year when Otello Cattabriga established the first ice cream machine factory: Cattabriga, in Bologna, Italy.

Today, Icemteam 1927 is looking for partners who share our same spirit and desire for growth. The ample variety of its range allows the company to move proactively, rapidly and flexibly, maximizing coverage. More than 80 years of history make us proud to say that Icemteam 1927 is the right choice for your success as a dealer, distributor, agent or individual entrepreneur willing to enter our world.

## CATTABRIGA: EXCELLENCE AND HISTORY.

Cattabriga has enjoyed a starring role in the history of the ice cream industry. Its brand name is synonymous with excellence and the art of making gelato. In 1927 a talented Italian engineer, Otello Cattabriga, patented a mechanical system to make Italian style ice cream. The system actually imitated the "Stir-by-Stick" movement of Italian gelato artisans of his time. That technology is a Cattabriga exclusive still today and it is embodied by the unique vertical batch freezer Effe. Furthermore, Cattabriga offers a full range of equipment, covering from pasteurisers to entry-level mechanical batch freezers, to cream whippers and multifunction (pastry+gelato) machinery.

# WHERE WE CAME FROM

## COLDELITE: ONE UNIT, ONE SUCCESSFUL BUSINESS.

Compacta is the advanced solution including both a pasteuriser and a batch freezer in a single unit. Its latest innovation Compacta Vario is gaining reputation as the best equipment in the sector. Beside combining both processes in a single frame, Compacta Vario benefits from a multi-speed system with adjustable freezing allowing the customers to save energy, water and run silently as never before. Vario system has no matches on the market and is becoming a point of reference in both developed and developing markets.



## ELECTRO FREEZE: SOFT SERVE SINCE 1929.

An historical brand of soft ice cream equipment, frozen yogurt and shake, a recognized leader in the U.S. market. Since more than 80 years, Electro Freeze is a leader in the manufacturing of soft ice cream & frozen yogurt equipment. Over the years, it has introduced the first "twist" - 2 flavours + 1 mix system, the first refrigerated cabinet and the first blender. In 1993, Electro Freeze has patented the exclusive Mix Transfer System, therefore minimizing the cleaning operations and the contact between food elements and mechanical parts. Today, Electro Freezer is proud to present the outcome of US mechanical experience plus Italian know-how in electronics: the revolutionary model 99 T-Rmte.



# ICETEAM 1927



**BOX-GEL**  
ICE CREAM PACKING

*shaped to perfection!*

**NEW THERMAL BOX EASYGEL**

*The innovative design for an optimal grip.*



IMBALLAGGI ALIMENTARI SRL

Loc. Albergo (Industrial Area) Scrofiano • 53048 Sinalunga (SI) • Italy

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# BITE THE PLEASURE.



## 7 flavours 7 Stickaway !

White Chocolate  
Milk Chocolate  
Dark Chocolate  
Coffee  
Hazelnut  
Pistachio  
Strawberry



# LIKE A WORK OF ART



Each day there emerge from the Leigel factories a stream of products specially devised to transform gelato into masterpieces of taste and tradition. The Leigel gelato experience dates back, through its founder Mr. Leardini Tonino, to 1964. At every stage of its history, Leigel has been able to achieve an admirable blend of tradition and innovation, rightly presenting itself as an expression of the great Italian tradition, but at the same time as an extremely dynamic, outward-looking company. Thus, research and development, carried out with an eye to production technology, have always occupied a key role, since the company is committed to offering its customers the best possible product, based first of all on scrupulous selection of the very best raw materials. Leigel offers its customers and partners ongoing technical support and direct training, in order to build loyalty to the company and its products, offering any assistance

required to help gelato makers personalise their work just as they wish.

The constant creation of advanced products, coupled with marketing strategies to aid gelato makers in presenting their products, has proved a winning strategy to help customers boost their business opportunities. Leigel is an international company, able to reach into every country in the world. Continuing on the path of innovation and the internationalisation of its products, in 2011 Leigel has launched a new idea for the enjoyment of artisan gelato: artisan gelato on a stick. The Stickaway® line consists of seven different coatings based on refined chocolate of inimitable quality and taste. Without hydrogenated vegetable fats or artificial colourings, and with a high percentage of chocolate, these coatings are ideal for embellishing the gelato tubs, for creating semi-freddi and mono-portion, and – an absolute novelty – for preparing gelato biscuits, gelato on a stick and chocolates. To support the product, Leigel offers a well-targeted publicity campaign, to help gelato makers present this novelty to their customers, providing, as well as everything needed to prepare the gelato on a stick, lots of advertising material for the point of sale.



# LEAGEL



**Cookies®. So good you'll fall in love with it.**



It's useless trying to resist Cookies®. This unique ingredient is the secret of the huge success of Cookies® gelato. A cocoa biscuit prepared using an artisan recipe: selected raw materials, such as the best wheat flour and the finest cocoa from South America, hand kneaded and naturally eavened. All good things are based on love: you know this, and so do your clients.





Cookies® & Co. A thousands ways to seduce the palate.



Cookies®  
Cake



Cookies®  
Sample



Cookies®  
Gelato  
Biscuit



Mini  
Cookies®



Cookies®  
Spoon



Delicious gelato recipes and sweet pastry goodies can be created only with Cookies®. Ideal to brighten up your proposals. Discover what else you can invent with Cookies®. A stroke of genius from which a thousand delicious ideas can be created: yours.

PROMOSSO DA:



ASSOCIAZIONE  
IL CONO D'ORO®

MEC3 - Via Gaggio, 72 - 47832 S.Clemente (RN)  
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[www.mec3.com](http://www.mec3.com) - [mec3@mec3.it](mailto:mec3@mec3.it)



*Ingredienti e idee per il gelato*

# COOKIES®: SO GOOD YOU



A perfect marriage between the softness of the Biscottino® paste and the crunchiness of its variegato, a tasty chocolate cream with shortbread pieces, which for more than ten years have made Cookies® a model of success and a favourite taste in the gelato shop. With the passage of time, Cookies® has become much more than a mere taste, because its versatility has made it possible to create a series of products, Cookies® and Co., able to provide a rich experience of flavours in the gelato shop. The common denominator of the Cookies® & Co. product line is the cocoa shortbread biscuit, created according to an ancient artisan recipe, utilising high-quality raw materials and following an artisan kitchen procedure.

With Cookies® it is possible to create any number of confections, with various types of products for the point of sale: a display cabinet of gelati using different applications of the Cookies® kit, or a showcase of frozen pralines or of takeaway products. It all comes with an exclusive collection of recipes for gelato makers, to help them expand their range by exploiting the flexibility of applications of the Cookies® range.

