

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

Year 6 - No. 11 - JANUARY-JUNE 2017 - € 1.00

ITALY



Davide Oldani,  
*who else!*



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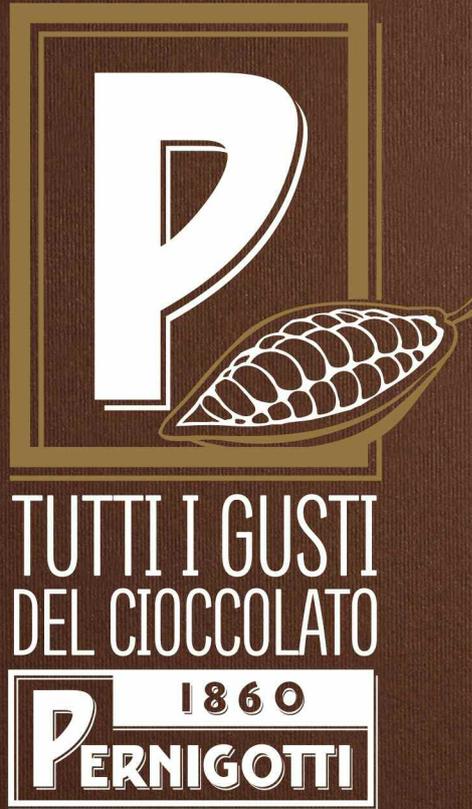
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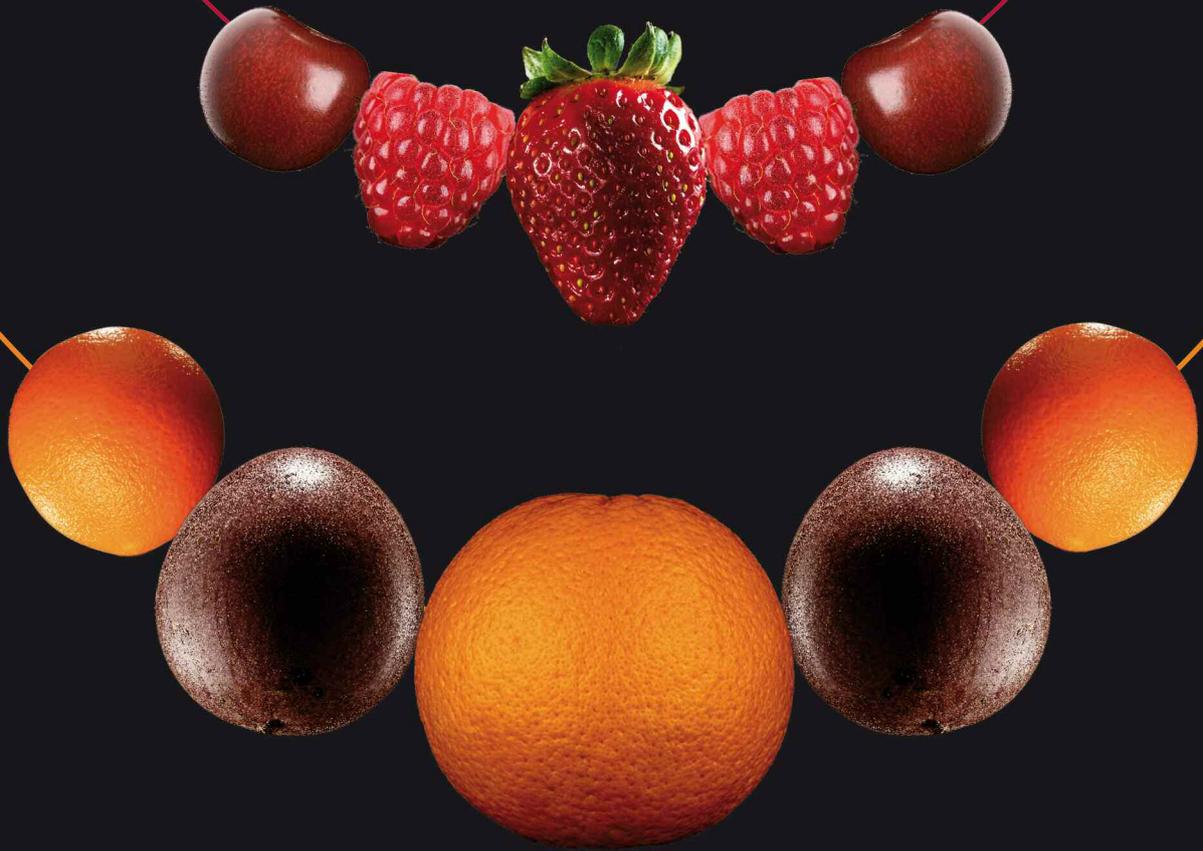
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summary



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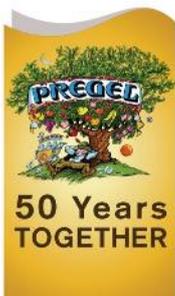
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THE ITALIAN MAGAZINE FOR INTERNATIONAL BUYERS  
IN GELATO, PASTRY AND TRENDY FOOD-AND-DRINK



When artisanal gelato meets excellent restaurant food the marriage is perfect! That's why the cover and the opening interview of this 11th issue of puntotaly are dedicated to Davide Oldani. An internationally renowned chef who includes gelato among his favourite ingredients, in a very appealing concept of Pop cuisine! In this issue you will also find accounts of the world's leading

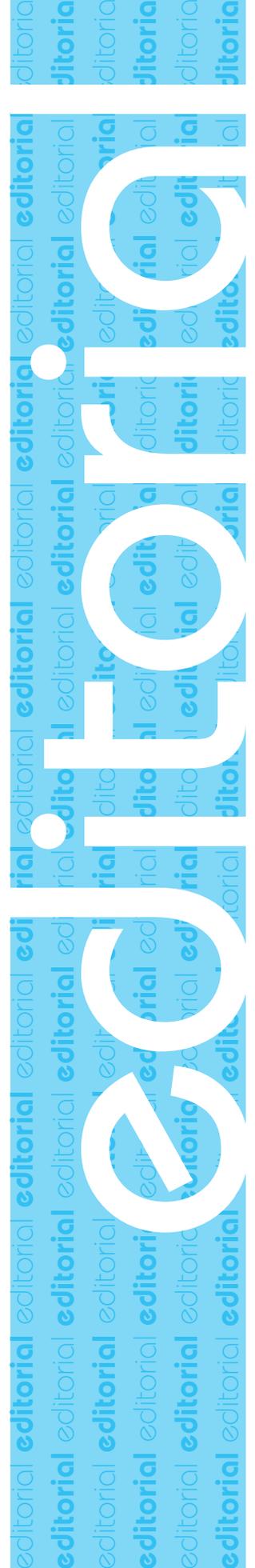
trade events and previews of what will happen in the first half of the new year. Then several recipes from our Masters, with a special focus on coffee as used in gelato and pastry. Finally, several articles that cover topics ranging from labels to pizza, a favourite around the world. An issue rich with news that as always will be sent to the four corners of the globe, both through direct presence in many international trade shows and published in digital format.

A special note on the visibility of this issue: an agreement was signed between our publishing house and Sigep of Rimini providing for the magazine to be placed in the pockets of all seats of the shuttle bus departing from Milan and Bologna airports for the trade show throughout the event. Over 5000 passengers are expected, for the most part foreign operators. Also confirmed is the customary exclusive presence of a dedicated desk in the trade show's foreign delegation reception area.

Besides Sigep, you can catch up with us at Sirha in Lyon, Mig Morocco in Casablanca, Gulfood in Dubai, and at many other international events, and, as always, at the magazine's website, [www.puntoitaly.org](http://www.puntoitaly.org)

See you soon!

Franco Cesare Puglisi





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## *Pastry Deluxe*

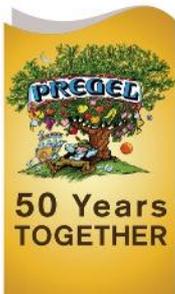
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# Davide Oldani, *who else!*

By Franco Cesare Puglisi



Photos: Francesca Lazzarini

A celebrity with personality, Davide Oldani has all the credentials for success that he has, in fact, achieved quickly. Creator of POP cuisine - high quality within everyone's reach - offered in his restaurant "D'O" in Cornaredo, Milan, in the space of just over a decade his popularity has skyrocketed and he is now considered one of the best Italian and international chefs. An interesting man with an intense, intelligent, and determined look about him, he has earned the esteem of all in the field. And he has a secret that drew us like

bears to honey: he loves gelato and offers it in various forms on his menu. There can be no doubt. He's our cover man!

**In a few words, how would you describe Chef Davide Oldani and his POP cuisine?**

Ethical, a chef with taste and a sense of hospitality in his DNA! My POP cuisine was created with the objective of mixing the essential with the "well done," the good with the accessible, and the pursuit of the new

with the traditional. The reinterpretation of great Italian cuisine is one of the secrets that makes it unique in the world. The right value and balance must be given to the ingredients, even the simplest ones, with a focus on seasonality, and follow one essential rule: use only high-quality ingredients, no exceptions. The study and application of contrasts, where sweet meets savoury and vice versa. Anything that stimulates the palate is intriguing, from soft to crunchy, from hot to cold, from sweet to bitter. A symphony of flavours in a harmonic context.

### **When did Davide Oldani become an internationally renowned chef?**

It's happening right now, live. I am a spokesperson for quality, applied to the whole concept of hospitality at the table. Everything is hospitality, from the chair to the table, from the tablecloth to the utensils. The food is the painting, the work of art, everything else must always provide a worthy setting. This is the prestige that grows every day, in every gesture, in every dish, every detail. My cuisine must be light but tasty, genuine but varied, simple yet surprising.

### **How is Italian cuisine perceived at an international level today?**

So many great chefs in Italy have raised the quality level of the perception of our cuisine, replacing the old concept of quantity cooking. The heaping plates of



spaghetti and gigantic pizzas are giving way to more refinement and taste in better balanced portions, in step with modern concepts of food service which are increasingly health conscious. Italians are the masters of the kitchen. My POP cuisine is a work philosophy based on passion and teamwork. Simplicity and elegance, where beauty must also be functional.

### **What future do you see for our cuisine?**

I see blue skies, all clear. Many young cooks with the sensitivity to recognize that they have embarked on an artisanal profession full of heart and sacrifice, with a future full of potential and opportunities for growth. Even mistakes provide opportunities, you just have to know how to exploit them.

### **What is the greatest professional insight of your career?**

Connect with the local area. Adapt myself to the local area. I decided to focus on my home town, in the countryside. I have created a place that you have to travel to, nobody ends up at D'O by accident. You must come here because you want to. A point of reference, a light in a piazza. Each customer is a friend. Each booking is a source of pride. If the waiting list is so long, maybe I was right.



**What is the most significant professional mistake of your career?**

Honestly I don't think there is any one that is particularly serious. Every day I practice self-criticism, I reflect on every day's mistakes, correct them, and move on, leaving them behind. I've remained on my feet by trying never to slip. D'O in Japanese means "road." The one I have taken I believe is the right one, the passage of time is confirming it to me. My road leads to the well-being of people, customers, and employees.

**Of the many public events in which you have participated, one was the presence of your cuisine in Milan for Expo 2015. Observations?**

In six months I served 70,000 risottos! I met thousands of people, of all ages and races. A huge source of professional and human enrichment. I came into contact with great personalities and great people. More than a year after the closing I remain proud of the way Milan, my city, showed the way and is traveling towards the future.

**How important in terms of prestige and appeal to customers is the quality and originality of the desserts in a menu?**

Very. You can undermine everything if you neglect a key element of the menu. Regardless of the price, it is



essential to serve quality food, in every dish. Surprise your customers, perhaps with rosemary in a dessert or coffee or chocolate combined with the main dish. Always find the right balance of flavours. This is the secret.

**How do you offer artisanal gelato in your cuisine?**

Making it clear that I love gelato, I do not see it as a fad, but I present it in my own way, from caramelized onion flavour to Parmesan cheese flavour. Gelato is an ingredient to use sparingly in recipes, it doesn't go well with everything and its use should not be forced. Its great merit lies in being a harmonious product, supple and creamy. An absolute jewel of Italian confectionery tradition.

**Artisanal gelato is going through a very positive period, while remaining a simple product at a reasonable cost, with an excellent quality/price ratio. Do you agree with this assessment?**

Yes, you have to aim for excellence. You can't stop with appearance, you have to work on every detail. Unfortunately we don't know how to do the math. How much more will an artisanal gelato made with high-quality ingredients cost compared to gelato produced with low-quality ingredients? There is a very small difference in cost, but a huge difference in customer perception. Today consumers are prepared and informed in real time. They know how to distinguish gold from lead. Never try to deceive them as it would be a fatal error, not to mention unethical.

What is Davide Oldani's primary goal for the future?

I am at the beginning, paradoxically at the beginning. My new professional life got under way on 14 June 2016. The goal is to bring excellence to a constant level, in all the dishes we offer. Are our prices low? Well, for this reason we are not within everyone's reach! Personally... I want to do my job, which I love so much. I want to be a host. Maybe that's why the eco-



nomists of the Harvard Business School Review defined my approach and my work organization as being applicable to different categories, and not just the restaurant.

One final question. Efforts are being made to reduce food waste. What do you think?

I'll answer with one of the points of POP philosophy: "Food shopping should be done on a full stomach, to avoid waste."



# A satisfying Mig

The Mostra Internazionale del Gelato Artigianale closes a 57th edition that confirmed its primary role in the industry.



Mig - Mostra Internazionale del Gelato Artigianale organized by Longarone Fiere (Belluno, Italy) closed its 57th edition with an influx of highly skilled professionals. Among the visitors from 50 countries there was a large presence from the East and the Balkans, as well as from Sweden, Malta, United Kingdom, Russia, Uruguay, South Korea, and the United States. The exhibition hosted more than 200 specialized brands in the gelato business, with an extensive range of machines, equipment, ingredients, raw materials, furnishings, and accessories for the gelato shop. As usual, there was a busy calendar of events running

throughout the manifestation.

The 47th Gold Cup awarded first place to Jessica Ferrara from the Casa del Gelato shop in Albenga (Savona), followed by Cristiano Antoniazzi from the shop that bears his name in Grado (Gorizia), and Corrado Spadotto of the Eis Christina shop in Frankfurt (Germany). For the first time, the competition featured two different categories, 35 years of age or younger, the participants producing a pomegranate gelato, and 36 years and older, which saw artisans competing to make the best beer-flavoured gelato.

The AppGelato “Passion” award for artisanal excellence was given to the shops Gelato di Fla in Arzignano (Vicenza), Alcova di là in Verona, Gelateria Daniel in Zevio (Verona), and Come un Pittore in Padua.

The 15th annual “Gelato Shops on the Web 2016” competition for the best gelato website proclaimed as its winner the site [www.gelateriabadiani.it](http://www.gelateriabadiani.it) of the shop of the same name owned by Paolo Pomposi, followed by Luca De Rocco with [www.eiscafederocco.com](http://www.eiscafederocco.com) and Alessio Romagnoni with [www.pistacchiiodo.com](http://www.pistacchiiodo.com). “Local excellence in the gelato shop” was the theme of the 23rd edition of the Carlo Pozzi National Gelato Competition, with the participation of 11 hotel and catering schools. The top prize, winning a batch freezer offered by Telme, was awarded to Eva Ballancin and Elisa Gasparini of Ipssar Alfredo Beltrame



in Vittorio Veneto (Treviso), followed by Giuseppe Trevisani and Federica Caiffa of Ipsseoa Elsa Morante of Crispiano (Taranto). Tied for third place were Matteo Bertelli and Erika Zetti from Ipsseoa Bernardo Buontalenti of Florence, and Lorena Ioana Petrea and Ernesto Manuel of Fazzone IIS Alfredo Panzini in Senigallia (Ancona). Isis L. De Medici in Striano (Naples), which hosted the largest number of institutions in the regional selection, received a Gelato CoolBox offered by lfi. The announcement of the “Flavour of the Year 2017” was also made during Mig, an initiative promoted by G.A. - the national committee for the defense and promotion of artisanal gelato. The flavour that will be available in gelato shops around Italy this year is “Sicilian Duet,” prepared by Loris Calarco of the shop Gelato Anni 60 in Barcellona Pozzo di Gotto (Sicily). Dark chocolate was chosen as the official flavour for the 2017 artisanal gelato campaign in Germany. It is a



water-based recipe popular with consumers of all ages, even suitable for those who are lactose intolerant. As usual the Uniteis meeting drew hundreds of gelato artisans operating in Germany. During the meeting, the Uniteis 2016 award was presented to Wilma Viscardini and Gaetano Donà of the Donà-Viscardini law firm, and more than 20 certificates were handed out to artisans who have been members of the association for 25 years. The next edition of Mig is scheduled for 3-6 December 2017, preceded by the strategic initiative Mig Morocco that will be held next March, an exclusive partnership with the Cremai trade show that will see gelato playing a key role in a booming market. An ambitious joint project aims to establish 1,000 gelato shops in Morocco in the next five years. It is an important opportunity both for the region and for the entire industry supply chain. Our puntoltaly magazine was chosen as media partner for the initiative.



# Global platform



With an increasingly international focus, Sigep of Rimini strengthens its strategic role as a meeting point between supply and demand in the artisanal sweet industry, and officially adds coffee among its key sectors.

For several years now coffee has played a prominent role at the Sigep trade show. And now its increasingly important presence has been “made official,” making it an integral part of the event’s name. The 38th edition of the International Exhibition for Artisanal Gelato, Confectionery, Pastry, Bakery and Coffee thus prepares to welcome visitors from around the world to Rimini on 21-25 January 2017.

The international character of the trade show continues to be a priority for the event, which in 2016 was attended by 201,000 professional visitors, including 41,000 from around the world.

The primary targets this year see in first place Asia, followed by USA and Middle East, with a focus on Germany. The program also includes the final stages of the Gelato World Tour in London and Berlin, organized by Sigep and Carpigiani, before the final to be held in Rimini in September 2017.

On the pastry front, special attention will be paid to the Balkans, Central and South America, and India, with the presence of buyers, operators, and trade delegations.



Confirmed again this year is the Gusto della Solidarietà (taste of solidarity) initiative, which provides for the sale of surplus gelato offered by the exhibitors at the end of the exhibition, the proceeds going to charity.

### AND IT'S SHOWTIME

The flagship event for the gelato sector is the German Challenge, scheduled for 21-22 January. As part of the initiative, sponsored by Uniteis, 100 German gelato artisans will compete for eight spots at the Berlin stage of the Gelato World Tour to be held in June 2017. The event is part of the process of certifying Italian gelato shops abroad, Sigep being one of the primary promoters of this initiative.

In the same days, the Pastry Arena will host the Junior Pastry World Championship, dedicated to young people under 23 years of age. The 10 competing teams





(France, Japan, India, the Balkans, Philippines, Singapore, Mexico, Poland, Russia, and Italy) will compete on the theme “Planet Fantasy. The power of the imagination.” The creations will be evaluated according to quality, research in the use of ingredients, and improvement in technical level.

January 23 will see the Senior Italian Pastry Championship with free theme, an important opportunity for the participating Masters to challenge each other. The following day it will be the turn of the budding professionals in the Junior Italian Pastry Championship, where emerging talents will compete on the theme of Cartoons. Cartoons will also be the theme of the Artistic Pastry Italian Cup, which will take place within Pastry&Culture.

The Star of Sugar, the biennial international competition dedicated to sugar, will last for the full duration of the trade show. The professionals specialized in this sweet ingredient will produce unique creations in new forms using the most advanced techniques.

The area that hosts the coffee supply chain will as

usual provide the prestigious setting for all seven Italian barista championships dedicated to this beverage, and are valid for qualification for the international circuit of World Coffee Events.

Having concluded the experience in Brazil, Sigep 2017 will host the beginning of a new edition of Barista&Farmer, the first talent show dedicated to the promotion and culture of excellent coffee.

### DAILY BREAD

Returning in 2017 is the biennial AB Tech Expo, the

international exhibition of technologies and products for bakery, pastry, and confectionery. The trade show covers the whole supply chain with its semi-industrial technology, including product storage, recipe preparation, mixing, processing (dividing, forming, cutting), leavening, baking, cooling, cutting, and final packaging, along with all the services involved in managing process quality. The bakery pavilion will host the grand final of Bread in the City, during which the four finalist nations from 2015 and the four finalists from 2016 will compete for the title.



# A warm

Is what HostMilano will offer all operators in the hospitality sector on 20-24 October 2017.

The hospitality industry is undergoing a rapid evolution and HostMilano is ready to make the most of any change. The biennial exhibition specializing in the HoReCa sector, food service, retail, food, retail chains, and hotel industry, will present an exhibition at Fiera Milano Rho divided into a series of macro-areas: professional catering with bread, pizza and pasta; coffee and tea with cafés, coffee machines, and vending machines; gelato, pastry; furniture and tableware. More than 1,000 companies have booked a space one year away from the start of the event, confirming the international reach of the trade show. 42% of ex-

hibitors come from 44 countries, while 58% will bring the best of Made in Italy to the fair. The meeting between supply and demand will be facilitated by the presence of 1,500 buyers from around the world.

## APPOINTMENT WITH COFFEE

Thanks to the historic Sic, the international coffee trade show, for 40 editions HostMilano has been the home of the coffee bean and all the worlds that revolve around it. A place to gather the entire supply chain from the four corners of the earth, growers, roasters, producers of coffee machines and vending machines.



# welcome

At HostMilano visitors also find the cup and the spoon, entire concepts for café and contract furnishings, coffee-based desserts, and recipes from award-winning chefs and bartenders proposing new creations.

The interaction with other sectors ensures exhibitors all the opportunities arising from the prevailing trend at the moment, the fusion of different businesses.

Worth noting is the event dedicated to the world of coffee in all its facets, from wellbeing to taste. It starts with the green coffee bean and runs through the roasting and grinding stages, ending with tasting. Hub Coffee Science, a branch of the International Hub for Coffee Research and Innovation, is a true scientific research institution within HostMilano, where visitors can interact with researchers and use the available laboratory equipment to explore the secrets of coffee from an unusual perspective.

## EVENTS ACROSS THE BOARD

Host is also the privileged stage of a constellation of high-level events. At the last edition there were more than 400 of them. The desserts sector will see the finals of the Cake Designers World Championship and World Trophy of Pastry, Ice Cream and Chocolate 2017, in which 16 finalists selected from around the world will compete with spectacular creations, which this year will have coffee and chocolate as their theme. As for bread and pizza, the exhibition will welcome the European Pizza Championship organized by Pizza e Pasta Italiana. The Objective Apprenticeship training program aims to make it easier for aspiring chefs who frequent catering schools to enter the working world with better qualifications.

## UPGRADES AND MORE

Environmental sustainability will be analysed in all its aspects by Futurbar Green. The initiative proposes a se-



lection of the most interesting design and upgrading case histories, the most innovative technological and design solutions, and the latest regulatory opportunities. Breakfast - Not just breakfast is the event-installation that intends to reinvent the hotel breakfast area, to make it profitable 24 hours a day.

The design of the future will take shape with the international competition HosThinking, a design award, a partnership between Poli.design, Consortium of Milan Polytechnic and Host - Fiera Milano. Called 10 Designers for 100 products, it will invite selected designers to develop their project "live" during the days of the event.

# PUNTOITALY WIRE

By Davide Pini

A chronicle of the trade fairs visited by puntotally during its travels abroad. A first-hand reportage of meetings, emotions, and experiences.

## SIAL

Paris (France), 16-20 October  
7,000 exhibitors - 155,000 visitors

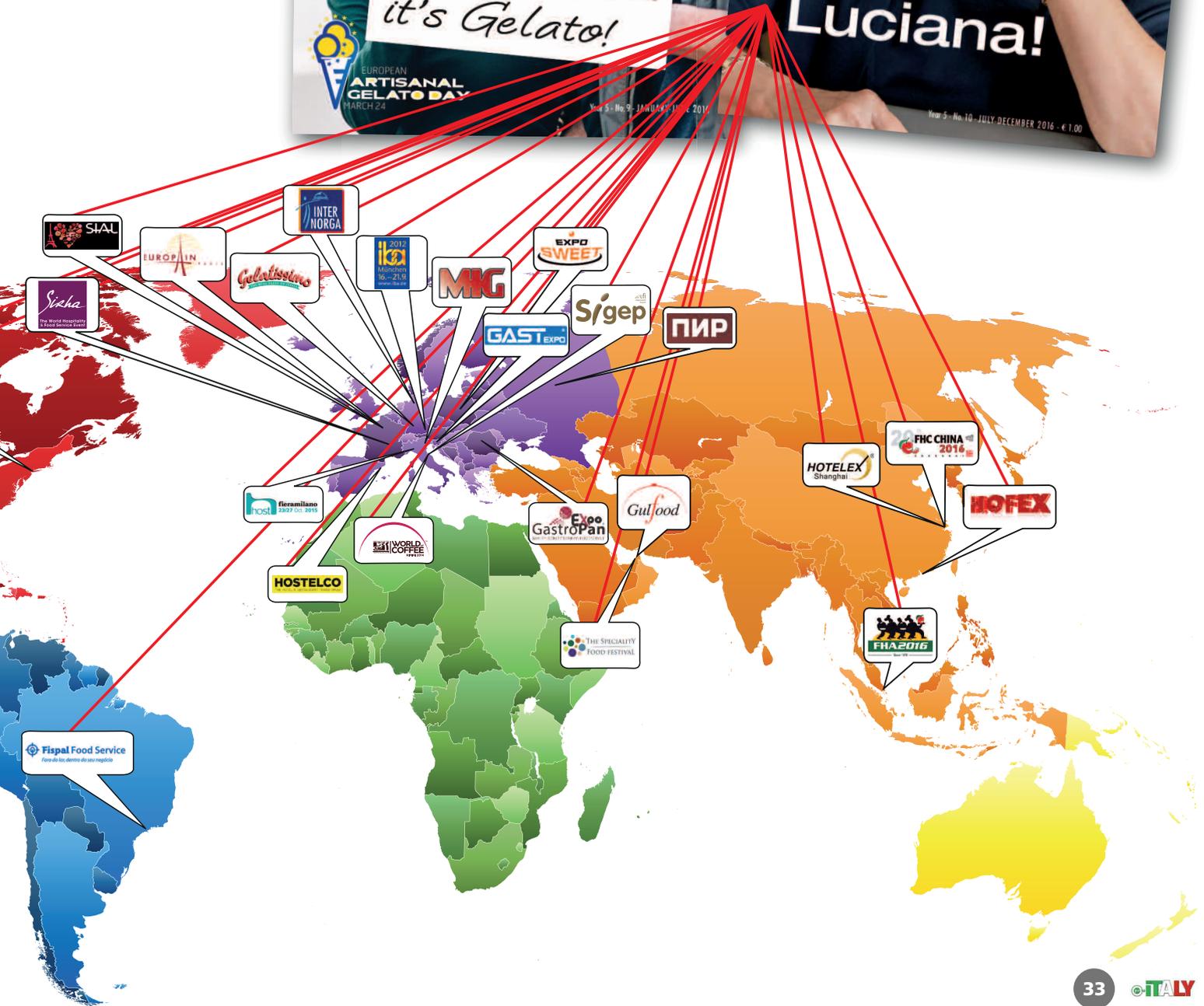
It's a different Paris, the one that serves as a prestigious background for the 2016 edition of Sial, heavily wounded over the past two years after a series of sad events that have not, however, affected the charm that this enchanting city continues to convey to all its visitors. Except for the constant presence of the military on the corners of all the famous sites of the Ville Lumière, everything has remained unchanged, its colourful and cosmopolitan public animating the city's days and especially its nights.

Within the pavilions of the Sial exhibition, the event confirms all its special characteristics, with over 100 nations represented in the 7,000 sqm exhibition spaces that welcome a public that is 70% foreign.



NRA SHOW

International FANCY FOOD SHOW



The melting pot that colours Sial is unique in its kind, animated by more than 250 events that take place over the five days of the event.

Once again the beating heart of Sial is the area dedicated to innovation, which sees 2,189 candidates vying for a slot in the spotlight in the trendiest corner of the world: innovative packaging and new flavour combinations are displayed on notice boards in the area dedicated to the news of a possible tomorrow, accompanied by valuable information on new consumer trends from the different areas of the world.

An event in which the presence of puntotItaly is a must, with the participation in the area set aside for international trade journals, this year made even more attractive and impressive by the event's organizing committee.



## HOSTELCO

Barcelona (Spain), 23-26 October

560 exhibitors - 50,000 visitors

Every two years the Barcelona trade fair area sees the arrival of Hostelco, which celebrated its 18th edition in 2016. This year was particularly significant, providing a concrete testimony of the business recovery in an area of Europe that in recent years suffered greatly in terms of business development.

In this regard, the words of Arantxa Segurado, director of Hostelco, were quite positive. "We are frankly very pleased with the results of this edition of the exhibition, with an increase of almost 20% in the number of trade visitors from all over Spain. This confirms the exhibition's leadership role in Spain, an international bench-



mark for an industry that is experiencing significant recovery." Great interest was generated by La Plaza, the area dedicated to the promotion of gelato, bread, and pastry, featuring a series of demonstrations, discussions, and tastings, Italy playing a key role in the program that covered the four days of the event.

This was a new destination for puntotItaly, adding to the rich panorama of places visited by our tour, an opportunity to get in touch with one of the most fascinating cities of Europe, the capital of Catalonia, and its rich artistic and gastronomic heritage.

## SPECIALITY FOOD FESTIVAL

Dubai (UAE), 7-9 November

200 exhibitors - 15,000 visitors

In Dubai in November much Italian is spoken: this year the Speciality Food Festival added further value to the areas dedicated to Italian products, increasing available space and, more importantly, expanding opportunities for meetings and tastings.





The Italian Cuisine World Summit, in its 8th edition, featured insights that involved the main actors of the Italian culinary tradition, among others oil, pasta, coffee, regional desserts, rice, and wine, while not far away the Pizza World Summit & Pizza Up presented acrobatic performances and discussions centred on true Italian pizza. It is a manifestation that is increasingly wide ranging, with the presence of more than 50 nations among the exhibitors and areas dedicated to new players for this event, such as Spain, Poland, Korea, Portugal, and Great Britain.

For the third consecutive year, our magazine was a media partner of the event, with a physical presence in the pavilion dominated by Italian products. It was a good opportunity to talk to a diverse audience about the best Italian companies that enthusiastically distribute ingredients, equipment, display cases, and packaging around the world, and once again the great attention of visitors did not disappoint expectations.

### FOOD & HOSPITALITY CHINA

Shanghai (China), 7-9 November  
2,200 exhibitors - 66,000 visitors

For the 20th time in its history, Shanghai hosted Food & Hospitality China, the fall event that focuses inter-

national attention on new developments in the world of food, meat, wine, tea, and coffee: a set of interwoven specialized events that offer visitors a broad panorama of ideas.

