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After six years of publications and of “wandering the world,” puntotitaly is looking back and taking stock. Direct participation in more than 60 trade shows, almost 7,000 international buyers surveyed and subscribed, coming from 118 different countries, more than 20,000 expressions of interest received.
An excellent result, even more so if added to the more than 34,000 visits received at the new site (www.puntotitaly.org) in less than seven months. A confirmation of how products Made in Italy, especially in the food sector, are always sought after and loved all over the world.
The last six months were also very intense in international travel and trade shows, taking us to Asia, the Middle East, and Europe. Puntotitaly represents an authoritative source of information for all the professionals involved in the sectors of gelato, pastry, and modern foodservice, including pizza, a timeless classic. One statistic in particular has inspired us to launch something new for 2018. A significant share of international buyers interviewed, as many as 31%, declared an interest in pastry. So we asked ourselves, why not? No sooner said than done!
In 2018 we will publish the new SweetMood magazine, entirely dedicated to pastry and published semi-annually like puntotitaly. So, two issues a year, which will alternate with the traditional January and July editions, being published in April and October. A new initiative that is very... glamorous.
Stay tuned for some great content!

See you soon!

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Goodbye to Gualtiero Marchesi

The chef who revolutionized Italian cuisine.

Italian cuisine has lost its venerable master. Gualtiero Marchesi, one of the best known chefs in the world, passed away last December 26th. Considered by all to be a Chef par excellence, he was the author of authentic culinary revolutions that profoundly innovated the recipes and presentation of Italian dishes, creations drawn from tradition and revisited in an original modern key. It was he who, for the first time, emphasized the importance of ingredients, aware that the success of every high quality dish depends on them. To him we owe the development of perfect cooking techniques, followed by superior presentation. Because each of his works was not just an elevated expression of the most refined taste, but also a small masterpiece of art, which always inspired him.
A LIFETIME IN THE KITCHEN

Born in Milan in 1930, Gualtiero Marchesi attended the hotel and catering school in Lucerne, Switzerland. Upon returning to Italy, he started working in the family hotel and restaurant, the Albergo del Mercato. There he had the opportunity to start his first experiments with traditional recipes. He then left Italy for France, the birthplace of nouvelle cuisine, where he worked in important restaurants in Paris, Dijon, and Roanne. In 1977 he opened his first restaurant in Milan. His dishes soon became known and valued internationally for their perfect balance of tradition and innovation. It was the birth of modern Italian cuisine.

Success was not long in coming, and the first prestigious awards arrived: a Michelin star in 1978, which became three in 1985. His was the first Italian restaurant to receive this highest recognition of the French guide. However, Marchesi is also remembered for his unequivocal ethics, which in 2008 led him to return the coveted Michelin stars, challenging the judges’ voting system. He said he did not want to receive scores, only comments.

In the meantime, he closed his first restaurant and opened others: in 1993 in Franciacorta, Brescia, in 1998 in Milan, and then in Paris, Rome, and then once again in Milan, Il Marchesino. In 2004 he founded Alma, the most important international school of Italian cuisine, located in the province of Parma, and then the Italian Culinary Academy in New York. Over the years Gualtiero Marchesi trained an entire generation of chefs. Many successful chefs passed through his first, historic restaurant in Milan, like Carlo Cracco, Davide Oldani, Antonino Cannavacciuolo, Ernst Knam, Andrea Berton, and Daniel Canzian.

Always passionate about art, he established the Gualtiero Marchesi Foundation to promote every form of expression, be it music, painting, sculpture, or cuisine. He had recently realized another one of his dreams: to open a nursing home just for cooks, located in Varese.

LESS COOKING

There are many ways in which Gualtiero Marchesi was able to renew Italian cuisine. One of his key focuses was on ingredients, along with the expertise of knowing how to use them.

His recipe book “La mia nuova grande cucina italiana” (My New Great Italian Cuisine) and his manual “Oltre il fornello” (Beyond the Stove) teach the methods, techniques and tricks of the trade to prepare dishes like a real chef: how to fry, distill, smoke, what to cook in the microwave, and so on.

The philosophy of his dishes revolves around the concept of “less cooking,” in which the ingredients considered superfluous are eliminated to focus more on the essentials and presentation. A philosophy that has always guided him and that, at the age of 87, led him to write on Twitter: “Simple things are not always the best, but the best things are always the simplest.” He created pyramids of black rice and the coloured sauces that today embellish the dishes of many restaurants: a presentation technique taken from France together with the idea of building a menu with dishes, wines, tablecloths, and cutlery that harmonize with each other.

A famous example is “Fish Drippings,” inspired by Jackson Pollock’s coloured artwork, using mayonnaise, tomato, squid ink with squid and clams. One of his most famous dishes is Golden risotto and saffron, a reinterpretation of the traditional Milanese recipe that includes the addition of gold leaf.

Gualtiero Marchesi leaves a great heritage featuring not only recipes but also teachings, techniques, and philosophies that he developed over time and that have become distinctive elements of Italian cultural, food, and artistic heritage.

His latest book, “Gualtiero Marchesi Opere, Works” consists in photos of his dishes. But he was already at work writing another one. Indeed, he knew that every chef would interpret them according to his own inspiration. He had thus decided to codify his creations once, to allow everyone to reproduce them exactly as they thought best.
KAISER KNAM

The absolute emperor of chocolate, Ernst Knam is one of the top international exponents of pastry art. Italy is his homeland, Milan his city.

By Franco Cesare Puglisi

How would you define the pastry of Ernst Knam?
It’s impossible to define: I’m always looking for new ideas, new projects, and new challenges to be undertaken. My creations have always been based on excellent raw materials - which can make the difference - on clean lines and concepts of elegance, refinement, and harmony. The seasonality of the ingredients also plays a major role: to celebrate the 25 years of my pastry shop in Milan in 2017, I developed a new line of sweet single portions and savoury quiches, both inspired by the four seasons.

When did Ernst Knam become a prestigious international pastry chef?
From a very young age I oriented my career towards an international context. After an apprenticeship in Germany, I worked in Scotland, Great Britain, Switzerland, and then landed in Italy with Gualtiero Marchesi, but I also spent
some time in Asia, in Hong Kong, Singapore, and Japan. With all this experience in such different contexts and with important results, prestige arrived on its own...

What’s the future of pastry?
It’s a future in which we must think a lot about innovation, always proposing new creations to the customer alongside more traditional recipes, with that extra touch that makes a difference. The classics obviously represent a solid base on which to build, but at this point it’s also necessary to go further.
What was the most important professional insight of your career?

Luckily I have had many (and I continue to have them, despite more than 30 years of career in the world of pastry). I really couldn’t say which of them was my favourite. Surely having focused on chocolate and all its forms was one of the best decisions I have made, which I have never regretted, and that I continue to carry on, always trying to improve my creations with this material that - not by chance - is called “the food of the gods.”

Knasm, the king of chocolate! How much has this public “coronation” influenced your work?

Not particularly, I continue to work with the same passion, dedication, and attention to quality and raw materials. Of course the fact of always being in the public eye has changed the pace of work and obviously you are more subject to the scrutiny of people and professionals: at this point perfection is expected of me at all times and every new project is therefore a stimulus to continuously improve in both presentation and taste.

Knasm, of German birth and of Italian adoption. What do you find exciting and negative in this new homeland that has welcomed and acclaimed you?

I love Italy, it’s a country that has given me so much and now I consider it my home. It’s the home of good food, of quality. And the Italians, with their affection
and appreciation for my creations and my products, will forever be in my heart. Milan has become my home and I don’t think I could live anywhere else. Of course, there are also problems, Italy has many beauties, especially in the fields of art, food, and lifestyle, but many times they are wasted or not considered seriously enough. The potential is great, perhaps it would need a little more German pragmatism to be able to develop it and exploit it fully.

It is said that you have a bad temper, but that you are always frank and direct. How do you see Knam? In reality I see myself as being very sweet inside, hence the title of one of my last recipe books (published in January 2017 by Mondadori, ed). Of course I expect a lot from my colleagues, my students, and also from the competitors of Bake Off Italia, where I try, before expressing my opinions, to offer advice and suggestions based on 30-plus years of commitment to pastry production. Pastry is a craft and an exact art, much more mathematical and rigorous than cooking in some ways, as the slightest variation can completely ruin a recipe; it takes precision, consistency, and a lot of study to tackle this work and this is not always clear to young people today. A little bit of severity and discipline are indispensable. You were gelato world champion some years ago, what struck you most about that event?
Yes, in 2012 I was captain of the Italian team and we won the top spot on the podium. It was an extraordinary experience to work closely with other professionals, whom I appreciated for their work, and to all be focused on a common goal to be achieved as representatives of Italy. Winning that cup and earning such an important recognition was an emotion I will never forget.

This year Ernst Knam will collaborate with our publishing house, both for the Italian magazine puntoIT and for the new adventure SweetMood - puntolitaly which will concentrate on international pastry. A new challenge, for which we are all proud to have such an “ace” on our team. After all... when the King is also an Ace, that means you have a winning hand. You can’t lose! Do you agree?