The horizontal display cabinet has been designed to hold twelve tastes obtained from applications of the Biscottino® paste and the Cookies® variegato. These include classic recipes such as fig strudel or wild berry tart, or special



*In this showcase: the twelve different applications of Cookies® kit.*



*New ideas:  
the Cookies® pralines.*

# FALL IN LOVE WITH IT

ones like Cookies® & Coffee. A second display cabinet can be devoted to the presentation of the new Cookies® pralines and mignon gelato patisserie. So many creations are possible, distinct each from the other because of the type of chocolate covering used, the shape and the filling, but all with the unmistakable aroma of Biscottino® paste. The gelato maker can sell such creations by the piece or by the kilo: tartufini, mini filled Cookies® biscuits and lollypop, mini cones, truffles, etc.

Finally, a vertical display cabinet can be devoted to take-away products, such as cakes, gelato biscuits and gelati on a stick, all of course made with the Cookies® products, presented in two varieties: milk chocolate for the children, and dark for the adults.

Cookies® offers a thousand ways to seduce the palate!



# MEC3

# Modello eleg da passeggio



**medac**  
S.r.l.  
Industria cartotecnica

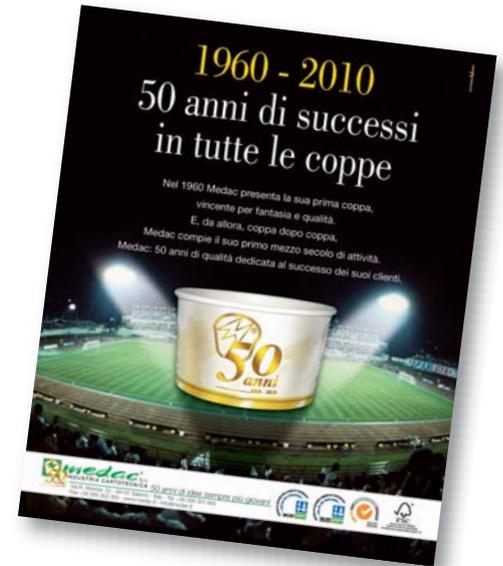
*protegge la qualità, rispetta l'ambiente*

Medac S.r.l. - Via R. Wenner, 52 - 84131 Salerno - Italy  
Tel. +39 089.301.466 - Fax +39 089.302.069  
[www.medac.it](http://www.medac.it) - [info@medac.it](mailto:info@medac.it)

# ante



per favore fare scelte responsabili



# MORE THAN 50 YEARS OF SUCCESS IN ALL CUPS

In 1960 Carlo Mendozzi founded Medac company in Salerno (Italy). Since the early years, customers appreciated its products which that period consisted in a restricted range of paper cups for gelato and in a sole size for drinking cup. The company grew more and more year after year, establishing itself in Italy and abroad, reaching Mediterranean countries with its products. Business increase made necessary to move to a larger premises, in the city industrial zone. Innovations brought by Medac came one after the other in rapid succession. In 1977 the company was the first to introduce the use of polythene paper in Italy. This innovation was followed by the use of offset printing in the production cycle. Inspired by this dynamic success, daughters Franca and Paola took their place in managing the company alongside their father Carlo. Medac radically reorganized the entire production cycle, implementing management system for quality,

environmental and social responsibility, in accordance to the standard ISO 9001, ISO 14001 and SA8000.

The company strong commitment to transfer its message brought the development of a marketing policy strictly adjusted to market requirements. Besides its participation to international exhibitions, maximum attention has been paid to the potential of the most advanced IT system. Medac website, which received "Comunicando Prize" in 2004, allows customers to access in real time to the innumerable possibilities to have their products personalized. Today Medac range is made up with a large variety of gelato and drinking cups and it is also enriched with products for various and occasional use:

chips cups, coffee and hot drinking line, crenellated yogurt cups, tub holders, paper cone sleeves, crêpe holders, popcorn cups, food containers, coffee boxes, hot save wrappers and paper lids.



# NATURAL BALANCE

The new E-cup line for gelato and drinking cups reflects the company firm devotion in respecting the natural balance of environment. The basic material is a cellulose coming from FSC certified forests. The paper is coupled



with a film deriving from renewable sources. Biodegradable and compostable cups can be disposed of with organic waste and transformed into fertilizer. E-cup can be personalized upon customers request, who can promote this way their brand through an ecologically correct product.



# MEDAC

To build success  
you need  
a strong base



montebianco

Stabilmix

**NOVELTY**  
**STABILMIX**  
**LACTOSE FREE**

Stabilmix®

The first, the best, the most imitated.

**LACTOSE FREE**

**The High Digeribility powder base**

- Useful for lactose intolerant people (<0,01%)
- **1000 flavours**, very healthy, only one base!
  - **with fibres**
  - **fresh milk flavour**

montebianco

QUALITÀ NELL'INNOVAZIONE

# YOUR PRECIOUS JEWEL

Offer your customers the real taste of **“Green Pistacchio of Bronte DOP”**.



Only the best for your ice cream,

thanks to our pure pasta 100% of “Green Pistacchio of Bronte DOP”. In Bronte, heaven of the pistachios, this fruit is cultivated with its taste and its aroma universally recognized as unique. Its organoleptic qualities (sweet, delicate and particularly aromatic) and the unmistakable colour allow you to prepare an inimitable ice cream of very high quality.



GRUPPO



montebianco Via Liberazione, 38 - 20098 San Giuliano Milanese (MI) - Italia - tel. +39 02 982 931 - fax +39 02 982 93 241 - [www.montebiancowed.com](http://www.montebiancowed.com)



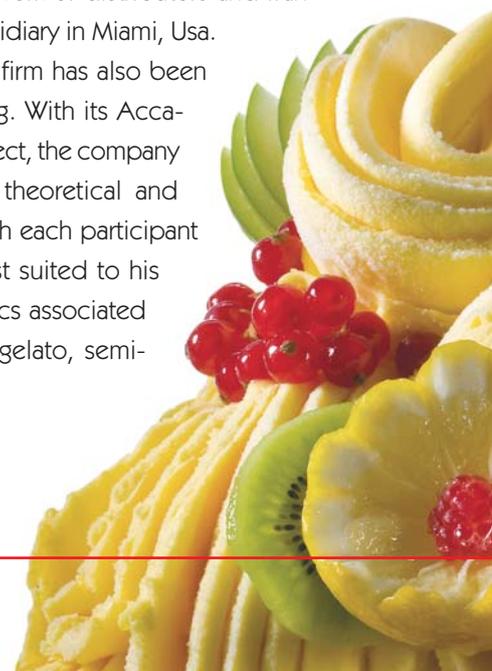
## QUALITY IN THE INNOVATION

For Montebianco, innovation has always been a fundamental component of its growth strategy. Since it was created in 1966, the company has realized cutting-edge products that have made gelato history. One specific example is Stabilmix, the first ever customizable base, which today is a reference point for the industry. With Stabilmix, Montebianco has created more than a thousand gelato shops in Italy, providing start-up assistance, products and service (through new distribution centres). This is the image that Montebianco has built for itself in the market over the years: a guarantee of success. Year after year, there have been many successes, highly innovative and exclusive: Semifreddi, Gelato Caldo, soy-based gelato, Doppiozero (for mantecato free of sugar and added fat), Biolò, Gelato Probiotico, Stabilmix Zerolattosio and many others. This technology-supported path has led Montebianco – unique in the industry – to present itself as a truly complete supplier. In addition to the one at San Giuliano Milanese (Milan, Italy), it has opened a second technologically advanced plant at Chignolo Po (Pavia, Italy) where the production of Eurobisco gelato biscuits and Chiaravalle baked