It is one of the events organized by CIE, member of Allworld Exhibitions, responsible for 14 events in nine different Asian countries, the point of reference for all those who are interested in expanding their businesses in one of the areas in the world that is most interested in increasing its consumption of Italian products.

Its headquarters established in the heart of the area dedicated to Italian food, once again puntotItaly provided information about Italian products, as usual sparking a good level of interest in visitors.

Aggregation is one of the strengths of this event, which saw 39 national collective areas and 66 nations represented in all the pavilions, flanked by continuous events and tastings in the meeting areas provided.

By tradition Shanghai is the last stage of puntotItaly's annual tour, an activity that has now reached the conclusion of its fifth year. It all started with the objective of focusing attention on the strength of Italian products, and the initiative continues to provide both the traveling team and colleagues behind the scenes with a high level of satisfaction, repaying the efforts made to represent Italian business in a professional manner.



# The winn

The 2016 Tour of the Gelato Festival came to an end with the European final held in Florence (Italy) and the announcement of the event's winners.

Eugenio Morrone from Il Cannolo Siciliano gelato shop in Rome was the winner of the European final of the 2016 Gelato Festival held last September in Florence. Placing him on the highest step of the podium was his refined flavour "Mandarino Tardivo" (late mandarin orange), a sorbet made using the fruit of the citrus that conveys the scents and flavours of his Italian home region, Calabria, embellished with aromas of ginger and peppermint.

Second place was awarded to Guido Cortese of U Magu gelato shop in Pietra Ligure (Savona), who competed with his "Pinolo alla Ligure" (Ligurian pine nut) flavour, a recipe strongly linked to his local area using ingredients typical of Ligurian foods: pine nuts and basil with lemon aroma.

The bronze was awarded to Gabriele Scarponi from Ara Macao gelato shop in Albisola (Savona) and his flavour Tropical Basil, a sorbet made with mango, pas-



# ing taste



sion fruit, and red raspberry variegate, decorated with basil and fresh raspberries.

The winners were decided by combining the votes of a technical jury and those of the public.

Several special prizes were also awarded. Gianni Toldo from Eiscafè Venezia Kirn gelato shop (Kirn, Germany) won two prestigious awards, the Mec 3 prize and the Bravo SpA prize. The title of Gelato Festival 2016 Ambassador was awarded to Fabrizio Fenu from Bar Centrale gelato shop (Marrubiu, Sardinia), and the Gelato Shop 2016 prize was awarded to Ilaria Scarselli of the Fonte del Gelato shop (Fucecchio, Tuscany). Luca Bernardini from Fuori dal Centro gelato shop (Lucca, Tuscany) won the Creativity award, and Cristian Monaco of Mamò gelato shop (Rome, Lazio) was awarded the Quality award. Numerous other awards included the International Award to Osvaldo Palermo from Fior di Panna gelato shop (Arese, Lombardy), the Professionalism prize to Leonardo La Porta



of Miretti gelato shop (Turin, Piedmont), and the Alberto Pica award given by the Associazione Italiana Gelatieri to Santo Palumbo of Cremeria Rossi gelato shop (Milan, Lombardy).

During the nine stages of the Tour, around 80,000 cups of Mec3's "Cookies The Original" gelato were given away to celebrate the flavour's 15th birthday. Thus concluded the 2016 Gelato Festival, which started last April in Florence and travelled through the cities of Parma, Rome, Naples, Turin, Milan, London, Berlin, and Valencia.

# Strategic alliance

Starting this year the Gelato Festival will be supported by Sigep-Italian Exhibition Group and Carpigiani.

**GELATO  
FESTIVAL  
2017**

*Uno scoppio  
di novità!*

*Una bomba de novedades!*

*A Blast  
of innovation!*

*Eine Innovationsbombe!*



Gelato Festival has recently made an alliance with two strategic partners: Sigep-Italian Exhibition Group and Carpigiani.

Starting this year, the promoters of this exclusive travelling event will therefore benefit on the one hand from Sigep's advanced organizational know-how in the dessert sector, and on the other from Carpigiani's highly innovative equipment for the production of artisanal gelato. Carpigiani's contribution will reflect the many years of experience gained from its Carpigiani Gelato University, the gelato school located in Anzola dell'Emilia (Bologna, Italy), and the Carpigiani Gelato Museum, the first museum in the world dedicated to the cultural, social, and technological history of gelato. Andrea Cocchi, CEO of Carpigiani Group, highlighted the commitment broadly demonstrated by Gelato Festival to help spread the culture of artisanal gelato throughout Europe. "This partnership reinforces our strategic activities dedicated to supporting gelato artisans, the top spokespersons for gelato Made in Italy that is conquering the food world with its craftsmanship and creativity."

According to the president of Italian Exhibition Group, Lorenzo Cagnoni, thanks to this agreement there will be "a strong acceleration towards the achievement of a common goal, the promotion of the Italian artisanal gelato supply chain throughout the world."

"We are ready to start a new adventure that will see us at the forefront with the industry's world leaders," confirmed Gabriele Poli, president of Gelato Festival. "We aim to give new impetus to the sector by developing new markets and consolidating the European market."

The 2017 edition of Gelato Festival will start on April 21st in Florence and will continue its journey through Italy, England, Germany, and Poland.



# Sweet contest

Selections continue for the world final of the Gelato World Tour, scheduled to be held in Rimini, Italy in September 2017.



City by city, the Gelato World Tour is heading towards the final challenge that will take place next September in Rimini. Much has happened in recent months and many, many gelato artisans have stood out for their originality and, of course, their talent. As you surely recall, the Gelato World Tour is the first travelling competition aimed at finding the best tasting gelato in the world. It is sponsored by Carpigiani Gelato University and Sigep - Rimini Fiera, with the support of Iffi and PreGel, while the Prodea Group participates as an operational partner.

At each stage, a special committee made up of experts and professional associations selects the 16

best gelato artisans of the host nation. Contestants compete by each producing just one flavour, and the final ranking is calculated on the basis of public voting and a professional jury. The winners of each stage earn the opportunity to participate in the Grand Finale at Rimini, to compete for the trophy of the “World’s Best Gelato.”

Last May the tour stopped in Chicago, at Millennium Park on Lake Michigan. First prize was awarded to the flavour “Amor-acuyà” by Daniela Lince Ledesma (Dolce Gelato shop in Medellin, Colombia). Second place was awarded to the flavour “Chicago Pothole” by Angelo Lollino and Ali Caine Hung (Vero Coffee &

Gelato shop in Elmwood Park, Illinois). In third place, “Rich Chocolate, Koval Single-Barrel Organic Bourbon, Ganache Swirl & Maple-Candied Pecans” by Tammy Giuliani (Stella Luna Gelato Cafè, Ottawa). The winner Daniela Lince Ledesma also won the “Tonda Challenge” by Iffi, a competition to prepare the perfect 60 g cup of gelato, while Loris Carlo de Prato (Leonardo’s Gelateria, Barre, Vermont, USA) and Linda Mercurio (Mercurio’s, Pittsburgh, Pennsylvania, USA) tied for first place in the “Stack it High Showdown” by Pregel, in which gelato artisans battled to build the world’s tallest gelato creation.

In August it was on to China, where 15 gelato artisans from throughout the country (including Hong Kong) worked in the gigantic production area prepared by OCT Harbour O’Plaza from Shenzhen. Two flavours were declared as winners: “Sensazione Pura” by He Qingxia (Shanwei) and “Brownies” by Guo Hongwu (Zhangzhou). Liu Bao from Shenzhen won PreGel’s “Stack it High Showdown” competition, stacking 11 scoops of gelato in less than 30 seconds.

In the month of October the tour continued its tour in Italy, with a few stages of the Gelato World Tour Italian Challenge, valid for access to the Italian final scheduled for 23-24 March 2017. The competition in Omegna, Verbania was of particular note, the Vanilla gelato shop from Legnano presenting a Tiramisu flavour that achieved the highest ever rating from the jury. A true gelato masterpiece! Then it was on to Carmagnola, Turin, where the winners were “Pinolo alla

figure” by Guido Cortese (U Magu in Pietra Ligure, Savona) and “Crema di Seiras al Caffè e Miele all’Habano” by Giulio Rocci (Ottimo! in Turin).

Receiving top honours in Monteprandone, Ascoli Piceno were the flavours “Buena Via” by Cinzia Del Dotto (Enjoy in Tolentino, Macerata) and the sorbet “Gran Fico della Valdaso” by Andrea Mattetti (La Tentazione di Marina in Altidona, Fermo). The Barletta stage was won by “Amarcotto” by Cosimo Caradonna (Mille Voglie in Alberobello, Bari), “Dolce Amaro” by Vincenzo di Noia and Marco Altomare (Just Cafe in Zapponeta, Foggia) and by “Crema con limoni del Gargano e mandorla di Toritto” by Angelo Gabriele di Mauro (Gabrielino in Mattinata, Foggia). The challenge in Melpignano, Lecce was won by the flavour “Caffè Bianco” by Michele Bianco (Pasticceria Bianco in Copertino, Lecce). The competition in the provinces of Rome and Latina selected the flavours “Nocciola Green” by Valerio Esposito (Tonka in Aprilia) and “Oro Nero” by Angela Sposato (Mon Amour in Aprilia). At the second stop in the Italian capital, access to the Italian final was earned by “Philadelphia Noci e Miele” by Silvia Martino (Come in Ostia Lido, Rome) and “Verde Mandorla” by Andrea Terlini (Glauco in Ostia, Rome).

2017 opens with a new, compelling competition. The eight best German gelato artisans who won the previous stages in Germany will participate in the German Challenge, to gain access to the Berlin stage of the Gelato World Tour in June 2017.





By Beppo Tonon

# PEAR BLOSSOM

The pear is the star of a rich, detailed composition, providing a sinuous movement.



## LIKE A PEARL

The fruit unfolds with magical colour.

Slice the unpeeled pear along its width.  
Fold the slice by holding its two ends.  
Place the petals thus created  
on the gelato.

In the centre place a pear daisy, made  
using a melon baller.

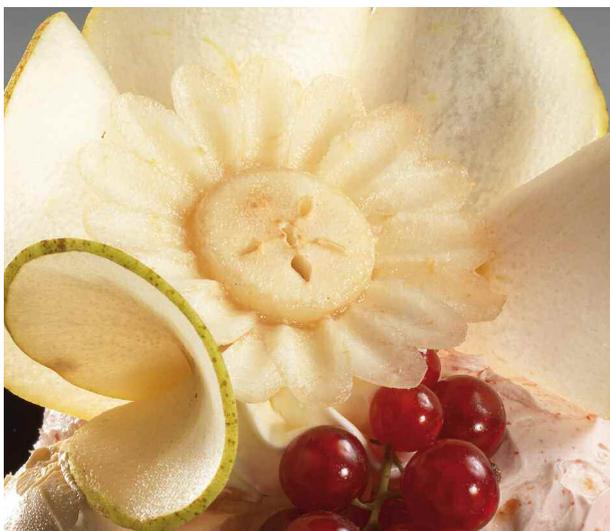
The dish must first be cooled to keep the  
gelato from melting too quickly.



**Gelato flavours:** milk-based and sorbet

**Decoration:** currants

**Suggestion:** always use whipped cream as a base to  
create a barrier between the gelato and the plate



Photos: Studio Phototecnica

### PINWHEEL

A delicate flower with elongated petals that resemble a vintage pinwheel.

Slice the unpeeled pear lengthwise. Fold each slice at the end and then insert it into the gelato or whipped cream.

In the centre place a pear rose made with a paring knife following the technique of the turning petal. The dish must first be cooled to keep the gelato from melting too quickly.

**Gelato flavours:** vanilla and chocolate







By Antonio Mezzalira

# COFFEE INSPIRATION



Coffee with spices, coffee with amaretto liqueur, an exclusive sorbet with instant coffee... This ingredient, with its aromatic notes, can inspire many different recipes. Here are three variations of gelato that can help to suggest yet other ideas to impress your customers.



## Oriental coffee

(espresso gelato with a mix of spices)

WITH CREAM BASE 50

### INGREDIENTS:

• fresh whole milk	335 g
• cream 35% fat	185 g
• non-fat powdered milk	55 g
• sugar	115 g
• 30 DE dehydrated glucose syrup	30 g
• dextrose	35 g
• base cream 50	35 g
• espresso	210 g

**Total** 1000 g

## INSTRUCTIONS

Make an infusion by soaking the spices in the cream. Heat all the ingredients except for the coffee to 82°C. The coffee will be added during freezing. Being an espresso, the coffee must not be heated again, otherwise it would lose part of its aroma. Add the espresso to the batch freezer when the gelato is at about 4°C. Extract the gelato when it is finished. Place it in the blast freezer to freeze it to the core. Place the gelato in the display case after letting it set at -18° to -20°C for one full day. The temperature of the display case should be -13° to -14°C. Decorate the tray with spices.



### Mix of spices for 4 kg of finished mix

- cloves 5 g
- 5 cm sticks of sweet cinnamon 3 sticks
- Madagascar bourbon vanilla 1 pod

Make an infusion by mixing the spices into the cream 12 hours before use. Cover the container with plastic wrap and place in the refrigerator. Filter and then add the infused cream to the other ingredients to be pasteurized.



# Special coffee

(espresso gelato with amaretto liqueur)

WITH CREAM BASE 50

## INGREDIENTS:

• fresh whole milk	335 g
• cream 35% fat	185 g
• non-fat powdered milk	55 g
• sugar	110 g
• 30 DE dehydrated glucose syrup	40 g
• dextrose	25 g
• base cream 50	35 g
• espresso	180 g
• amaretto liqueur	35 g
<b>Total</b>	<b>1000 g</b>

## INSTRUCTIONS

Heat all ingredients except the special single-origin coffee and amaretto liqueur to 85°C. The espresso must not be heated again, so add it to the batch freezer when the gelato is at about 4°C. Add the amaretto liqueur a little at a time at the end of freezing, before extraction. This is necessary to keep the alcohol content from destabilizing the gelato's structure. Extract the gelato. Place the gelato in the display case after letting it set at -18° to -20°C for one full day. The temperature of the display case should be -13° to -14°C.



## Suggestions

- It is not recommended to use espresso lungo as it would lose its aroma. Rather it can be “lengthened” with hot water in the right proportion.
- For this gelato it is recommended to use a single-origin coffee from Brazil with velvety, intense flavour, with hints of chocolate.
- For a pleasant variation, sprinkle the gelato with cocoa powder and garnish with candied lemon peel.



# Coffee sorbet

(sorbet with instant coffee)

WITH FRUIT BASE 50

## INGREDIENTS:

• water	680 g
• sugar	185 g
• dextrose	25 g
• 30 DE dehydrated glucose syrup	40 g
• fruit base 50	35 g
• instant coffee	10 g
• inulin fibres	25 g
<b>Total</b>	<b>1000 g</b>

## INSTRUCTIONS

Heat all ingredients to 85°C. Cool the instant coffee mixture to 4°C. Place the mixture in the batch freezer. During freezing, incorporate the sunflower oil as in the “Suggestions”. When finished, extract the sorbet, place it in the blast freezer for five minutes, and then place the tray in the display case at -12° to -13°C.



## Suggestions

- As a delicious alternative, for each kilogram of gelato add 50 g of dark chocolate chopped roughly on a cutting board.
- If you prefer to use espresso instead of instant coffee, calculate that 1 kg of coffee is roughly equivalent to 1 kg of hot water with 15 g of instant coffee.
- To prevent the coffee sorbet from generating “foam” add 10 g of sunflower oil during freezing.





By Roberto Rinaldini

# SIMPLY TIRAMISU



A classy interpretation of one of the most popular and appreciated Italian desserts in the world.

Recipe calculated for 2 cakes measuring 22 cm each

## CLASSIC ITALIAN SPONGE

### INGREDIENTS:

• egg yolks	95 g
• sugar	60 + 45 g
• egg whites	190 g
• white flour	90 g
• potato starch	32 g
• vanilla pod	1

### INSTRUCTIONS

Whip the yolks in a planetary mixer, 60 g of sugar, and vanilla pulp. Separately, whip the egg whites and 45 g of sugar. Gently combine the two mixtures. Sift the dry ingredients and add them to the mixture. Spread on baking paper and bake at 180°C with the valve open for 10 minutes.

## COFFEE INFUSION

### INGREDIENTS:

• water	500 g
• white cane sugar	130 g
• coffee beans	40 g
• espresso	140 g
• coffee liqueur	25 g

### INSTRUCTIONS

Place the coffee beans in cold water for 12 hours under vacuum. Filter and heat to 85°C. Dissolve the sugar, add the espresso and liqueur. Mix all ingredients with a mixer and filter before use.



## LIGHT MASCARPONE AND VANILLA CREAM

### INGREDIENTS:

• cream	300 g
• mascarpone	300 g
• water	45 g
• sugar	140 g
• whipped pasteurized egg yolks	180 g
• gelatin sheets	6 g
• water for gelatin	30 g
• vanilla pod	1

### INSTRUCTIONS

Whip the cream with the vanilla, add the mascarpone half way through the whipping. Make a syrup by mixing water and sugar. Heat to 105°C. Pour the heated syrup mixture over the whipped yolks and continue in the planetary mixer until cooled. At this stage add the gelatin melted in the microwave.



## MASCARPONE BAVARIAN CREAM WITH COFFEE AROMA

### INGREDIENTS:

*For the coffee infusion:*

- cream 250 g
- coffee beans 30 g
- roasted ground cocoa beans 15 g
- lemon 1/2

*For the coffee-flavoured crème anglaise:*

- coffee infusion 850 g
- pasteurized egg yolk 80 g
- sugar 40 g
- gelatin sheets 3 g
- water for gelatin 15 g

*For the whipped mascarpone:*

- mascarpone 200 g
- cream 30 g
- fresh ground coffee 4 g

### INSTRUCTIONS

Prepare the coffee infusion: heat the coffee beans and roasted crushed cocoa beans in the oven at 150°C, then add them and grated lemon rind to cream that has been heated to 50°C. Let stand for 45 minutes. Strain. Cook the crème anglaise with the coffee infusion, egg yolk, and sugar, then add the gelatin that has already been soaked in water. Filter through a thin strainer. Cool to 35°C in the planetary mixer, while continuing to whip. Then whip the mascarpone and cream with the ground coffee. Finally, gently combine this mixture with the crème anglaise in the planetary mixer.

## WHITE COFFEE GLAZE

### INGREDIENTS:

- milk 200 g
- glucose 80 g
- condensed milk 80 g
- white covering 360 g
- instant coffee 2 g
- gelatin sheets 8 g
- water 32 g
- neutral gelatin 50 g

### INSTRUCTIONS

Bring to a boil the liquids with the sugars and pour over chopped white covering. Emulsify, add the previously soaked gelatin, then finish the emulsion by adding the neutral gelatin. Let stand overnight in the refrigerator. Divide the glaze into two parts. To one of



the parts add the freeze-dried coffee. Use both at 25°C for glazing.

#### ASSEMBLY

Cut four sponge cake discs measuring 20 cm in diameter and place two of them in a 22 cm ring. Soak

the cake with the coffee infusion and spread with the mascarpone and vanilla cream. Repeat the operation with the coffee Bavarian cream. Chill in blast freezer. Glaze with the two glazes, starting with the white cream from the outside and ending at the centre with the coffee cream.





By Alice Vignoli

# TIP OF THE SPOON

Coffee and chocolate, two of the classic ingredients in gelato and pastries, are used to make unusual and stylish creations for true connoisseurs.



# CAFÉ CRÈME

Good for... Treats, Cakes, Snack cake pans

Ingredients Yield: 10 treats Ø 6 cm, 4 cm h

## Semifreddo

Fresh cream 35% mg	500 g	<b>A</b>
Italian meringue	270 g	<b>B</b>
Pastry cream	200 g	<b>C</b>
Instant coffee	30 g	<b>D</b>
Strong black coffee	1 g	<b>E</b>

## Brittle insert

Pailleté feuilletine	100 g	
Dark chocolate	100 g	
Instant coffee	5 g	

Melt the dark chocolate, add the pailleté and coffee. Before the chocolate can recrystallize, spread a thin layer between two sheets of baking paper.

## RECIPE AND CONSTRUCTION

Prepare the moulds by cutting thin disks of sponge cake. Protect the inner edge with acetate tape. Soak the sponge cake with a coffee simple syrup. Mix the strong black coffee and instant coffee. Mix the pastry cream and coffee mixture, then fold in the Italian meringue. Whip the fresh cream in a planetary mixer until it is only partially whipped and then add it to the rest of the ingredients.

Portion the semifreddo into the moulds, filling them half way.

Add a layer of coffee crunch on top of the semifreddo as desired, then finish filling the moulds with the rest of the semifreddo. Place in blast freezer.

## SUMMARY

In a bowl combine **C + D + E**

Add **B** to the mix.

Whip **A** in the planetary mixer and then add it to the rest of the ingredients.

Portion into moulds, adding the crunchy insert.

## DECORATION

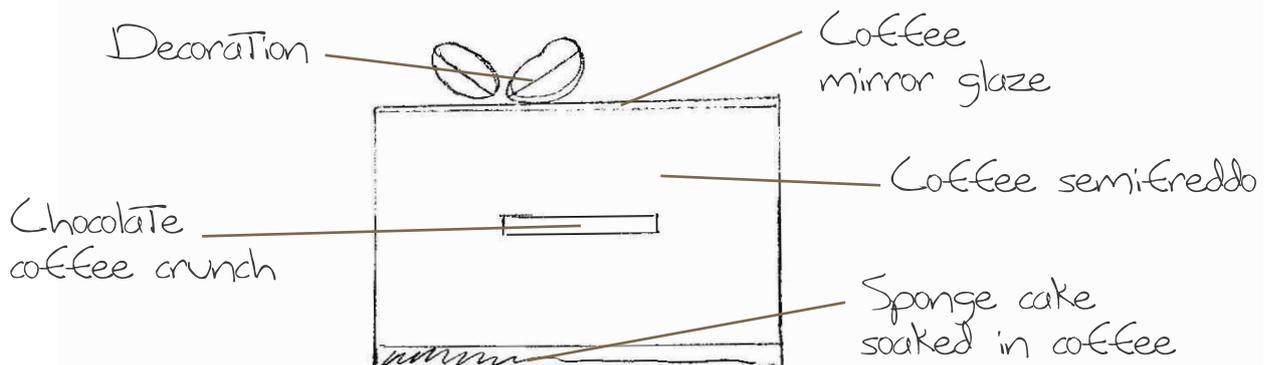
Once the semifreddos are hardened, remove them from the moulds with the appropriate tool. Place them on small trays and proceed with decoration.

## STORAGE

The frozen, decorated product can be left in a display case at -19°C for two weeks. Frozen to the core (i.e., -32°C for 1 hour in the blast freezer), they can remain stored at -19°C in a storage freezer for three months.

## ON THE MARKET

The whipped ingredients **A + B + C** can be substituted with a semifreddo base with a neutral flavour.



# THREE CHOCOLATES

Good for... Treats

**Ingredients Yield: 30 small cups**

## Dark chocolate mousse

<i>Fresh cream 35% mg</i>	500 g	<b>A</b>
<i>Pâte à bombe</i>	500 g	<b>B</b>
<i>Dark chocolate</i>	500 g	<b>C</b>

## Milk mousse

<i>Fresh cream 35% mg</i>	500 g	<b>A</b>
<i>Pâte à bombe</i>	500 g	<b>B</b>
<i>Milk chocolate</i>	500 g	<b>C</b>

## White mousse

<i>Fresh cream 35% mg</i>	500 g	<b>A</b>
<i>Italian meringue</i>	500 g	<b>B</b>
<i>White chocolate</i>	500 g	<b>C</b>

## RECIPE AND CONSTRUCTION

Place the serving cups on a tray, making sure they are all facing in the same direction.

## MOUSSE INSTRUCTIONS

Melt the chocolate in the microwave oven or bain marie. Emulsify the chocolate with the egg foam. In the planetary mixer, whip the cream until it is partially

done. Add the partially whipped cream to the rest of the ingredients, a spoonful at a time, without deflating the mix. Use a pastry bag to portion the mousse into the cups, alternating the three chocolates, and, if necessary, placing the cups temporarily into the blast freezer between chocolate layers. Place the treats in the blast freezer.

## SUMMARY

In a bowl combine **B + C**.

Whip **A** in a planetary mixer and add the rest of the ingredients. Portion into cups.

## DECORATION

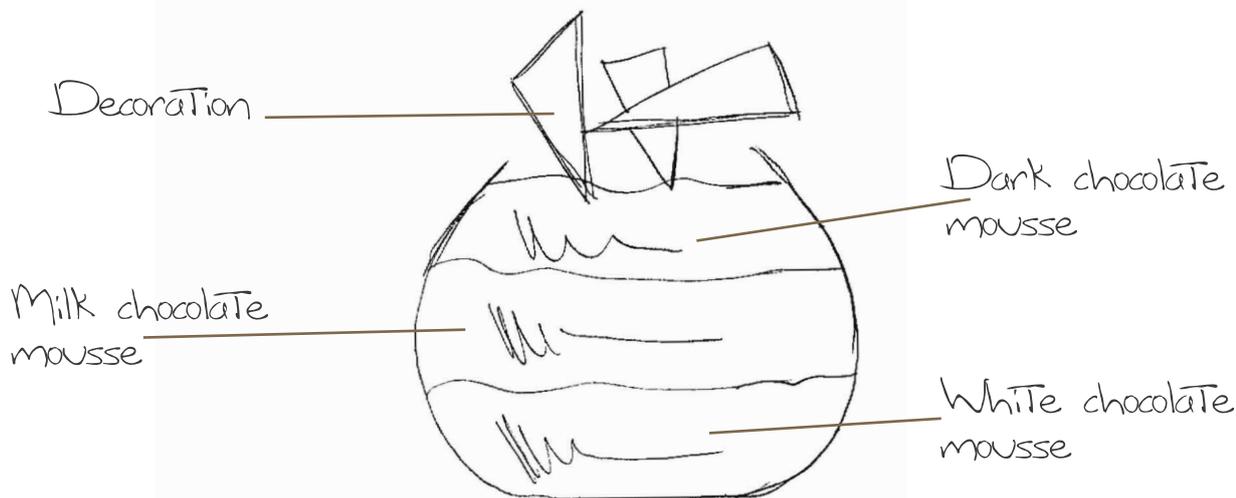
Decorate as desired.

## STORAGE

The frozen, decorated product can remain in the display case at -19°C for two weeks, or in a refrigerator at +4°C for three days. Frozen to the core (i.e., -32°C for 1 hour) and undecorated it can remain at -19°C in a storage freezer for three months.

## ON THE MARKET

You can substitute the whipped mixture A + B with a neutral-flavoured mousse.





# The feminine touch at Pasticceria Martesana

The historic locale in Milan (Italy) has entrusted the management of the new “Contemporary Recipes” line of sweets to the young Marcella Moutte.



*Marcella Moutte, head of the petit fours area at Pasticceria Martesana, Milan.*

**By Monica Viani**

She is only 24 years old but has achieved a level of creativity and skill worthy of respect. For this, the historic Pasticceria Martesana chose her, Marcella Moutte, as the new manager of the innovative line of “Contemporary Recipes”.

The shop’s organization is run by the local pastry chef Vincenzo Santoro, who is seeking to offer increasingly innovative products without forgetting tradition. So the pastry shop is divided into several departments, each run by a manager: petit fours, cupboard products, bakery products, chocolate, and gelato in the summer. This organization has two objectives: providing opportunity to emerging professionals, and to offer a more modern selection of products alongside the traditional pastry, able to satisfy contemporary tastes without sacrificing a constant search for high-quality ingredients.

## TRADITION MEETS INNOVATION

For the petit fours department Marcella Moutte was chosen, whose passion for the sweet art is evident. She attended the Cast Alimenti School in Brescia and then had the opportunity to do an internship at the Martesana, which made sure that she didn’t get away at the end of the internship.

Marcella has three petit fours made with alternative flours.

They include “Sinfonia,” made with hazelnut chocolate and corn flakes, Bavarian cream with hazelnuts, caramel, dark chocolate bits, and dark chocolate mousse. Then there is “Duchess,” a shortbread base

made with rice flour, a “duchessa” with pistachios and almonds, orange marmalade and pistachio Bavarian cream. Last but not least “Cremino,” a trio of cocoa cookies, hazelnut mousse, and hazelnut chocolate mousse, covered with white chocolate, milk chocolate, and dark chocolate.

Her favourite? Marcella has no doubts: “Duchess.” The hardest to make? “Sinfonia.”

Her specialties follow the seasons, with the exception of the chocolate, because, as she says, “I love it too much to do without!” Some specialties are made using rice or spelt flour, some without eggs and milk, or by replacing the butter with high-quality Italian extra virgin olive oil.

But how has Marcella’s experience been as a woman in this creative world of sweets? “The bakery is still the domain of men. Despite demonstrating your skills on a daily basis, if you’re a woman it takes more time for them to be recognized. But the women who undertake this profession are becoming increasingly appreciated, as evidenced by the Martesana pastry shop.”

And what about the essential qualities of a pastry shop? What are the most important qualities from a



female point of view? “I think that precision and cleanliness are the fundamental requirements.”

Marcella, of course, is already looking to the future.

“For me, working is studying, it’s what gives me the opportunity to grow. My goal is to create petit fours with an innovative look, always with quality in mind.

I want to go beyond the cube and tartlet.”



*Sinfonia,  
made with  
hazelnut  
chocolate and  
corn flakes,  
Bavarian cream  
with hazelnuts,  
caramel,  
dark chocolate bits,  
and  
dark chocolate mousse.*



*Cremino, a trio of cocoa cookies,  
hazelnut mousse,  
and hazelnut chocolate  
mousse, covered with white chocolate,  
milk chocolate,  
and dark chocolate.*



# I read, so I choose

According to a study carried out in several countries within the European project Clymbol, the greatest impact on consumer's choices are not images printed on the packaging, but the health claims.



The acceptance of food products with health information is influenced by many different factors. Familiarity with the product, health claim or functional ingredient used plus personal relevance appear as the most important determinants. But what is the actual effect of health information on consumer behaviour regarding food choices?

Clymbol, a European Commission-funded research project which has been running from 2012 to 2016, aimed to better understand the effects of health claims and symbols on food labels, and how this affects purchase and consumption behaviour.

Researchers sampled over two thousand food and drink products in Germany, the Netherlands, Slovenia, Spain and the UK. This is the first cross-country study analysing and comparing the status-quo of claims on food and drink products in Europe.