Of course, I am very pleased to be part of this new project. My pastry shop has an international and cosmopolitan spirit and I am always looking for new challenges.... This will certainly be a new adventure that will offer new stimuli and give me the opportunity to experiment with new recipes that are able to surprise readers.
Lots of initiatives during the last Mig in Longarone (Belluno, Italy) with a single, great centrepiece: the best Italian gelato.

A good turnout of highly qualified professionals has confirmed the key role of the 58th edition of Mig - International Exhibition of Artisanal Gelato at Longarone Fiere (3-6 December 2017). The event, dedicated exclusively to the sector of machines, equipment, semi-finished products, raw materials, furnishings, and accessories for the gelato shop, welcomed professionals from 50 countries, in particular from Europe, but also from South America and Asia.

At the “Gelato in fiore” (Gelato in Bloom) booth of the Masters of Italian Gelato, some original gelato flavours were presented based on many types of flowers, including violet, antique rose, hibiscus, almond marigolds. Also on display were gelato flavours based on the hemp flower, made with a legal variety and encouraged for its nutritional values and use in organic and ecological products.

The Uniteis assembly saw the participation of hundreds of gelato artisans working in Germany. President Dario Olivier presented a report of the association’s activities, involving more than 1,600 points of sale. The 2017 Uniteis award was given to Idolino Bartacco who, formerly the general secretary of the association, represents its historical memory. In addition, 17 members were given certificates recognizing their 25 years of membership in the association.

The annual meeting of Artglace, the European Confederation of gelato artisans, included the election of Italian native Filippo Bano as its president, taking over from Ferdinando Buonocore. It is a significant change in leadership, confirming Italy as a key country in the international arena.

**COMPETITIONS & CO**

As usual, the awards ceremony for the various competitions held during Mig was well attended. The “Passion” Prize on AppGelato for high level craftsmanship was awarded to the gelato shops Rufus in Pisa, Gelatop in Borgoricco (Padua) and Dolci Voglie in Putignano (Bari).

The awards for the 16th edition of “Gelato Shops on
the Web 2017" for the best websites and Facebook pages were also presented. Winning this edition was Andrea Fassi of Palazzo del Freddo gelato shop in Rome, followed by Veronica Fedele of Gretel Factory in Formia (Latina) and, tied for third place, Cristophe Penneman of Cremerie Francois of Sint-Niklaas (Belgium) and Massimo Allibardi of Antiche Tentazioni in Selvazzano Dentro (Padua).

"Dolci Armonie" (Sweet Harmonies) will be the “2018 Gelato Flavour of the Year” promoted by GA - National Committee for the defence and spread of artisanal gelato. This flavour, prepared by Tomas Infante of the shop Antiche Tentazioni in Selvazzano Dentro (Padua), will be sold in Italian gelato shops based on the recipe that will be distributed to all.

The official flavour of the 2018 artisanal gelato promotional campaign in Germany was also presented, coinciding with the flavour of European Gelato Day: German Black Forest, recalling the famous Black Forest dessert made with chocolate and sour cherry variegate.

The 48th Gold Cup, this edition dedicated to the almond flavour, awarded top honours to Giuseppe Zerbato from the “Il Gelatalò” shop in Recoaro Terme (Vicenza), the judges selecting the winning Nut flavour from the creations presented by five finalists. Behind him were Alex Giovanni Bucchiol of the Mikamale gelato shop in Portogruaro and Gianni Piucco of Puro Gelato in Heidelberg (Germany).

The 22nd international “Master Gelato Artisans” prize for individuals or families who have given a concrete contribution to the promotion and enhancement of artisanal gelato was awarded to Ignazio Di Maio from Liège (Belgium) and the historic Vivoli family of Florence.

The 24th edition of the national “Carlo Pozzi” gelato competition welcomed the participation of students from 11 hotel and catering schools who won qualifying rounds held throughout Italy. Judges assessed their work based on the theme: “Local excellence in the gelato shop.” First prize - for the second consecutive year and therefore inclusive of a professional gelato display case - went to Samantha Favero and Monica Merotto of Ipssar Alfredo Beltrame of Vittorio Veneto (Treviso), with the dish “Summer in San Martino.”

Runners up were Daniela Calderon and Matteo Manfucci of ISI Patrizi-Baldelli-Cavallotti of Città di Castello (Perugia) in second place and Martina Veronese and Sandro Basso of the Istituto Superiore Dieffe of Noventa Padovana (Padua) in third place.
Artglace new president

During the 58th edition of the Mig trade show in Longarone, voting took place for the appointment of the new Artglace president. Filippo Bano was elected to succeed Ferdinando Buonocore.

By Gloria Levati

On December 2nd in Longarone (Bluino, Italy), after five hours of meeting the members of the Artglace association - the Confederation of Artisanal Gelato Associations of the European Union representing the gelato artisans of Austria, Belgium, France, Germany, Italy, Holland, and Spain - nominated Filippo Bano as its president. Bano succeeds Ferdinando Buonocore, who in his eight years in office worked tirelessly to promote the European Day of Artisanal Gelato, which takes place every year on March 24th. Filippo Bano, owner of the Gelateria delle Terme in Abano Terme (Padova), has always been involved in associations, first as president of GAT (Gelato Artisans of Triveneto) and then as president of GA (National Committee for the defense and spread of Artisanal Gelato). In his speech to the association members, given immediately after the nomination, visibly moved, he shared his desire to follow the trail blazed by Buonocore, pro-
moting, developing, and improving the European Day of Artisanal Gelato, the only food product recognized by the European community, to increase the level of participation of gelato artisans in this unique and fundamental promotional event. In response to requests by the European consumers’ association, the president declared his commitment to having recognized clear parameters to distinguish artisanal gelato from industrial ice cream and therefore protect the consumer. President Bano underlined the importance of associations in the gelato sector, “Collaborating with all the associations operating at a European and national level to bring unifying proposals to the table is the only way to maintain the high value of artisanal gelato in Europe and in the world.”
Business starts with research

Many high-profile scientific contributions are expected this year at Sigep, fostering innovation across the whole artisanal gelato value chain.
Sigel, the trade show for artisanal sweets based in Rimini, Italy, will return on 20-24 January 2018. Organized by Italian Exhibition Group, the event aims to reconfirm its longstanding role as a global meeting place for the industry. This 39th edition will feature many major events including conferences and international competitions, not to mention scientific research to promote innovation in the trade and new proposals for a healthy gelato.

As always the beating heart of the event will be the international events, starting with the Gelato World Cup. The bi-annual competition will feature 12 teams representing as many countries, bringing on stage the best of the world’s artisanal gelato. For more details we refer you to the article on the World Cup.

An important new development is the international Alberto Fica Memorial award promoted by the Italian Association of Gelato Artisans and IEG. In fact, for the first time there will be an international competition dedicated to “Sorbet of the World,” with a focus on international flavours. The artisans in the competition will be able to use fruit coming from all over the planet, thereby having the opportunity to spotlight the local products of their countries of origin. Great excitement also for the traditional categories of the competition during which the gelato masters will match their skills against each other: “The excellence of gelato cakes,” “Hazelnut gelato,” and “1000 Ideas for a new flavour - gelato of the year.” At the end of the competitions, the winners of the four challenges will compete to win the coveted crown of “Best gelato artisan of the year.” “Gelato in... flower” is the project that will be presented by the Masters of Italian Gelato. Synonymous with harmony and wellbeing, flowers have beneficial and healing properties and therefore are used in many different arts. Ample opportunity therefore to use edible flowers like geranium, begonia, bastard balm, marigold and many others. This project will also require the skilled use of spices to blaze new trails of flavour and set new consumer trends. The idea is to build on the developments of recent years, markedly oriented towards healthy gelato.
The Italian Federation of Gelato Artisans will participate at the next Sigep with a full program of events, also involving APGA (Association of Gelato and Pastry Artisans). Also scheduled is a conference entitled “Artisanal gelato. Trends and traditions,” followed by the international coffee-flavoured gelato award “Il carretino d’oro” 2018 (qualifying for the 2018 gelato Oscar) and the world championship for Sicilian slush.

Sigep 2018 will host the debut of “Franchising Speed Date”, an innovative business opportunity for enterprises and the result of the biennial agreement inked between Italian Exhibition Group and WM Capital, qualified Business Format Franchising company that promotes the growth of enterprises by means of the development of network systems in Italy and abroad. The “Franchising Speed Dates” will take the form of meetings lasting 10 minutes each between artisan gelato sector franchisors and potential affiliates, in order to promote the development of networks in Italy and abroad.

The franchising format is going through a period of particular growth, as is highlighted by the Sigep Observatory that monitors over 80 Italian gelato parlour chains with 2,000 sales outlets worldwide, of which over a quarter are abroad. Taking into consideration the overall total figure of the chains that have already registered their 2016 balance sheets, turnover grew by 9.42% compared to the previous year.