goods is centred. Gelato and pastry makers thus have available to them a line that satisfies every creative need and focuses on quality, as proven by the certification according to the Uni En Iso 9001 standards, obtained in 1993.

The export business has become a significant item in the company's sales, and today it is present in more than 40 companies with a dense network of distributors and franchisees and a direct subsidiary in Miami, Usa.

For some years now the firm has also been synonymous with training. With its Accademia Montebianco project, the company offers a programme of theoretical and practical courses in which each participant can choose the topic best suited to his needs, dealing with topics associated with the production of gelato, semifreddi and decorations.



# ALL THE STRENGTH OF TRADITION

Anselmi encompasses all the strength of tradition. Since it was founded in 1892, the Anselmi name has created a world full of genuine flavours. This created a profound passion for genuine things that has been renewed year after year for more than a century. This productive philosophy was built up over time, giving life to a complete line of products with a unique, prized flavour. There are many examples. From the Paste Classiche (Classic Pastes), designed to satisfy the most demanding palates, to the Specialità (Specialities), the result of a careful selection of raw materials, to the Cremafrutta, created to bring all the freshness of natural fruit into gelato. Anselmi also features a wide range of variegati and garnishes, like the amaretto sprinkles or the famous Amarena al frutto, which let present a gelato that meets the highest standards of gelato tradition. As the years have passed, Anselmi has evolved in harmony with the changing demands of the market, and today its attention to tradition is supported by a constant search of absolutely selected raw materials on the territory (such as the 100% pure paste of Pistacchio Verde of Bronte Dop), but also by the use of innovative and technological advanced processing methods, in compliance with the highest quality standards.



## MONTEBIANCO



**THERE ARE MANY FLAVOURS, ONLY ONE IS NUTMAN**

SEMI-FINISHED PRODUCTS AND DECORATIONS FOR ICE-CREAM AND PASTRIES

NUTMAN GROUP SRL - VIALE ITALIA 166/168 - CANELLI (AT) - TEL. 0141 835240 - [INFO@NUTMAN-GROUP.COM](mailto:INFO@NUTMAN-GROUP.COM) - [WWW.NUTMAN-GROUP.COM](http://WWW.NUTMAN-GROUP.COM)

# ELITE HAZELNUT

Nutman Group was founded in 1948 at Canelli (Asti Province) by the brothers Teresio and Lorenzo Pernigotti with the name of “I.D.P. dei Fratelli Pernigotti”, specialising in the production of torrone (Italian-style nougat) using Piedmont hazelnuts and amaretti (traditional Piedmontese macaroons). In 1972, the company transferred into larger premises, still at Canelli, and entered the gelato market with semi-finished products incorporating Piedmont hazelnuts, in particular its Hazelnut Paste, which has remained over time one of its leading brands. In the mid-1970s, the company name was changed to “I.D.P. Nutman”, finally to become the “Nutman Group” in 1996.

In the 1980s, the product range was expanded with the Classic Pastes, among them Giandua and Torroncino, the latter produced with the company’s own torrone.

In 1988 the premises were transferred to Viale Italia, which is still the headquarters. In those days the first bases and fruit pastes were produced, and the line of



ingredienti: nocciola

fat pastes was completed.

The company today produces all semi-finished products for gelato making, and includes a great number for pastry, plus items for commercial confectionery and chocolate decorations imported from Belgium.

The company’s pride and joy is its processing of hazelnuts, in particular for its Hazelnut Paste with I.G.P. certification of local origin, and for its Giandua, Torroncino, Coffee, Chocolate and other pastes.

In 1988, Nutman created its own internal analysis laboratory, allowing it to control production directly with sophisticated instrumentation. In 2003 its obtained Uni En Iso 9001/2008 certification from the certifying body DNV. Nutman distributes its products throughout Italy thanks to its extensive sales network. It has also had a presence abroad ever since the late 1980s, and is now active in various European countries, the USA, Africa and Japan. The company’s philosophy is summed up in its slogan: “There are lots of tastes, but only one Nutman”.



# NUTMAN

# MORETTINA

CATERINA VERRI

Nothing goes better  
with gelato!

Smooth Gianduia spread cream

*Morettina*

*Gelato*





## A PERFECT MATCH



Pernigotti's Morettina Cream goes perfectly with gelato. It can be used to make cones tastier, to enrich gelato cakes, or to lend a touch of exclusive creativity to imaginative desserts, snacks, zuccotti, cassate, cakes, mini-portions, crêpes and so on. Thanks to the new silicon moulds, available for tubs both large and small, it is possible to create layers of Morettina quickly and easily, so as to obtain a simple and practical filling for every type of confection. For example, when matched with fresh gelato, these delicious layers can be used to streak and decorate the surface of the tub, or to stuff all chocolate, hazelnut and pistachio gelati.

To enlighten the presentation in the display cabinet even more effective, exclusive taste markers have been created.

Extremely versatile, Morettina can be used in the tube exactly as it is, and can stay in the display cabinet together with gelato. It is available in 6-kg pails.