## MANY CLAIMS

Research revealed that there are considerable differences across countries and between various food categories in terms of occurrence of nutrition and

health-related claims on foods. Between 20 and 35% of products in the analysed countries have been found to carry claims. Most of them were nutrition claims (64%), followed by health claims (29%) and only 6% health-related ingredient claims. Most products tended to have more than one claim on their packages. Often, several nutrition claims were listed, e.g. “No sugar, low calories.” Also, they were often accompanied by related nutrition claims, e.g. “High in calcium” and “Calcium is needed for the maintenance of normal bones.”

Foods carrying health claims were found to have a slightly better nutritional quality than those without, but the nutritional quality of foods with health claims could be improved further by using a nutrient profile model (an algorithm for scientifically calculating the “healthiness” of foods).

Clymbol researchers also showed that health claims currently available on the market have little public health relevance. They do not represent consumers’ health needs as the health claims found on foods are not strongly related to the disease burden within the EU.

## CAN THEY UNDERSTAND?

Many consumers do not accurately interpret the meaning of the claims and can have difficulties understanding the scientific language used in food claims. The way consumers understand claims depends on their wider understanding of health, that means they rely on knowledge not presented in claims when interpreting claims. Additionally, they may not consciously differentiate between nutrition and health claims the way that experts and the regulation do.

Clymbol confirmed that images can also function as health claims, but there is a risk of memory errors. Participants falsely recalled and recognised health claims that they had not actually read in the presence of function images (an image referring to health, e.g. a heart). That means that packaging imagery can lead people to infer health. However, another study showed that health-related images (both claim-specific and overall health) can be helpful for people who are actively searching for products with claims.

Having a specific health goal (like wanting to lower one's cholesterol) increased choosing products with health claims and health related images and it also increased consumer's attention to health claims. Clarity and attractiveness of claims was higher when the claim's nutrients were familiar, however, the chance of risky inferences (i.e. straying too far from the scientific dossier) increased too.



## PAY ATTENTION!

To further investigate how images attract attention to health claims, Clymbol researchers from Corvinus University of Budapest carried out an eye-tracking study to measure what people are looking at and for how long. Researchers also tested the influence of having a health goal, so all participants were told they should imagine going grocery shopping for the elderly.

One group of participants was told to choose food products which are good for the general health of the elderly, the other group had to choose food with specific health benefits, e.g. products that is good for the bones or food which is good for the immune system. Due to the eye-tracking, researchers could show that the claims themselves were well capable of drawing people's attention and the claims did not need the images to support them.

Results showed that the appearance of the health claim is more important than the appearance of the image on the package. Participants looked at the claim more often than the image and for a longer time. They also tended to first look at the claim than the image. These findings are quite surprising as researchers expected the opposite results.

# Smarter packaging

The global market for technologies applied to food packaging is constantly evolving. Brief overview of the sector's state of the art.

Eat, drink, discard. These are the three verbs used to describe modern nutrition. The global trend is to eat and then dispose of the packaging in the recycling bin. In reality, for some time researchers have been working to find environmentally sustainable solutions, able to reduce waste as much as possible. The market itself is demanding it. A global survey conducted by Tetra Pak found that many consumers - especially

those from emerging countries like China, Turkey, Brazil, and India - prefer a beverage that is packaged in an eco-friendly container. At the

## FAREWELL TO PLASTIC

Some companies have decided to get rid of packaging in an instant. Thus was born a transparent film

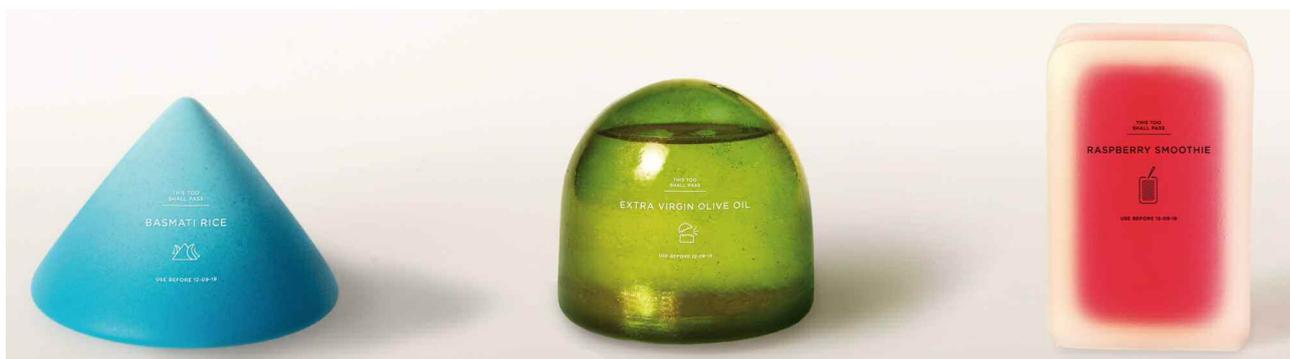


Photo: Tomorrow Machine

those from emerging countries like China, Turkey, Brazil, and India - prefer a beverage that is packaged in an eco-friendly container.

## MMMM, THAT'S GOOD!

And what if you could eat the wrapping, just like you do with the gelato cone? The Swedish design studio Tomorrow Machine has come up with the This Too Shall Pass series. It is a series of packages that have the same duration of the foods that they contain. For oil they devised a package made of caramelized sugar. It opens like the shell of an egg, and after pouring out the oil the caramelized sugar dissolves in water. Smoothies and shakes have packaging consisting of an agar-agar algae gel and water. After removing the





the storage temperature is maintained around +4°C, the label remains colourless. However, if the food is exposed to a higher temperature, up to +9°C for not more than 30 minutes, the label quickly turns a light blue colour. Finally, if the food remains at room temperature for three hours the label turns dark blue. The colouring is always irreversible to allow consumers and distributors to know what the history of the food temperature was throughout the distribution chain up to the point of sale.

for food use, odourless and tasteless that dissolves quickly in water without causing any contamination. It can be used with a wide range of ingredients such as spices, flavourings, sweeteners, enzymes, oils. Researchers at Texas A & M University have developed a new ultra-thin material, the thickness of a hair, intended for food packaging. It is more durable than plastic and is easily disposed of, based on water and clay in combination with a particular soluble polymer.

### SAFE FOOD

To combat food waste smart tags have been developed, a smart label designed by a group of researchers from the Department of Materials Science at the University of Milan-Bicocca and the Imperial College in London. Affixed to the packaging, the label makes it possible to observe the status of highly perishable food, such as milk or yogurt. If during transport

### HOT AND COLD RESERVE

HeatGenie is an innovative energy storage technology applied to packaging. It heats the contents of the package simply, safely, and efficiently and at a controlled rate using a solid state thermal reaction. Just press the button on the base of the package to activate the device that emits heat. Just a couple of minutes and you have a cup of coffee, tea or hot chocolate, heated to the right temperature. To keep drinks cold, the American company West Coast Chill has developed the Chill Can. It is a special can with a button on the bottom: pressing it activates a self-cooling system that chills its contents in three minutes. The secret is Microcool technology, which instantly cools the container thanks to the presence of activated carbon and carbon dioxide drawn from the atmosphere. Naturally the mixture does not enter into contact with the drink, but is sealed in the base of the can.

# Ambassador of style

By Francesca Battaglia

Gelato is often chosen as inspiration for lines of high-end Italian products, thereby acquiring an even greater appeal.

Pop icon in cones and cups, and a stylish proposal in the form of an elegant scoop of savoury gelato. This delicious product that originated in the kitchens of the lords of Florence and the French courts and eventually spread to other Europe courts is nowadays not only a food for connoisseurs and experts, but also an important symbolic presence that recurs frequently as an inspiration for highly visible products in other sectors, sometimes in surprising and unexpected ways. This is due to its versatility. In fact it can be found indiscriminately both in the hands of a child and served with a refined drink by the side of the pool of an exclusive five-star resort, happy companion to a nice relaxing break or a fresh and nutritious alternative meal.

Throughout the world the word gelato is synonymous with Made in Italy, craftsmanship, quality, and taste, understood not only as a method, but also as an appreciation of beauty, of a lifestyle of harmony, pleasure of living, the well-known Italian Way of Life, which goes back to the years of the carefree post-war and the myth of La Dolce Vita. Because of its evocative power of suggestion linked to all kinds of emotions, gelato is often used to boost sales of famous brands in many different product sectors. Here are some examples.

## HIGH FASHION ON THE GELATO CART

Dolce & Gabbana, the world-famous Italian brand of high fashion apparel and accessories, is known for the unique style that permeates its fashion creations and advertising campaigns, set in the sunny landscapes of Sicily. The brand's signature style reflects traditional values, family, harmony, and the exuberant beauty of Italian life, Sicilian life above all. It was therefore cer-

tainly not surprising to see the vibrant presence of gelato carts with real cones and wafers next to shoes and bags in their boutique on Corso Venezia in Milan. Passers-by were treated to a series of elegant and colourful shop windows in which the world of artisanal gelato from an age now rediscovered conveyed con-



# and taste

cepts of creativity, sunshine, taste, and quality, reflecting the values of products Made in Italy. These original and lively Milanese shop windows turned out to be a happy and consistent prelude to subsequent stylistic choices of the brand's two designers, Stefano Gabbana and Domenico Dolce. Just think of the women's fashion shows that were held for the upcoming spring/summer seasons, set in tropical atmospheres, surrounded by exuberant nature in which the two volcanic designers presented their newest collection, including a beautiful dress featuring enticing cones of gelato ready to be eaten and delicious just to look at. But gelato was not alone among the excellent Italian foods represented in this well-received fashion show. Other prints depicted superb cannoli, cocktails, pizza, fresh and dried pasta, spaghetti... Two of the three famous "Fs" of the great exports Made in Italy: Food and wines, Fashion, Furniture and building materials.

## STRIPES AND COLOURS ON BIG CONES

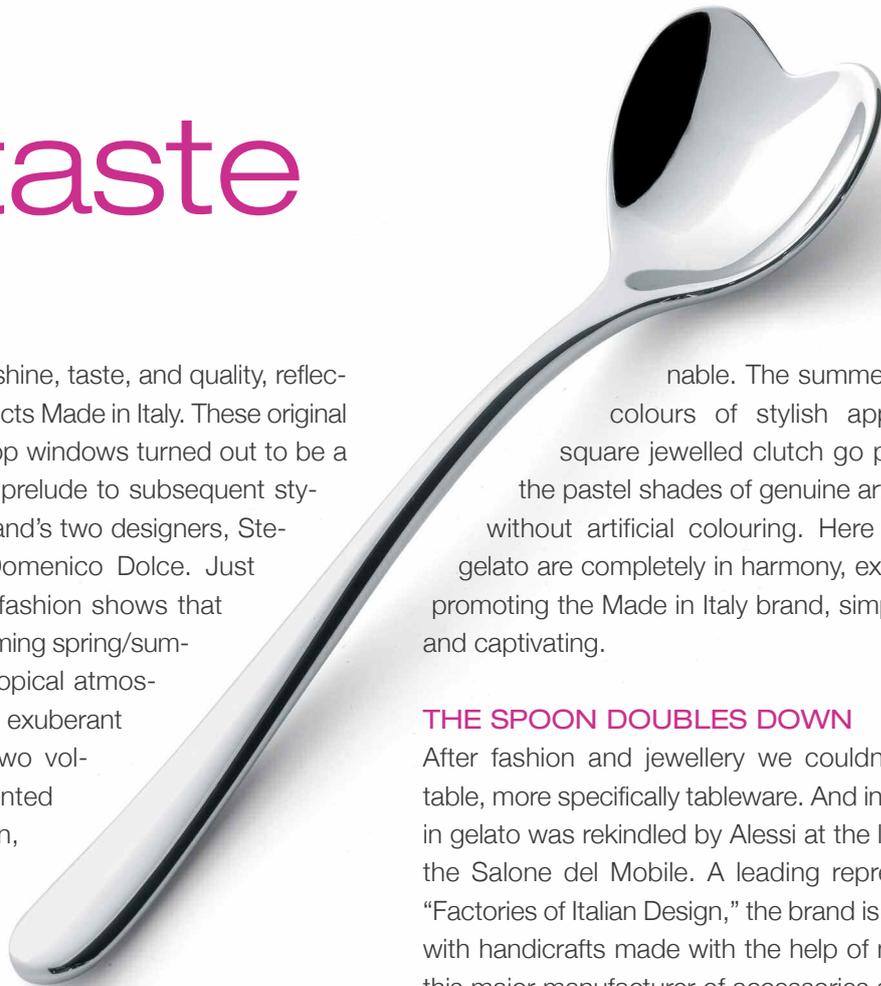
As we have seen, some summer shop windows of Italian fashion focused very clearly on gelato. Not only as a stylistic motif, but also in the form of an installation inside a cone, flanked by another over-sized cone filled with a giant scoop.

Moschino, an important Italian brand created in the eighties by fashion designer Franco Moschino, has taken the gelato wafer and interpreted it in a manner consistent with the brand's playful, surreal, and ironic style, magnifying the wafer's patterns to make it fashio-

nable. The summer stripes and colours of stylish apparel and a square jewelled clutch go perfectly with the pastel shades of genuine artisanal gelato without artificial colouring. Here fashion and gelato are completely in harmony, expressing and promoting the Made in Italy brand, simple, effective, and captivating.

## THE SPOON DOUBLES DOWN

After fashion and jewellery we couldn't forget the table, more specifically tableware. And indeed interest in gelato was rekindled by Alessi at the last edition of the Salone del Mobile. A leading representative of "Factories of Italian Design," the brand is synonymous with handicrafts made with the help of machines, as this major manufacturer of accessories and products for the table likes to define its production process. At the trade show the company launched Koki, its second spoon, or rather a special gelato scoop that was part of the Spring/Summer 2016 "Objets-Bijoux" Collection, created by the designer Valerio Sommella. Koki has a long handle, its design resembling that of a cushion or a quenelle, while the bowl has an irregular, generous shape to best scoop every type of gelato, even soft versions, with its smooth and creamy texture. In 2002, Miriam Mirri at Alessi had created a teaspoon combined with a gelato cup specially designed for two people to share, not for nothing called Big Love. Recognizing the growing success of gelato over the years, the celebrated brand of tableware Made in Italy returned once again to this product, naturally from its amusing and ironic point of view. Thus we have Alessi's interpretation of the scoop that plunges into this supple and creamy substance and reemerges full of deliciousness: an Italian symbol of good food and good life.



# Pasta: an historical

By Davide Pini

Discovering the origins of the most famous Italian recipes. (Part 2)

## PASTA ALL'AMATRICIANA

The origin of this name goes back to before the year 500. In fact, it seems to have been a dish made by shepherds in the area today known as Amatrice, a town that once fell under the Abruzzo region, and then was transferred to Lazio in 1927 when the province of Rieti was established. Still today, every August, this small town of fewer than 3,000 inhabitants celebrates this pasta dish with festivities in the main square.

Therefore the name of this pasta is simply derived from its presumed birthplace, and it is called either "all'amatriciana" or, outside of Italy, "matriciana."

The original recipe consisted in spaghetti (or bucatini, vermicelli, or rigatoni) served with hog jowl, pecorino romano cheese, and chili pepper. Only later was tomato added, when it was imported from the Americas.



## PASTA ALLA NORMA

This dish received its name in honour of Vincenzo Bellini (1801-1835), famous composer from Catania. One of his most famous works was Norma, and this is the name given to the recipe that skillfully combines onion, tomato, eggplant, and ricotta.



There are various interpretations as to the motivation behind the link, which was made before the first performance of the opera at the Scala in Milan on 26 December 1831.

According to some, the reason has to do with the fact that the role of Norma was played by Giuditta Pasta, so it was a small leap to combine her surname with the role she played. Others attribute the origin to an exclamation made at a table of artists after tasting the dish: "Ma questa è Norma!" A rough translation would

# journey

be, “This is done well!”

To be clear, it must be noted that pasta with fried eggplant, tomatoes, and salted ricotta was nothing new. In fact, there are numerous documents that attest to the recipe’s existence in Sicily before it was called “alla Norma.”

## PASTA ALLA PUTTANESCA

The first records of a pasta served with a sauce very similar to what is today called “puttanesca” date from the early 19th century, when Cavalcanti, in his cooking manual, proposed some popular Neapolitan recipes, including once called “puttanesca.”

The distinguishing aspect of this dish is not so much the recipe but rather the motivation behind the name, which, in Italian means (tastefully translated) “easy woman.”

A first playful interpretation would indicate an origin in the early 20th century, when the owner of a house in the Spagnoli Quarter in Naples had started offering clients this quick and simple dish.

Another point of view focuses on the underwear of the call girls, who wore brightly coloured undergarments, thus linking the strong colours with the sauce that took their name: green parsley, red tomato, dark purple olives, grey-green capers, and bright chili peppers.



## PASTA ALLA CARBONARA

According to tradition, the basic ingredients for this dish are eggs, hog jowl, parmesan cheese, pecorino cheese, lard (today olive oil), garlic, black pepper, and naturally pasta, spaghetti or penne.

The most accepted hypothesis regarding the origins of “carbonara” is that it was the dish eaten by lumberjacks of central Italy who travelled into the Apennine mountains to make charcoal (“carbone” in Italian) from wood.

This activity then became the source of the name of one of Italy’s most famous traditional dishes.

It is true, however, that this dish boasts an infinite number of alternative origin stories, the most famous claiming that the source of the name was a Roman innkeeper who, 50 years ago, gave the name of his previous trade to the dish. Others link the dish’s origins to the presence of Americans after World War II and the arrival of eggs and bacon in significant quantities on Italian tables. Finally, there are those who attribute the recipe to a noblewoman of Polesine, who in the 1800s hosted meetings for the members of the Carbonari secret society.

# In Milan for Foo

By Federica Serva

On 4-11 May during Tuttofood, a new event will take place, created by an agreement between the Lombardy Region and Fiera Milano, which also kicked off the “Sapore #inLombardia” project to support food and wine tourism.



Milan was missing a Food Week based on the model of the Design and Fashion weeks that have made the city famous worldwide. This deficiency has been resolved by the Lombardy Region and Fiera Milano, which have entered into a strategic agreement to promote food and wine tourism via major industry events

(Bit, Tuttofood, Host) and initiatives linked to the Lombard Year of Tourism, as well as improving the reception of visitors at the fairgrounds in Rho-Pero (Milan). The new event, based on the Fuorisalone furniture trade show, will be held in conjunction with Tuttofood on 4-11 May. The intent is to replicate a successful

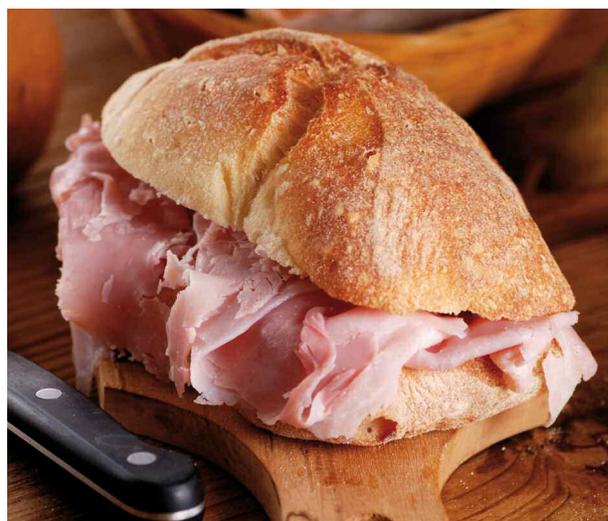
# d Week



experience, a week of events throughout the city involving the City of Milan, Fiera Milano, trade associations, and consortia to promote the Lombardy region's excellent products and keep alive the legacy of food values conveyed by Expo Milan.

The calendar of events promises to be very rich: Tuttofood Nights, evening events held in the most beautiful piazzas of the city; drinks in the most exclusive five star hotels, made by the chefs of the Jeunes Restaurateurs d'Europe Italy; seminars on organic foods; bread workshops; the combination of food with refined mise en place for initiatives of solidarity and nutritional education; street food; and insights on food and wine tourism.

Because today food and wine are increasingly becoming a decisive factor when it comes to choosing a travel destination, the regional government has also launched the "Sapore #inLombardia" (flavour in Lombardy) project, of which Fiera Milano is a partner. The event's website, accompanied by an exceptional testimonial, Chef Gualtiero Marchesi, outlines the seven itineraries illustrating the Beautiful and the Good of Lombardy, and above all providing inspiration for a trip through Milan, Bergamo and the Valleys, Cremona, Mantua, Valtellina, Franciacorta, Lake Garda, Brianza, Pavia, Lake Como, and Varese.



# The stars love real Italian pizza

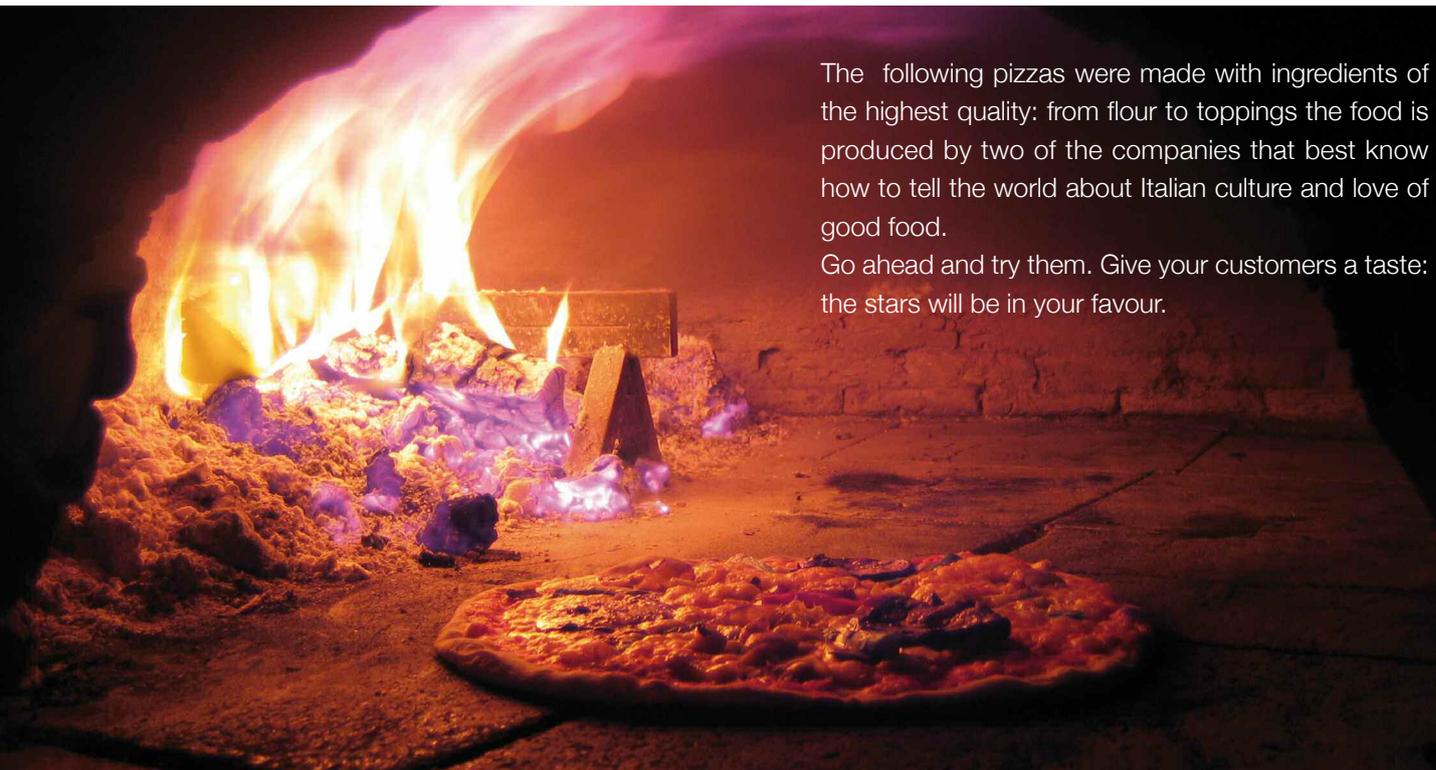
A culinary history somewhere between dreams and reality.

The signs of the zodiac are different not only in character but also at the table. According to some, the astral energies moving through the sky, influenced in turn by the ascendant and the birth chart, are in part the origin of our taste and our gastronomic sensitivity, affecting how we experience food, our behavior at the table, and how we use food.

The classification of the zodiac in Western astrology divides its twelve signs into four elements: Fire (Aries, Leo, Sagittarius), which represents the individual's de-

sire and creative energy; Earth (Taurus, Virgo, Capricorn), which represents the individual's material resources and possessions; Air (Gemini, Libra, Aquarius), which represents the individual's intellect and ability to reason and communicate; Water (Cancer, Scorpio, Pisces), which represents the individual's imagination, feelings, and ability to love. Today we want to talk about astral signs through a series of interpretations made using pizza, the dish that probably best represents the concept of Italian character in the world.





The following pizzas were made with ingredients of the highest quality: from flour to toppings the food is produced by two of the companies that best know how to tell the world about Italian culture and love of good food.

Go ahead and try them. Give your customers a taste: the stars will be in your favour.

### TRUE CHEF'S PIZZAS

The pizzas presented in this article were created by Chef Nicola Demo and Matteo Milani using the highest quality ingredients produced by the best Italian companies in the business.



#### Agugiaro & Figna Molini

Brand: Le 5 Stagioni

Headquarters: Curtarolo, Padua - Italy

Products: high-quality flour, made from the most precious grains from the best EU and extra-EU crops.

Founded: May 2003, from the merger of two historic companies in the sector, Molino Agugiaro and Molino Figna, in business for more than 150 years.

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



#### Demetra

Brand: Demetra.

Headquarters: Talamona, Sondrio - Italy.

Products: high-quality ingredients for modern foodservice.

Num. of products: the catalogue includes more than 500 products in different formats, most of which are manufactured in its own facilities.

Founded: 1986.

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

All pizzas are made using Le 5 Stagioni type 00 wheat flour

## Water

### Ingredients for one pizza:

- 100 g Demetra Polpapizza tomato sauce
- 50 g Demetra tuna
- 12 Demetra Leccino olives
- 10 pcs Demetra freeze-dried shrimp
- chopped parsley as required

### Instructions

Spread the tomato, tuna, and olives on the pizza dough and bake in the oven. When cooked, garnish with the shrimp that were previously rehydrated in cold water, and add the parsley.



## Air

### Ingredients for one pizza:

- 40 g Demetra Cream of Parmesan cheese
- 70 g mozzarella
- 60 g Demetra artichoke slices
- 30 g Demetra steamed chick peas
- shredded chili pepper as required

### Instructions

Spread the cream of Parmesan cheese on the pizza dough, then the mozzarella and the other ingredients. Bake in the oven. When cooked, decorate with shredded chili pepper.



## Fire

### Ingredients for one pizza:

- 80 g Demetra Polpapizza tomato sauce
- 70 g mozzarella
- 80 g Demetra chili con carne
- 30 g Demetra roasted pepper fillets
- mixed African spices as required

### Instructions

Mix the chili con carne with half a teaspoon of African spices. Spread all the ingredients on the pizza and bake in the oven. After cooking we recommend sprinkling the pizza with a bit more of the African spices.



## Earth

### Ingredients for one pizza:

- 40 g Demetra cream of asparagus
- 80 g mozzarella
- 5 pcs Demetra grilled asparagus
- 3 slices of lard
- 3 fresh cherry tomatoes
- glaze with balsamic vinegar as required

### Instructions

Spread the cream of asparagus on the pizza, then add the mozzarella and grilled asparagus and bake in the oven. When cooked, garnish with the lard, the cherry tomatoes cut into quarters, and the balsamic vinegar glaze.



# Vertical chocolate

In the coldest season artisans diversify their product range with new ideas to complement gelato. The new trend? Vertical hot chocolate tastings.

By Monica Viani



No hibernation for gelato in winter. The only caveat is to produce the flavours based on the climate and temperature. It is the triumph of chocolate, often paired with orange peel, nuts, chestnuts, spices, persimmons, pears, and marrons glacés. A characteristic of winter gelato is its texture: it must be smooth, contain less sugar, and it is important to pay more attention to the decoration.

A strategy that has proven successful to maintain constant sales in winter is to develop a range of alternative products that captures the interest of customers.

Taking a cue from the world of wine, gelato is establishing a new way to propose the tasting of chocolate, with the creation of a vertical tasting consisting in four hot drinks. Regarding the success of the initiative Peppe and Alberto Flamingo have no doubts, owners of Tasta gelato shops in Milan, Marina di Ragusa, Marina di Modica, Marzamemi, Modica, Bologna, and Hollywood, the third generation of a family that has helped the world of gelato to grow. “The difference

with classic hot chocolate,” says Peppe, “is that we do not use packets containing surrogates and starches. Instead we use bars of Tasta-brand chocolate produced by an artisan in Modica (with the exception of the Belgian white chocolate). We melt them right in front of the customer in hot organic milk or water, depending on the needs and the type of chocolate. The only thickener that we use to make the product creamier is locust bean flour, completely natural and without additives. The hot chocolate is made even more delicious with the choice of added chopped DOP Bronte pistachios, hazelnuts, cinnamon, chili pepper, or whipped cream at no extra cost. All for €3 per cup, served with four artisanal gluten-free cookies made with rice flour in our own production area.”

## HOT CHOCOLATE TASTING

**White:** bars of pure Belgian white chocolate that blend with the creamy organic milk, for those who do not love the taste of cocoa. Recommended with chopped pistachio.

**Milk chocolate:** a good compromise between the taste of cocoa and the full-bodied taste of milk. Chocolate with 32% cocoa that is best served with chopped or whole hazelnuts.

**Dark chocolate:** chocolate with 70% cocoa can be enjoyed with organic milk or plain water, for those who want to savour the most genuine taste.

**Modica dark chocolate:** a single origin Venezuela 60% cocoa Modica chocolate bar for melting, preferably in water, to fully enjoy its taste.

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PROFESSIONAL GELATO MACHINES

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### VERTICAL BATCH FREEZERS



### HORIZONTAL BATCH FREEZERS



*For Gelato  
with traditional  
structure  
and consistency*



*For Gelato  
with creamy  
structure  
and consistency*

# EXCELLENCE WITHOUT

**2017 will see the completion of RG's ambitious industrial project.**



velop an innovative unit focused on the production of the semi-finished range of products for the companies belonging to the Group: Montebianco and Prodotti Stella.