GELATO STUDIES

The Artisanal Gelato Research Center has made an important contribution to the world of Italian gelato. The Center offers training in the field of gelato and about a year ago established an educational workshop on “Artisanal Gelato,” a course in the two-year Food Science program at the Polytechnic University.
of Marche. Its main objective is to carry out research in the field of compound ingredients and raw materials for gelato, ranging from the microbiology and chemistry of gelato to technological properties and food safety. The focus of studies conducted over the past four years has been the use of some alternative sweeteners, fats, and emulsifiers for the production of artisanal gelato. At the next Sigep the Center will offer in-depth content about all aspects of gelato: from the importance of the traditional method to innovative infusion techniques, from attention to balancing and nutrition of athletes and the elderly to communication in the gelato shop. Supporting the Center area will be the scholars of Italian gelato led by Nazzareno Giolitti, and Eccelsa (Institute of Professional Training) situated in Alberobello (Bari, Italy).

"It is essential to carry out transparent scientific research in the field of artisanal gelato," noted Fabrizio Osti, President of AIPPA (Italian Association of Food Product Industries). "Thanks to these scientific studies new possibilities are being made available not only to manufacturers of machines and ingredients, but also to the gelato artisans themselves. Just to cite one example, the results of research on the use of organogels - sunflower oil as an alternative ingredient to cream for the fat component of gelato - are truly interesting. Experiments found substantial nutritional benefits and an improved quality of the products. Research like this is critical for the supply chain, to provide gelato professionals with technical innovations and offer new incentives to increase business."
A challenge of champions

Eight challenges for 12 teams of the highest level. Who will win the 8th edition of the Gelato World Cup?

It is undoubtedly the most anxiously awaited event in the world of sweets on an international level. The 8th edition of the Gelato World Cup will be the main event at Sigep 2018 and will take place on 20-23 January at the Fiera di Rimini. The bi-annual competition, organized by Sigep of IEG Expo and Gelato e Cultura, offers the ideal stage for a showcase of the culture and preparation of professionals in the sectors of gelato, pastry, chocolate, and haute cuisine. Since its first edition it has represented a unique opportunity for professionals in each of these areas.

Twelve teams from five continents will be participating in the competition: Argentina, Australia, Brazil, Korea, France, Japan, Morocco, Poland, Spain, Switzerland, Ukraine, USA. Italy will not be present because, according to the rules, it must skip a turn since it won

Each national team will consist of a gelato artisan, a pastry chef, a chef, and an ice sculptor. The professionals will compete in a series of challenges in the field of gelato, pastry, haute cuisine, and art.

This year two new challenges are scheduled: a tray of chocolate gelato and chocolate gelato snacks. The first must be made with one or more types of Valrhona coatings. The snacks must be single portions of moulded gelato having an average weight of 50 grams, which will be formed and decorated according to the theme chosen by each team.

As usual, gelato artisans will also have to prepare a gelato cup with assorted flavours that contains at least one Comprital ingredient and a gelato cake. Great expectations also for the Mystery box, which tests the technical skills of professionals. In fact, it requires the creation of a flavour of gelato using secret ingredients, which will be drawn by chance and communicated only at the beginning of the challenge. The gelato can be combined with some fresh products, vegetables, herbs and spices to be chosen from within a limited selection. The creation will be presented on an artisanal Ostificio Prealpino cone and its creator will have to explain to the judges the recipe and the composition. Also planned is the preparation of another cone with a flavour produced using a type of frozen fruit pulp drawn by chance by competitors and supplied by Capfruit, with a mandatory combination of a spice, aromatic herb or vegetable. Everything will be done through the teamwork of the professionals involved using machines made available by Carpigiani.

The chefs will be entrusted with the delicate task of preparing three hot finger foods to be served with the savoury gelato chosen by the team, with the support of Electrolux equipment.

Throughout the duration, artistic challenges will act as a background for the competition, providing the public in the arena of the South Hall of Sigep with moments of pure showmanship. The program includes the production of sculptures that will be judged during the final Grand Buffet held during the last day of the World Cup. The teams will have to try their hand at creating an ice sculpture, which will be produced every day in front of visitors, and an ice block with flowers, fruit, nuts, vegetables, spices or other ingredients that will form the base of the creation.

All stages of the Cup will be streamed on the sigep.it and coppamondogeleteria.it websites and will be followed on social media with the hashtag #CMG2018.
What a Mystery Box!

Here are the protagonists of one of the most exciting challenge at the next Gelato World Cup.

The Mystery Box is a particularly complex challenge. Expertise, preparation, and imagination are the qualities required to face this challenge that consists in creating a gelato with the mysterious ingredient revealed shortly before the competition and offered by one of the Mystery Sponsors, Italian brands among the top in their sector.

COFFEE

The story of Caffè Camardo spans four generations and began the day that Bartolomeo Camardo, following a trip to South America, learned the secrets of coffee culture and founded the first coffee roasting plant in 1951. The company selected the best green coffees and followed up with the roasting, mixing, and packaging processes. The single origins that are part of the blend come from the most important producing countries of the world in Central America, South America, Africa, and Asia. The product range is divided into the following lines: Ho.Re.Ca, retail, single-portion “Camardo System,” single-portion pods and capsules, Instant Line. The company’s commitment also extends to the training of operators by organizing courses that cover everything from the fundamental concepts to more specific issues based on the customer’s needs.

TRUFFLES

Supplied by the company Stefania Calugi based in Castelfiorentino, in the province of Florence. In 1987 Stefania started selling fresh truffles to restaurants by selecting the product from a network of trusted truffle collectors. From the beginning the objective was the promotion of the local region and the Tuscan value chain, with the goal of becoming a symbol of excellence of products Made in Italy through rigorous attention to the choice of raw materials and processes that respect international standards for quality control, traceability, and safety. In addition to fresh and frozen products, the company offers a range of approximately 150 preserved items, whose recipes represent a combination of Tuscan tradition and modernity.
RICOTTA
Versatile and light, Ricotta is a classic ingredient of Italian gelato and pastry. Granarolo Ricotta is produced by a company that manages a complete dairy supply chain based on an integrated production system, where the whole process is controlled and managed in close collaboration with the best local producers to ensure quality-oriented production. A collaborative project of excellence that started 60 years ago with the foundation of the cooperative that would become Granlatta, and that subsequently, through a process of growth and acquisitions, transformed into the Granarolo Group.

TOFFEE
The historic Polish Toffee, which has always been very popular in Italy, is crafted by the Vicentini company according to the ancient original recipe with simple and genuine ingredients like butter, sugar, and milk. The product recalls the intense and unmistakable flavour of traditional fudge, a typical dessert from the United Kingdom and the United States. The company, founded in the early 1900s by Luigi Vicentini, is headquartered in Thiene in the Vicenza area and manages the production, importation, and packaging of the Regina di Fiori candies and teas and the exclusive distribution of Ceylon Mlesna tea, produced and packed in Sri Lanka.

JAM
The very particular kind made with damask rose, the flower that is a symbol of beauty cultivated for over 350 years in the famous “Valley of Roses” in Bulgaria. Hence the traditional creation of products that offer wellness and harmony thanks to the substances contained in the petals. These include damask rose jam made by Le Rose, owned by Maryia Ilieva who was born and raised in a family that has always cultivated this variety of roses, and who has continued the tradition by extracting and making unique derivatives such as essential oil, rose water, jam, and syrup. The delicious jam is suitable for any recipe and is a sought after ingredient for gelato and semifreddos.

PANETTONE
Antica Pasticceria Muzzi is a company whose philosophy is aimed at pursuing product quality through the continuous training of human resources and the effectiveness of production processes. Its renowned panettone stands out for its aroma and softness achieved thanks to the use of quality ingredients and its slow and attentive preparation. The company ensures that the ingredients used, both raw materials and semi-finished products, are free of GMOs.
The authentic

The 2017 edition of the Gelato Festival concluded with the final in Florence and the proclamation of the best gelato artisan in Europe.

The Italian flag proudly waves over the European final of the Gelato Festival (14-17 September 2017). After winning the Milan stage, Massimiliano Scotti of the Vero Latte gelato shop in Vigevano, Pavia was proclaimed the best gelato artisan in Europe, thus winning the coveted Gelato Festival trophy. The flavour he created, “My first milk,” is a blend of authentic flavours of the past, rich in the unmistakable tastes of farm fresh milk, rice, and honey. These are all ingredients that come from the Lombardy region, dense with genuine aromas and nuances.

The silver medal was awarded to Vincenzo Lenci of the Bar della Darsena gelato shop in Fiumicino, Rome, competing with his “Red bell pepper and strawberry” flavour: two ingredients proposed in an unusual combination and whose balance was quite enjoyed by the jury. Giacomo Cantori of the Limoni gelato shop in Warsaw finished third. His flavour “Inne Lemon Curd” was a delicate lemon cream enriched with refined high quality Italian white chocolate. Divided into Master and Junior categories, the gelato artisans in the competition were judged by two sepa-
taste of victory

rate juries, one composed of qualified technicians and experts in the trade and the other by the participating public. The final outcome of the competition was the result of the combined votes of both.