# PERNIGOTTI

DAL 1860  
**PERNIGOTTI**

# *Pura & Ricca*

**Natural Ingredients only**



**Milk Gelato Base**



**Fruit Sorbet Base**

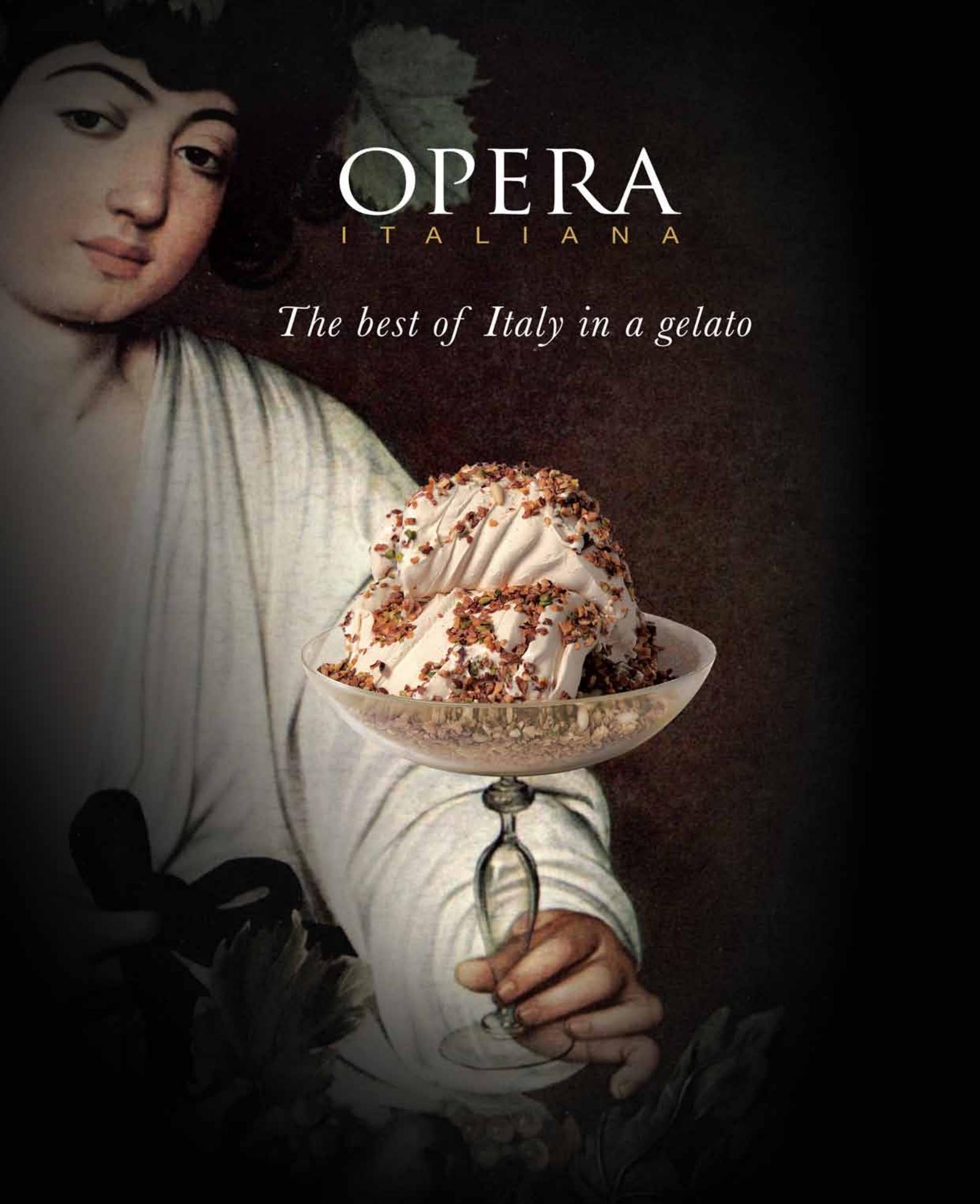
# BASE PURA E RICCA: NATURAL INGREDIENTS ONLY

In the gelato business people are asking more and more for healthy and clean products without compromising the smoothness and freshness of gelato. Pernigotti Pura e Ricca (Pure and Rich) product line is the right answer. The Pura e Ricca line consists of two bases that are truly innovative, thanks to Pernigotti's constant commitment to research and development. It is pure because it contains no emulsifying additives, and rich in natural ingredients to create creamy gelati and sorbets with a high fruit content, which bring out the final flavour to the full, and exploit the supreme naturalness of the ingredients. The line includes the Pura e Ricca base for milk base gelati. Pura e Ricca includes fats, milk proteins and latest-generation vegetable fibres. It is a Clean Label base that will create a state of the art gelato containing no added emulsifiers, it has pure carob seed flour.

The result is a gelato that is absolutely creamy and smooth. Base Pura e Ricca works both hot and cold process. The Pernigotti Pura e Ricca line is completed by the Pura e Ricca base for fruit sorbets. It works both hot and cold process (with a dosage of 100g per litre of mixture), making it possible to create sorbets with a high content of fresh or frozen fruit.



# PERNIGOTTI

A woman with dark hair, wearing a white, draped garment, is shown from the chest up. She is holding a large, ornate glass bowl filled with gelato. The gelato is topped with a generous amount of chopped nuts and small green herbs. The background is dark and moody, with some foliage visible. The overall aesthetic is classic and elegant.

# OPERA

I T A L I A N A

*The best of Italy in a gelato*



*Five Excellences,  
one Masterpiece*

Mortarella Campana and  
Tonda Gentile Hazelnuts,  
Avola Almonds,  
Tuscan Pine Nuts,  
Bronte Pistachios,  
Cologna Veneta Nougat:  
from these excellent Italian ingredients,  
a new gelato flavour is born.

*Opera Italiana,  
The best of Italy in a gelato.*



## ALL THE GOODNESS SINCE 1936

Passion combined with sensitivity; respect for tradition inextricably linked to research and innovation; a world outlook matched with fidelity to the excellence of Italy's tradition in gelato-making and confectionery; and attention to quality while producing practical solutions to support the artisans who are working in the front line every day. These are the ingredients that ever since 1936 have kept Prodotti Stella a youthful, forward-looking company that is... 75 years old!

Ever since its inception, the company has always had one objective: to spread the quality and image of good artisan gelato throughout the world. To attain this objective, the company has always been meticulous in selecting the most genuine ingredients, and in building up a deep and ongoing relationship with the artisans, thanks to a highly qualified team of Prodotti Stella consultants who back them up every step of the way. Prodotti Stella puts all of its know-how, acquired through years of research and innovation, at the disposal of every gelatier and confectioner. In addition, it offers the guarantee of certified production using only gen-

uine, top-quality ingredients – though the most important ingredient in every recipe, for Prodotti Stella, is the passion that transforms gelato into an art form to savour every day. The two cardinal principles of the company are firstly to simplify the work of master gelatiers, and secondly to let them personalise their creations.

Ever since 1936, when the company was founded in Vicenza, Prodotti Stella has been calibrating its bases for cream and fruit gelato and the additional products to give the gelato more volume, creaminess and ease of serving. It is precisely these principles that guide the creation of lines such as

Tale&Quale, a range that uses ingredients (as the name in Italian suggests) that are exactly the same as the raw materials from which they originate; Total Natural, a line that guarantees the highest result in terms of the naturalness of the ingredients; and Gluten Free, a family of certified products for those with gluten intolerance who nevertheless do not wish to sacrifice the pleasure of enjoying a fine artisan gelato.