## **A winning choice**

This journey, which began in late 2013, will reach its conclusion in early 2017, expanding the market with a production unit that moves in synergy with the acquisition of supplies needed to organize the transformation, following separate directives from the two independent research and development units of the Group's companies, Montebianco and Prodotti Stella, with regard to the choice of raw materials, quality development, and product recipe elaboration. The renovation project implemented by RG in Altavilla Vicentina provided for the construction of a plant expanded by 30% compared to the previous structure, and with 70% new production systems featuring maximum levels of automation. This innovation makes it possible to reduce operator

**T**he production of basic ingredients for the world of artisanal gelato and pastry shops is a truly significant key point for the reliability of companies that transform raw material into refined ingredients. Placing the needs of the customer at the centre of the entire production process, has convinced the Illva Group of Saronno to create RG, a quality project that was born with the renovation and expansion of the production facilities in Altavilla Vicentina, formerly used by Prodotti Stella, to de-



# COMPROMISE

involvement to a minimum in order to guarantee the maximum respect for recipes, and to totally eliminate the risk of human error and contamination of the work environment.

Moreover, significant investments were made in the Group's department devoted to the research of new alternative raw materials and development of innovative ingredients, especially natural ones. The use of modern monitoring tools make it possible to guarantee a finished product that is always excellent.

Under the aegis of the ILLVA Research Center of Saronno, at the end of each production cycle a team of four qualified experts will perform a final check of every single production lot, with a zero tolerance for anomalies.

## Two souls, one goal

Synergy in purchasing, but complete independence in the definition of products: this is the winning formula of Montebianco and Prodotti Stella thanks to the great potential of the new RG plant. Created by the two distinct R&D departments, the semi-finished ingredients will

be independently conceived and developed to the prototype stage, making it possible for the two companies to operate autonomously and focus on market positions.

Currently the RG plant is able to pro-



duce 6,000 tons of finished product per year, distributed over 900 SKUs using more than 1,300 raw materials, but at full capacity it will be able to satisfy even the most ambitious sales projections, with a production volume of almost 20,000 tons per year.



# 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 production 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  
Bigattori®

# 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*





# Brasile



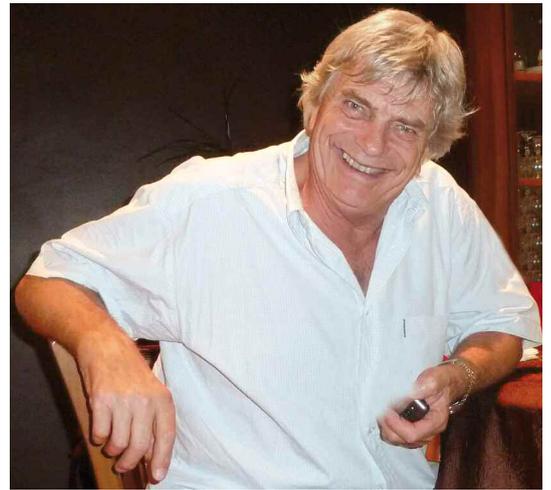
Emporio CHIAPPETTA LTDA  
Rua Antonio Dos Santos Neto, 135  
02028020 SANTANA-SAN PAULO SP  
BRASIL



# MAURITIUS: THE SOUTHERN-MOST SCHOOL IN THE WORLD



On the Island of Mauritius the Accademia Bigatton operates out of Executive Destination Management Ltd., managed by Mr. Denis Goyet and with the permanent collaboration of the master pastry chef, Alessandro Pitaccolo. The Academy is tooled up with all the latest generation equipment, and promotes highly professional courses for persons wishing to learn the art of gelato, pastry and chocolate



*Denis Goyet*



*Alessandro Pitaccolo*

making. This Academy was set up to satisfy the demand for the training of gelato makers and pastry chefs throughout the whole of southern Africa. It offers training courses for individuals and for groups, catering for all those wishing to open a retail outlet or to specialise in the sweet art. The premises also house a storeroom where it is possible to find the entire range of Bigatton products.





# Mauritius

Executive Destination  
Management Ltd

Route de la Salette  
Complexe SUPER U  
GRAND BAIE (Île Maurice)



## 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*



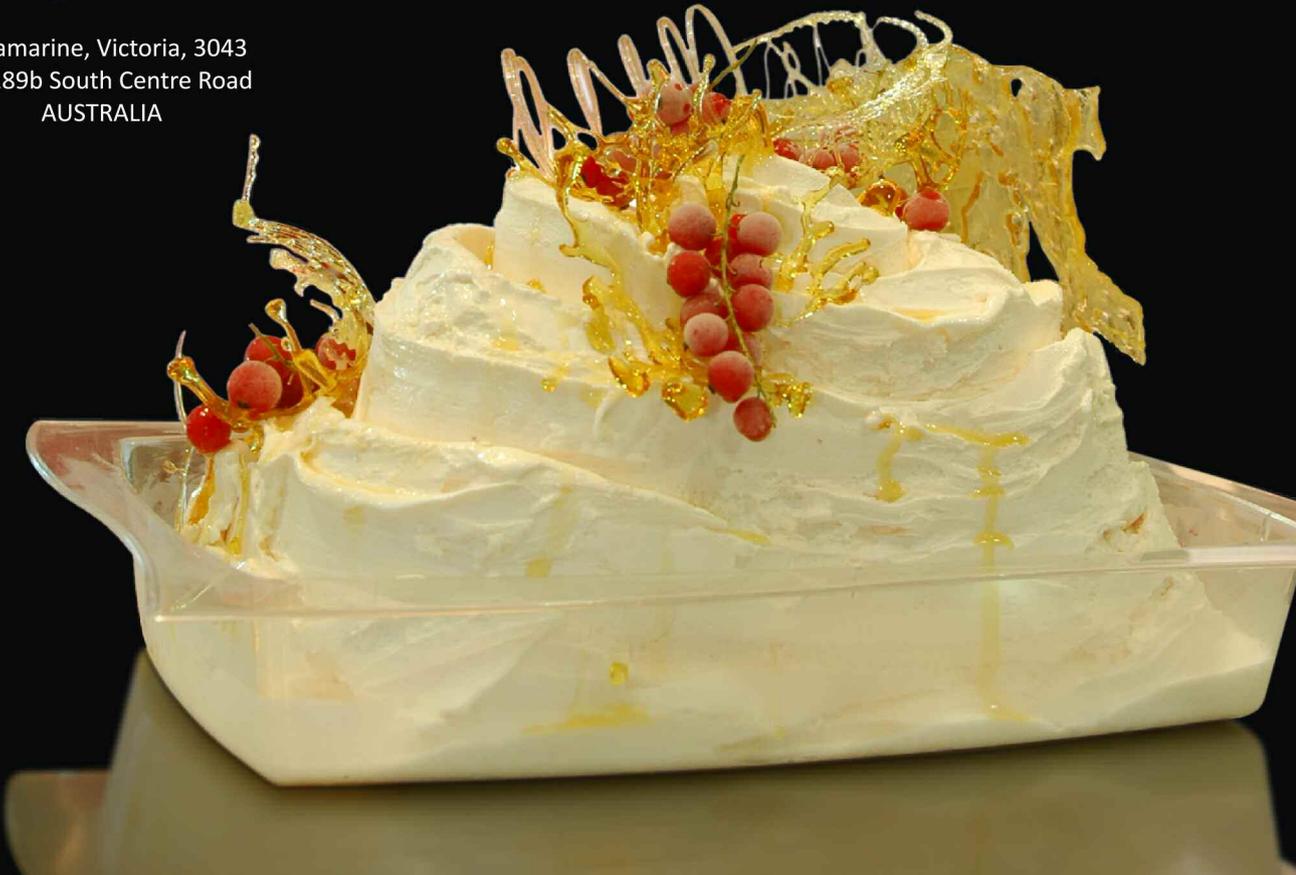
# Australia



*Bigatton Australia*

PTY LTD

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



# 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.





# Tunisia



MONDO DOLCE SARL  
Av. du COMBATTANT SUPRÊME  
5000 MONASTIR  
TUNISIE



## THE SCOOP IS SERVED

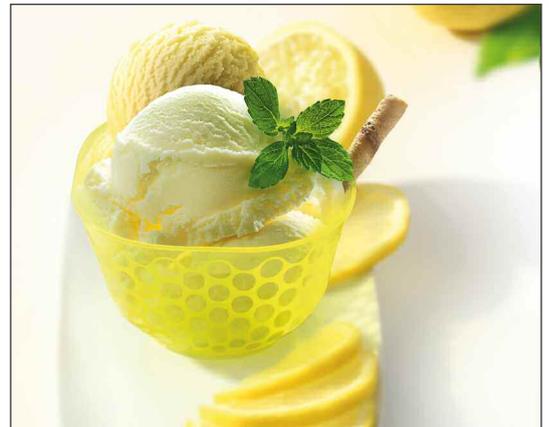


It's called Scoop and it's the new, brilliant cup from Alcas. Its name was certainly not chosen at random.

In fact, Scoop is distinguished by its original squarish shape that makes it easy to fill, and is decorated with an elegant satin polka dot texture that creates an original play of contrasts with the transparent bottom.

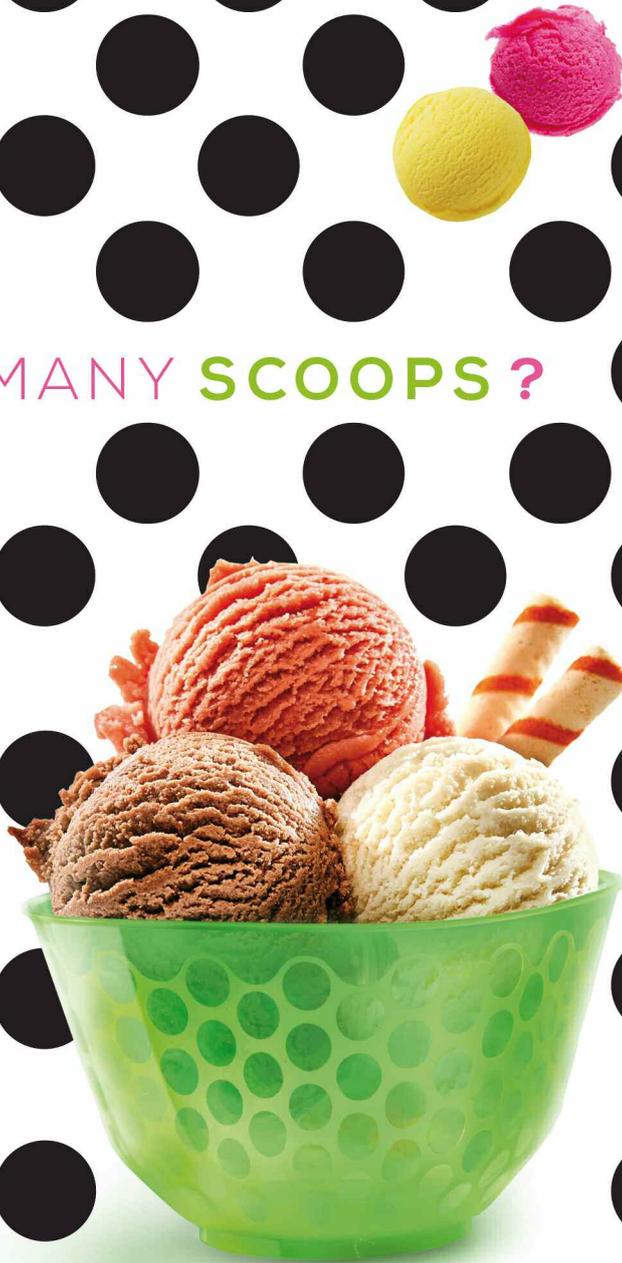
Made with the latest generation of plastic material, it is particularly soft and pleasant to the

touch, making the enjoyment of a good gelato an even more delightful experience. At the same time it is also very durable, with obvious advantages both in practicality for takeout packaging and usefulness for the customer. Scoop is produced in eight different sizes with capacities ranging from 100 to 500 cc, each distinguished by a different colour. It is also available in a polystyrene version for the three largest sizes measuring 300, 400, and 500 cc.





HOW MANY SCOOPS ?



500 cc



400 cc



300 cc



250 cc



200 cc



170 cc



130 cc



100 cc



www.alcas.it



500 cc



400 cc



300 cc

### EASY TO FILL, PERFECT TO SERVE

SCOOP is a new cup designed to serve ice cream perfectly. The shape and material are designed to have the balls of ice cream in an excellent shape. Available in 3 transparent and in 8 different color size.

HELPING ICE-CREAM MAKERS  
FROM ALL OVER THE WORLD  
MAKE THEIR DREAMS COME TRUE  
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BELGIUM - TUNISIA - IVORY COAST - ABU DHABI - CHINA - JAPAN - BRAZIL



le mini  
**TORTE**

**La Pralina**

**KUBETTO**  
PASTICCINO GELATO

**TARTUFINO**





fait, covered with fine chocolate.

In a cone of plexiglass, Conotorta encloses a delightful cake. Based on the classic Italian pastry recipes, Anelli has created a parfait dessert easy to eat like a gelato cone, a class dessert for walking.

A portion of parfait with a heart of gelato, beautifully decorated to create a dessert nice to see and good to taste: that's Kubetto, a little sweet pleasure.

Minitorte are tempting cakes of gelato of two servings. Ideal for a romantic date, they have been created because households are always more frequently composed by two people.

Over the past 20 years, the Milano-based company has implemented its range of highly innovative products making choices through which its customers have achieved business success, being able to be different, as

much as possible, to the competitors. During this process the main way was always been to design, construct and launch a successful gelato shop.

For Anelli professionalism and business skills were, and still are, the basis on which to build a relationship, precise and punctual, with their customers.

So the store is transformed in time and the know-how allows to keep the value of the handmade product.

The market requires skill and preparation, trough the years Anelli cooperate with the gelato makers to create many new points of sale. Together they have identified the location, the setting of the shop up to the choice of equipment for the laboratory.

A global advising, completed with the widest attention to the training, where the techniques of production of the gelato meets the ability to engage the consumer.



## FAMILY PASSION

For 70 years at Aromitalia, gelato has been a family passion that has gotten stronger generation after generation, in a constant search for excellence. The Turin-based company is committed to selecting the best raw materials, mixing them, and using them without losing their aroma, blending them to make the most of their complementary characteristics, all coming together in a recipe having a new, delicate balance. Products are developed starting from fruit, strawberries, hazelnuts, pistachios, pine nuts, and cocoa - carefully choosing the best qualities and types, in an admirable blend of tradition and innovation. Aromitalia has built decades-long relationships of trust with its suppliers, working together to seek out the best quality. And it has always had a pact with its customers: preserve traditional Italian gelato recipes and quality, continuing in this business to preserve the know-how. The recipes are developed in collaboration with gelato artisans, whose practical and technical needs the company knows well, in harmony with the constantly evolving demands of the market.



And it is in international markets where Aromitalia has truly focused on professional artisans, assisting them step by step as they discover the culture of Italian gelato.

## AMERICAN DREAM

The company offers two specialties specially designed to recreate in the gelato display case the traditional taste of American apple pie. The charm of fragrant shortcrust pastry enclosing a soft variegato filled with pieces of apple offers a gelato rendition of traditional American-style apple pie. The dosage is 50 + 80 g and the packaging contains 3.5 + 5.5 kg. For a crumble-style Apple Pie flavour, add Variegato Frolla Shortcrust pastry grains in a white cream, forming a delicious variegato that remains soft even in finished gelato. Dosage to test. The packaging is 2 x 3.5 kg.



gelato al gusto di

# TORTA di MELE

APPLE PIE GELATO SET



The charm of fragrant shortcrust pastry enclosing a soft variegato filled with pieces of apple to offer an ice cream rendition of traditional American-style apple pie.

Per un gusto Torta di Mele "crumble" aggiungi il:  
**VARIEGATO FROLLA** Shortcrust pastry grains in a white cream, forming a delicious variegato that remains soft even in finished gelato.

**TORTA DI MELE** set pasta + variegato cod. 2994 packaging 3,5 + 5,5 kg

G.E.I. S.p.A. | Strada Cebrosa 23/25 - 10036 Settimo Torinese (TO) | ITALY

Tel. +39 011 8182301 Fax +39 011 887865 P.iva 02594800019

[www.aromitalia.it](http://www.aromitalia.it) [exportsales@aromitalia.com](mailto:exportsales@aromitalia.com)

## Aromitalia

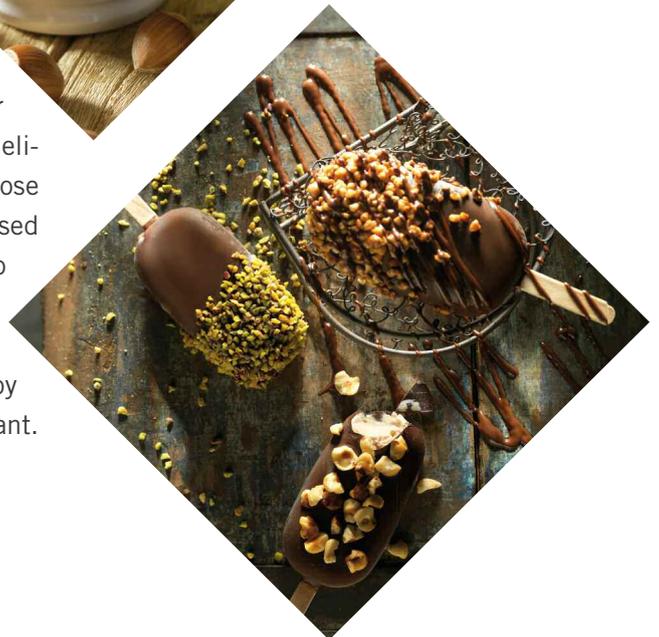
Dal 1942 Ingredienti di Qualità

## BABBI, LITTLE DAILY PLEASURES

Love, passion, and care in the selection and processing of raw materials are our secret for creating unique, incomparable gelato ingredients. This is our philosophy because we believe that there is nothing better than to give those who eat our products a perfectly exquisite experience, a sweet soundtrack that accompanies the beautiful moments that life offers us.

When we design our creations, we imagine people who are looking for unique and authentic specialties. That's why all our products evoke something that goes beyond pure goodness. After having conquered the heart of many generations, we continue to reinvent the goodness with new delicacies, perfect at any time of the day.

Babbi offers several specialties to gelato artisans all over the world: the Supreme Peanut, Almond, Pine nut, Pistachio, and PGI Piedmont Hazelnut and the new Walnut pastes; the variegates for the decoration of gelato, mixed with the delicious and unique Babbi wafers; the Golose Babbi, delightful spreads that can be used straight in the tub, mixed or to create gelato cakes and semifreddo. Many solutions to stimulate the creativity of gelato artisans and to tempt consumers, who can enjoy Babbi daily little pleasures anytime they want.



# BABBI

PICCOLI PIACERI QUOTIDIANI

1952



THE SECRET BEYOND  
A GOOD GELATO

Visit Us at:

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Dubai 26/02 - 2/03/2017

INTERNATIONAL TRADE FAIR  
FOR THE BAKERY & PATISSIERS SECTORS  
**15th**  
**Artoza** 2017

Atene 03-06/03/2017  
Hall 4 / Stand A07

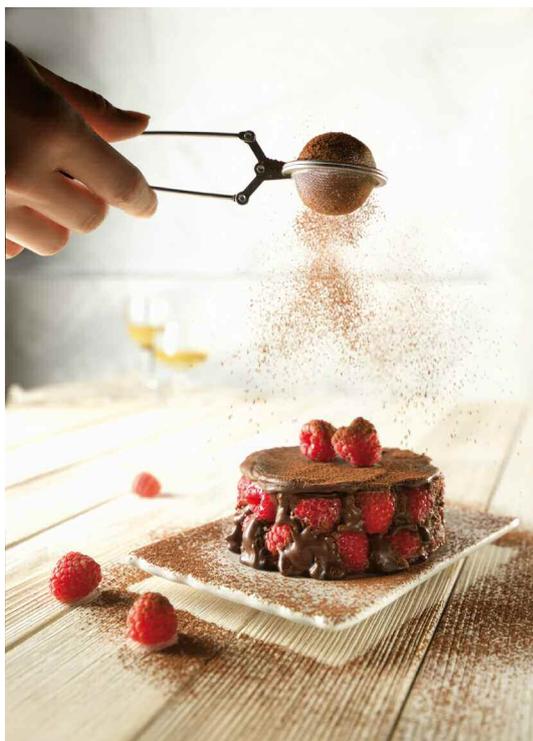
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#ilovebabbi



## BABBI SELECTION



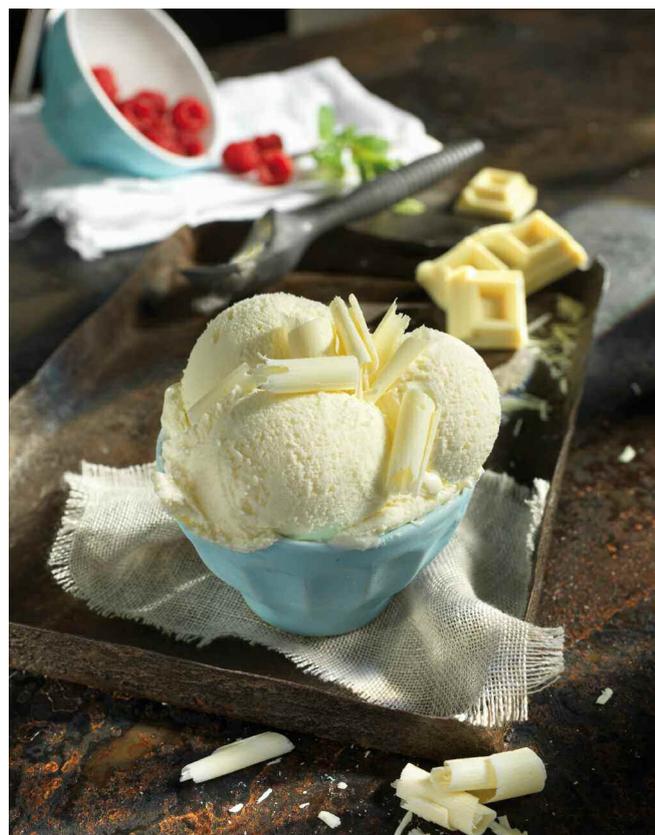
“Selezione Babbi” (Babbi Selection) is the result of the accurate selection of the best cocoa blends and single-origin chocolates. It will offer a new sensory experience to all Babbi customers and chocolate lover. “Selezione Fondente” makes it possible to create a full-bodied, creamy dark chocolate gelato just by adding water. Thanks to its versatility, it can be customized by the gelato artisans by a simple variation in the amount of water in the recipe: they can choose a more intense flavour (with 2.0 litres of water) or a more universal taste (with 2.2 litres of water).

By simply adding hot water to “Selezione Bianco” it will be possible to produce a white chocolate Gelato with a full and velvety texture, rich in aromatic nuances.

To complete the “Cioccolati” range of chocolates, Babbi also offers “LatteLatte Cioccolato Bianco” and “LatteLatte Cioccolato”, two com-

plete mixes that make it possible to serve creamy white chocolate and milk chocolate gelato with a perfect structure just by adding milk.

Finally, for the extra dark chocolate lovers, Babbi has developed “Riso Natura Extra Dark”, a rice-base mix, and “Cioccolato Extra Dark” with chocolate bits, two complete mixes to be used with the only addition of water.



# BABBI

PICCOLI PIACERI QUOTIDIANI

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THE SECRET BEYOND  
A GOOD GELATO

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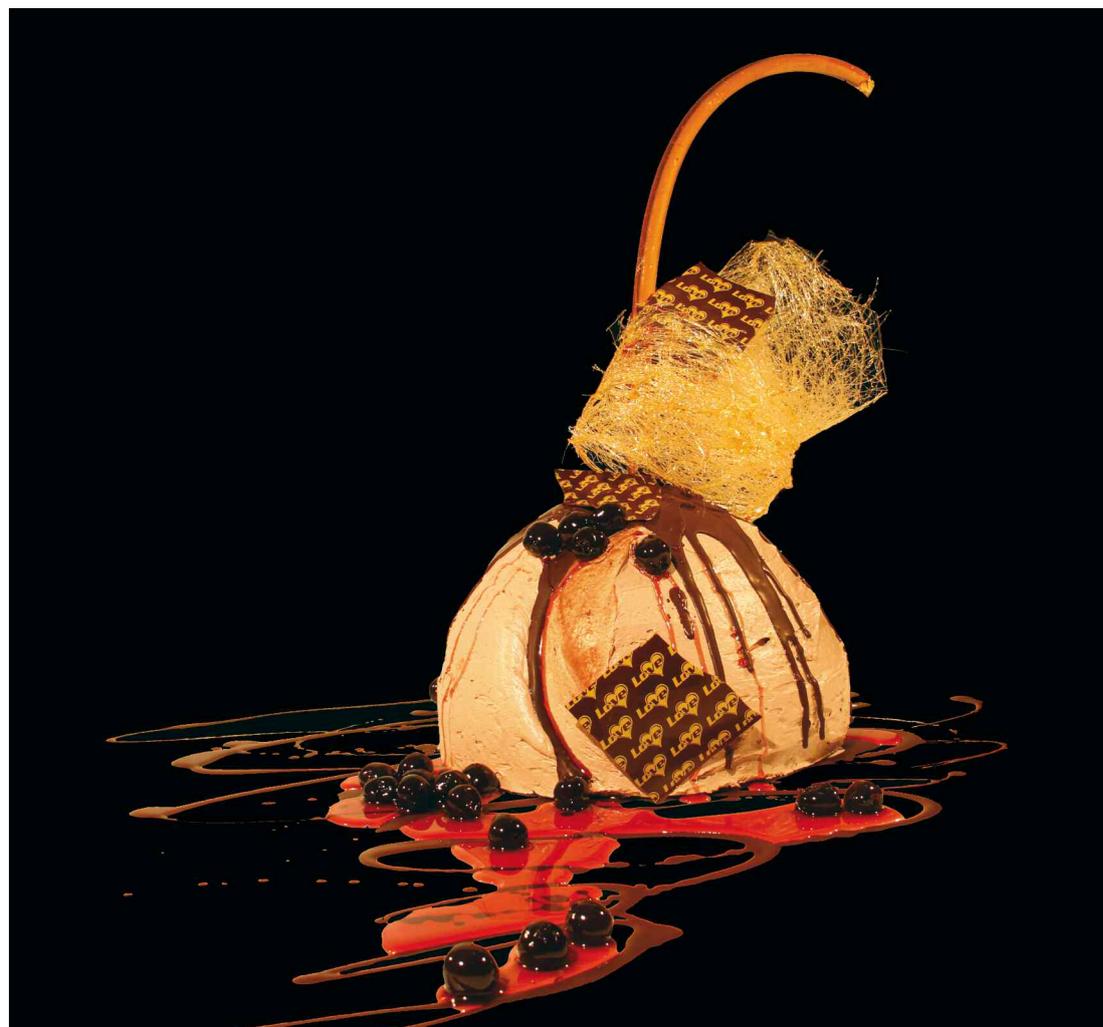
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#ilovebabbi



## ALL YOU NEED IS LOVE



To create its new flavour, Bigatton put its heart into it, just like the one in its company logo. Thus was born Love, an intriguing flavour with a captivating, intense, and mysterious character. With this new creation, the company endeavours to describe the passion it invests in all that it produces and offers its customers. The new flavour is made with an accurate selection of high-quality ingredients, expertly

mixed, recalling the flame of love and passion: it's impossible to describe this cascade of emotions... you have to try it to understand! This irresistible temptation is available in a kit containing six 1.1 kg packages of Love powder, one 1.35 kg canister of Love paste, and one 3.2 kg canister of Amarenata 90. The recipe calls for 670 g of milk, 275 g of Love powder, 55 g of Love paste, and Amarenata 90 as desired.





**Love**<sup>®</sup>

Prova il nuovo eccezionale gusto.....  
...e tutti si innamoreranno di te.

Try the new exceptional taste ....  
and everyone will fall in love with you.



**Bigatton Produzione** via S. Giacomo 55/A 30026 Portogruaro (VE) Italia  
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Tel. 0039 0421271554 - Fax 0039 0421271943

## SIMPLY... DELICIOUS



For those who love intense, creamy tastes, Bigatton created Le Golose, a line of six creams with a unique flavour. They are perfect for variegating and filling gelato, to create thin and thick layers just like the famous traditional Italian “cremini” chocolates.

The soft Mandorlina is a bitter and sweet almond cream that can be combined with chocolate gelato and salted almond crunch. Brontolina is a velvety cream made from pure Bronte pistachio, the inspiration behind the name. It is perfect with milk-flavoured gelato and bitter chocolate variegate. Featuring a

white chocolate taste, Cremina can be used as is on any gelato or further flavoured with fat gelato pastes to get new flavours (like Cremina flavoured with peanut paste). Made from pure hazelnuts, Nocciolina can be combined with hazelnut gelato to recreate the typical taste of cremino-type candies. With its intense chocolate character, Cioccolatina is ideal for orange-flavoured gelato, while the delicate Torroncina, torrone flavour with crunchy nuts and almonds, is excellent together with a coconut gelato base. Le Golose are available in 3 kg canisters, four per carton.



# Irresistibly Delicious



**Le Golose: Cremina, Brontolina, Cioccolatina, Nocciolina ...**

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

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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.





# Our cream bases mix !

Doppia Panna - art.101N - 137N

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 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.



The best yogurt  
flavours par  
excellence . . .



The best ingredients for ice cream and pastries since 1946

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## BRAVO 50TH ANNIVERSARY

2017 will be a golden year for Bravo as it blows out 50 candles.

It's been 50 years since the company was founded, and over the time it has become a leader in the world of sweets thanks to its innovative technology that is always being upgraded, and to its crown jewel: the Trittico, the first multifunction machine. But the history of Bravo is also that of the Bravo family, from which the company takes its name, founded by Mr Genesio. Today the company is run by the next generation, his sons Giuseppe and Stefano, who have launched the brand in international markets.

In 1974, Mr Genesio believed in an innovative idea, and thus was born the Trittico, the first patented machine that mixes, pasteurizes, and freezes, all in less than one square meter of floorspace.

Innovation, technology, and development were the company's key focuses until today, allowing it to achieve great success in meeting the needs of gelato, pastry, and chocolate artisans around the world and expanding its market, opening branches in France, Asia, North America, Germany, and the Middle East. Fifty years is an important milestone for the company,

which has decided to celebrate by launching a limited edition of "50th Anniversary" machines



with a completely golden control panel. The 50th anniversary is also the year of the launch of Equilibrio, Bravo's new revolutionary system that communicates perfectly with Trittico thanks to Insight technology, consisting of a scale and an app for tablets that allows you to follow step by step, gram per gram, each stage of production.

Another important development comes from our Chocolate Line, with the arrival of the "little sister" of our K24 and K50 tempering machines, the K12 equipped with a 12 kg tank and the same advanced technology of its "big sisters."

Even the pasteurizer has been completely renewed with the Duo Series: now, with one machine, you can pasteurize, cool, and age with the advantage of electronic control of the pasteurization cycles.