There were four special mentions: Michele Guerra of the Marea gelato shop in Manfredonia, Foggia, with the lemon “Femminello IGP” flavour (Technical Jury - Junior category); Carmelo Pannocchietti of Gelateria Arà: a Sicilia in Florence with the flavour “Cream of Aztec ricotta with bergamot” (Technical Jury - Master category); Francesco Bontempo of the Cristallino gelato shop in Bad Tölz, Germany, with the flavour “Communis Fortis” (Popular Jury - Junior category); Elvis Bogicevic of the La Piazza gelato shop in Bargteheide, Germany, with the flavour “Yogurt and Strawberry” (Popular Jury - Master category). The Young Talent award, aimed at promoting young people and young companies, was won by Francesca Marrari of the Golosia gelato shop in Turin with her “Miami Vice” flavour. The Mec 3 Award was given to Peter Bartoli of the Quattro si gelato shop in Pruszkwow, Poland, while the Ili Spatola d’Oro Award was presented to Jennifer Mackenzie of Equi’s Ice Cream in Hamilton.

Thus ends an international festival that from April 21st until the final September challenge saw many exciting stages throughout Italy and Europe. The settings for the competition were the public squares of Florence, Rome, Turin, Milan, London, Warsaw, and Hamburg, and then Florence once again. This final stage featured the 16 best gelato artisans selected during the challenges that took place at each stop of the traveling competition. Each presented a special flavour created specifically for the Festival, made with quality, selected ingredients based on classic or creative combinations. The event is supported by Sige and Carpigiani as strategic partners, and Eni as a global partner.
The best flavour of gelato in the world is Italian and has a simple name rooted in tradition: Pistachio. It was made by Alessandro Crispini of the Crispini gelato shop in Spoleto (Perugia), winning the World Final of the Gelato World Tour in Rimini on September 10th in Rimini. The event, the final stage of the world tour organized by Carpigiani Gelato University and Sigep - Italian Exhibition Group, featured an impressive open production space where 2,500 kg of fresh gelato were produced in three days, in front of a crowd of 50,000 registered visitors. The winning flavour was created by combining three qualities of Sicilian pistachios, two from Bronte and one of Agrigento, which were roasted for 24 hours and then cooked with sugar and Madagascar vanilla pods. And as an exclusive touch precious Cervia fleur de sel was added to give the gelato an original flavour. Through extensive study of the ingredients, the gelato artisan thus managed to create
a unique specialty, beating the other 35 competing teams from 19 nations. Guido and Luca De Rocco, father and son of Italian descent living in Germany, won second place with the flavour “Tribute to the Serenissima,” a concord grape sorbet with caramelized walnuts that they dedicated to Venice, their homeland. Third place was awarded to the “Amor-Acuña” flavour by the young Colombian gelato artisan Daniela Lince Ledesma from Medellín. It is an exotic flavour that combines three different sensations: the sweet and sour notes of passion fruit, cream and a 65% Colombian chocolate, resulting in a refined and balanced bittersweet contrast. There were many Honourable Mentions, in part promoted by official organs of the Italian and foreign press. In particular we note the Technical Jury’s Honourable Mention presented by Luciana Poliotti, the jury’s honorary president, to “Coconut Dream” by Angelo and Giuseppe Lollino and Ali Caine Hung of the Massa Caffé Italiano, Vero Coffee & Gelato, and Campanella Cremeria in Elmwood Park, Chicago (USA), and to “Il mio cioccolato” by Renata Somogyi from the Bringatanya Fagyóz gelato shop in Gyenesdiás (Hungary). An honourable mention was also awarded by the Popular Jury to “Gorgonzola and Pear variegated with figs and walnuts” by Michael, Brian, and Teresa O’Donnell of the 48 Flavours shop in Adelaide (Australia) and “Pineapple, Celery and Apple sorbet” by Taizo Shibano of the Malga Gelato shop in Nonoichi (Japan). The jury consisted of 47 judges, including gelato experts, chefs, and journalists. Among these were Pierpaolo Magni, president of the Gelato World Cup jury; the world champion gelato artisans Giancarlo Timballo and Sergio Dondoli; Victoria Jordan of the James Beard Foundation; Eleonora Cozzella, writer and journalist of Repubblica - Saporii; Jay Cheshes, journalist for the Wall Street Journal and the New York Times; Alfredo Tesio, president of the Gruppo del Gusto of the Foreign Press Association in Italy; and our director, Franco Cesare Puglisi.

The 36 teams also participated in Ili’s Tonda Challenge, the challenge to create the perfect 60 gram cup. The golden spatula was won by Linda Pelterliner from the Eismanufaktur Kolibri gelato shop in Wolfurt, Austria. Lara and Silvia Pennati of Formazza Agricola in Formazza (Verbano) won the Guerrilla Gelato for the best creative video made during the first two days of the event. PreGel’s “Stack It High Show Down” was won by Guido and Luca De Rocco who managed to place 13 scoops of gelato on a cone in 20 seconds.

Alessandro Crispinini, winner of the Final of the Gelato World Tour.

Guido and Luca De Rocco, second place.

Daniela Lince Ledesma, third place.
A chronicle of the trade fairs visited by puntotitaly during its travels abroad. A first-hand reportage of meetings, emotions, and experiences.

SPECIALITY FOOD FESTIVAL
Dubai (UAE), 18-20 September
230 exhibitors - 15,000 visitors
2017 was marked by a change in the trade show calendar in Dubai, moving the Speciality Food Festival together with Seafood and Yummex to September, alongside the well-established Hotel Show.
Within the event, 13 new national collective areas were created, making it possible to further expand the range of the food specialties presented in the booths, including a large presence of Italian products.
Dedicated areas were provided for popular Italian foods including pasta, pizza, oil, wine, and of course artisanal gelato, increasingly known on the international stage, and that continues to expand its consumer base as people learn to appreciate what distinguishes it from ice cream, which has a well-established presence in this geographical area.
Once again for this edition of the trade show our magazine confirmed its role as media partner of the event, partici-
pating with its own corner inside the hall dedicated to the specialties of the food world. This gave us the opportunity to discuss and promote Italian products with visitors from dozens of different nations.

In addition to professionals from trading companies, it was also a pleasure to meet many end-users, some of whom already use ingredients from Italy, and it was nice to see how - compared to years ago - most of them were locals with a passion for Italian cuisine, a sign that our products have become a part of international culture and are no longer supported exclusively by our expatriated fellow countrymen.

HOST
Milan (Italy), 20-24 October
2,100 exhibitors - 187,000 visitors
Celebrating its 40th edition, the event - which is held every two years - has grown on all fronts. Professional visitors recorded an increase of 24.3% compared to 2015, of which 38.8% were international coming from 177 countries (+20.4%). The highest turnout was from European countries, China, USA, Russia, and the Middle East. Many also arrived from particularly distant countries, like Australia, New Zealand, Cambodia, Polynesia, and the African continent (specifically Botswana, Burundi, Eritrea, Rwanda, Zimbabwe). Once again visitors consisted in high-level professionals, mostly purchasing managers and corporate decision-makers, including over 1,500 hosted buyers from around the world.

As far as the merchandise categories are concerned, the event remains a must for the entire coffee world, both for major brands and niche roasters. Another longstanding category for the event that continues to grow and evolve is food equipment, both for the foodservice industry and baking. There were more than 500 events on the schedule, including the FIPGC World Pastry Championships that saw Italy triumph over 20 teams from around the world, ahead of China and Japan.

There were also numerous events dedicated to the world of coffee, including the 5th Grand Prix of Italian Coffee.

The Exhs event shone the spotlight on the millennial tradition of Italian hospitality: a large cube that traced...
the history of hospitality through the use of surfaces and materials. Nearby, a lounge with a large back wall welcomed the basic products of Italian agriculture and cooking.

FOOD & HOSPITALITY CHINA
Shanghai (China), 14-16 November
2,500 exhibitors - 72,000 visitors
The last stop outside Europe of the itinerary that takes puntotempi to the major world trade shows was a destination in mid-November that is over 9,000 kilometres and 7 time zones from home.
Sniec - the Shanghai New International Expo Center - is located in Pudong, 30 kilometres from the international airport, in a rapidly developing area with over 5 million inhabitants, a significant share of the almost 25 million inhabitants in the large urban area of Shanghai. With its international events, numerous trading offices, and several skyscrapers - some of which are more than 400 meters high - the expo center is always filled with crowds of bustling businesspeople. Covering 85,000 square meters of exhibition space,

Food & Hospitality China exhibitors include companies coming from 75 different nations of the world, resulting in a very upbeat atmosphere that has a strong impact on local visitors who are very attentive to all that is new and different.
Whether it be meat, fish, bread, chocolate, oil, or artisanal gelato, every type of food has its own space of expression and many exhibitors entice the public with tastings and seminars that make it possible to learn more about ingredients that are new and exotic for the Asian public.
Our magazine's corner was positioned in the heart of the Italian pavilion and this fuelled the curiosity of those visitors who are not yet profound connoisseurs of our culture, but who are attracted to it.
This long journey ended the sixth year of our magazine's trade show schedule, but as early as next February we'll be back on the road, traveling to the food world's most important trade events.
Fresh harmonies

By Bopco Tono

Dedicated to spring and summer, these two recipes are an authentic tribute to seasonal fruits.
THE BIG APPLE

A large colourful cup to welcome the coming spring. A spectacular effect that is ensured thanks to the bright contrast of the fruits that are expertly selected and carved. A further touch of opulence is provided by the inclusion of a delicate wafer leaf and three pineapple leaves that adorn the whole dessert. A triumph of small flowers of different fruits: banana, pear, grapes, strawberry, plum.