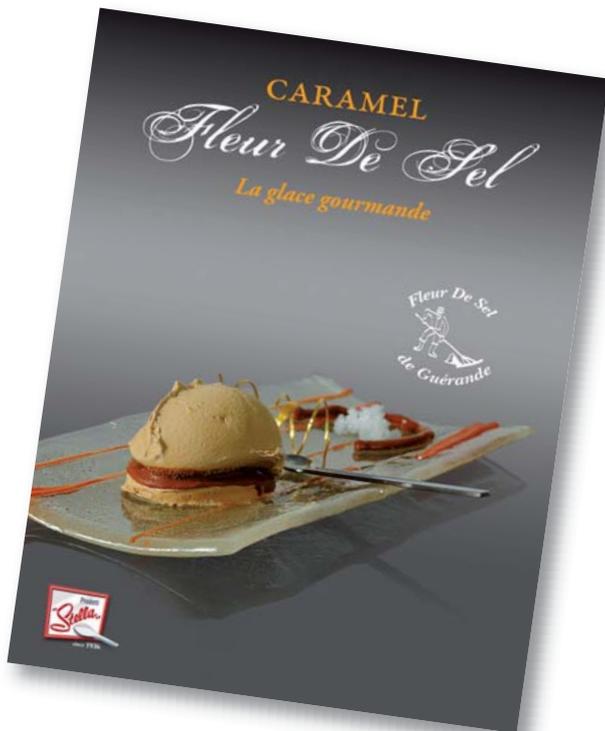
# GENUINE WORKS OF FINE ART

Opera Italiana is the company's completely new gelato creation, the result of a judicious selection of prestigious Italian products: Mortarelle and Tonde Gentili hazelnuts from Campania, almonds from Avola, Tuscan pinenuts, Bronte Pistachios, torrone (Italian nougat) flavoured with almonds from Cologna Veneta. Here is a whole geography of tastes in single gelato that combines and brings out the flavours of the superb natural ingredients that are of exclusively Italian origin, and which succeeds in offering the palate a hitherto unexplored taste.

These five supreme ingredients combine to produce a masterpiece representing the best of Italy, dedicated to the art and passion of the true master gelatier, making Opera Italiana a unique taste, as unique as Italy itself.

Then there is Caramel Fleur de Sel, the exquisite result of Prodotti Stella's research. The company was the first to utilise genuine "flower of salt" in the production of artisan gelato, adding a touch of undeniable refinement to gelato production. The result is a fragrant toffee taste with a flavouring of soft caramel that contains delicate young crystals gathered by hand from the surface of the salt marshes in the district of Guérande. This refined flavouring can also be matched with chocolate.

And how about Venesiana? - a gelato which reflects all the splendour of the unique city of Venice. What is the secret of its formula? It was handed down by a Venetian noblewoman, who entered it in her diary in the 18th century. That was the origin of a recipe with a balanced taste based on a delicate egg cream, with a soft dark chocolate flavouring and cubes of intensely perfumed candied orange. Reinterpreted in a modern version on the occasion of Prodotti Stella's 75th birthday, Venesiana is a refined speciality that aims to tempt all who come within range.



# PRODOTTI STELLA



# TADDIA

*la Passione per il Gelato*



## TADDIA

*coccola il Gelato*

Per questo ha creato una gamma completa ed esclusiva di accessori per la gelateria. Naturalmente la grande scelta di colori e contenitori è apprezzata dai clienti, come ogni prodotto di TADDIA.

Taddia S.p.A. - Via Viara, 2250  
40024 Castel San Pietro Terme (BO)  
Tel. 051.944973 - Fax 051.941262  
commerciale@taddia.com  
www.taddia.com

# HIGH TECHNOLOGY

Taddia's roots go all the way back to the mid-1940s, when it began creating its cups for gelato in the post-war period. This move was dictated by the historical context of the time, since the lack of flour, an essential ingredient for wafer cones, drove gelato makers to look for alternatives. The first cups were manufactured in normal card with a wooden disk pressed into the base. In the 1960s, the first semi-automatic machines entered the factory, to render cups impermeable with a thin membrane of paraffin. The technological developments led Taddia to equip itself with completely automated plant, and, starting in the 1980s, the production of cups and drinking cups underwent a total revolution.

In the 1990s, the company shifted to Castel San Pietro Terme, at the gates of Bologna. Today, the Taddia range includes the lines of paper cups for gelato and of paper drinking cups for cold and hot drinks of various types and sizes, with generic or personalised designs.

## FRIENDS OF THE ENVIRONMENT

The latest technological advance in Taddia's constantly evolving range is its new line of completely biodegradable, compostable and recyclable cups. In this way, the company is making a concrete response to the most advanced demands of the market, and is increasingly attentive to ecological development in a perspective of ethical and responsible consumption. The new Taddia cups have been devised to respect nature wholeheartedly, thanks to production processes conceived to reduce environmental impact to a

minimum. They are produced

with natural materials, such

as paper and biopolymers

derived from vegetable oils.

With Taddia's biodegradable

cups, enjoying a gelato has

never been so natural!



# TADDIA

THE DAWN ALWAYS TURNS PINK



THERE IS SOMETHING DARK UNDER THE SUN



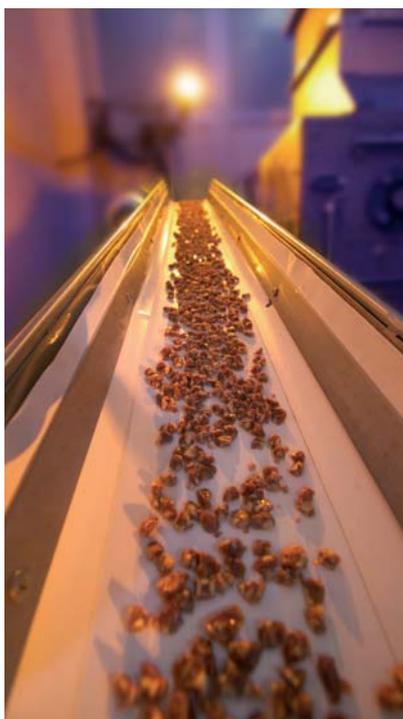
Made of plain  
black chocolate:  
for a deep dark  
fully-flavoured  
ice-cream.



IL GELATO DELLA TRADIZIONE



# A WORLD OF VIBRANT COLOURS



Torrionalba has passed the prestigious milestone of 40 years of activity, following a path of continual growth, quality, and constant research. Created towards the end of the 1960s as a business producing confections and semi-finished products for gelato makers and pastry cooks, it linked its name to that of Alba, its home city, and to the confection typical of the local district, hazelnut torrone (Italian nougat). The first pastes produced by the company were hazelnut, torrone and croccantino (almond crunch).