Discover all the news about Bravo's golden 50th anniversary on our website [www.bravo.it](http://www.bravo.it) and on our Facebook page [www.facebook.com/bravospa](http://www.facebook.com/bravospa)





Winning ideas  
don't get changed...  
they get taken to  
the next level!

celebrating  
#bravo50anniversary

We have been growing  
with you for 50 years:

- Bravo S.p.A.
- Bravo France
- Bravo Asia
- Bravo North America
- Bravo Deutschland
- Bravo Middle East

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C5 - 040

6G98



50<sup>th</sup>

come  
and discover  
Trittico 50<sup>th</sup>  
Limited  
Edition

The gold image is used for illustrative purposes only.

## SIMPLY PERFECT

A combination of cutting-edge technology, advanced design, and maximum functionality, the products created by Brx are the result of continuous research focused on total quality. Each project is developed in harmony with customer needs, through a constructive relationship based on dialog and listening.

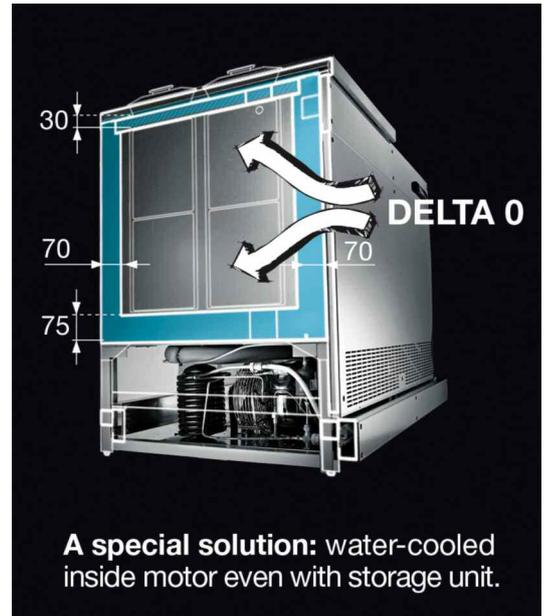
Thanks to years of experience, Brx offers technical studios, architects, and interior designers professional design support to facilitate the creation of highly personalized solutions, resulting in bespoke counters, perfect in every way.



## TRADITION AND INNOVATION

Brx pozzetti counters establish new trends. They are perfect for storing products like gelato, yogurt, and slush, maintaining maximum freshness and hygiene. Different solutions, linear and corner modules, with or without storage unit, which can be combined to reach the number of flavours requested by the customer without losing space. The modules can also be combined with refrigerated, neutral, or hot drop-in tubs for toppings and fillings.

The countertop is in stainless steel, or in other



**A special solution:** water-cooled inside motor even with storage unit.

materials, on demand. An electric resistance dries any condensation. During the design phase particular attention was focused on energy efficiency. Indeed, the counter has a relevant insulation thickness (70 mm), while the copper coil is positioned inside the tub, in direct contact with the glycol. The preservation of the ice-cream is guaranteed in Delta 0 conditions: same temperature from the top to the bottom.





DEDICATED TO  
THOSE WHO MAKE  
THEIR ICE-CREAM  
A TRUE ART



Lots of places  
to enjoy your ice-cream

Pozzetto vintage, glycol or ventilated, is created to inspire, to animate a place, to match any kind of situation. Its timeless design, simple but elegant, can be easily combined to every place style. An ice-cream station that completes your bar, restaurant or patisserie, even outside, thanks to the wheels system. Available in any RAL lacquering color.



**BRX srl**

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info@brxitalia.com - www.brxitalia.com



your  
GELAT  
inspired





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**POWERED by:**  
**Carpigiani's**  
**HIGH EFFICIENCY**  
**technology**  
**Pastomaster HE**  
**Labotronic HE**



## ARE YOU READY TO ENTER THE WORLD OF GELATO?



Ready is the new machine by Carpigiani that mixes, heats, and freezes the gelato in the same cylinder. It's designed for those who are new to the gelato business and who want simple, dependable equipment at an affordable price. Thanks to its many programs and a system that makes it possible to pasteurize and then freeze, the gelato maker can prepare simple products with liquid- and paste-based mixes or to experiment with new recipes that widen the range of products available to customers. With Ready even the retail food entrepreneurs (bread shops, cafés, pizzerias, and pastry shops) can add fresh gelato to their businesses, increasing revenues and widening the customer base. There are numerous advantages: gelato can be made quickly right in front of customers, reducing stocking costs. Specifically, the operator uses the machine while standing straight up, and the commands - simple and clear - remain accessible even when pouring in the mixture. Rounded corners near the operator prevent operator injuries. Heated cylinder cleaning, not to mention the removable stainless steel door, beater, and extraction chute, mean easy and complete hygiene. And let's not forget the savings: Ready technology makes it possible to carry out the full gelato production cycle in just one machine.

MODEL	READY 20 30 DF	READY 30 45 DF
Qty mixture per batch   min. kg	3	3,5
Qty mixture per batch   max. k	5	7,5
Electric Power*   Volt	400	400
Electric Power   Hz	50	50
Electric Power   Ph	3	3
Hourly production   kg	20/30	30/45
Hourly production   litres	28/40	42/60
Condenser**	water	water
Nominal power   kW	4	5,2
Net weight   kg	250	290
Dimensions at the base L x P x H   cm	52 x 65 x 140	52 x 65 x 140
Fuse   A	12	16

*The quantity per batch varies depending on the mixtures used.*

*The hourly production refers to the use of readymade mixtures.*

*The maximum values refer to traditional Italian gelato.*

*Performance measured at 25°C room temperature and condenser cooling water at 20°C.*

*\*Other voltages available with surcharge \*\*Also available in air version with surcharge*



# CARPIGIANI GELATO UNIVERSITY: MORE SPECIAL THAN EVER!



A very special year for Carpigiani Gelato University with a brand new calendar of events organized in collaboration with some of the best pastry and gelato chefs in the world. Discover the allure of Artistic Sugar with Emmanuele Forcone (Italian Team - Gold Medalist at the Coupe du Monde de Patisserie 2015), the Art of Chocolate in Winter Season with the belgian maitre chocolatier Edouard Bechoux and the Chocolate Sculpture with Francesco Boccia (Italian Team - Gold Medalist at the Coupe du Monde de Patisserie 2015). After the last season huge success, Carpigiani Gelato University is back with the Sensory Analysis course developed together with the renowned Centro Studi Assaggiatori of Brescia to teach gelato artisans, chefs, pastry chefs, and foodies the scientific fundamentals of gelato tasting, learning how to recognize the food's virtues and vices. New dates for the modules dedicated to gelato professionals, specifically designed for those who want to differentiate themselves with new wellness oriented recipes.

This year's novelty is Probiotic/Prebiotic and Low Calories Gelatos course that will teach to balance recipes with 30% less calories. New dates also for the renowned Functional Gelato: 100% Vegetarian and SmartFood course, a new approach to gelato with health benefits endorsed by the SmartFood Programme of European Institute of Oncology.



# We have a secret tool to convey your success



Il marchio della  
gestione forestale  
responsabile

## It's the power of our Group

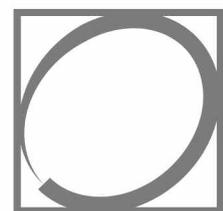
Success should be conveyed with care, professionalism and passion. That's exactly what we do; for 75 years we have served the magical world of quality, artisan ice cream with our paper pots and cups, using the most advanced technology and know-how of Seda Group, a world leader in food packaging. Naturally we operate according to the highest quality standards (BRC IoP grade AA) in both food safety and environmental sustainability. We only use paper sourced from responsible forest management, which respects the environment, is socially beneficial and economically sustainable (FSC) and all our products conform to M.O.C.A. standards. This is us: passionate and determined to continue conveying your value.

**CARTOPRINT, IN THE SERVICE OF GOOD ARTESAN ICE CREAM SINCE 1939**





WWW.CARTOPRINT.COM



**Cartoprint**

## NATURAL INSPIRATION



From the beauty of nature comes the inspiration for the new generic Cartoprint cup, which offers artistic and elegant designs.

The “Fruittart” design, a mix of colours and brushstrokes with striking, bright nuances, and the “California” design, which evokes themes of sun and sea with its impressive linear graphics, typical of the West Coast.

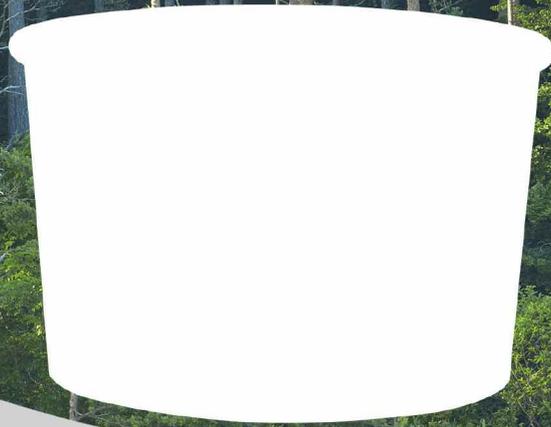
It is not just the new designs that focus on harmony with nature. Cartoprint has always placed great focus on researching materials and all of its products are in fact made with FSC®-certified paper, which guarantees safety, quality and responsibly sourced materials.

With this in mind, to complete this line, Cartoprint offers the “EcoCup”, which is completely biodegradable, compostable and recyclable, and is part of a range that includes yogurt and gelato pots as well as hot and cold drink cups, all made with paper and Mater-Bi, a polymer derived from GMO-free vegetable oils.

The line is Dincerto and OK Compost certified and can be made with FSC® or PEFC™ certified paper. Cartoprint’s “EcoCup” is a result of continuous research within Seda Group, which is committed to providing products that meet customers’ increasing requirements for food-safety in packaging.



# With Cartoprint the taste is better!

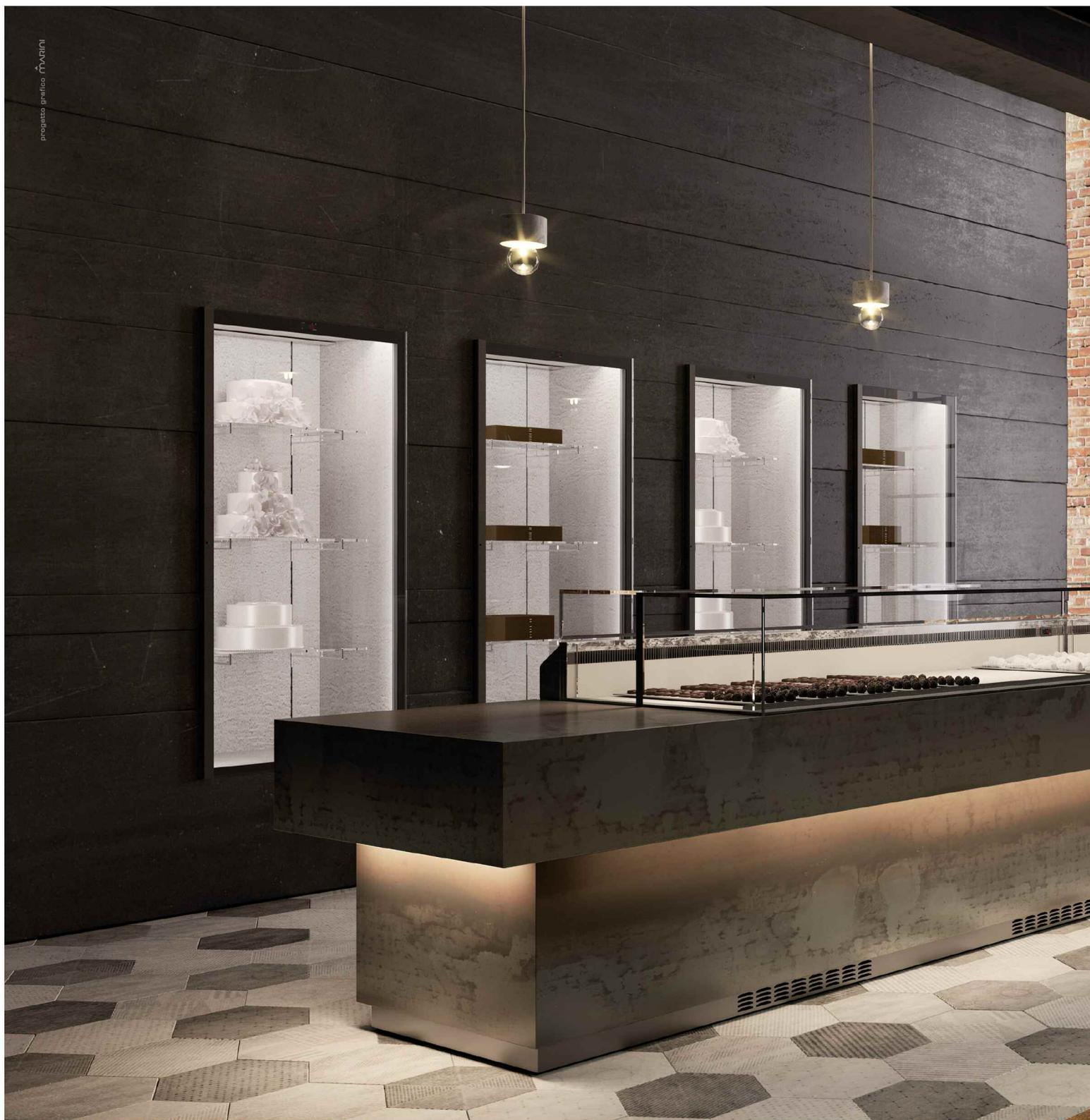


With Cartoprint the taste is better because for 75 years we have been producing tubs and paper cups to the highest quality standards (BRC IoP Grade A), both in terms of food safety and environmental sustainability. We only use paper from responsible forest management, which is thus environmentally friendly, socially beneficial, economically sustainable (FSC) and all our products comply with Regulation M.O.C.A. All this allows us to offer an excellent product and place an even higher value on taste!



CARTOPRINT, IN THE SERVICE OF ARTISAN ICE CREAM SINCE 1939





Ambiente Vintage: vetrine pasticceria e pralineria **Move16** e armadi refrigerati **MuroZero**  
Vintage Setting: **Move16** pastry and praline cabinets and **MuroZero** refrigerated displays



**CIAM S.p.A.**  
Viale dei Pini, 9  
Petrignano di Assisi / PG - Italy  
Tel. +39 075 80161  
Fax +39 075 8016215  
info@ciamgroup.it

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







hancement. In 2011 Ciam proposes Ciao followed by Vertigo to satisfy respectively specific request from artisanal and professional pastry sector. 2013 Ciam is again one of the most interesting company, ready to fascinate its customer with a large range of new proposals: Ice Queen, Tortuga, the new line of total refrigerated show-cases, available for fresh or frozen food.

In 2016 Ciam continues the innovation program started in 2015 - with the launch of Tabula Rasa concept, the new materials and new design solutions, Mya Narrow and 6040 R5 with the innovative double opening glass structure - presenting the new display showcase Move 16 with the cinetic motorized opening system of the glass on the operator side and Muro Zero a vertical display fully customizable and perfectly integrated in the shop furniture. Federico Malizia, Ceo of Ciam, describes the secret of company growing success all over the world: "Our success is the consequence of the experience gained along two generations, the capability of combining the creative



artisanal mastery with efficient industrial facilities and with advanced processes: the endless renewal of company offer, the ethic in taking decisions and managing employees, returned by Ciam workers with a deep sense of ownership and responsibility, passion and love for job".



## SIN-FREE TEMPTATIONS

At last a creamy and tasty gelato for those of us who want to keep in shape. IceFit is the Comprital answer to a gelato which is high in protein (more than twice than a normal gelato) and low in fat (less than half). The perfect gelato for those who are careful about what they eat but who can't resist the temptation of a good artisanal gelato.

IceFit is a preparation in powder form which is easy to use (one sachet to dilute in a set amount of warm water) in four flavours: vanilla, salted caramel, cocoa, and strawberry yoghurt. IceFit can ideally be offered in both the classic version (in a tub) or as a high-protein (in-



dividual) gelato bar, the perfect format for attracting the most interested in this product.

Available to the gelato shop: the nutritional information to display to the customer, labels for the tubs displaying the IceFit logo and a set of "high-protein" recipes using a range of ingredients.



# icefit

high-protein gelato

with twice the protein

and half the fat\*

for those who  
love to keep fit



comprital.com

At last a creamy and tasty gelato for those of us who want to keep in shape. Icefit is the Comprital answer to a gelato which is high in protein (twice that of a normal gelato) and low in fat (less than half). The perfect gelato for those who are careful about what they eat but who can't resist the temptation of a good artisan gelato. Icefit is available in the following flavors: vanilla, salted caramel, cocoa, strawberry yoghurt.



Discover Icefit the high-protein gelato at SigeP 2017, play with Nerd Force Crew and win an icefit t-shirt.



Also as a high-protein gelato bar

\* Quantities compared to a normal gelato in the same flavor.



COMPRITAL

## TASTE A VEGAN GELATO!



Comprital offers a complete line of avant-garde products to prepare a gelato free from animal ingredients, but faithful to the exciting taste of the best handmade tradition.

VeganYo is a yogurt flavour for an all vegan product: try it in the delicious strawberry, passion fruit or forest fruits flavours.

Base Vegana and Base Vegana Cioccolato are two vegan approved bases easy to use: just add warm water to have a final product with no animal derivatives. Both are certified by the association VeganOK and listed as vegan in their web site and information books.

No milk and no hazelnut are used in the Salsa Cioccolato di Knam, a dark chocolate sauce prepared by the chocolate king Ernst Knam. It can be used as cone filler, to make layers on top of gelato, as a ripple, as a filler for cakes and to prepare milk shakes or hot chocolates. Perfectissima is a new goal for the enhancement of fruit gelato thanks to the new balance of the combination of the Perfecta's typical

stabilisers and emulsifying agents with a refined mix of vegetable fibres and complex carbohydrates. Its advantages consist of a top and long lasting creamy texture (but without using milk fats and derivatives), a great stability to thermal shocks and, above all, the natural look of fruit and its bold colour for a showcase displaying wonderful natural tones.

And last but not least, the new chocolate and hazelnut vegan ripple, signed by the master pastry chef Emanuele Di Biase.

Advertise new trends in gelato flavours and the exclusive quality of your gelato shop are two essential ingredients for your success. That is why Comprital is offering selected shops its own brand advertising campaign for vegan gelato. A unique chance to advertise the exclusive "difference" of your gelato shop.



# OURS IS THE ONLY VEGAN STORY

## DAIRY-FREE



**EMANUELE DI BIASE**  
**VEGAN PASTRY CHEF**



### TRY EMANUELE DI BIASE'S MONELLA VEGAN

Chocolate and hazelnut ripple sauce with no ingredients of animal origin.

Many talk about vegan gelato today, but our history is there to prove that our company, with its love for innovation, was the true initiator of this trend. We were the first to offer a complete range of products for vegan gelato combined with a store communication kit. We were the first to organise a vegan tour in Italy and abroad and the first to present an all-vegan gelato recipe book. We are the only ones who can offer specialised courses with Emanuele Di Biase, the world's leading vegan pastry chef. To make your store step into the vegan world choose an authentic partner. Choose Comprital.



**PARTICIPATE TO SHOW COOKING  
OF EMANUELE DI BIASE AT SIGEP:  
STAND COMPRITAL/ PAD C7**

[COMPRITAL.COM](http://COMPRITAL.COM)



# CREATIVITY SPEAKS GREEN



Erremme was established in Foligno in 1985 when the first line of styrofoam gelato containers was started. Since then, the company has developed an extended network of agents and distributors throughout Italy and in the main European countries, and acquired customers worldwide. Over the years, the creativity of the company's team has created innovative and patented products, all strictly made in Italy, offering a complete range of solutions for gelato, pastry, and coffee shops. In 2016, Erremme presented a new line for gelato shops called BioBio. A variety of cups, thermal containers, and spoons, all made of PLA (polylactic acid derived from corn) and Mater-Bi, a biodegradable and compostable material. Greeny is the first container in the world

made of expanded PLA (biofoam). It has the same thermal qualities of standard take away containers, but it can be disposed of in compost. The range of our biodegradable PLA products also offers cups for yoghurt, spoons for gelato, and stacked spoons for our dispensers. The biodegradable and compostable line is rounded out with our gelato cups Kristal Cups and their respective lids. They decompose like food in industrial composting at temperatures over 50 degrees Celsius. With this initiative, Erremme embraces the future and sustains the environment by using eco-friendly materials.



# ERREMME

## Ice Cream Packages

MPM  
Group Ltd



### OUR BIO PRODUCTS!

### Greeny

THE REAL ECOBOX  
MADE OF BIOFOAM

Erremme biodegradable line is made of PLA and/or similar biodegradable materials. PLA, or polylactic acid, is a polymer derived from renewable resources.



### BIODEGRADABLE AND COMPOSTABLE



**BIO KRISTAL CUP**



**BIO YO CUP**



**BIO LOOSE SPOONS**



**BIO SPOONS**

## ERREMME

Ice Cream Packages

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06034 - Foligno (PG) - Italy  
Tel. +39 0742 23644  
Fax +39 0742 320467  
www.erremmesrl.it  
e-mail: info@erremmesrl.it

MPM  
Group Ltd

▶ Loc. Miniera Marmora - Zona Art.le 16  
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Tel. +39 0935 917055  
Fax +39 0935 917049  
www.mpmgrouppltd.it  
e-mail: info@mpmgrouppltd.it

**BIO SPOONS FOR DISPENSER**



## INNOVATION IS OUR TRADITION



It was in the early 1950s when Fabbri, the company that Gennaro Fabbri had founded in 1905, made its entry into the world of gelato. And revolutionized it. In fact it all began with the Cremolati, the first semi-finished ingredients that became gelato when mixed with milk in electric machines. The quality of the best Italian gelato was made easy, within everybody's reach.

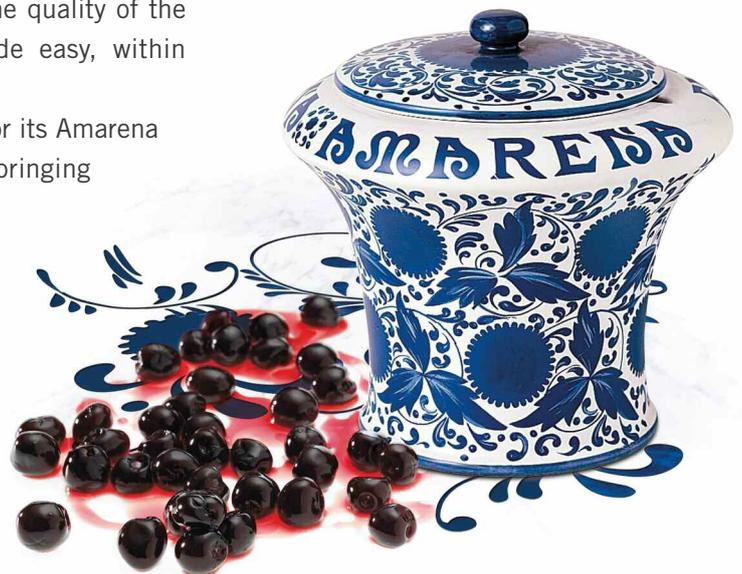
Today the company famous for its Amarena continues in its tradition of bringing out the best in Italian products by offering gelato artisans the benefit of its 112 years of experience: in fact the company has relaunched the original concept, named Simplè Gold, ice-cream mixes for

the Italian artisanal gelato, entirely made from natural ingredients.

Gluten free and palm oil free, Fabbri Simplè Gold bring back the true quality of traditional Italian gelato to gelato shops around the globe, combining excellence with irresistible creaminess.

The product labels, featuring sepia tones that recall the age in which the Simplè Gold were first developed, recall the love for the artisanal gelato shop that has made Fabbri 1905 successful in the industry. The company's love for the business is reflected in its will to offer all sector professionals the best ingredients, in step with the times and with product innovations, without compromising on the quality and natural character of the ingredients.

A range that offers the five most loved flavours demanded by consumers around the world: Vanilla, Chocolate, Caramel, Tiramisu, and Giandua. Once again gelato artisans find in Fabbri 1905 an ally capable of simplifying the production of the best artisanal gelato that tastes just like it was made in Italy.



NEWS  
2017

**FABBRI**  
1905

# simple

**GOLD** PER GELATI ARTIGIANALI  
ALL'ITALIANA

*The new range only  
with natural flavors.  
Innovation is  
our tradition.*



fabbri1905.com



MADE IN ITALY

# GX: THE FIRST AND ORIGINAL FRESH GELATO MACHINES



The machines for fresh gelato of the GX series, designed by Frigomat to produce, display, and sell a just frozen product, turn the gelato production into a real “live show”.

The particular design of the tanks, the transparent dome lids, as well as an air blade system that prevents from fogging and from the formation of condensation, enhance the visibility of the product, being frozen and served right in front of the customer, who can follow each production step live. The independent tanks with dedicated temperature enhance the structure and flavours of the product.

The seven electronic freezing and storage programs allow the professionals to express their creativity at their very best. The new, upgraded refrigeration circuits provide for a very quick freezing and refill, while maintaining the most suitable gelato consistency. The GX electronic machines are designed and produced with a new system for the regulation of the production steps, reducing water

and electrical consumption to the minimum levels. Even the “night storage” function allows the perfect preservation of the gelato structure and properties, while optimizing the energy consumption.

Many devices have been introduced to ensure the maximum ease of use and cleanliness. The cylinder washing system features an internal drain that flows directly into the water network, to avoid the use of buckets for the collection of rinsing water and of product residues.

The (patented) scrapers are characterized by a practical quick release system that avoids any risk of contamination: the part of the scraper which remains in contact with the gelato stays inside the freezing/storage cylinder at minus temperatures, being protected from any type of contaminating agent thanks to the transparent dome.

Besides the gelato shop, the GX series machines can be easily installed in pastry shops and restaurants, to further expand their menu offer.



Modello GX6





# 80 Models 250 Versions

*(Mix treatments, Batch freezers, Machines for fresh gelato, Combined Machines, Ageing vats, Cream cookers, Cream whippers, Soft/frozen yogurt machines, Machines for self-service shops)*

Pastry, Gelato or Restaurant: whatever your activities, Frigomat has everything it takes to give you the right, tailor-made solution. Top quality. Always. Each machine is designed to grant the maximum productivity, safety and solidity. Like the **GX6**, a real one-off among the fresh-gelato machines, made to freeze and serve directly before your clients' eyes. Six wells, easy to use and maintain, record mix refill times and dedicated scrapers, to ensure a higher standard of hygiene.



*GX series: the first professional machines for fresh gelato*

*Such an equipment can only be found at Frigomat.  
Of course*

*The company reserves the right to modify, at any time, the number of models and versions.*

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



# TECHNOLOGY ON STAGE



For over 40 years the display cases created by Frigomeccanica Group have been an excellent synthesis of technology and aesthetics. They are genuine jewels designed to deliver cutting-edge performance while being pleasant to look at. With its brands Frigomeccanica, Stiltek, Officine 900, and Sifa, the Group is completely Italian. In its facilities located on the outskirts of Teramo, a production space of over 40,000 square meters, the Group produces a full range of display cases for gelato, pastry, food and furnishings for cafés, bakeries and restaurants. Solutions developed to meet the needs of its customers, to whom it offers a complete and customized design service. Among its many products, of particular note is Premium, an exclusive line of professional display cases for gelato, pastries, and pralines. The perfect synthesis of technology and design, it is available in two heights and three

lengths, all interconnectable. The flush display surface without barriers allows a perfect view of the product, even from a distance. Thanks to the All Season function, the gelato shop model offers the possibility of choosing between positive and negative temperatures, thus allowing for use during all months of the year. With its eye firmly on the future, Frigomeccanica created “Next”, a collection of modular cabinets available in refrigerated, heated, or neutral versions, in different heights. Designed to occupy minimal space, they have glass walls on four sides with a transparent Plexiglass load-bearing structure, providing a 360° view of the product. Designed for pastry, “Just” is a complete and versatile range of refrigerated, neutral, heated, and hot/cold display cases. The models feature LED lighting inserted into the lateral and upper profiles, facilitating a perfect view of the display surfaces.

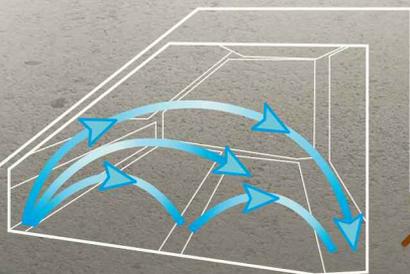


# PREMIUM

TECHNOLOGICAL HEART  
 THE MOST BEAUTIFUL FRAME  
 FOR YOUR ICE CREAM



delicious  
 need  
 ICE CREAM



## PREMIUM. AND THE ICE CREAM BECOMES EXPOSITION.

- Dual ventilation for optimal conservation temperature
- Horizontal modules in two heights for multiple combinations.
- In Total black and Total white. Also available in a choice of attractive colours.
- Internal or external motors with air or water condensation.
- Innovative technology and attractive design
- Flush top for ice-cream display
- Anti-condensation double glazing



## SINCE 1922, ALWAYS WITH THE SAME PASSION

The beginnings of Fructital are in 1922 in Piedmont, Northern Italy, in the production of ingredients and semi-finished products for the artisanal gelato and pastry-making. Since then, the company has combined the ancient and strong tradition and the most modern technologies to offer its customers a wide choice of quality products.

One of Fructital 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 culture of authentic Italian gelato and pastry, with a continuous research for ingredients in order to limit the use of additives and to maximize the use of natural food.

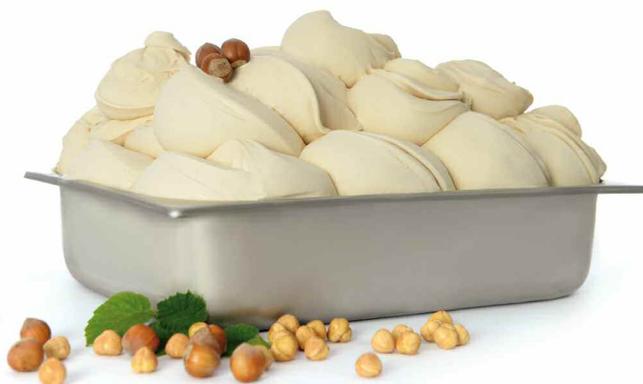
Each product is developed and tested in the company laboratory, to guarantee the highest quality standards. All raw materials are refined and processed within our workshop with traditional methods (in particular, all dried fruit is roasted and then cold refined to preserve intense flavour and aroma). “Tonda Gentile Trilobata” hazelnuts, pistachio nuts from Sicily, almonds from Bari: these are just a few examples of what our company does to ensure the artisan a genuine product, whose quality is appreciated all over the world.