Two tools are needed. Using a smooth knife or a scoop, cut the four corners of a fruit cube and then rotate one part clockwise and the other counterclockwise to remove the two parts and create the flower. At the centre of the flower lay a currant berry that reproduces the pistil. Proceed with the apricot, and cut the fruit in the middle from the outside to the inside, remove the pit and replace it with a small strawberry. The apple rose is made by cutting the fruit horizontally and using the lower part. To create the petals use a smooth blade knife, make four semicircular cuts around the piece. Make a circular cut inside and remove the excess part. Repeat the operation until a corolla is obtained.

**Tip:** choose a wide, long-stemmed cup with a colour at the top that recalls the colour of some fruits and contrasts with the light tones of the others

**Decoration:** adorn the cup with raspberries and kiwi slices
AFRICAN CUP

An opulent cup with varied colours and fresh taste, ideal for summer. The presentation is dominated by mango and papaya slices that contrast with the ruby red topping that envelops white gelato to create a contrasting colour.

In addition to the banana flowers - that are made with a smooth knife to cut the end of a fruit cube into four sections and then rotate one part clockwise and the other counterclockwise to divide the two parts - the preparation of this cup requires the creation of small “leaves” of the two exotic fruits. Choose a mango and a papaya with their peels intact, then with a smooth knife cut some slices that are not too large. The central triple-crown bud is created by cutting a cube from the papaya’s pulp, making four semicircular cuts around the fruit and eliminating the central part. Thus is obtained the double corolla flower. Repeat the same procedure to get more crowns. A shower of currants further enriches the cup.

Tip: to create an inviting cup, the creation must be completed with pineapple and wafer leaves, which are also inserted in the milk-based gelato.
A banana gelato, embellished with spicy caramel sauce, meets a delicate meringue creating an exclusive sweet composition. Both recipes are taken from the book Reverse Fusion, published by Editrade.

**BANANA GELATO**

**COMPOSITION**
- Banana gelato
- Spicy caramel sauce
- Caramelized chopped walnuts
- Fresh whole milk

**INGREDIENTS:**
- water 370 g
- sugar 185 g
- dextrose 26 g
- banana pulp 412 g
- lemon juice 6 g
- neutral fruit stabilizer 1 g

According to best practice.

**INSTRUCTIONS**
Heat water and sugar to 118°C. Combine the chopped walnuts and crystallize. Spread out to cool and sprinkle with melted cocoa butter to preserve the crunchiness. Store in airtight containers.

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**SPICY CARAMEL SAUCE**

**INGREDIENTS:**
- sugar 120 g
- water 80 g
- glucose syrup 20 g
- cream 35% fat 100 g
- butter 20 g
- mixture of spices 3 g
   (ginger, nutmeg, cinnamon, pepper, cloves)

**INSTRUCTIONS**
Heat the sugar, water, spices, and glucose syrup to 200°C. Combine the hot cream with the butter and heat to 105°C. Emulsify. Chill covered.

**CARAMELIZED CHOPPED WALNUTS**

**INGREDIENTS:**
- sugar 110 g
- water 40 g
- chopped walnuts 180 g

**INSTRUCTIONS**
Heat water and sugar to 118°C. Combine the chopped walnuts and crystallize. Spread out to cool and sprinkle with melted cocoa butter to preserve the crunchiness. Store in airtight containers.
Assembly and decoration
Blend the banana gelato with milk and a few drops of spicy caramel. Line the sides of the glass with the caramel and pour in the smoothie. Complete with meringue and dried exotic fruits.
This meringue made in the oven is particularly suitable for producing sticks, shells, disks, leaves, and flowers for decorating cakes, single portions, semifreddos, cones, and cups.

**INGREDIENTS:**
- pasteurized egg whites 200 g
- sugar 400 g
- water-soluble food coloring if desired

**INSTRUCTIONS**
Heat the egg white with half of the sugar to 40°C and beat. When half finished, while still beating add the remaining sugar and finish.

Make sure the meringue is stable, soft, and light. Place in a pastry bag with a smooth or starred nozzle and then create the desired shapes on the baking paper.

Bake in the oven at 120°C valve open until totally dried. The finished product should be stored in airtight containers.
Customers’ choices are often influenced by colour. For gelato artisans this is nothing new, as they are used to young consumers who choose first with their eyes. Three treats that are not only appealing for their strong colours, but also healthy thanks to their ingredients.

**RED**
(strawberry and cherry sorbet)

<table>
<thead>
<tr>
<th>with fruit base 50</th>
<th>with fruit base 100</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INGREDIENTS:</strong></td>
<td><strong>INGREDIENTS:</strong></td>
</tr>
<tr>
<td>strawberries</td>
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</tr>
<tr>
<td>cherries</td>
<td>cherries</td>
</tr>
<tr>
<td>lemon juice</td>
<td>lemon juice</td>
</tr>
<tr>
<td>water</td>
<td>water</td>
</tr>
<tr>
<td>sugar</td>
<td>sugar</td>
</tr>
<tr>
<td>dextrose</td>
<td>dextrose</td>
</tr>
<tr>
<td>dehydrated glucose syrup 30 DE</td>
<td>dehydrated glucose syrup 30 DE</td>
</tr>
<tr>
<td>fruit base 50</td>
<td>fruit base 50</td>
</tr>
<tr>
<td>inulin</td>
<td>inulin</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tr>
<tr>
<td>1000 g</td>
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250 g  
350 g  
10 g   
125 g  
80 g   
10 g   
120 g  
35 g   
20 g   
250 g  
350 g  
10 g   
125 g  
75 g   
110 g  
120 g  
70 g   
10 g   

INSTRUCTIONS
Mix the base with the sugars then blend these solids with water. For the stabilizer follow the manufacturer’s instructions. Some companies advise to let the mixture rest for a few minutes (cold process), others to heat the mixture to +65°C or +85°C and then cool to +4°C to better dissolve the sugars (hot process).

At +4°C add the lemon juice and the chopped strawberries to the mix. Blend and add the pitted cherries. Pour the mix into the batch freezer and freeze the sorbet. Extract the sorbet, place it in the blast freezer for five minutes, and then place it in the display case at -11° or -12°C, decorating with strawberries and cherries.
ORANGE
(yogurt with peaches and melon)

with cream base 50

INGREDIENTS:
- fresh whole milk 90 g
- cream 35% fat 170 g
- low fat yogurt 380 g
- citric acid 1 g
- nonfat dry milk 45 g
- sugar 90 g
- dextrose 60 g
- dehydrated glucose syrup 30 DE 10 g
- milk base 50 35 g
- melon 50 g
- peaches 70 g

Total 1001 g

with cream base 100

INGREDIENTS:
- fresh whole milk 90 g
- cream 35% fat 170 g
- low fat yogurt 380 g
- citric acid 1 g
- nonfat dry milk 30 g
- sugar 90 g
- dextrose 50 g
- milk base 100 70 g
- melon 50 g
- peaches 70 g

Total 1001 g

INSTRUCTIONS
Clean the fruit and cut it into cubes. Add all ingredients except for the fruit, yogurt, and citric acid and heat to +85°C. Cool the mix to + 4°C and add the other ingredients, then blend well using an immersion blender. Pour the mixture into the batch freezer. When the batch freezer informs you that the gelato is ready, extract it and mix in pieces of peach and melon. Put the gelato in the blast freezer for about 10 minutes and then place it in the display case.
### GREEN
(kiwi, cucumber, and green apple sorbet)

<table>
<thead>
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<th>INGREDIENTS:</th>
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</thead>
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<tr>
<td>kiwi</td>
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<tr>
<td>green apple</td>
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<tr>
<td>cucumber</td>
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<tr>
<td>lemon juice</td>
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<tr>
<td>water</td>
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<tr>
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<tr>
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<td>fruit base 50</td>
<td>35 g</td>
<td>fruit base 100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000 g</strong></td>
<td><strong>Total</strong></td>
</tr>
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</table>

**INSTRUCTIONS**

Juice the cucumbers and apples. Mix the base with the sugars then blend these solids with water. For the stabilizer follow the manufacturer’s instructions. Some companies advise to let the mixture rest for a few minutes (cold process), others to heat the mixture to +65°C or +85°C and then cool to +4°C to better dissolve the sugars (hot process). At +4°C add the juiced fruit, the kiwis (peeled and chopped), and the lemon juice into the mixture. Blend well with an immersion blender and pour the mixture into the batch freezer for freezing. Extract the finished sorbet, chill it for five minutes in the blast freezer and then move it into the display case at -11°C to -12°C. Decorate with slices of kiwi, cucumber, and green apples.
Mango Soft

By Alice Vignoli

From the book “Gelato soft. New Look”, published by Editrade, a creation that has as its basic ingredient the mango. A refined and exclusive recipe for gelato shops attentive to the most advanced trends.