Over the course of time, Torrionalba increased its business until in the 1980s it felt the need to shift from the historic headquarters in Alba to more extensive premises at Piobesi d'Alba, with a total covered floor space of 6,500 sqm, with a brightly coloured design that gives a good idea of the vibrant environment where the sparkling products are created.

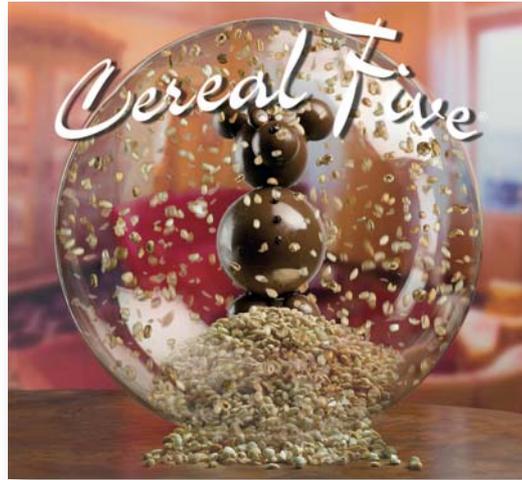
Thanks to the introduction of a new dedicated line of products, the range was widened to include pistachio, amaretto and gianduaia, plus the fruit pastes. Development of the line of powder products came in 2006, when Torrionalba had a purpose-built factory erected in front of the company's original site. Always meticulously attentive to the quality of its products, Torrionalba has created a sophisticated internal laboratory in which



about 1,500 analyses are carried out annually across the whole product range: these include the classic chemical-physical and microbiological tests, and the control of microtoxins by means of advanced technology.

The company today offers a complete line of products dedicated to the world of gelato and patisserie in every form, created with raw materials from the local district. The experience built up over 40 years of activity has allowed it to produce, alongside the more traditional tastes, some fresh and innovative flavours: so, as well as the classic pastes, there are those devoted to fruit, plus the streakings, toppings and decorations with which the artisan can complete his or her own individual creations.

Torrionalba is able to support all gelatiers and pastry cooks - including those who are venturing into this world for the first time - in their choices of ingredients, machines and working processes, in order to obtain products of ever higher quality, and to operate increasingly successful businesses. The professionals at Torrionalba offer support and consultancy on a whole



range of topics: how to balance mixtures, and how to use the company's products, recipes and preparations; training on how to open new points of sale; on-site training, research and investigations into personalised products and special one-off recipes; food and dietary information with an internal nutritionist; and kitchen demonstrations to test and taste the products.

**crème brûlée**  
Quanto la crème brulée diventa gelato

**TORRONALBA**  
IL GELATO DELLA PASSEGGIATA

**L'ALBA SI TINGE SEMPRE DI ROSA**  
**BACIATA DAL SOLE**

**THE DAWN ALWAYS TURNS PINK**  
**THERE IS SOMETHING DARK UNDER THE SUN**

**THE DAWN ALWAYS TURNS PINK**  
**BRILLIANT AND MILK-FREE**

Made of milk-free chocolate using base of plain chocolate ice-cream but no milk or by-products.

**TORRONALBA**  
IL GELATO DELLA PASSEGGIATA

TORRONALBA



# Living Yesterday's Traditions Today

**trix gomma**  
produttori di idee

[www.trixgomma.it](http://www.trixgomma.it) \* [info@trixgomma.it](mailto:info@trixgomma.it)

# WHAT A RANGE OF PRODUCTS!

In the 1960s, the world was changing. They were years that saw an economic boom, and a race to get ahead. But although the decade was one of upheaval, what with cosmonauts, rebels and feminists, there was still time to enjoy a good gelato. Those were the very years in which Trix Gomma was born, specialising in the production and distribution of rubber and plastic items for gelato shops, restaurants and cafés, hotels, and companies manufacturing semi-finished products. With know-how built up over the last fifty years, Trix Gomma has seen the world change and has kept pace with the times, but without losing sight of its roots.

Trix Gomma is an historic company with its headquarters in north Italy. It has been a family-run business, founded on solid tradition, but is always looking to the future thanks to its constant research, technological evolution, and numerous investments in cutting-edge production plant. Trix Gomma produces and distributes accessories for the counter and the table, such as cone-holders of all shapes made of plexiglass and elegant



methacrylate that can also be made to a design by the customer, taste markers, innovative palette spoons of steel and polycarbonate which can be personalised, bowls, the historic spatulas in white food-compatible rubber produced ever since 1968, plastic spatulas and lots more...

These are work tools meticulously designed to be functional. The versatility of its range and the use of innovative materials make Trix Gomma the ideal company to satisfy the customer in every stage of manufacture, from consultation and project planning through to the creation of prototypes and of special or personalised articles.



# TRIX GOMMA

# yogorino®

that's all ITALY

## chi siamo / who we are

Anno di fondazione attività: 1993	Year company was founded: 1993
Anno di fondazione franchising: 1998	Year franchising was founded: 1998
Punti vendita diretti: 0	Direct sales outlets: 0
Punti vendita affiliati Italia ed estero: oltre 300	Franchise outlets in Italy and abroad: more than 300

## cosa chiediamo / what we are asking

Fee d'ingresso: No	Sales Royalties: No
Royalties sulle vendite: No	Contract terms: 5 years (renewable)
Durata del contratto: 5 anni (rinovabile)	

## il nostro obiettivo / our target

creare imprenditori di successo  
creating successful businessmen.

## marginalità / marginality

oltre 400% over 400%

## cosa cerchiamo / what we are looking for

Superficie media del p.u. (in mq): 10/200	Average surface for each outlet (sqm): 10/200
Bacino d'utenza minimo: 10.000 abitanti	Catchment basin: 10,000 inhabitants
Ubicazione ottimale: Centri storici, strade di forte traffico, località balneari, aeroporti, stazioni, centri commerciali, etc.	Ideal location: historic town centres, trafficked roads, seaside resorts, airports, railway stations, shopping malls, etc.
Esperienza nel settore: No	Previous experience: Not required
Personale richiesto minimo: 1+1	Minimum staff: 1+1
Investimento iniziale: Euro 30.000,00/90.000,00	Initial investment: Euro 30,000.00/90,000.00
Fatturato medio annuo: 140.000,00/350.000,00 Euro	Average yearly turnover: Euro 140,000.00/350,000.00

## le nostre garanzie / our guarantees

- 1) 18 anni di presenza nel mercato del franchising
  - 2) produttori del semilavorato
  - 3) ricerca costante di sistemi tecnologici innovativi
  - 4) lo sviluppo di prodotti italiani di qualità
- 1) 18 years in the franchising market  
2) producers of semi-finished products  
3) research of innovative technological systems  
4) development of high quality Italian products.