Investments in research and development are constant over time. Step by step technical and start-up support is designed specifically for each single customer from the little artisan to the large confectionery company, so that the aspirant gelato maker finds in Fructital a complete partner, ready to offer advice and training. All these factors add up to a simple and flexible business management, which directly in-



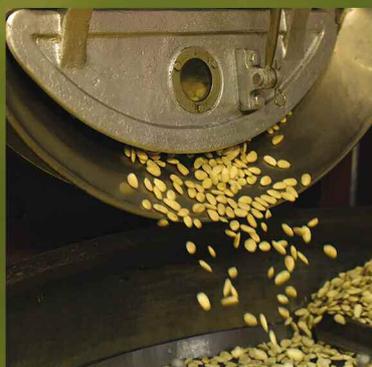
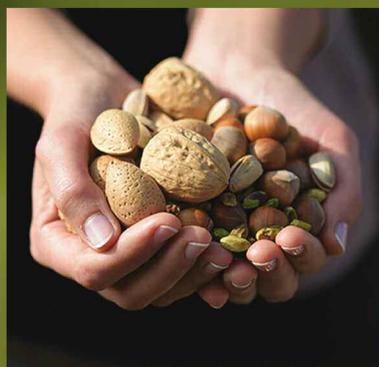
volves the customers in developing new ideas and in the creation of bespoke products, recipes and packaging.

Fructital is also constantly investing to expand and improve the production area, in order to offer a safe and pleasant environment to its staff and a punctual service to its customers. The automation of process is under the careful eye of a well-trained production staff, which has matured experience with the company throughout the years, offering therefore an excellent quality of the products without compromises. The company uses modern equipment that at the same time is able to preserve craftsmanship. The machines are all designed according to the product and not vice versa. Years go by, tastes and technologies change and Fructital is renewed every time. Since 1922, always with the same passion.





# ARTISANS LIKE YOU



## ITALIAN STYLE



### TIRAMIPIÙSÙ PASTE

- dosage: 80 - 100 g/kg
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 36 months

### GRAN TIRAMISÙ ITALIANO RIPPLE

- dosage: as desired
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 36 months

A tribute to the most popular and appreciated Italian dessert in the world. Gran Tiramisù Italiano is the new Fructital ripple, with Savoiardi into pieces and coffee. The perfect match of Variegato Gran Tiramisù Italiano is with gelato made with Tiramipiùsù paste. A

rich gelato with an intense flavour, that recreates the excellent harmony between Savoiardi, mascarpone cream, coffee and eggs, according to the ancient original recipe. A timeless classic that dominates the showcase of every gelato artisan. Try it!

## THE FRAGRANCE OF MADAGASCAR

Our new Vanilla paste comes from Madagascar plantations. It needs a careful preparation to be a product of excellence: soft black beans are cut into lengths to collect the tiny and precious seeds that create our sweet and em-

bracing paste. Vaniglia Bianca Madagascar is used with 25-35 g/kg dosage and allows to create a gelato with an extraordinary fruity and floral flavour. Don't miss this incredible sensory experience!

### VANIGLIA BIANCA MADAGASCAR PASTE

- dosage: 25 - 35 g/kg
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 36 months



# GRAN TIRAMISÙ ITALIANO

FROM THE ITALIAN  
MOST FAMOUS  
DESSERT, OUR NEW  
VARIEGATO RICH IN  
SAVOIARDI AND COFFEE





THE FIRST AND UNIQUE  
**VEGAN VARIEGATO**  
IN THE ICE-CREAM WORLD

**Ólvi**



- VEGAN LINE -

TO VARIEGATE ICE-CREAM  
OR TO FILL DESSERTS:

**ALL FOR VEGAN PLEASURE!**

**FUGAR**<sup>®</sup>  
PRODUZIONE



LACTOSE  
FREE

COME  
AND TASTE  
**LE NUVOLE**

VEGAN  
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NO  
EMULSIFIERS

Lights  
as the clouds,  
free as always!

New Galatea vegan bases  
for cream and fruit gelato.

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IN RESPECT OF  
**PEOPLE  
&  
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www.galateagelato.com

## 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.





# MIXED BERRIES ALL NATURE

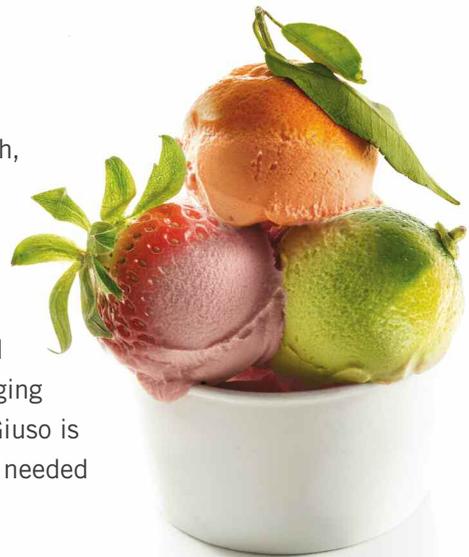
main ingredients: strawberries, blackberries,  
blueberries, raspberries, red currants

Via D. Cimarosa, 33 - 40033 Casalecchio di Reno (Bologna) ITALY  
T +39 051 6132910 - F +39 051 6132928 - [info@geldue.it](mailto:info@geldue.it) - [geldue.it](http://geldue.it)



## I LOVE VEGAN

Veganism is experiencing rapid and constant growth, especially among young people. Attention to a lifestyle focused on health and wellness, renewed respect for animals and the environment, and visibility that contemporary social media are able to give are the levers of success of a lifestyle practiced by several million people. But to meet these emerging demands the right ingredients are needed. And Giuso is ready to assist gelato artisans, offering everything needed to create delicious vegan products.



## A FULL RANGE



Giuso boasts a rich assortment of VeganOK certified products that makes it possible to create mouth-watering gelato in cream, chocolate, and fruit flavours, richly decorated and variegated.

The Base Crema Vegan Più is made without fat or other animal derivatives, and it is palm oil free in full respect of the vegan philosophy. It is enriched with grape sugar and plant fibres. Just add sugar and water or non-dairy milk to make a creamy gelato, scoopable and warm on the palate. It has a delicate cream/vanilla flavour and can be used either hot or cold.

There are numerous products dedicated to fruit, like Multibase 50 for making gelato with a sorbet structure and with a clean and marked fruit flavour, and Setafrù 50 for more creamy fruit gelato, warmer to the palate and with a fuller taste. Finally, Fruicrem 100, for smooth, dry fruit gelato, and Fruttosiomix, that with the simple addition of fresh or frozen fruit makes it possible to produce gelato tending to sorbet, without sucrose or milk derivatives. The possibilities continue with Complet Cioccolato 150, a complete cocoa base for chocolate gelato without sugar or milk, and some items from the Cuzco line for gelato containing real chocolate with an unmistakable taste. Completing the range are classic flavouring and fruit pastes, made with high-quality raw materials, creamy variegates, and delicious decorations that allow the gelato artisan to let their imagination run free as they create new and personalized flavours.





#CONGIUSOPUOI

SATISFY YOUR VEGAN CUSTOMERS WITH MOUTH-WATERING ICE CREAMS.



expansiongroup

Discover our ice cream bases and all other **VEGANOK** products on [giuso.it](https://giuso.it)



## 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.





  
**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

# The Italian excellence in Confectionery and Gelato

PISTACHIO  
**GREEN  
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HAZELNUT  
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P.G.I**

ALMOND  
**AVOLA**

VANILLA  
**TAHITI**



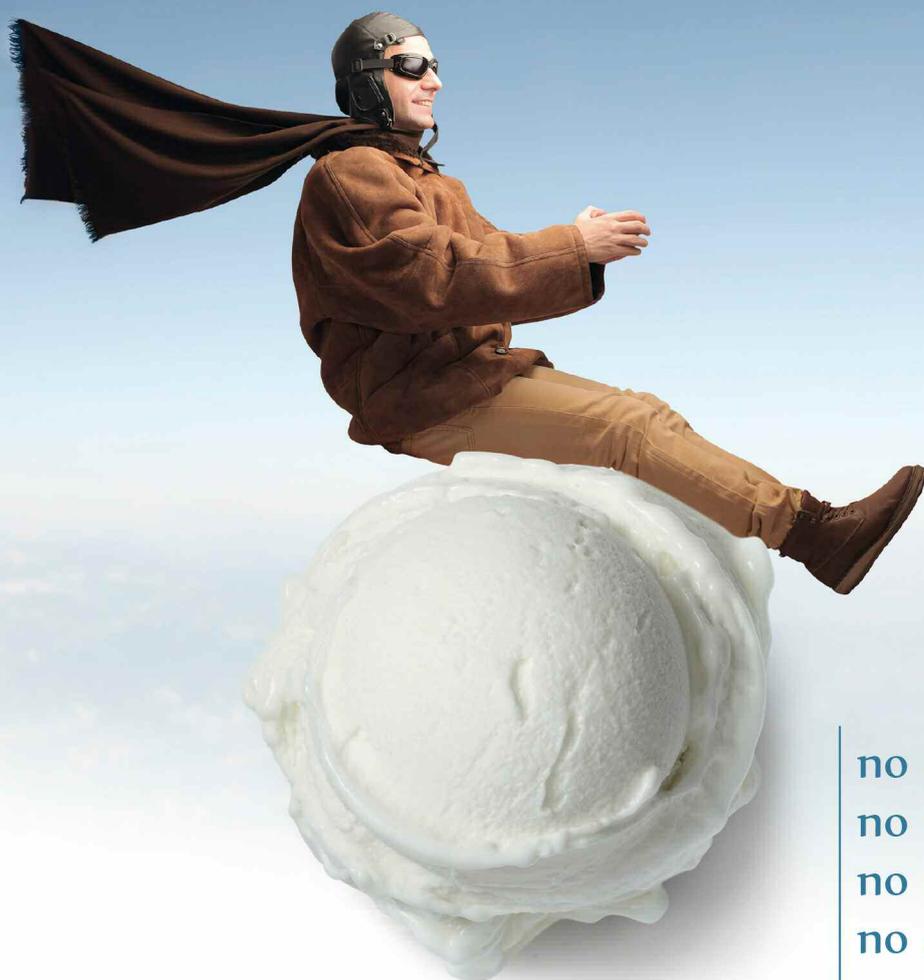
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Montebianco Took Up The Challenge!



# BASE AUDACE!

tenuta libera dai pregiudizi



no agli aromi  
no al glutine  
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montebianco

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Montebianco accetta la sfida!



## GELATO AND PASTRY EXCELLENCE FROM ITALY AND WORLDWIDE

As consumers increasingly demand higher quality, our vocation has led us to pursue the path of excellence. In a journey through Italy and worldwide, Montebianco rediscovers each country through its typical flavours. Its primary objective is enjoying the journey.

We want to promote Italian excellence and give proper recognition to our country's products. But we also want to select worldwide excellence and spread the knowledge of unfamiliar wonders. This means we can constantly offer the best. Stay updated on our new web site [www.montebiancogelato.com](http://www.montebiancogelato.com)



### AVOLA ALMOND MILK PASTE

Main ingredient: Avola almonds

The almond plant is native to Asian areas and has been cultivated for more than 4000 years. It was brought to Sicily by the Phoenicians and the Greeks. Few know that there are more than 700 varieties of almonds in the world, and 120 just in Italy. There are only three cultivars named the Avola almond: Pizzuta, Fascionello, Corrente d'Avola or Romana.

Originally from the Avola area, these are the most valuable cultivars on international markets. They flower between January and mid-March in marine areas and low hills, where late frosts are rare. For these reasons, production is limited to the provinces of Siracusa and Ragusa, which are considered Italy's sunniest. The natural habitat for the best variety is the Val di Noto. The harvest takes place during August and September.

### PURE IGP PIEDMONT HAZELNUT PASTE

Main ingredient: Piedmont hazelnuts

The variety of hazelnut grown in Piedmont is the Tonda Gentile Trilobata, which is concentrated in the provinces of Cuneo, Asti and Alessandria. Production is distributed among the Langhe, Roero and Monferrato hills.

The P.G.I. standard ensures users and consumers of the product's quality and authenticity. Harvest takes place when the fruit is completely ripe and it spontaneously detaches from the branches and falls to the ground. This





enables a high yield after shelling and a good product quality. The ripe fruits have a higher weight and a lower moisture level.

A Protected Geographical Indication was recognised by Ministerial Decree of December 2, 1993 for the name “Piedmont Hazelnut” which is exclusive for the “Tonda Gentile Trefoil” cultivars.

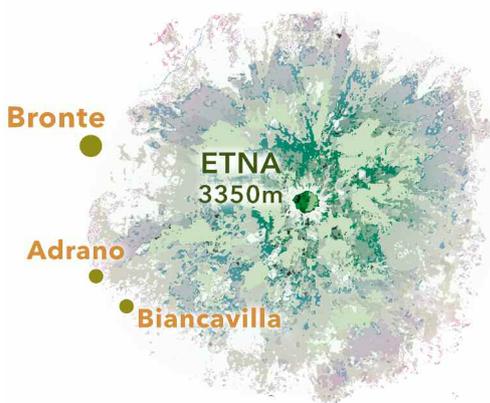
### PISTACHIO BRONTE PASTE 100%

Main ingredient: Bronte green pistachio DOP



The Ministry of Agricultural Food and Forestry granted Montebianco permission to use DOP identification, having checked its authenticity. This is an extremely important and exclusive recognition, since the Bronte’s green pistachio represents only 1% of world production. Bronte’s pistachio plant, is the *Pistacea Vera*, which may live for more than 300 years. It is resistant to hot dry climates and the Bronte native plant grows from Bronte to Ragalna, on the slopes of Mount Etna, in the Catania province (Sicily). Trees have been known to grow back after being knocked over

by the volcano’s lava. Planting pistachio trees is a long term investment bearing in mind that they will give the first fruits only after about a decade.



Bronte green pistachios are unusual because of its pulp’s uniform bright green colour and its pronounced aroma. It is favoured for the manufacture of nougat, confectionery products and gelato.



### VANIGLIA TAHITI PASTE

Main ingredient: vanilla Tahiti

Thanks to its quality and rarity, Tahitian vanilla is considered a “luxury vanilla.”

Unlike other varieties, it is characterised by the large amount of anise aroma compounds. Para-hydroxybenzoic acid is present in large amounts. Paradoxically, vanillin is present in much less significant amounts. Anisic aldehyde, and methyl-anisate, two important aroma components, are present. It is the combination of these elements that gives life to the typical bouquet that made the Tahitian vanilla so famous.

Vanilla tahitensis is the most common and is grown almost exclusively in the more windward islands such as Raiatea and Huahine.



never ending story



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# BRONTE GREEN PISTACHIO DOP

(Protected Designation of Origin)

*The Italian excellence in Confectionery and Gelato*

**Bronte Green Pistachios** are unusual because of its pulp's uniform bright green colour and its pronounced aroma. It is favoured for the manufacture of nougat, confectionery products and ice cream.

The harvest of these valuable pistachios takes place from the first week of September every two years. A plant begins to bear fruit a decade after it was planted.

This paste allows the creation of confectionery and gelato products with an intense flavour and totally natural colour.



The Protected Designation of Origin (DOP) covers an area between 300 and 900 metres above sea level, which includes **Bronte, Adrano** and **Biancavilla**.



The Ministry of Agricultural Food and Forestry granted Montebianco permission to use such identification, having checked its authenticity. This is an extremely important and exclusive recognition, since the Bronte's Green Pistachio represents only 1% of world production.



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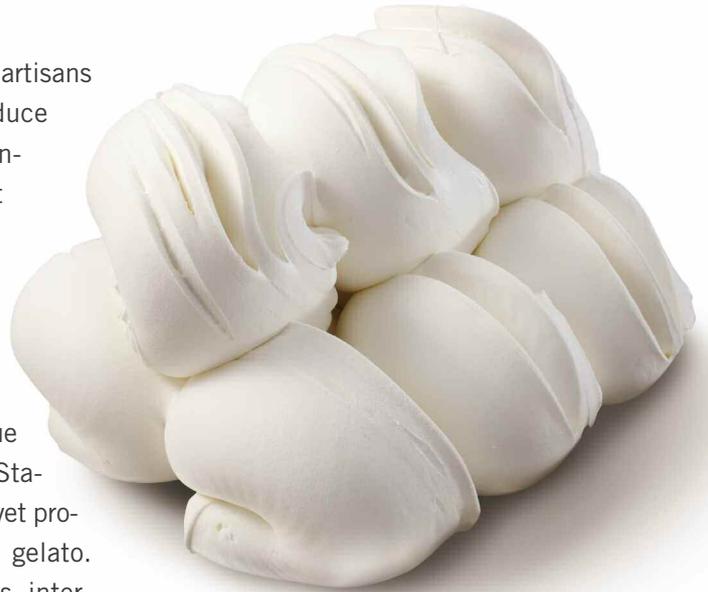
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## THE NEW AGE OF STABILMIX

For more than 45 years many gelato artisans have trusted Stabilmix base to produce their artisanal gelato. For our 50th anniversary, we at Montebianco have set a goal to improve a product that is already our standard bearer, even risking creating anxiety in those who have used and loved it for decades! Product longevity is never a chance occurrence, and this is especially true for Stabilmix! We are pleased that Stabilmix has created a culture, a simple yet professional way to make artisanal gelato. Sometimes the word “simplicity” is interpreted as “low quality”, but this is not the case with Stabilmix. Those who know it understand its logic, and only by trying it can you understand its true value. Any judgment made without actually trying Stabilmix is worthless. In summary, Stabilmix represents a production philosophy, making it possible for gelato artisans to guarantee an extraordinary gelato for their customers.

The new generation of Stabilmix, developed for the company’s 50th anniversary,



is an exercise in excellence. We wanted to take care of the only critical point noted by some of our artisanal gelato “purists”, a certain coolness on the palate. The result we achieved allows us to guarantee a gelato with a warmer sensation and a gratifying perception on the palate, satisfying even the most demanding artisans and consumers. Up to this point it was simple. The result is clear and available to everyone. Just try it!

The truly new development has to do with a much more ambitious project focused on eliminating flavourings from the ingredient labels of the new generation of Montebianco bases. This was achieved after months of testing at the Illva Group, in the group research centre together with Montebianco research and development ([www.lifetrail.global](http://www.lifetrail.global)).



## SIMPLY UNIQUE

The new generation of Stabilmix is the first line of products to become a part of Montebianco's Life Trail project. It is completely free of GMOs, gluten, and added flavourings! Stabilmix has a different selection of structural ingredients, no more hydrogenated fats, but rather refined. At the same time we worked to make the finished gelato pure white. The result is a product that is very stable in the display case, modern, simple, perfect for large structures, gelato chains, and those who want to make the gelato production process more fluid.



The new generation consists of Stabilmix 50th Anniversary, which, compared to the classic version, has a warmer feel on the palate while maintaining its ease of use. Rounding out the line are StabilLatte and StabilCream.

For these last two the affirmation "no added flavourings" is very important, in that we are presenting a Stabilmix with a strong milk aroma, but no added flavouring! Using a new technology that we could call "extractive", we were able to concentrate good, fresh Piedmont

milk to the point of eliminating all flavouring, giving the product the natural aroma of milk (or cream) while maintaining the same ease of use as traditional Stabilmix.

## WAREWASHING MACHINES



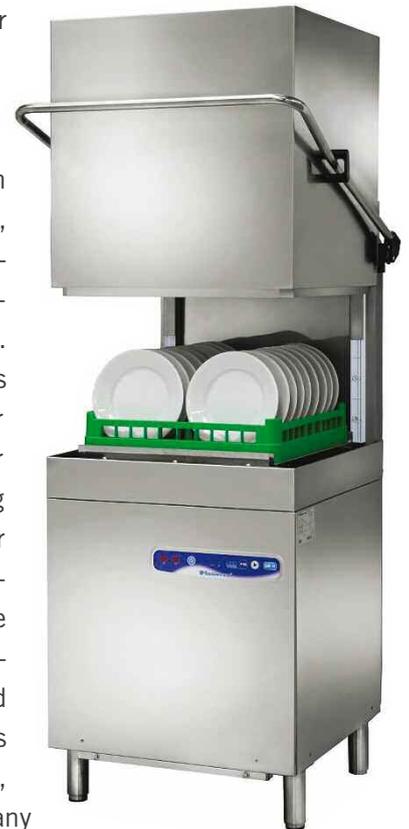
Since 1967 Hoonved's industrial washing machines have been designed and manufactured with maximum attention to quality, hygiene, reliability and technological innovation. In 1996 Hoonved became part of the Ali Group, a world leader in the design, and production of foodservice equipment. Today Hoonved offers a complete range of glasswashers, dishwashers, utensil washers and rack-conveyor machines for bars, restaurants, pastry shops, bakery, butchery, gelato shops, catering and food processing industries.

Production is entirely carried out in its Italian factory which includes the R&D, the marketing and commercial department, carpentry, two assembly lines, and warehouse for spare parts-machines and after sales service. Fast delivery times are guaranteed for machines and spare parts.

The company organizes professional training for our dealers to improve their knowledge of the washing

machines. After sales service relies on a database of spare parts, exploded views and multi-languages specifications, able to support any request for technical

assistance. Every dealer can see all data 24 hours a day on the company's website. Hoonved machines respect the European regulations, the WRAS for England and UL certification for the USA and Canada. The quality system of our company has been found to comply with the requirements of UNI EN ISO 9001:2008.





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## ONE FOR ALL

### ELECTRONIC VERSATILITY

3in1 Lcd Genyo is a complete and versatile machine at the service of even the most demanding gelato chef. The upper heating and mixing tank and the lower cooling and freezing cylinder operate independently, allowing for a continuous production cycle of gelato without any downtime.

The mixture heating phase is fully controlled by an electronic control unit equipped with lcd touch screen monitor, which allows heating evenly and eliminating any deposit and burning problem through the "Bain Marie" system with glycol. The cooling process occurs after the heating one, when the electronic system warns that the mixture has reached the desired pasteurisation temperature through an acoustic signal. After pouring the mixture into the batch freezing chamber, the operator uses the external boiler tap to start the freezing process, which is automatically controlled by an electronic control unit equipped with lcd touch screen monitor. Various functions available, such as: adjustment of the overrun level, automatic active control, energy saving, automatic freezing programs including gelato shock, gelato crema, gelato fruit, and granite.



### A REAL PLUS

The multifunction machine Cream Plus Touch Screen is available in four versions (3-4-5-7). In the upper tank, it operates as a true crema mix water-bath with glycol cream cooker that heats and cools the mixtures in an independent way from the freezing chamber. Through the touch screen, the operator can choose between 17 preset recipes that can be modified, and can create three more custom recipes. Every recipe is made up of 12 phases and, for each one it can be adjusted speed, temperatures, and heating or cooling power.

The lower cylinder works as batch freezer Lcd Genyo: the revolutionary touch screen allows various functions, among which adjustment of the overrun level and consistency adjustment.





## GELATO EQUIPMENT SHOP DESIGN

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# A GELATO SUCCESS STORY



*“Gelato Messina” Circular Quay - Sydney*

When the Palumbo family decided to open their first gelato parlour in Darlinghurst in 2002 they had a precise objective in mind: to set the gold standard for gelato in Australia. Gelato Messina now has 13 stores in Sydney, Melbourne, Queensland as well as one in Las Vegas, offering at every location as many as 35 gelato flavours every day and 5 special flavours of the week.

Inspired by their Sicilian roots and their expertise in food, Gelato Messina set out to make gelato the way it was done 100 years ago, using only fresh, quality ingredients. Their gelato is low in fat and their sorbets contain 100% fruit. For Nick Palumbo, owner of the gelato parlours, the real inspiration comes from the requests of customers which, together with the imagination of the Gelato Messina team, have engendered some truly unique flavours. This creativity has also borne fruit in the Messina Creative Department project: an immersion into the world of taste in the form of a seven-course dinner.

Nick Palumbo is also a lover of architecture and design: a love reflected in the décor and mood of all his parlours: “Our stores are designed to look ‘lived in’ and warm which always involves earthy elements; lots of wood, stone, glass and concrete”.

Also in its choice of display cases to conserve and present the gelato Gelato Messina has sought quality combined with design and tech-



*“Gelato Messina” Newtown - Sydney*

nology, choosing solutions made in Italy by Ifi - since 1962 the leading benchmark for technology and décor in food & beverage venues, bars, gelato parlours and pastry shops. There are many similarities between Gelato Messina’s values and those of Ifi: both are committed to continuous research, the development of excellence, and the pursuit of creativity while respecting tradition.



*“Gelato Messina” Tramsheds Glebe - Sydney*



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parts that are perfectly interchangeable with the original parts, all of our production being strictly Made in Italy, making it possible for us to maintain the quality and reliability that has always distinguished Italian products.

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## FOLLOW THE MUSTACHE!

Loveria is the amazing cream made for artisanal gelato shops. Soft and with an intense flavour, it's ideal for rippling gelato, decorating cakes and semifreddos, for filling crêpes and making delicious Cremino gelato. Thanks to its remarkable packaging, Loveria can be placed in the display case in its tub and even be sold as a gelato flavour to be enjoyed by itself. It is available in six flavours: Classic, Dark Chocolate (vegan), White Chocolate, Hazelnut, Pistachio, Caramel and it is even easier to serve using the practical dispensers that come with the kit.



## CREMINO LOVERIA, NEW TRENDS FOR THE GELATO SHOP



With Loveria cream you can make the original Cremino Loveria, a brand new flavour experience that is a perfect combination of flavours and consistency. You can get it by layering some delicious Loveria cream on top of traditional gelato to give your gelato shop all the charm and the timeless flavour of Cremino Italiano. When you add Loveria creams to gelato you can create an infinite variety of combinations for the clients of your gelato shop. Discover all recipes in our Cremino Loveria Recipe Book.

## IT'S EVEN EASIER WITH THE NEW DISPENSERS

Loveria kit includes practical dispensers to be mounted right on the tubs for a complete product line at the gelato shop, as well as fast and clean serving. Try the novelty, fill cones with Loveria as well, to serve a true delicacy with an irresistibly soft and delicious centre. Display all six of the new Loveria creams at the gelato shop, and let the clients decide which one they want. The kit also comes with a Loveria poster and the original cylindrical counter-top display for truly effective communication... even at the gelato shop!



# in **BARBA** alla solita **CREMA**



## Follow the mustache.

Loveria is the amazing cream made for artisanal gelato parlours. Soft and with an intense flavour, it's ideal for rippling gelato, decorating cakes and semifreddos, for filling crêpes and making delicious Cremino gelato. Thanks to its remarkable packaging, Loveria can be placed in the display case in its tub and even be sold as a gelato flavour to be enjoyed by itself. It is available in six flavours: Classic, Dark Chocolate (vegan), White Chocolate, Hazelnut, Pistachio, Caramel and it is even easier to serve using the practical dispensers that come with the kit.

# LOVERIA

FOLLOW THE MUSTACHE



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## A NEW GELATO IDEA



M.A.G. acronym of Mastri Artigiani del Gelato was created in Milan in 2011, with the founding idea of presenting a truly homemade gelato, starting from natural ingredients. It also introduces the delicious “Gelato Biscotto”, an exclusively industrial product nowadays, but born as an artisanal speciality.

The company was conceived by a large working group headed by Anelli, a historical company in the trade of Italian artisanal gelato. Anelli has been working along with other professional companies, marketing specialists and skillful communication players. The result is remarkable: shops with high visibility from the outside, with sophisticated interior design. Inside, the M.A.G. Gelato specialties are put on display, as well as a delicious and attractive café corner.

Even the choice of the colours is not left to chance: it starts from red, chosen for the brand name, the table of the tastes and the chandeliers, nicely contrasting with a light cream colour, present in the furnishings of the clear panelling woodwork that gives a pleasant experience.

The development of the project, which took almost two years of work, has finally seen its concretization with the opening of the first store of properties in Milan.

Since then, M.A.G. is constantly growing and

the working group offers to its customers the format development in affiliation, ensuring recognition of the outlets, a precise identity, constant supplies of quality raw materials and comprehensive advice.

At this time M.A.G. shops in affiliation are three in Italy, and three are opening in the Middle East (Saudi Arabia and Lebanon).

The experience of M.A.G. customers is an important feedback: from the opening of each store, the shops have witnessed long and steady growth in sales and visibility of the target market. M.A.G. is present to Sigep 2017 - Pad. C1 stand 121. For more information: [gelatomag.it](http://gelatomag.it) - [facebook.com/gelatomag](https://facebook.com/gelatomag) - [pinterest.com/gelatomag](https://pinterest.com/gelatomag)





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## FRESH AND AUTHENTIC, LIKE IT WAS JUST PICKED



The Mazzone Group represents one of the primary suppliers of fruits and vegetables in Italy. The company manages the full supply chain of numerous species, from research and development to production, from nursery to final transformation, and each year it sells 15,000 tons of products.

Of all its many activities, it is particularly specialized in the strawberry supply chain. In this context it carefully selects the most suitable varieties, cultivating certified plants, and directly following the full production process according to specified protocols, to the point of deep freezing and production of cubes, halves, or purees. The product range also includes many other species like blueberries, blackberries, sour cherries, cherries, peaches, and apricots, supplying the best solutions to the processing and catering businesses.

Considered a pioneer in the deep-freeze industry, as early as 40 years ago the company had understood the potential of frozen fruits and vegetables to sell alongside its line of fresh products. Hence the choice to start supplying the principal Italian processing industries.

Since 2015, the Mazzone Frozen division has used fruit from its own supply chain to produce a complete range of purees in its facilities at Tresigallo, Ferrara.



Puree is sold both to industry and to artisanal gelato and pastry shops, and is available in packages weighing 1 kg and 10 kg. Of the exclusive specialties from Mazzone, particularly worthy of note are the fruit skins, peaches and apples emptied of their pulp by a patented machine and then supplied to artisans so they can fill them with cream and other fruits.

The company exports to destinations ranging from the Middle East to the Far East, as well as to northern Africa, and its network of distributors is constantly growing. In 2016 a subsidiary in Spain was opened with two platforms that follow industrial and HoReCa channels.



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## YOUR PASSION, OUR METHOD... AROUND THE WORLD!

Mec3 International School of Gelato is one of the most popular and highest performing schools in the international training arena, and every year for more than a decade it has been training over 1,000 gelato artisans worldwide.

It is the only one applying the “one-to-one” approach, with classes restricted to only 12 students with individual fully equipped workstations, making it possible to immediately put into practice what is being taught by the teachers. In fact, a team of experienced Master Gelato Artisans selected by the market leader welcome and follow the students step by step, whether they are novices or experts.