Gelato produced with soft equipment is a gelato frozen like the kind sold in the display cases of traditional gelato shops, the only difference is that it is produced when it is ordered, in front of the customer, so it is called “express” gelato.

The word soft conveys the sensation of warmth and lightness associated with enjoying this product directly from the machine and made even softer by the amount of air that is incorporated during express freezing. As for the ingredients, if you pour into the machine an artisanal liquid base you will get an artisanal soft gelato, otherwise... you will still get a product that is structurally perfect!

A natural recipe

For some years now, thanks to the emergence of successful businesses that have been able to grasp the potential of this product - often based on a self-service model - “soft” gelato is going through a period of reassessment, playing with ingredients that are increasingly natural, seasonal, and trendy, and reintroducing the soft machine alongside the artisanal display case as a complement to sales and a de-seasonalized product.
A soft gelato is soft, airy, and light. An express gelato is dispensed and consumed immediately after freezing, and, not needing to be stored, the temperature at which it is consumed is -4 to -6°C. The amount of air that the gelato can absorb thanks to the rapid freezing and the presence of the pump can range from 30% to 60%, also in relation to the type of recipe being frozen. The air improves the structure of the gelato, reduces the perception of cold on the palate, slows the melting, and dilutes the sensation of sweetness.

A soft menu

There are three main categories of gelato that can be included in the menu of a soft gelato shop: creamy gelato with a sugary flavouring (zabaione); creamy gelato with a fatty flavouring (hazelnut); fruit sorbet without milk derivatives (mango). These recipes can be taken as an example or replaced for the following categories: fatty paste, sugary paste, sorbet.
# Mango Impulse Soft Sorbet

## Mango Impulse Soft Sorbet with Base 50

<table>
<thead>
<tr>
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<th>Qty (g)</th>
<th>Sugars (g)</th>
<th>Sugars (%)</th>
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</thead>
<tbody>
<tr>
<td>Mango (edible pulp)</td>
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<td>52</td>
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</tr>
<tr>
<td>Water</td>
<td>367</td>
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<td>0%</td>
</tr>
<tr>
<td>Sugar</td>
<td>208</td>
<td>208</td>
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</tr>
<tr>
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<td><strong>280</strong></td>
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## Mango Impulse Soft Sorbet with Neutral Stabilizer

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Qty (g)</th>
<th>Sugars (g)</th>
<th>Sugars (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mango (edible pulp)</td>
<td>400</td>
<td>52</td>
<td>13%</td>
</tr>
<tr>
<td>Water</td>
<td>367</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Sugar</td>
<td>180</td>
<td>180</td>
<td>100%</td>
</tr>
<tr>
<td>Dextrose</td>
<td>49</td>
<td>45</td>
<td>92%</td>
</tr>
<tr>
<td>Neutral stabilizer (cold method)</td>
<td>3</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
<td><strong>280</strong></td>
<td><strong>28%</strong></td>
</tr>
</tbody>
</table>
China: success is on the web

Gelato is increasingly popular among the emerging class of young urban Chinese, who prefers to order it online. The demand is oriented towards healthy products.

What is the favourite snack of Chinese urban consumers? Gelato, of course.
According to a Mintel survey, 49% of those living in the city (and 57% of those living in Shanghai) say they regularly enjoy it at home, a percentage that is clearly growing compared to 2015 (39%). The number of people choosing it as a dessert is also increasing (38% vs. 28% a couple of years ago).

As for the location, the favourite venues for consumption seem to be gelato shops, pastry shops, and cafés. An aspect that is increasingly taking root is the tendency towards the westernization of eating habits. Among the affluent segment of the urban population (so-called first-tier consumers) the concept of health has been widely affirmed, which is reflected in the choice of a healthy lifestyle aimed at wellness. Fifty-nine percent of those interviewed said they were willing to buy products “without preservatives and additives,” and consumers aged between 30 and 39 were willing to pay more. In particular, according to their point of view gelato is the ideal food that combines a number of fundamental characteristics; it is the perfect complement of a healthy and balanced diet, which helps to relieve stress without giving up the pleasure of a sensory experience that is strongly rewarding.
Young Chinese urban consumers aged 20 to 24 are
also particularly interested in aspects that add value, such as innovative packaging consisting of “edible containers that taste good” (42%). There is also great interest in the possibility of personalizing flavors based on personal preferences (35%).

HOME DELIVERY
Foodservice is increasingly moving online. People aren’t just shopping online, they’re also ordering desserts. To better understand the trend, data relating to the industrial world can be of assistance, research institutes having the possibility of monitoring the general relationship between products placed on the market and those sold. This trend shows important progress being made by artisanal gelato.

The gelato segment in China is showing a rising trend in market value. Purchases in retail channels (76%) remain lower than non-retail (93%). As a whole, the share of urban consumers who bought gelato in supermarkets or hypermarkets fell from 85% in 2012 to 52% in 2017.

On the other hand, the market recorded significant growth in online channels, from 3% in 2012 to 16% in 2017. This increase is driven by the high-income segment of the population, which not only routinely uses the Internet thanks to mobile technologies, but also has greater spending power. It shouldn’t be forgotten, in fact, that shopping online for gelato is usually more expensive due to the cost of delivery as the cold chain has to be maintained.

RICH YOUNG PEOPLE
The Chinese market is now in full transformation, driven by three major factors: the rise of the middle class and wealthy families, a new generation of sophisticated consumers who spend more freely, the increasingly powerful role of e-commerce.

Although still characterized by a marked difference in level between social classes and geographical areas, the Chinese economy has benefited in recent history from the passage of millions of people from poverty to a new emerging middle class. Growth is now driven by the “wealthy” classes, families with an income of $24,000 or more. To the point that it is estimated that they will account for 81% of consumption by 2020. The most significant growth will occur in smaller cities. The “new rich,” besides enjoying an improved economic condition, are also evolving from a cultural point of view. Ancient Chinese culinary tradition is expanding to include innovative local products and elements from other cultures, primarily western. For the immediate future the consumers who will orient the country’s continuous economic development will be the younger ones, under 35 years of age. With the same income, they tend to spend 40% more than their parents, they feel they have more needs, and they are more informed and attentive to the market, with which they interact almost exclusively through social media.
Made in Bronte

On the slopes of Etna in Sicily, Italy, the most prized pistachio in the world is grown. How can you recognize the authentic Bronte pistachio?

In Bronte, the pistachio has been grown for over a thousand years. Its history began around 900 AD when the Arabs - after having conquered the island - began to cultivate the plants that until then had grown in the wild. Today, on the slopes of the Etna volcano there are almost 4,000 hectares of plantations extending over steep and rugged slopes, where the plow cannot pass. The farmers have been able to reclaim the hostile land by creating a small paradise with plants sprouting from the rock. It is an extraordinary union between the vegetation and the lava soil that over time, continuously fertilized by the ashes of the active volcano, has fostered the production of a pistachio that is quite unique. Unique in its taste, aroma, and properties.

FROM HARVEST TO PROCESSING
Harvesting is done on a biannual basis, taking place in odd years between the end of August and the beginning of September. On average more than 3 million kg of pistachios are harvested, equal to 1% of global production. It is done completely by hand. The freshly picked fruits are placed inside a container carried on the shoulder. Alternatively, they are made to drop on tarps at the foot of the trees by shaking the trunk. They are then “hulled” (separated from the husk, its leathery covering) by mechanical rubbing and dried in the sun for three or four days.

Until a few decades ago the shelling was done manually in the homes of the producers. The farmers placed pistachios on the edge of a large block of lava stone empty inside and, with infinite patience, they used hammers to break the shell. Today this processing is carried out mechanically.

This is then followed by peeling through a highly technological process, the fruit briefly being exposed to high pressure steam. In this regard, it is interesting to note that pistachios are peeled only upon request because once deprived of their natural protection they tend to fade.

The pistachios then go through a complex drying circuit at low speed, and from here into an electronic sorting machine that discards any products of improper colour.

A DELICIOUS FRUIT
Its use in culinary preparations is becoming increasingly widespread. It can be used as a whole fruit or chopped, ideal for decorating desserts and trays of gelato. Pistachio paste makes it possible to produce treats with an irresistibly refined taste. It is also a key ingredient in brittle, chocolate, honey, liqueurs, Easter eggs and panettone. It can also be used to give a special touch to savoury foods, including cured meats like...
mortadella, salami, and sausage, as well as cheeses like caciotta and pecorino. It can be used in the kitchen to make a pesto worthy of true connoisseurs, ideal for serving on pasta, rice, and gnocchi. Not to mention its use in recipes with meat or fish, or even in savory pies.