## cosa offriamo / what we are offering

Assistenza logistica, commerciale, formativa  
e tecnica, esclusiva di zona, know how completo,  
aggiornamento prodotti.

Logics, sales, training and technical assistance,  
exclusivity rights, full know-how, product updates.

## MASTER:

AREA MASTER FRANCHISEE  
LICENSE AVAILABLE  
(confidential negotiations)

## Info:

Tel 045-6702521/ Fax 045-6703767  
e-mail: info@yogorino.com  
web: www.yogorino.com



## YOGHURT MADE IN ITALY

Yogorino is a franchising project dedicated to the world of yoghurt shops, gelato outlets, cafés and snack bars. The company's mission is to spread the food philosophy that what counts is quality, and to create a retail network at international level. This is a commitment to spread the made-in-Italy brand throughout the world.

The project involves the provision of functional furniture for premises of any dimensions. The modular elements are easy to fit together and the designs are adaptable and do not require a large space or any particular configuration of the rooms available. 30 square metres are all that are needed to open a Yogorino point of sale. The yoghurt shop is handed over key-in-hand, complete with signs and installations. The backup includes initial training, on-going support, and regular updates on innovations. Personalised materials for advertising and sales promotion is guaranteed.

## IN EXCELLENT HEALTH

Yogorino products are prebiotic foods, bringing health benefits by stimulating the activity of the digestive system. That is why they are rightly considered to be functional foods, defined by recent nutritional studies as fundamental for the psychosomatic equilibrium of the human organism. Quite apart from their intrinsic balanced nutritional content (carbohydrates, fats and proteins), they trigger reactions that are essential for life, such as probiotic fermentation activated by probiotic fibres, indispensable for a perfect state of health since they reduce the risks of cardiovascular or infectious illnesses or of those related to the immune system.



# YOGORINO



**27 - 30**  
**novembre**  
**2011**

**ORARIO**

dalle 10.00 alle 18.30

LONGARONE FIERE Srl  
Via del Parco 3 - 32013  
Longarone - BL - Italy  
Tel. +39 0437 577577  
Fax +39 0437 770340  
fiera@longaronefiere.it

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



# MIG

## LONGARONE





## HALF A CENTURY OF GELATO

Among all the other trade fairs dedicated to the world of gelato, Mig, the International Artisan Gelato Expo, stands out as an exhibition of historic importance. The first Expo was held in December 1959 at Longarone (Belluno Province, Italy), transforming the city into a true gelato capital. The event was organised at the wishes of the artisans in the district, at the meeting point between the gelato makers of Valle di Zoldo and Valle del Cadore, who would return to their homes at the end of the season of work in the gelato shops in Germany, Austria and other European countries. Over time, the Expo has assumed an increasingly important role, as witnessed by the 30,000 people attending annually, almost half of whom are made up of foreign operators representing about fifty countries. Particularly significant in this sense is the fact that Artglace, the European Confederation of Artisan Gelatiers, has chosen to establish its headquarters at the Longarone Fiere centre. During the opening days there are conferences on the most pressing issues of the day, meetings, and some international competitions that are now part of the history of the Expo, ranging from the Gold Cup to the Festival of Original Creations. A notable event is also the award of the "Gelato Outlets on the Web Prize" for the best gelato shop websites, and of the "Master Gelatiers Prize", awarded to a family or person who has contributed to the promotion of artisan gelato in the world.



## STUDY AND TRAINING CENTRE

Besides the Mig Expo, Longarone Fiere is the promoter of a series of initiatives at the service of the world of gelato. A project has recently been approved to set up, at the trade fair centre, the "Documentation, Information and Training Centre for Artisan Gelato." In particular, the Centre will promote the regular collection and dissemination of news relating to artisan gelato, and will process the statistical data valuable for understanding developments and trends. Conferences and meetings for the exchange of information will also be organised on topics relating to the entrepreneurial growth of the work of gelato makers. In addition, at the premises of the Conference Centre of Longarone Fiere, a new gelato kitchen has recently been completed. The space is available to all those – trade associations and gelato businesses first and foremost – who wish to organise professional refresher courses and events at Longarone during the year.

# MIG

# Sigep

Ufi  
Approved  
Event

33° Salone Internazionale  
Gelateria, Pasticceria  
e Panificazione Artigianali

33<sup>rd</sup> International Exhibition  
Artisan Production of Gelato, Pastry  
Confectionery and Bakery



21-25  
gennaio January  
2012 Rimini-Italy

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



Guarda il video di Sigep  
Watch SIGEP video

Rimini Fiera SpA Via Emilia, 155 - 47921 Rimini RN - Italy, Tel./Ph. +39 0541 744262  
Espositori / Exhibitors: [v.sorgente@riminifiera.it](mailto:v.sorgente@riminifiera.it) - [m.morigi@riminifiera.it](mailto:m.morigi@riminifiera.it)

Organizzato da / Organized by

 **Riminifiera**  
business space



## A SHOWCASE FOR THE WORLD

Inaugurated on 17 January 1980, the first edition of the Sigep Expo was organised at the suggestion of gelato makers belonging to artisan associations, who asked for an event to support their work. At the first Expo, 180 businesses in the gelato and patisserie sectors took part, occupying a surface area of 9,500 sqm, with an attendance of 30,000 operators. Right from that very first Expo, the idea of organising a full programme of spectacular events alongside the main exhibition showed itself to be a winner. The master pastry cooks took part in a competition in which they had to create monumental confections reproducing Italy's greatest works of architecture, while 138 gelato makers competed to elect the new tastes for the summer of 1980.

Increasing numbers regularly mark the success of each Sigep Expo. The 2011 edition hosted 106,685 professional visitors (+ 10.6% compared with 2010), with product displays from 750 enterprises over an exhibition area of 90,000 sqm. Over these 30 years, all the great masters of artisan gelato have passed through Sigep, precisely because Rimini is an absolute must for tens of

thousands of professionals who exhibit their wares, vie with one other, and swap their know-how. The internationalisation of Sigep has shown a constant upward curve ever since the first editions. Over the last five years there has been an increase of approximately 1,300 foreign operators each year. Work on the communications front has been extremely impressive: publicity pages and materials are printed in dozens of languages. Sigep also communicates through viral marketing, which is a means of getting people to pass on the message via the web and electronic newsletters, and also the social networks - facebook, twitter, linkedin, YouTube. International relations are guaranteed by a network of collaborators across more than twenty countries. To achieve a perfect fit between demand and supply, the Top Buyers from Five Continents project has been in operation for some years. This allows foreign exhibitors and distributors to plan their preferred schedule of meetings well before the dates of the Expo itself.