The 2016-2017 calendar counts 34 courses including some interesting new developments: the Intermediate Course for those who have already attended the beginner course but want to increase their knowledge before going on to advanced courses and specializations. The course on new gelato trends aims to improve learning and skills regarding vegan and savoury gelato. A high level of attention is paid to aspiring gelato artisans: a teacher is at their full disposal to create a tailored course of study satisfying the student’s needs and aspirations, helping them make a choice of whether to undertake a comprehensive or “turnkey” training program. Given the importance of differentiating the product range, a gelato pastry course is also available to instruct professionals on the benefits of this business, providing all the tools necessary to offer this type of product in the gelato shop. Other new developments include: advanced courses designed for all the gelato artisans



who love to learn more about the world of fruit and creams and want to develop new recipes for their customers; gelato shop marketing, developed for new gelato artisans who want to make their business dreams come true, as well as entrepreneurs who wish to manage their shops better; “The World of Semifreddi” with innovative ideas and fundamental concepts making it possible to specialize in the production of semifreddi; a complete decorating course to learn how to make and use decorations that are simple but very effective. Additionally for those who live abroad, Mec3 offers the opportunity to follow many kinds of courses at its facilities in Munich, Budapest, Prague, Sao Paulo, Miami, Shanghai, Hong Kong, and Dubai.

International School of Gelato Mec3: your passion, our method... around the world!

For information:

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ACADEMIC  
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The Genuine Company

## COOKIES SPICY. ALL THE GOODNESS OF COOKIES IN A SENSATIONAL VARIATION!



For 15 years, the secret of Cookies® the Original has been its unique and original combination of Cookie paste with the delicious Cookies® variegate with pieces of crunchy short-bread biscuits. Very good in the classic version, and just as irresistible in the Black variant: a luscious gelato that combines the delicate creamy taste of white chocolate with the crunchiness of extra dark cookies. In 2016 the range was further expanded with the addition of Cookies® Gluten Free, the version that was missing and that has allowed consumers with a gluten intolerance to taste the proverbial goodness of Cookies® in a new and surprising variation. From today the range is even more complete thanks to the arrival of Frollino Cookies® Gluten Free, another way to satisfy this specific customer target.



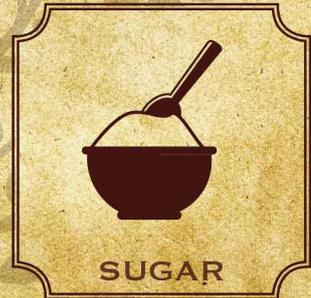
Having thus won over gelato lovers around the world, with the arrival of the new year the famous Mec3 flavour is ready to impress its fans with a new, tantalizing variant: Cookies® Spicy. A delicious cookie in which the combination of spices, gelato creaminess, and caramel flavour give rise to something exceptional!

But Cookies® isn't just for gelato because its versatility makes it possible to create an almost endless series of recipes, all available in an exclusive collection of recipes: pralines, stick gelato, cakes, truffles, mini Cookies®, cones, lollypops.

Because when it comes to Cookies® there's a whole world of cookies gelato! For information: [www.mec3.com](http://www.mec3.com)



# \* *A Genuine Story* \*



*Cookies® The Original is a truly special story.*

Once upon a time in 2007, the story began when this amazing idea arrived in the MEC3 workshops:  
just a few ingredients amongst which excellent cocoa, sugar, hazelnuts and delicious crumbled Italian shortbread biscuits.

The quality of Cookies® The Original will be one of the secrets of your gelato shops success.

FOR FURTHER INFORMATION CONTACT US AT



+39.0541.859411



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## QUELLA FAMILY: GOOD THINGS COME IN... EIGHTS!



The sweetness of the Quella® family is multiplying; the new year is bringing two new exciting developments.

The crunchiness of rice crispies meets the taste of hazelnuts and cocoa to create Quella® Crunchy, a product that can raise the level of taste! Outstanding in the chocolate treats, alternated with gelato to experiment with intriguing mixtures of consistencies, or as a variegate to add a crunchy effect.

Irresistible exactly as it is, perfect for giving chocolate treats a note of tempting sweetness, is Quella® Milky, the soft cream with a milk chocolate flavour that will appeal to consumers of all ages.

Two new delights that expand the range of creamy spreadables by Mec3 for the gelato shop: Quella®, Quell'altra®, Quello®, Quell'altro®, Quella® Peanuts and Quella® Pistacchio.

For suggestions and ideas there is a new and comprehensive Recipe Book for the Quella® family, a useful tool to learn more about some of the main applications of the Quella® family of creams, with more than 30 recipes designed to create sophisticated chocolate treats, refined pralines and interesting new ideas.

For information: [www.mec3.com](http://www.mec3.com)



# Quella<sup>®</sup> family The original

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The Genuine Company

## LA GELATISSERIE: AN IRRESISTIBLE SHOWCASE OF GELATO PASTRY



A successful entrepreneur knows that to win over the public it is necessary to offer products that are always new, intriguing, and unexpected. For this reason Mec3 has developed La Gelatissérie, offering gelato and pastry artisans a chance to create a display case that is irresistible, delicious, appealing and always different.

La Gelatissérie is a new way to re-invent gelato pastry, a solution designed to enhance the business of gelato artisans, giving them the opportunity to quickly create a product that can be sold throughout the day and suitable for every type of consumer.

Presentation is the fundamental requirement for catching the attention of the consumer, so it is no coincidence that we have chosen the square, the perfect shape, unexpected and simple, as the shape to be presented to the public. Easy to prepare and manage, it transforms into a multi-product perfect any time of the day. Not just a cake, but also petit fours, snacks, and treats, all in one! A temptation for the customer and a real business opportunity for the gelato artisan.



Beauty is thus combined with simplicity of preparation and service, thanks to a kit made only using the best ingredients, readymade or semi-finished, and equipment (molds, knives, spatulas) included in the package.

With the arrival of the new year, the current La Gelatissérie range featuring profiteroles, Sacher cakes, and tiramisu is expanding to include Crunchy, a crispy, intense, and unique pleasure to be enjoyed slowly as you abandon yourself to a feeling of sweet contentment.

And to give an extra touch of liveliness to the display case, there is also a new treat made with fruit, Greek yogurt, and almonds that, in addition to adding flavor, creates a colorful presentation. Because it is not just a single recipe or single cake that intrigues the consumer but rather the magic of the overall vision that makes the display case irresistible and seductive.

For information: [www.mec3.com](http://www.mec3.com)



# CRUNCH

THE DARK SOUND  
OF PLEASURE

LA GELATISSERIE:  
SQUARE SHAPED GELATO PASTRY,  
NOW IRRESISTIBLY CRUNCHY.

The new Crunchy line, La Gelatisserie by MEC3 will give your showcase original crunchy creations that will conquer your customer's palate. Because everybody loves the crunchy sensation!

The logo for La Gelatisserie features the word "La" in a small red square, followed by "Gelatisserie" in a red and grey font. Below it, the tagline "PASTICCERIA AL QUADRATO" is written in a smaller, grey font.

FOR FURTHER INFORMATION CONTACT US AT



+39.0541.859411



[mec3@mec3.it](mailto:mec3@mec3.it)



[mec3.com](http://mec3.com)

The MEC3 logo consists of the letters "MEC3" in a bold, black font inside a yellow rounded rectangle. To the right of the rectangle is a small illustration of an ice cream cone with a red cherry on top. Below the logo, the tagline "The Genuine Company" is written in a green font.

The Genuine Company

Nowadays everybody's talking about  
since more than

100% Biodegradabile &



CATERINA VERRI



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*protegge la qualità, rispetta l'ambiente*

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# the environment... we care about it

# 50 years!

Compostabile  
EJCUP



The environment has lots to ask... and we listen to it carefully since more than 50 years!

Medac **EJCUP** line expresses our commitment to produce in perfect harmony with nature.

It is **100% biodegradable and compostable** line, made up only with paper from well-managed forests, certified **OK Compost** and **FSC®**.

When you serve your special ice cream, you will combine taste and nature respect!

If you also want to listen to the environment, it's time to choose **Medac EJCUP**: in their natural or personalized beauty, whichever you prefer.



## FOR US, RESPECT THE ENVIRONMENT COMES EASY

For more than 50 years, Medac has been developing innovative solutions aimed at protecting one of the most valuable assets in the world: Nature.

From the beginning, the Italian company has employed advanced technology in its production lines, in full respect of the ecosystem. Its range of cups and takeaway solutions was immediately recognized for its attention to the environment.

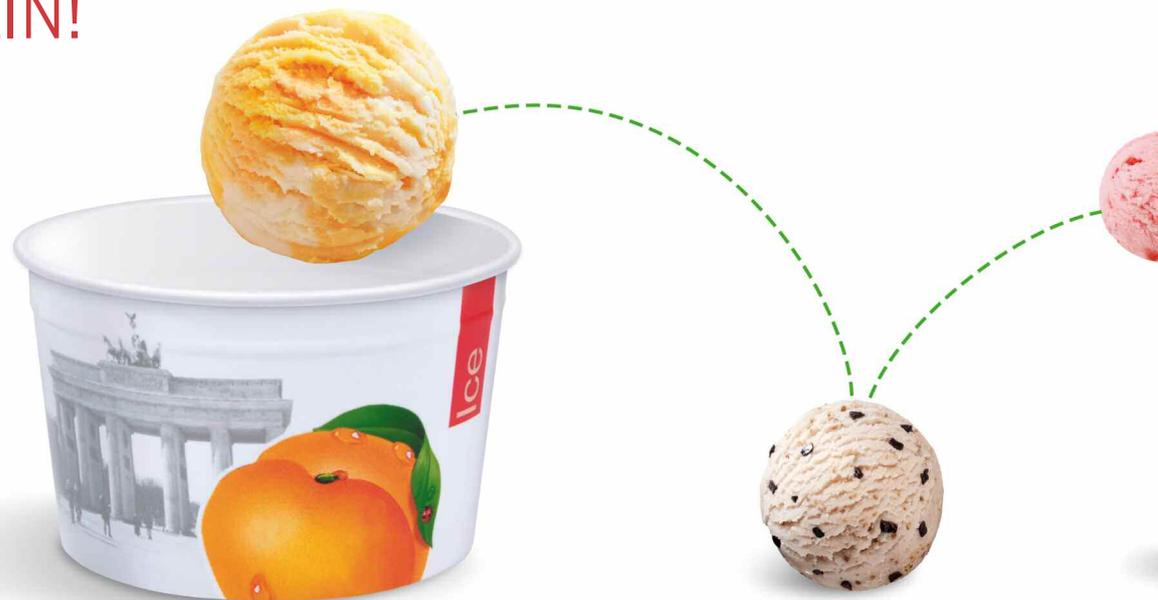
The development of Medac E-Cup ice cream and drinking cups was the natural evolution of this ongoing commitment. And today the range features new graphics designed to convey its ecological nature. The range is represented by a small, delicate ladybug, depicted in a bright red hue and providing the underlying theme for the entire line. There is also the message "100% Biodegradable & Compostable" to guide consumers in the proper disposal of the container. All cups in Medac E-Cup line are made of paper bonded with a patented plant-based film, completely biodegradable and compostable. This means they can be disposed of with other organic waste, with no impact on the environment. The paper used to produce them comes from

forests managed in a responsible manner, in compliance with strict environmental, social and economic standards. For this reason they are certified FSC® (Forest Stewardship Council). The OK Compost certification furthermore certifies the cups' total biodegradability and composability. To all the professional artisans like you, who believe in the importance of a healthy and conscious commitment to the environment, Medac offers an important opportunity:

the chance to customize the E-Cups containers not only with the logo of your own gelato shop, but also with the logos of these certifications attesting to the organic nature of the cups.



# CIAO, BERLIN!



The line of Ice & City and Drinks & City cups will be expanding this year to include artwork dedicated to the city of Berlin. Since its launch, the range has been appreciated worldwide for its portrayal of monument-symbols of international cities. Sydney, London, Rome, Milan... are just some of the great capitals that have already crossed the five continents on these exclusive Medac containers. The monuments are portrayed on ice cream and beverage cups in elegant fluorescent tones accompanied by a

bright and colourful fruit that invites customers to try fresh new flavours.

An exciting and tasty journey, always in tune with nature. All products are made of multilayer paper from virgin pulp using a quality management system certified under UNI EN ISO 9001:2008.



## TOUCH OF CLASS



Modulo Inox is an established Italian company specialized in the production of stainless steel accessories for cafés and restaurants furniture.

In the development of its products, the company has always paid close attention to the careful selection of raw materials. Each item features details and technical solutions are focused on the practical use, the result of intensive research and innovative production processes.

Modulo Inox catalogue includes a comprehensive range of stainless steel doors and drawers for refrigerated and deli counters. Standing out among these are the Ice, Igloo, and Iceberg lines, featuring an extensive range of steel and glass doors and drawers, all characterized by a minimalist design combined with exceptional functionality. Other products available include stainless steel accessories like sinks and gelato trays, available in versions with edges for recessed or welded installation.

Since its birth, Modulo Inox has paid the utmost attention to environmental issues.

Among its goals there is the constant increasing efficiency of its production lines, implementing a vision of total quality.

Every management aspect of the company is focused on the complete satisfaction of the customer, ensuring promptness and speed in providing answers. All this is done every day thanks to the professionalism and preparation of its team of employees, who works to systematically apply the quality principles established in the company's ISO9001:2008 certification. Widely available in the Italian market, Modulo Inox is committed to expanding its presence in Europe and the Mediterranean through a targeted sales strategy and an established network of dealers and warehouses.



●●●● moduloinox



●●●● ICE



CREATE  
YOUR  
STYLE

●●●● IGLOO



●●●● ICEBERG



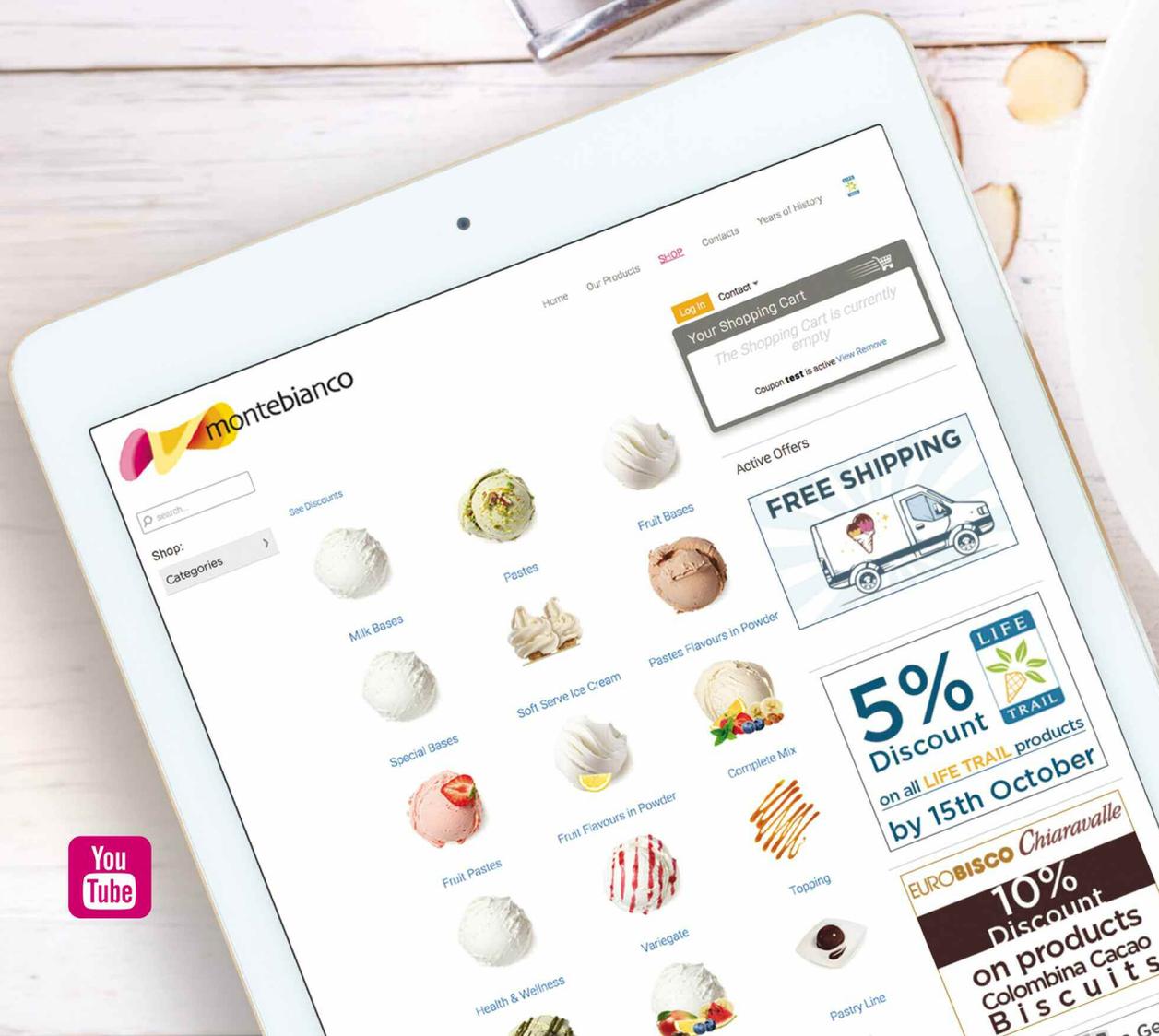
**MODULO INOX s.r.l.**  
**CASSETTI E SPORTELLI**  
**IN ACCIAIO INOX**

## CASSETTI E SPORTELLI IN ACCIAIO INOX

STAINLESS STEEL DRAWERS AND DOORS / TIROIRS ET PORTES EN ACIER INOX  
SCHUBLÄDEN UND TÜREN AUS INOX-STAHL / CAJONES Y PUERTAS DE ACERO INOX

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Bellocchi di Fano (PU)  
tel. 0039 0721 854071  
fax. 0039 0721 857434  
info@moduloinox.it  
**moduloinox.it**

the new **e-commerce**  
**that helps** you  
to simplify  
**your business**



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have a look at our new promotions and special offer at [www.montebianco-usa.com](http://www.montebianco-usa.com)

lato  
ine

# MONTEBIANCO USA

Montebianco began operations in South Florida in 1995 through a distribution company, for the US, Latin America and the Caribbean. In 2001 it opens own offices and warehouse facilities.

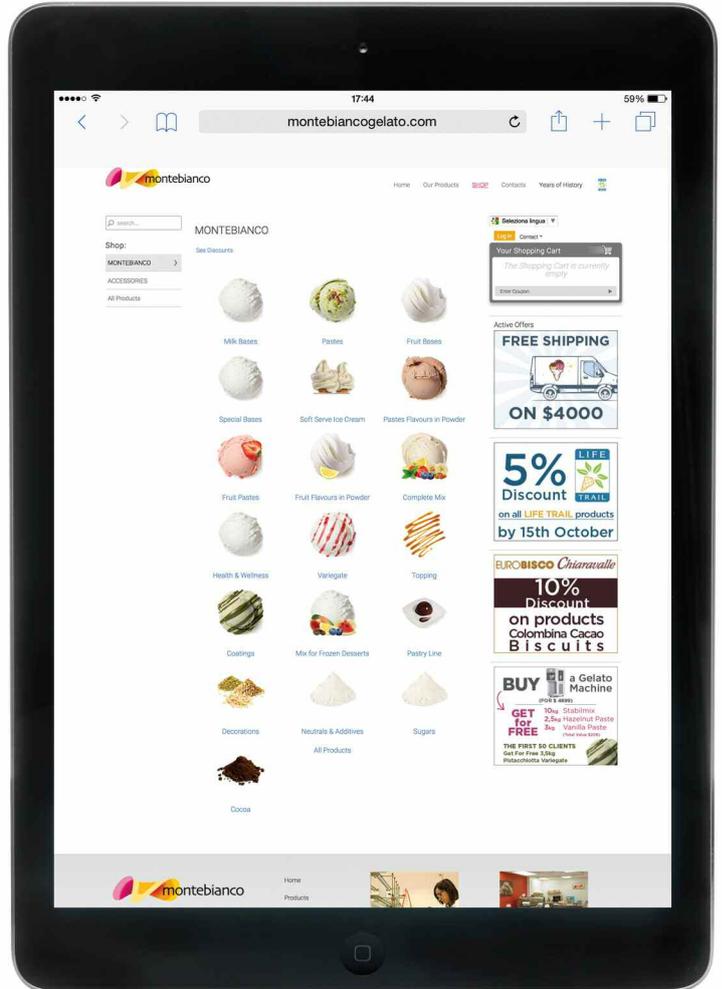
With the growth of its products in this demanding market, in 2009 they moved to larger premises in the Miami free Zone, to meet increasing demand and ensure prompt receipt and distribution of goods from Italy.

Advice related to the proper use of its products, required the installation in 2010 of the "Academy Montebianco" by the Pastry Chef Paolo Personemi, expanding its services for the formation and training of company personnel and customers.

Due to the increasing demand for healthier and also keep fit allow desserts, the need to address the yogurt market so that in 2012 developed a new line of products designed to



satisfy this new sector of the public consumer. The success of this line oriented “Frozen Yogurt” products is internationally recognized by the International Association of Frozen Yogurt in 2014 as “Swirl of Excellence-Best Frozen Yogurt”, which Montebianco continues writing its history high quality. Now Montebianco USA also has a dedicated e-commerce site - [www.montebianco-usa.com](http://www.montebianco-usa.com) - where users can directly purchase all Montebianco gelato and pastry products. Video recipes, multimedia content, and continuously updated promotions make this portal a very innovative project.



I don't Trust Words,  
I Trust Actions.

Jobs<sup>®</sup>  
T h i n k   l a t e r a l

design Stramigioli Associati

**ORION**

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





straingoli associati | upstudiocreative | imprevolt

## 365 DAYS OF JOBS



A year has passed since the presentation of Jobs, and the new product from Orion has not gone unnoticed. Many have chosen Orion's conceptual revolution, which combines all the advantages of modern display cases with the compact dimensions of the built-in refrigerated tanks.

Why has so much been said about Jobs this year? Because it is a true innovation that in the same space makes it possible to display 30% more gelato. In fact, Jobs is only 90 cm deep but it holds the standard double row of large gelato trays, optimizing valuable shop space. Everything that wasn't necessary was removed: base, shelves, units. This translates into ease of handling, moving, use.

Jobs leverages the architecture and the harmony of the shop, because rather than having to make space between the counters, it rests on top of them, merging with them. From now

on it will be the professional who decides at what height to work and display, and the architect which forms to use.

A revolutionary object even in its interface: those who bought Jobs this year chose the first refrigerated display case managed using an app for tablets and smartphones, for remote monitoring, data management, and real-time servicing. In 2017 Jobs will become even smaller: at Sigep in Rimini, Orion (Hall C7 Stand 170) will present Mini Jobs: lateral thinking to the nth degree. An even smaller size, never seen before in a display case. All of Orion's professional refrigeration technology in less than 70 centimetres of depth, to be moved and positioned wherever you want depending on the needs of the shop, managed by a single control that's always in your pocket. Complicating is easy, simplifying is difficult. [Bruno Munari]



# WE INNOVATE FOR YOUR WELLBEING

Before 1980, a gelato display case was a one-off project, produced from time to time based on the needs of the customer. Indeed it took a long time to produce as it was complex, expensive, and low in reliability. All this changed in 1980 when the engineer Claudio Bocchini industrialized this business, inaugurating the world's first production line for refrigerated display cases. Orion was born from this experience, and today it remains a point of reference for technology, design, and reliability of gelato display cases. Orion offers a very wide range of products in terms of display and storage needs, from hot to extreme cold. The brand's continuous research and development has a single goal: the consumers' wellbeing. It

is not by chance that Orion is the world's top manufacturer of gelato display cases, producing thousands of them every year and working with more than 100 distributors worldwide. Orion is "Cold at all latitudes."



# IRRESISTIBLY GOOD



From PreGel's passion for good things comes Lucilla™, the new hazelnut and cocoa spread. Lucilla™ is a soft cream made with top quality ingredients, developed to best meet the needs of professionals in the gelato and pastry businesses. In fact, it combines extreme simplicity of use with the guarantee of consistently excellent results. Furthermore, it is free of both palm oil and GMOs.

The perfect aromatic balance of ingredients is the source of its genuine, enveloping flavour, while its intense creaminess makes it delicate on the palate, offering an incredibly pleasant sensory impact.

Suitable to be used as both a standalone treat and ingredient for baking, Lucilla™ is the key

element to transform your every creation into a masterpiece.

Incorporate it into mousses and semifreddos, coat your profiteroles, or make refreshing smoothies and creamy gelato. You can also use it as a delicious filling for cakes, tarts, muffins, and cookies, or to add a tasteful aspect to fragrant crepes, waffles, pastries, croissants, and many other specialties, including hot chocolate. To win over your customers, add Lucilla™ to gelato cones and sundaes. They'll love the taste so much that they'll just have to buy a jar of Lucilla™ to take home, and maybe even get more for their friends!

Lucilla™ is available in 3 kg buckets for professionals and 450 g glass jars for over-the-counter sales to customers.

The product is accompanied by branded materials for the shop, including a tin bucket holder and a counter display consisting of 6 glass jars. Takeaway boxes of 2 glass jars will also be made available for sales to shop to customers.





**Lucilla**

**PreGel**

*Your passion. Our ingredients.*

**Lucilla™**

Hazelnuts and Cocoa spread.

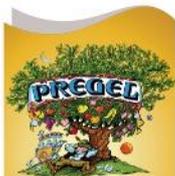
From PreGel's passion for all things good, a brand new hazelnuts & cocoa spread is born. It's perfect to spread or enrich your best recipes and pastry creations.

Palm oil free.

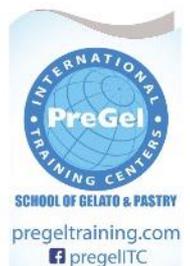
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**50 Years  
TOGETHER**







©PreGel

# PreGel

*Your passion. Our ingredients.*

## *Pino Pinguino*

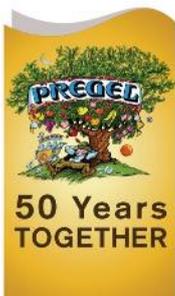
A flavor icon.

Classic, Almond, Black, Croccante, Nocciolino, Peanut,  
Pistachio, Wafferino, White and the new Lemon flavor.  
Now also available palm oil free.

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f  in G+



## A WINNING GLOBAL RECIPE



At PreGel International Training Centers, a new season of classes, training programs, business solutions, and unique ideas for various markets is underway.

The International Training Centers (ITC) is a global network that aims to offer in-depth, complete, and diversified training with gelato and pastry courses designed to meet the needs of both beginners and experienced professionals. The various educational curriculums showcase proven teaching methods that convey theoretical concepts in the classroom alongside intensive hands-on activity in the laboratory; high quality teaching standards; and five-star courses taught by world-class chefs. PreGel's Reggio Emilia headquarters houses Italy's International Training Centers, and satellite campuses are present at PreGel's main international subsidiaries in order to remain close to all business partners around the world. These satellite hubs provide training courses focused on individual local markets to

interpret the trends of different geographic areas. The United States, Canada, Brazil, Colombia, Germany, Austria, Netherlands, Poland, Australia, Mexico, Ecuador, and Spain are just some of the locations where it is possible to attend our gelato and pastry courses. The PreGel International Training Centers is built on a simple recipe consisting of high teaching standards, innovative solutions, and the continuous search for new ideas. It is an authentic Italian recipe, which reflects years of experience and is spread around the world, allowing all participants to realize their dreams and turn their passion for gelato and pastry into successful realities.





# PreGel

*Your passion. Our ingredients.*

## *International Training Centers*

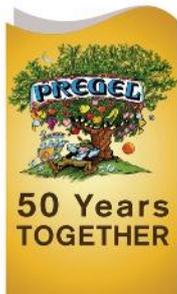
School of Gelato & Pastry

Thousands of students, a training network of over 20 locations around the world, and just one goal: your success.

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

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## PREGEL YOGURT: ONE OF A KIND

In 1985, PreGel launched Yoggi®, the first product for yogurt-flavoured artisanal gelato. Originally an idea of PreGel's founder, Dr Luciano Rabboni, and developed by the company through extensive research, PreGel Yogurt gelato immediately found a welcomed space in all artisanal gelato shops, placed in the display case alongside the great flavour classics. It was immediately clear that the yogurt-flavoured product created by PreGel was something special, but no one could have ever expected such an impressive widespread success. Confirmation of this notion came that same year, when the yogurt gelato was presented at two of the most renowned tradeshow in the specialty dessert industry: Mig in Longarone and Sigep in Rimini. In both shows, PreGel's Yoggi® gelato was elected by professionals and the general public as the product of the year. It was a proven unique and unmistakable flavour that would soon be adopted by gelato shops around the world. A few years later, the launch of the soft version, Frozen Yoggi®, revolutionized the market by introducing a whole new product category, giving rise to the spread of large international yogurt chains and countless independent points of sale worldwide.

The main reason for the great and continued success of PreGel Yoggi® remains its unique and unparalleled taste that many have tried to duplicate.

More than 30 years after the creation and undeniable success of Yoggi®, PreGel is pleased to continue forward with those who have contributed to its prosperity, and we are ready to accept the challenges of the future with our usual passion and commitment.



To date, Yoggi® has expanded into a family of products wholly dedicated to the undeniable flavour of yogurt, consisting of products for artisanal gelato, soft gelato, smoothies, and slushes, as well as fruit-flavoured versions. Products enriched with probiotics, lactose free, light versions, varieties sweetened with Stevia, as well as organic and Greek yogurt products complete the diverse line of well-respected ingredient options for yogurt-flavoured desserts.





**PreGel**

*Your passion. Our ingredients.*

**Yoggi<sup>®</sup>**

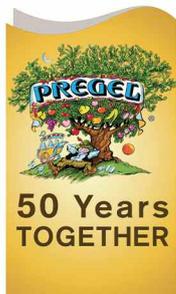
The first, the best.

Born from a great intuition, PreGel's Yogurt gelato contributes to the success of those who have chosen it for over 30 years.

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## BEHIND THE SCENES OF ROGELFRUIT QUALITY

Everyone knows Rogelfruit quality: gelato shops, pastry shops and confectionery artisans choose its products to create many delicious specialties, allowing customers to enjoy the true taste of fruit.

And from today Rogelfruit excellence can not only be tasted but also seen, thanks to the new video section recently added to its website. Short and interesting clips make it possible to go behind the scenes at the company to see how its products are made: Rogelfruit is a world of colours, aromas and flavours that images can convey better than any words. Hazelnuts, apricots, lime juice, primo fiore lemon juice, strawberry puree, melon puree and much more: in just a few minutes the videos allow you to discover the processing of various products and to see for yourself the freshness of the fruit used.