ONLY THE REAL ONE
The Bronte pistachio has some peculiar characteristics that distinguish it from the fruits grown in other regions of Sicily (Caltanissetta or Agrigento) or in other parts of the world, like in the Middle East, Greece, California, and Argentina. The Consortium for the Protection of the Bronte Green Pistachio, which protects the fruit, defines it as “Our treasure to be safeguarded.” Because the region is in fact a true treasure chest that contains its “green gold.”

In 2010 it earned the PDO mark and therefore only the original one can include the words “Bronte Green Pistachio PDO” on the label. There are many gelato and pastry shops that try to stand out by using this precious pistachio with its unmistakable green colour and refined taste. To be sure of its authenticity it is sufficient to check some of its exclusive characteristics.

If the pistachios are peeled, the first thing to do is look at their shape, which is never round but always longish. The skin of the peel is another aspect to be considered: it must have a colour that tends to purple (or rather eggplant), with light green reflections. Once divided in half, the nut has an emerald green colour due to a particularly high concentration of chlorophyll. The green can be more or less intense, but will never tend to yellow. This colour is very evident also in the chopped version, and here again there will never be any yellow areas.

At this point, only the taste remains. The flavour tends to be sweet and that’s why the Bronte pistachio PDO is never salted. Its aroma is so strong and persistent that it does not require any ingredient that could alter its flavour.

### PISTACCHIO TREATS

<table>
<thead>
<tr>
<th>Ingredients (for 6 people):</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• pistachios 500 g</td>
<td>Crush the pistachios with peel together with the sugar. Flavour with cinnamon, cloves, grated lemon and mix with the egg white. The dough must be soft, but of the right consistency. Add the flour and bake at 150-180°C.</td>
</tr>
<tr>
<td>• sugar 500 g</td>
<td></td>
</tr>
<tr>
<td>• flour 100 g</td>
<td></td>
</tr>
<tr>
<td>• lemon 1 grated rind</td>
<td></td>
</tr>
<tr>
<td>• cinnamon as needed</td>
<td></td>
</tr>
<tr>
<td>• cloves as needed</td>
<td></td>
</tr>
<tr>
<td>• egg white as needed</td>
<td></td>
</tr>
</tbody>
</table>

(from the Pro Loco Bronte recipe book)
We continue our tour exploring Italian traditions through pizza, touching five more regions that are added to those visited in the previous issue. While people generally associate pizza with the Naples area, in reality this dish is made and enjoyed with great satisfaction in every part of Italy, with many different variations. What most differentiates pizza throughout the country is certainly the use of local ingredients that – sometimes conventionally and other times irreverently – continue the great food tradition that in Italy originates from the vast range of high-quality food that each area is able to offer. Pizza toppings can therefore tell the story of the different regions, creating a culinary itinerary that offers a brief snapshot of the local specialties, because representing an entire region with a single pizza is actually extremely simplistic, yet still represents a fair tribute to the wealth of the territories we are symbolically traveling through. Prepare your palate: the second leg of this appetizing journey is about to begin!
Liguria

Ingredients for one pizza:
- 45 g Demetra pesto alla genovese
- 75 g mozzarella
- 70 g local mussels of the Tyrrenian Sea
- 12 Demetra taggiasca olives
- fresh basil to taste

Instructions
Cover the pizza dough with the pesto, mozzarella, mussels, olives and bake in the oven. When baked, garnish with fresh basil.

The region is not very large, but it contains within its borders all the peculiarities of the Italian territory: almost 300 kilometres of coastline, behind which rise the Alps and the Apennines, the two most important mountain ranges of Italy. Almost 30% of surface area belongs to the Po Valley basin. Pesto and the olives typical of this land could not be missing from its representative pizza.
Friuli-Venezia Giulia

Ingredients for one pizza:
- 25 g Demetra onion cream
- 25 g Wiberg apple and pumpkin chutney
- 75 g mozzarella
- 3 slices of San Daniele prosciutto
- arugula as desired
- Montasio flakes as desired
- Granny Smith apple as desired

Instructions
Cover the pizza dough with the creams, mozzarella, and bake. When baked, garnish with the prosciutto, arugula, Montasio, and sliced apple.

Tuscany

Ingredients for one pizza:
- 35 g Demetra dark truffled cream
- 75 g mozzarella
- 50 g truffled champignon mushrooms “C’era una Volta” 100% ITA
- 6 slices of wild boar lonzino

Instructions
Cover the pizza dough with the truffled cream, the mozzarella, truffled champignon mushrooms and bake in the oven. When finished baking garnish with the lonzino.
**Abruzzo**

**Ingredients for one pizza:**
- 40 g Demetra cream of pecorino cheese
- 75 g mozzarella
- 50 g Demeter “Prima Scelta” truffled champignon mushrooms
- 20 g Demetra butter beans
- 40 g fresh sausage
- Wilberg cream of hibiscus-chili vinegar as desired
- Wilberg chopped chili pepper as desired

**Instructions**
Cover the pizza dough with all the ingredients except the cream of vinegar and chopped chili (to be added after baking) and place it in the oven.

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**Calabria**

**Ingredients for one pizza:**
- 45 g Demetra cream of bell peppers
- 80 g mozzarella
- 12 Demetra pitted green and black olives
- 50 g Tropea red onions
- 4 slices of Calabrian spianata
- Wilberg chopped chili pepper as desired
- Wilberg chili threads as desired

**Instructions**
Cover the pizza dough with cream of bell peppers, mozzarella, olives, onion and bake in the oven. When baked, garnish with the spianata, chopped chili pepper and chili threads.

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The author Primo Levi, survivor of the Auschwitz concentration camp, defined this region as being “strong and kind.” and from that moment it has become the motto of an area that has 23 towns in the prestigious club of “The most beautiful villages of Italy,” which places the region in second place in the country. In this pizza we find the typical flavours of a region situated in the shadow of the reassuring presence of the 2,914 meters of Gran Sasso, the highest peak of the Apennines.

Calabria is situated on the tip of the boot of Italy, separated from Sicily by the Strait of Messina where the minimum distance between Cape Peloro in Sicily and Punta Pezzo in Calabria is only 3.2 km, due to the deep geological link. While it is 42% mountainous, the region is known above all for its beautiful coasts. To best honour these terrains, our pizza could only feature chili, red onion, and olives.
Pierpaolo and Riccardo Magni
with Luciana Polliotti

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by EDITRADE
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.
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.
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 Pitacco. 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 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.
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.
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

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TUNISIE
Our experience

To open a high quality and unique gelateria, you need experience.

Here we are. By your side, step by step, on your way to success.
your ice cream
Ansellı has recently celebrated 87 years of activity. The company, in its history, has been placed in the market of Italian artisan gelato, knowing how to interpret the trends in the most innovative way. The company is constantly evolving and careful to changes in the market, it has gained recognition nationally and internationally for the quality of services provided. Today, as throughout its history, Ansellı keep a family profile and has still in its catalogue the products which have been proposed at the very beginning, jointly by what, during the time, it was able to create to make the activities of gelato makers more and more professional.

Its most innovative proposals include Dopocena, a tasty alternative for the take away. They consists of glasses of gelato prepared following tasty recipes, garnished with combinations of sauces and grains, smartly decorated, a party for the eyes and the mouth.

Bon Bon is a typical Italian high confectionery
product that offers an alternative to the gelato during cold season. In a wafer internally coated with chocolate is placed a heart of parfait, covered with fine chocolate. In a cone of plexiglass, Conotorta encloses a delightful cake. Based on the classic Italian pastry recipes, Anseli 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 Anseli 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 Anseli 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.

Three latest products expand the production of Anseli, making it even richer and original: Tiramisù and its exclusive recipe which makes it light, with a particularly delicate taste; Buon Biscotto, made in a traditional way employing ancient stone-ground grains gluten-free; single-origin Chocolates, for the preparation of a unique and incomparable chocolate Gelato.
Bianco Buono
A DELICATE CREMINO PASTE WITH HAZELNUT NOTES AND CRISPY WAFER

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This set re-proposes the typical taste and consistency of one of the most famous American sweets, the Brownie, a delicious cake that is re-proposed in a combination of a typical chocolate flavor of the homonymous dessert enriched with an irresistible chocolate sauce rich of small and soft cubes of real brownie.
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.
INTRIGUING CARIBBEAN FLAVOURS

Aromitalia presents the new kit designed to make the Caribbean taste of Jamaica Set even more inviting, it being the top selling flavour of the Golosa Line. The kit consists of a paste with warm hints of dark chocolate and rum, to be decorated with the scrumptious Jamaica variegated featuring dark chocolate and a crunchy caramelized hazelnut crunch. By carefully selecting the ingredients, it is easily possible to develop a new flavour of layered gelato to further expand the product range in the gelato shop. Just alternate a few layers of Jamaica gelato in a tray with two exclusive products: Extra Bitter Chocolate Cream, which maintains its characteristics of creaminess and scoopability even at -15°C, and Galatella Extra Cream.