# SIGEP



# GELATI**SSIMO**2012

THE SPECIAL TRADE FAIR for the manufacture of hand-made ice cream.

11 to 15 Feb. 2012 : Stuttgart



## BURNING DESIRE FOR ICE CREAM?

If so, then GELATISSIMO is just right for you. It is the meeting-place for ice cream makers in Central and Northern Europe, who create a longing for more. The trade fair will be held as part of INTERGASTRA right on time for the start of the season. You can look forward to products and services relating to the manufacture, sale and presentation of ice cream. You will see the complete Who's who in the industry – from international market leaders through to innovative trendsetters – at GELATISSIMO.

Concurrent with  
INTERGASTRA 2012



## DESIRE FOR GELATO

The 2nd edition of Gelatissimo will be held in Stuttgart (Germany) from 11 to 15 February 2012, just before the gelato season opens. It will be run in the context of the Intergastra Expo, and will offer a platform for communication and information exchange targeting hoteliers, gastronomers, pastry cooks and managers of gelato outlets and cafés, who wish to gather information on the sectors relating to gelato, coffee and confectionery. After the success of the opening Expo in 2010, the exhibition, which specialises in artisan gelato production, will be extending its exhibition area, and expanding the goods on display. The focal points of the Gelatissimo Expo are: techniques of working and of running a business, and services for gelato production; and accessories such as raw materials, wafers and consumer materials. The Expo will be completed by the influential coffee sector, with market leaders in coffee and coffee machines represented, plus businesses involved in complementary activities such as the roasting of coffee beans - since there is a strong synergy between good gelato and good coffee. Another fundamentally important synergy is that with Intergastra, which will house two pavilions devoted to the themes of coffee and patisserie, and which in 2012 will - for the third time in a row - expand the area of its pavilions to cover 90,000 square metres. Thanks to this link with the leading German trade fair for innovative gastrobusiness, the huge potential of the market located in the south of Germany and in neighbouring countries will be opened up to all exhibitors.



# GELATISSIMO

INTERNATIONAL  
**FLAVOURS**

WORLD-CLASS  
**BUSINESS**



**19 - 22 February 2012**

Dubai International Convention and Exhibition Centre, UAE

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or contact [gulfood@dwtc.com](mailto:gulfood@dwtc.com)



## WELCOME TO DUBAI

When Gulfood launched 25 years ago one could little imagine how it would grow to become one of the world's most important food and hospitality events. Of course, some of the signs were always written in the sand. In a region where climate severely limits agricultural production, food imports were inevitably going to be essential and international producers were sure to find a good export market. Gulfood is a global platform which represents all the goods in the food and hospitality sector: food & drink market, with an extraordinary showcase of food and drink from around the world, from speciality and fine food, to the widest range of organic food and drink; restaurant & café market, where the vibrant world of restaurant and café culture is brought to life with a 360 degree platform of products and services dedicated to the business of restaurants and cafés; equipment & services market, whether you can provide total kitchen installation through to replacement, refurbishment and upgrade. For visitors, Gulfood takes a lot of the perspiration out of finding the best

ideas and new products by bringing the entire industry together to showcase the latest innovations. With education, training, competitions and dozens of live events there is always something to inspire and inform.

Next edition of Gulfood will be held from 19 to 22 February 2012 in the Dubai World Trade Centre.



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tecno  sorvetes

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From **25 to 28** June 2012, 1 pm to 9 pm  
Expo Center Norte – São Paulo – SP – Brazil

Organization and Promotion:

**BTS**  
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Support:

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Brasileira das  
Indústrias de  
Sorvetes

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# BRAZIL CALLING

TecnoSorvetes, the International Ice Cream Technology Trade Show, enters its 9th year bringing together companies from all sectors of the ice cream industry – equipment, packaging, freezing, storage, logistics and related areas – making it an opportunity for important contacts and business. It will be held in São Paulo, Brazil, from 25 to 28 June 2012 and it'll host 90 exhibitors on a net surface of 4.485 sqm. To expand opportunities further, TecnoSorvetes is held simultaneously with four other trade shows: FispalFood Service (where there are more than 1.200 brands exhibiting), Fispal Hotel, Fispal Café and for the first time SialBrazil, the world's largest food event.

Together, these trade shows constitute a complete meeting point where all the company can stand out in the market. In the four days of TecnoSorvetes, exhibitors will show new developments in products and services to thousands of visitors – decision-making buyers of the principal companies that operate in the market. In the last edition 15.250 professional visitors came to visit the trade show. Approximately 70% of visitors to TecnoSorvetes are decision-making buyers and/or professionals who directly influence their companies' purchasing decisions. As well as visitors from the whole of Brazil, professionals from many other countries will be visiting TecnoSorvetes including Argentina, Bolivia, Denmark, France, Japan, Turkey and Uruguay. TecnoSorvetes is held inside the Fispal Food Service complex and is organized by BTS Informa.



# TECNOSORVETES



1987-2012  
venticinque anni  
di grandi successi



**XVII Edizione**

**27-30 ottobre 2012**

**FIERA INTERNAZIONALE**

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# 25 YEARS OF GROWTH

In more than 25 years of its history, Pa.Bo.Gel. (the International Expo of baking, patisserie, gelato, catering, food, pizza, fresh pasta, beer, wine, bars, cafés and other relevant businesses) has consolidated its position as a unique international Expo in the agroalimentary sector, held in Rome. Ever since its inception, the exhibition's strong point has been the consideration paid both to the visitors, who are what gives the Expo its true value, and the exhibitors. The exponential growth of Pa.Bo.Gel. has culminated in the decision to shift the latest editions to the district of the Nuova Fiera, the new trade fair centre in Rome, an attractive and highly functional exhibition zone that is easily reached from every point in Rome or the world, given that Fiumicino Airport is just a few minutes away. To visit or exhibit at Pa.Bo.Gel., means having the best of two fascinating worlds: the best of the world of products and equipment for the food sector in general and the wheat chain in particular; and the best possible surroundings - for what other Italian trade fair centre can compete with the centrality of Rome, and with its beauty? The 2010 edition of Pa.Bo.Gel. was a resounding success. Visitor and exhibitor numbers were extremely good, and great satisfaction was felt by the



organisers, the visitors, and especially the 350 Italian and foreign companies exhibiting. "The 20% increase in visitors over the previous Expo is confirmation of the trend of Pa.Bo.Gel. to grow, and the 2012 Expo has everything in place to convince us that further growth is on the way", declared Ezio Amendola, the organiser of Pa.Bo.Gel., and President of the organising company D.M.P. Srl, in launching the next Expo, scheduled for 27 to 30 October 2012.



# PA.BO.GEL.





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