Thanks to the technologies used, juices, purees and frozen fruit have a higher quality that allows for savings of 15%-20% in confectionery production compared to usual use: ideal for making gelato, mousses and Bavarian creams, even making the winter season rich in flavour.

Discover all the other products and videos on the Rogelfruit website [www.rogelfruit.com](http://www.rogelfruit.com)





# A REAL SIGHT OF FRUIT

Frozen fruit puree and fruit juice Rogelfrut.



**Rogelfrut®**

WWW.ROGELFRUT.COM



# Taddia. A palette of solutions to turn your ice cream into art.



You have made your artisan ice cream a work of art, and for you we have researched a palette of solutions to simplify and complete your ice cream shop service.

Paper and plastic tubs, polystyrene containers, hot and cold drink cups in various shapes and sizes, plastic ice cream spoons, spoons for slushes, straws, paper napkins: a full range of disposable products available to you, all researched using state-of-the-art technical principles, and with the utmost regard for the environment. For 60 years, those who have chosen Taddia products have chosen to turn their artisan ice cream into art.



[WWW.TADDIA.COM](http://WWW.TADDIA.COM)



# TADDIA

60 YEARS AS THE COMPLETE SOLUTION FOR ICE CREAM ARTISTS

## GELATO SPECIALISTS

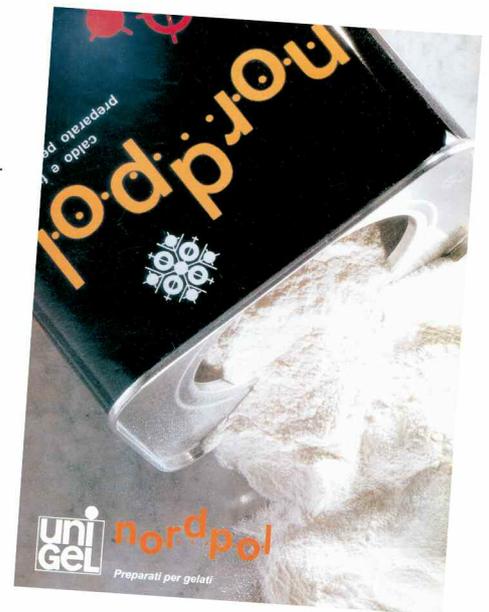
Unigel's history has always intertwined with the latest developments in the field of handmade gelato. Founded in 1966 by Luigi Gadda and Fanny Colciago in the budding industrial area of Zingonia, in the province of Bergamo, and located in the manufacturing hub of northern Italy, Unigel is a company specialized in the production of ingredients for handmade as well as for industrial gelato and pastry. Since its early days the company has invested in research and innovation, gaining a primary position in the Italian and international markets for ingredients used in cold production.

At present the company offers a wide range of products to meet the requirements of both handmade and industrial ice-cream producers:

- Nordpol® is a historic brand, registered in Milan in 1936, which is linked to a strong craft tradition in Italy. It includes neutri, bases, pastes, products for "variegate", soft ice, toppings, ready-to-use products etc and is specifically targeted at handmade-gelato shops.
- Unigumm® is a brand comprising products designed for large food manufacturers, including thickening agents, stabilizers, gelling agents and other technical products.

The continuous search for customised and innovative solutions, which is one of Unigel's key points of strength, is carried out in a technologically advanced laboratory by a staff boasting decades of international technical experience. These assets have played an important part in extending the company's penetration into international markets.

Unigel is in full expansion: the company is currently consolidating existing commercial relations while seeking new partners in order to increase its business even more.



## PERFECT BALANCE

Bitter and sweet blend perfectly in an intense flavour, resulting in an intriguing taste for the palate.

"Oro paste" with its delicate flavour of condensed milk enriched with honey, combines with the sophisticated taste of "Oro Nero variegate", a dark-chocolate cream mixed with cookie powder. To produce soft, creamy gelato the recipe suggests 50-80 g of "Oro paste" per litre of milk. The variegato can be used as desired in the gelato or to decorate the tray. "Oro paste" is available in 6 kg cartons, while "Oro Nero variegate" is sold in 3 kg buckets.





# Creativity has no limits with Unigel.

Rediscover the values of craftsmanship with Unigel Nordpol's semifinished products, formulations, bases and neutrals made exclusively with selected raw materials: create your customized ice-cream and gelato, choose only the noblest ingredients and seduce the market with Sweetness.

With Unigel Nordpol, the only limit is your Creativity.

Via Torino 24, Ciserano loc. Zingonia (BG)  
Tel. 035.883154 - [info@unigelitalia.com](mailto:info@unigelitalia.com)

800 833057

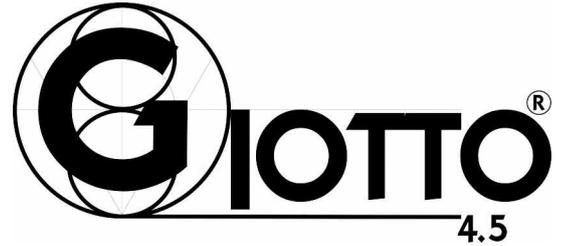
[unigelitalia.com](http://unigelitalia.com)

**uni**  
**gel** n.o.r.d.p.o.l

Since 1936, Nature is the sweetest Story.

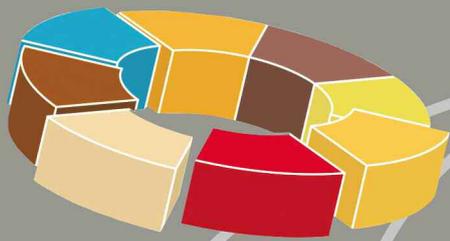
## YOUR MODULAR SHOP

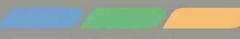
Giotto 4.5 by Ve.Co.Gel is a design for a modular shop with reduced dimensions (only 4.5 metres in diameter). It is equipped with a visible workroom which can be assembled according to one's needs. It is made up of 8 units, each of them can be used for a different purpose, as gelato shop, bakery, coffee shop, chocolate shop, milk bar, kebab shop and so on, and, above all, it can be added to over time with one or more units. Giotto 4.5 is made of prestigious materials including stainless steel, painted steel, tempered glass panels, Okite, which make it easy to transport it, to dismantle and to re-build it according to different commercial needs. Overhead power supply, water supply and drains make Giotto 4.5 a fantastic and practical solution to be placed in



corridors in shopping centres, in airports... since it does not need any fixed floor drains, thus making it ideal for even the most remote location. Giotto 4.5 is the result of the know-how and the experience that Ve.Co.Gel has developed over many years in the design and production of fully-equipped shop premises. In addition to structures and furniture, the project includes the accessories, necessary materials and staff training in production and sales. It goes without saying that Giotto 4.5 has all the necessary health and safety certification.

MODULATE YOUR BUSINESS



GROUP  Since 1974  
**VECOGEL**  
IL GELATO A SERVIZIO COMPLETO

[www.vecogel.com](http://www.vecogel.com)  
ITALY  
Padova - Udine - Verona - Ferrara



## YOGORINO MADE IN ITALY

Yogorino is a franchising project dedicated to the world of yogurt stores, gelato stores, 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 yogurt store is handed over key in hand, complete with signs and installations. The backup includes initial training, ongoing support, and regular updates on innovations. Personalised materials for advertising and sales promotion is guaranteed.



## IN EXCELLENT HEALTH

Yogorino products are probiotic 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.



## WHO WE ARE

Year company was founded:  
1993

Year franchising was founded:  
1998

Direct Sales Stores:  
0

Franchise stores in Italy and abroad:  
*more than 300*

## WHAT WE LOOK FOR

Average surface for each store (sqm.)  
30/50

Cathment basin:  
10,000 inhabitants

Ideal location:  
*town center, seaside resorts, airports,  
shopping malls, etc.*

Previous experience:  
*Not required*

Minimum staff:  
1+1

Initial investment from:  
*Euro 30,000.00*

Average yearly turnover:  
*Euro 180,000.00/210,000.00*

## WHAT WE REQUIRE

Entry fee:  
*Yes*

Sales Royalties:  
*No*

Contract term:  
*5 years (renewable)*

## OUR GUARANTEES

- 1) 17 years in the franchising market
- 2) producer of semi-finished products
- 3) research of innovative technological systems
- 4) development of high quality Italian products

## OUR TARGET

*creating successfull businessmen.*

## GROSS MARGIN

*over 400%*

## WHAT WE OFFER

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



  
**yogorino®**

e-mail: [export@yogorino.com](mailto:export@yogorino.com)  
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# GELATO FESTIVAL 2017 DOUBLES DOWN



There's change in the air for the 8th edition of the Gelato Festival, the most important traveling exhibition dedicated to the art of Italian gelato. Since 2010 it has been committed to spreading the culture of quality gelato and its true value (nutritional, historical, emotional), and in promoting economic and tourist development in the cities and regions it travels to. Since then, much has been done: the number of master gelato artisans has continued to grow, over 2 million visitors, 1000 accredited journalists in recent editions, with great media visibility. And more than 100,000 followers on Facebook alone.

The 2017 edition marks the beginning of a new era and the start of synergies with leading industry partners, including the new strategic alliance established with Carpigiani and Sigepe. Between April and September 2017, Gelato Festival will be in Florence, Rome, Turin, Milan, London, Munich, and Warsaw. In each city there will be two competitions: one for experienced gelato artisans, the other for youth who are just getting started. The formula will

remain the same in September at the long-awaited final challenge in Florence, where the winners of the previous stages will compete against each other for the crown of European Gelato Artisan of the Year. In 2016 the title was awarded to Eugenio Marrone with his flavour Late Mandarin Orange, and the previous two years were won by the Florentine Paolo Pomposi and the Venetian Giovanna Bonazzi. Co-stars of the tour are its three food trucks: Buontalenti, the largest mobile production facility in the world, which at every stage sees the live production of the competing flavours; Ruggeri, designed for serving; and Caterina, eclectic technical classroom where gelato artisans, chefs, experts, journalists, and guests talk about gelato via presentations, lectures, cooking shows, conferences, and more. A ticket gives the public access to the competition entitling the holders to tastings, participation in the events, and a vote for their favourite flavour.

There are many other new developments, and plans for the future reach far beyond the horizon.



**GELATO  
FESTIVAL**  
**2017**  
*Europe*

 .....  .....  .....   
*Italy*      *England*      *Germany*      *Poland*

# JOIN OUR COMPETITION

YOU'LL BE ON EVERYONE'S LIPS!



ECCO IL  
NUOVO CAMPIONE  
DEL GELATO  
FESTIVAL!

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THE GELATO  
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GELATO  
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# Keys to the Romanian Baking, Confectionery and Hospitality Market

*The Romanian baking and hospitality industry is changing continuously, along with the needs of consumers. Entrepreneurs are seeking for new business niches that allow them to increase their profits by meeting the needs of their clients. For more than 15 years, a group of professionals editing 2 specialized magazines and organizing 1 international exhibition managed to give access to the Romanian market for some of the greatest suppliers of equipment and ingredients in the world. Here are the 3 main keys to this market:*

There are more than 22,000 businesses – bakeries, confectioneries, restaurants, hotels, bars and coffee shops, supplying a market of 20 million consumers in Romania, a country with the 7th largest population and the highest bread consumption rate in the EU. After a period of recession and reorganization, companies in the baking and hospitality industry are recovering strongly, many of them following successful business models from the western countries.

## POTENTIAL OF THE ROMANIAN MARKET

All these companies are now trying to become more competitive by investing in new technologies that allow them to provide better products and services to their customers. Bakeries and confectioneries are changing their old machines with new efficient ones and they are developing modern shops, while they also try to make their products competitive

for exports. Meanwhile, hotels and restaurants are continuously improving the quality of their services; they invest in modern design, better tools and machines and excellence in food service, trying to connect themselves

the Romanian baking and hospitality industry have been connected to all the news in the field through specialized magazines including all the information needed to develop their businesses. At the same time, the

magazines became the main channels through which suppliers communicate with their clients.

As entrepreneurs felt the need to physically see and test the machines, tools and solutions provided, the market demanded a professional exhibition to make this possible. GastroPan International Exhibition was a natural response to these demands, it grew quickly

and, through professionalism and dedication, became one of the most important baking and hospitality trade fair in Southeastern Europe.

Here are the 3 ways for suppliers to enter the Romanian baking & hospitality market:



to the high European standards in hospitality.

## 3 WAYS TO TARGET BUSINESSES: 1 EXHIBITION, 2 MAGAZINES

In the last 15 years, managers, operators, specialists and producers from

**1**

### BRUTARUL-COFETARUL MAGAZINE

Specialized B2B magazine for the Romanian milling, baking and confectionery industry. It is published monthly in 9,400 copies and it is distributed for free, to managers and specialists from Romania.

**2**

### GASTROPAN INTERNATIONAL EXHIBITION

International Exhibition of Solutions and Technologies for the Bakery, Confectionery, Ice Cream, Chocolate, Coffee, Food Service and Hospitality Industries. The 9th edition takes place between 23-25th of March 2017 in Sibiu, Romania. **The event is supported and promoted by Brutarul-Cofetarul and Gastromedia Magazines.**

**3**

### GASTROMEDIA MAGAZINE

Specialized B2B publication that creates a connection between the hospitality operators and suppliers of products and services dedicated to them. It is distributed in 13,700 copies to managers of hospitality units.

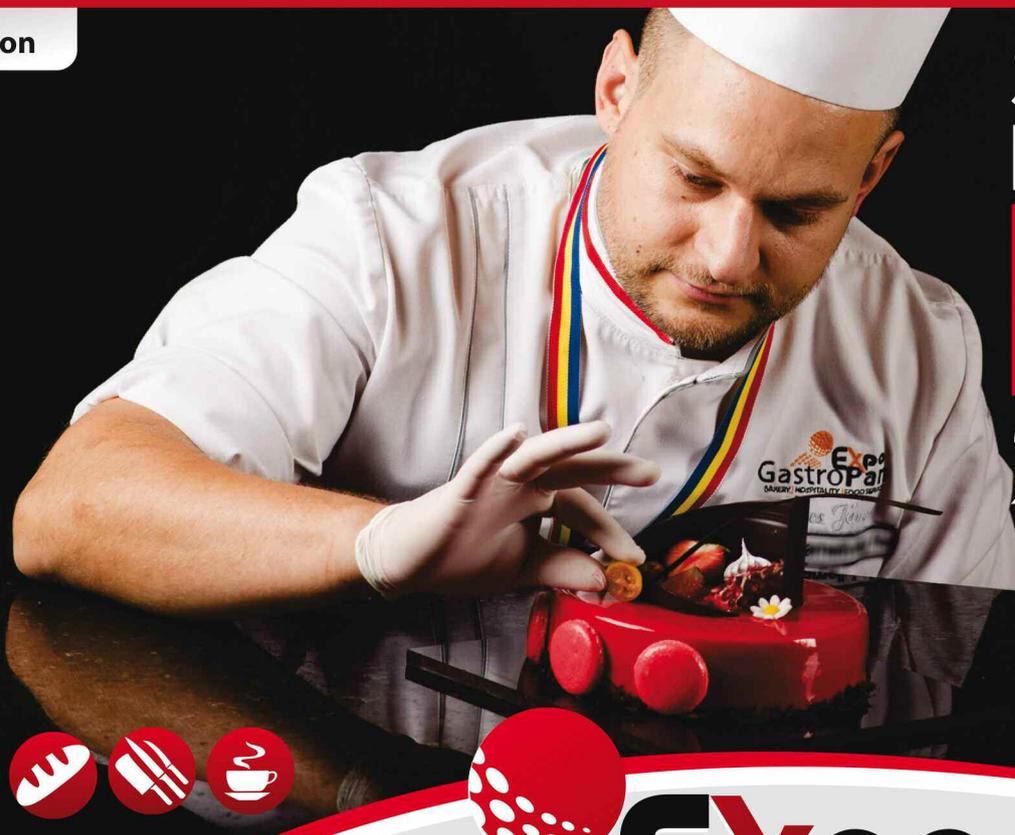
**Boro-Info Group** is the Editor of **Brutarul-Cofetarul** and **Gastromedia** Magazines and also the Organizer of **GastroPan Exhibition**. For details about the opportunities given to suppliers from the baking and hospitality industry please contact us at **+40787-677.310, +40 733-313.043** or via e-mail **pr@gastropan.ro**

9<sup>th</sup> edition

**SIBIU**  
Romania

**23-25**  
MARCH

**2017**



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**FOOD SERVICE** Industry in Southeastern Europe



Did you know that the average bread consumption rate in ROMANIA reaches 97 kg/capita each year, a record within the EU countries?

The market is fueled by over **9,400** bakeries and confectioneries, whose managers and specialists annually visit the **GastroPan** trade fair.



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## MIG OPENS THE DOORS OF MOROCCO

21-24 MARCH 2017 - WWW.MOSTRADELGELATO.COM



Artisanal gelato is an increasingly cosmopolitan product, and Mig, the oldest exhibition dedicated to artisanal gelato, is looking to develop new markets. As part of its broad international initiatives, the organizer Longarone Fiere Dolomiti has chosen to focus its attention on a country going through a period of economic growth: Morocco.

It has therefore signed an exclusive agreement with the Rahal Group, supplier of the Royal House of the Kingdom of Morocco and organizer of the agro-food Cremai trade show, one of the most important exhibitions in Africa. Under this agreement, Longarone Fiere will be present with its own stand at the next edition of the event, held in Casablanca on 21-24 March 2017. The objective is to promote the Mig brand in the country and support the participation of companies of the gelato, high pastry and machinery industries that are interested in the Moroccan and African markets.

The first presentation of the initiative was held last October during the Medinit Expo 2016 event in Casablanca, with the participation of Morocco's most important national media outlets. The presentation in Italy was held during the opening day of Mig in Longarone on Sunday, November 27th, on Luigi Gandi's broadcast "La Piazza". Guests on the show included the consul general of the Kingdom of Morocco in Verona, Nezha Attahar, the mayor of Kenitra, and Aziz Rabbah, recently re-elected to parliament and the minister for Infrastructure and Transport in the last parliament.

It is beyond doubt that Mig - Morocco is a great opportunity for the promotion of artisanal gelato, part of the larger, consolidated Cremai exhibition, which in 2015 registered 20,000 visitors, mostly from Northern and sub-Saharan Africa, and more than 70 representatives of the general and trade press, with 98% of exhibitors expressing satisfaction with the experience. It is an opportunity to see in person the excellent products and best equipment that helped make Italian gelato an excellence that is known and appreciated worldwide.





TRADITION 1959



2017 INNOVATION



depuis F. Cometto

# International Gelato Exhibition

## Casablanca

### 21<sup>st</sup> - 24<sup>th</sup> March 2017

The artisanal gelato at

8<sup>ème</sup> édition  
**cremai**  
LE CARREFOUR INTERNATIONAL  
DES PROFESSIONNELS DE LA RESTAURATION,  
DES MÉTIERS DE BOUCHE ET DE L'ALIMENTAIRE  
DU 21 AU 24 MARS 2017

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24 MARZO

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# LET'S MEET IN HONG KONG!

8-11 May 2017 - WWW.HOFEX.COM



Asia's leading Food & Hospitality Tradeshow - Hofex will take off the 17th edition, from 8 - 11 May 2017 at Hong Kong Convention and Exhibition Centre, to celebrate its 30 years of milestone in the thriving food & hospitality scene. The biennial event will catch the attention from the entire industry, with 2,500 international exhibitors from 57 countries and more than 40,000 professional buyers.

This year, Hofex will bring five new highlights including newly featured - "Bakery @ Confectionery @ Hofex", "The Second Prime Meat Tradeshow in Asia - Meat @ Hofex", "ProWine Asia 2017 @ Hofex", "Hong Kong International Culinary Classics" and "Allworld Barista Championship".

Bakery & Confectionery @ Hofex is a specialised sector gathered by thousands of culinary and pastry chefs, restaurant and café



owners, retailers, distributors and more across the region. It is perfect for all things you need to source from ingredients and equipment to finished bakery and sweet products.

Hong Kong International Culinary Classics is a prestigious competition joined by over 900 talented chefs, pastry chefs and apprentices in the region to reflect the breadth and depth of their achievements in the kitchens. This event is one of a kind, in which endorsed by a famously respected organisation - World Association of Chefs Societies, that honors professionalism and execute high standards in culinary, and co-organised with Hong Kong Chefs Association and International Culinary Institutions. This year, the competition comprises of individual challenge in Western and Chinese cuisine, along with team challenge includes Showpiece and Plated Desserts, Live High Tea Set Competition, Fantasy Table, Young Pastry Chefs Chocolate Nut Cake.





30  
YEARS  
celebration

**8-11 MAY**

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(i.e. Live High Tea Set Competition and Young Pastry Chefs Chocolate Nut Cake Competition)

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# in Milano



Equipment, Coffee and Food  
40<sup>th</sup> International Hospitality Exhibition  
October 20\_24, 2017 fieramilano

# THE OLDEST FAIR OF GELATO AND THE FUTURE TALENTS

27-30 NOVEMBER 2016 - WWW.MOSTRADELGELATO.COM

Mig, the International Gelato Exhibition held at Longarone (Belluno Province, Italy), is the oldest trade fair dedicated to artisan gelato. It started back in December 1959, transforming the city into the world capital of gelato making. Over time, the expo has assumed an increasingly important role, as testified by the annual attendance of over 25,000 people, almost half of whom are foreign operators from about 50 countries. Particularly significant in this regard is the fact that Artglace, the European Artisan Gelato Confederation, has set up its headquarters at the Longarone Trade Fair. Several also the institutional delegations and the press from all over the world, in 2016 as Russia, Croatia, Czech Republic, Argentina, Morocco, Australia, Poland and many other. During the Mig, conferences are held on the most important issues of the day, and also meetings and international competitions, such as the “Coppa d’Oro” (Gold Cup), which in 2016 focused on “Beer” and “Pomegranate” flavoured gelato, and the “Carlo Pozzi” Prize (Original Creations Festival), an award reserved to students of Italian hospitality institutes. Other prestigious prizes are the “Gelaterie in Web” (Gelato Shops on the Web), awarded to the best gelato shop websites and the “Maestri Gelatieri” (Master Gelato Makers) prize, awarded to a family or a person who has made a special contribution to promoting artisanal gelato in the world. Since 2013, Longarone Fiere yearly also promotes, in the frame of the expo, the “Innovazione Mig Longarone Fiere” International Award, showing the results of research and innovation in the products and processes related to the activities of artisan gelato makers. It is a competition among busi-



ness ideas having an innovative and original content, developed by Italian and foreign manufacturers and/or service companies. The Award is promoted by Longarone Fiere with the support of Aiipa and Acomag.

## PROMOTING ITALIAN GELATO AND PROFESSIONAL TRAINING

Alongside Mig, Longarone Fiere Dolomiti is promoting a series of initiatives serving the world of gelato. Mig is always attended by a lot of young people: they are the future talents picking up the baton of the Italian gelato makers that over the past decades have promoted all around the world the very true “gelato” taste, an Italian excellence. Professionalism is always more than the basic requirement to open a gelato shop: training and continuous upgrading of skills are therefore a substantial prerequisite. On the premises of the Conference Centre at Longarone Fiere Dolomiti, a fully equipped gelato laboratory is available during the year to associations and institutes aiming to organize their professional courses for gelato makers.





TRADITION 1959



2017 INNOVATION

# MIG

LONGARONE



## 58<sup>th</sup> International Gelato Exhibition

Longarone 2017  
3<sup>rd</sup> - 6<sup>th</sup> December



DOWNLOAD THE E-TICKET  
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MARCH 24

# A PERFECT SWEET SYNERGY

3-7 FEBRUARY 2018 - WWW.GELATISSIMO.DE



Innovative trends and ideas relating to the hand-crafted gelato sector are discovered in Italy - and at Gelatissimo in Stuttgart. The exhibition has established itself as the only real trade fair for gelato professionals north of the Alps, in Europe's second most important gelato market: Germany. It showcases the entire range of innovations and trends from all key segments of the hand-crafted gelato sector: from raw materials, technology, store design and presentation systems to sales promotion.

The timing is perfect, the diversity of topics broad-based and the requirements ideal for the very best business deals.

Gelatissimo will take place combined with Intergastra, the trade fair for hotel business and gastronomy, which in 2018 will increase its exhibition space to 110,000 sqm, offering more space for gelato.

This combination simply has what it takes. Gelato also being a growth market for the entire restaurant, catering, café and hotel sector, you will not just find the operators of gelato, but also meet important decision-makers from the bakery, confectionery and culinary business. It's therefore twice as important for en-

trepreneurs to attend this show. The number of topics represented will be further expanded and the structure of the trade fair will be designed for synergy optimisation.

As an important "get-together", Gelatissimo presents a diverse mix of products, information and entertainment. Enjoy the highlights like the "Grand Prix Gelatissimo" for the best gelato creations or the presentation of the product innovation award "Coppa Gelatissimo". Take new ideas and visions home with you to incorporate the latest trends in your own successful business.






# GELATISSIMO

World of gelato

3.-7.2.2018 | Messe Stuttgart



**New hall**  
**optimised**  
**structure**  
**top location**

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## Visit the only gelato trade fair north of the Alps.

- Discover the industry's wide diversity and high quality, as well as new ideas and suitable solutions for your success.
- Use the opportunity to exchange ideas and network at one of Europe's most modern trade fairs.
- Enjoy one-of-a-kind event highlights aimed at those with a real passion for the gelato trade.



## A COMPLETE PARTNER FOR TRADE FAIRS

The Organizzazione Vittorio Caselli operates in the following product sectors: clothing - agriculture - food and wine - interior design and furniture - catering and hospitality equipment - consumer and producer goods - communications - air conditioning, heating and ventilation, building and construction - electronics, energy and lighting - jeweller's and goldsmith's work - packaging, food processing - wood (machines and technology) - marble - medical and dental - plastics and rubber - health - print machines and products - textiles (machines and equipment) - transport - tourism - utensils and metal work; etc.

### SERVICES OFFERED

Booking of exhibition area and sale of display spaces - Stand set-up: standard set-up, personalised set-up, Italian pavilions - Arrangements for travel and accommodation, hotel bookings, visa information - Arrangements for transport of merchandise - Internationalisation services.

### COLLECTIVE REPRESENTATION

On numerous occasions the Organizzazione Caselli has privately managed collective Italian trade fair representation, grouping together Italian companies with key-in-the-hand services. There are numerous advantages to collective participation in an international exhibition, especially in trade fairs where the majority of exhibiting countries are grouped together under the same flag. These advantages include: enhanced visibility in the display pavilion; support before and during the trade fair, with minimal stress for the client; quality of the display set-up, superior to the standard arrangements provided by the trade fair organisers.

### PLUS

The Organizzazione V. Caselli is involved in the organisation of numerous trade fairs for the agro-alimentary, catering, and hospitality equipment sector. Some of these events take place in Europe, but most of them are concentrated in the Middle East and South-East Asia, where the greatest growth in Italian agro-alimentary exports is anticipated. In particular it should be remembered that 2015 will see the barriers come down between the ASEAN countries (Myanmar, Brunei, Cambodia, the Philippines, Indonesia, Laos, Malaysia, Singapore, Thailand, Vietnam), which will become a single market formed of 10 countries, with 600 million consumers. A Trade Fair agent ensures efficient service through all stages. This is tangible benefit accruing to the client through every action performed by the Organizzazione Vittorio Caselli.





**ORGANIZZAZIONE  
VITTORIO CASELLI SPA**

## **TRADE FAIRS AROUND THE WORLD**

*The Organizzazione Vittorio Caselli Spa (OVC Spa) has been operating in Florence in the international trade fair sector for over 60 years, having begun in 1956 (when Vittorio Caselli organised Italian participation in the U.S. World Trade Fair in New York). In Italy, the Organizzazione Vittorio Caselli Spa (OVC Spa) represents some of the most important trade fair organisations in the world, and coordinates the Italian pavilion at numerous international trade fairs.*

The goods exhibited in the specialised trade fairs vary across all fields of machinery and consumption. A large number of these trade fairs cater for the agro-alimentary, catering, hospitality, baking, confectionery and gelato sectors.

Some of the **trade fairs** managed by  
the **Organizzazione  
Vittorio Caselli Spa:**

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*Gulfood*

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# Market & job

Bakery professional specialized in sweet and savoury preparation, and even in gelato making, is looking for job. Also available immediately for abroad; accommodation required.

Please contact: Pasquale Fiorenza  
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I'm selling for personal reasons a successful gelato shop with demonstrable incoming, recognized by TripAdvisor among the top restaurants in the city and by the web portal Dissapore among the 25 best gelato shop in the world. I give away full equipment and recipes (all of my property) as to maintain customer satisfaction and the success of the local. Possibility of training. Location: one of the most popular place in Costa del Sol, Spain. Contacts: ph. +34645042594 - Christian and Andrea

An important company skilled in gelato products based in North Italy is looking for gelato experts to carry out demonstrations, also available to frequent business trips abroad. Fluent knowledge of English is required. Please contact: mobile ph +39 335 7461906

We are looking for gelato master - gelato technical consultant for the export department. Main responsibilities:

- preparation and execution of customer seminars and courses in Langenfeld and for wholesale dealers and importers worldwide
- performance of product and competitor comparisons
- attendance at trade fairs and exhibitions in Europe and Asia
- regular further training in the field of gelato labs, gelato parlours and the sale of gelato
- You provide competent support to assist clients in a wide range of projects and applications of our products in their manufacturing processes
- initiating and training new sales staff
- advice and training of dealer-sales reps worldwide

We expect:

- several years of experience in craft/diary gelato manufacture
- knowledge of English and, ideally, also Italian language, further languages would be desirable
- a systematic and precise approach and a communicative working style linked to customer orientation and an aptitude for teamwork
- skills in modern office communication systems (e.g. MS Office)
- willingness to travel a lot

Please send your application documents by mail to [hr-dreidoppel@dreidoppel.de](mailto:hr-dreidoppel@dreidoppel.de)

Renting well-established gelato shop, opened 5 years ago and located in a central zone of passage, with 35 seats inside and 35 outside. Monthly turnover: € 20 thousand approx. Monthly rent: € 1,200, € 90 thousand for equipment transfer. Location: Schrobenhausen (Bavaria), 17 thousand inhabitants, near Ingolstadt, (70 km north from Munich). Please contact: [info@in-24.de](mailto:info@in-24.de)

I offer professional support for the opening of any kind of food stores; thirty years of experience and absolute seriousness.

Location: France and Spain  
Contact: ph. +33 698805393

Gelato maker, 55 years, from Turin (Italy), Master of taste, since 2004 the winner of several regional and national competitions, working in the field since 1977, having closed his business for family reasons, is seeking employment (including seasonal), willing to move abroad. Contacts:  
[marigomarco1959@gmail.com](mailto:marigomarco1959@gmail.com)  
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