A TOUCH OF CLASS

British tradition has inspired the development of the Digestive Noir & Orange Set. It is a refined reinterpretation of the classic “Digestive” cookie, rich in fibre and wholesome ingredients. The new Aromitalia paste features the delicious flavour of the cookie enriched with citrus fragrances and is further embellished with a dark chocolate variegated rich in pieces of actual Digestive cookies. The amount of paste to be used is 65 g per kg of mix, and 100 g of variegated per kg of mix.
CUSTOMIZATION AS A PRIMARY OBJECTIVE

Astori Group Technology is the technological and personalized assistance division of the Service Gel company. Founded in the 1960s by Daniele Astori, the current owner, it has stood out over time for its ability to design and create increasingly cutting-edge gelato shops, supporting them throughout the delicate start-up phase. A decisive change took place with the arrival of the second generation, who now manage the various departments. The company is now divided into four complementary divisions.

Astori Group Technology develops the perfect solutions for the production and storage of specialities, and it also distinguishes itself in the design of gelato display cases and special equipment like the GX solution to produce, display, and sell freshly made gelato. Kreastori specializes in the design and construction of furnishings for public venues. Always in tune with continuous technological and style developments, it directly designs and builds all the furnishings that make up a successful store, implementing an innovative concept of functionality.

An internal design studio run by architects, interior designers, and graphic designers transforms the initial idea into a work of prestige for creative responses to ideas or tailor-made projects. Cuor di Gelato is a quality brand focused on research, production, and marketing of compound ingredients dedicated to the world of artisanal gelato and frozen pastry. Customers are followed and supported with attention, to ensure that they can best express the art of preparing excellent artisanal specialties.

Finally, the Factory School division offers one-to-one courses for training master gelato artisans.
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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.
THE SECRET BEYOND A GOOD GELATO
The Babbi Variegates line is designed for those gelato artisans who like to surprise their customers in a creative way with delicious, unique, and inimitable flavours. The Variegates with Babbi Wafers make the gelato even more delicious: the crispiness of Babbi Wafer goes perfectly with the soft sweetness of the cream. These irresistible creations include Caffèkrok, coffee cream enriched by coffee-flavoured Babbi wafers and hazelnut pralines, suitable for many flavours of gelato, including zabaglione. Gianduiakrok Variegato is a gianduja cream with crunchy wafers, ideal for hazelnut gelato. Pistacchioskrok is a cream with pistachio and white chocolate filled with Babbi Wafers and pistachio pralines, perfect with vanilla or mascarpone gelato. The delicious Pralinè is a cocoa and hazelnut cream that perfectly matches the Pralinè Gelato flavour. Finally, for those who love exotic flavours, Babbi has created Coccokrok, a variegato with coconut cream, Babbi wafers and shredded coconut, the perfect companion of chocolate or almond flavours.

Among Babbi Variegates, the Fruit ones are the right combination between aromas and colours and are a temptation for the most attentive and curious consumers: the traditional Amarena (Black Cherry) Variegate has a smooth consistency and an excellent resilience; its unmistakable taste is a perfect balance between sweetness and acidity. The Lampone Variegato (Raspberry), rich in whole raspberries, has a delicate sour note typical of the fruit. The line is completed by Frutti di Bosco (Mix Berries), Fragoline (Wild Strawberries), Arancio con Scorzette (Orange with skins), Fichi Caramellati (Caramelized Figs) and the more exotic Lime, Mango, Maracuja (Passion Fruit) - one of 2018 new Babbi products.

All Babbi Variegates are also perfect for preparing and decorating semifreddo, single portions, and desserts.

Find out more on www.babbi.it
THE SECRET BEYOND A GOOD GELATO
LEMON AND CREATIVITY

Bigatton, always attentive to the demands of its customers, has created a new concentrated paste: Lemon Pie.
It is a unique, inimitable paste that allows you to create a gelato with a sophisticated flavour that resembles the world famous lemon meringue pie.
The fresh lemon taste blends perfectly with the sweet meringue, creating a truly excellent and irresistible blend.
Expertly measured ingredients create a vortex of flavours that can captivate even the most demanding palates, adding the fresh new taste of a pastry classic to your display case. To make Lemon Pie gelato add 70 grams of paste per litre of mix. It is available in 3 kg jars (4 jars per carton).
When the pastry becomes ice cream,
It’s Lemon Pie

Lemon Pie - cod. 867NM

The best ingredients for ice cream and pastries since 1946

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bigatton@bigatton.com - Bigatton Produzione +39 0421 271554
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 variegates. 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, Noccololina 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

www.bigatton.com - bigatton@bigatton.com - www.accademiabigatton.com

Bigatton Produzione +39 0421 271554
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
www.bigatton.com . bigatton@bigatton.com . Bigatton Produzione +39 02/58511554
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

www.bigatton.com  bigatton@bigatton.com  Bigatton Produzione +39 0421 271554
The company, extremely advanced in the production of gelato, pastry and chocolate machines, presents the new Trittico Genesis and the updated Equilibrio system at Rimini Sigep 2018, Pav. C5, booth 120-075.

Bravo Spa is ready to take to Sigep the latest technological innovations linked to the professional gelato, pastry and chocolate machines. Bravo is presenting the New Trittico Genesis, the upgrade of the already famous Trittico, together with the upgraded version of the Equilibrio app.

Trittico Genesis is an induction heating machine, capable of cooking products at high and precise temperatures.

Trittico Genesis is equipped with the Insight Technology, allowing the machines to communicate with the Operation Centre, and with the Equilibrio system. Trittico Genesis has 10 different patents and allows professional kitchens and pastry lab to cook a complete menu from the start, thanks to tools such as the mixer and the heated cylinder. The scale and the Equilibrio app, presented last year, will be shown in their new version. The latest features and their versatility allow the creation of a real production system, capable to keep under control all the activities: from the different steps of the production to the stock through the Insight technology. Bravo is always transforming and evolving, keeping an extraordinary quality of the products, together with the complete precision of any operator's job, making every human resource productive in the lab. Bravo is enriching its Sigep experience with demonstrations and showcooking by many professional of the field, who will perform recipes and surprises for the audience.

Follow Bravo on Facebook and Instagram to find out more.
BRX, A CRAFTSMAN-HEARTED COMPANY

Brx is an industry which believes in the future aiming to innovative solutions, always with an artisanal aptitude and attention to quality, details and customisation which are our nature. Our design team follows the customer in every step, from gathering information, drawing stage and its implementation, be it a standard product or a bespoke project.

GLYCOL POZZETTI COUNTERS

The glycol pozzetti counters are the ideal solution to maintain the gelato at best by saving energy. Brx offers pozzetti counters from 2 up to 20 flavors, the widest range in the market, available both in linear and corner configurations, with and without storage; with one, two and even three rows of carapinas. They represent the best choice for the artisanal & traditional ice-cream parlours. The wide range of modules and the possibility of combining them with all other Brx products, make it possible to use the pozzetti even for bespoke projects and for any type of project requiring a gelato corner.

POZZETTI VINTAGE & VIVÍ

Mobile solutions for quality gelato, available both glycol and cooling ventilated. They contain the same high-quality technical features of Brx professional range of pozzetti counters. Vintage & Viví represent the best solution to create corner gelato inside wine bar or restaurants, hotels, café-bars, pastry shops, events and caterings. They are ideal for places with particular weather conditions such as outdoor bars & cafés, kiosks.
VISTA

THE EVOLUTION OF GLYCOL POZZETTI COUNTER

VISTA is a glycol pozzetti counter and the gelato can be seen. It has a revolutionary design that enables a great visibility of the gelato which is showcased at the same level of the display deck, into large carapinas.
YOUR
GELAT
inspira
POWERED BY:
Carpigiani’s HIGH EFFICIENCY technology
Pastomaster HE
Labotronic HE
NEW ADDITIONS TO THE CARPIGIANI
HIGH EFFICIENCY FAMILY

Carpigiani Group has spent numerous years developing innovations energy efficiency working towards the needs of the modern gelato artisan. Water and energy savings have become another important element of the business plan of a small businessman. Two new additions to the HE-High Efficiency family: Pastomaster HE P with the new High Power feature that makes it possible to reach the maximum temperature 20% faster than previous RTX models, and Maestro HE**** that provides outstanding performance, producing up to 13 kg of gelato per cycle. The models in the HE line will also have the new Water filling function, making it possible to fill the cylinder with water precisely and automatically for easier preparation of sorbets and cleaning of the machine. For lovers of experiments, a kit for infusions has been developed for Maestro HE batch freezers. With this kit it will be simple to add new aromas to creams, chocolates and other specialties to make them even more creative and surprising. For more info: carpigiani.com

<table>
<thead>
<tr>
<th>MODEL</th>
<th>PASTOMASTER 60 HE P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed \ Mix</td>
<td>7</td>
</tr>
<tr>
<td>Condenser</td>
<td>Water</td>
</tr>
<tr>
<td>Nominal power \ kW</td>
<td>11,2</td>
</tr>
<tr>
<td>Production cycle \ liters / minutes</td>
<td>60 / 110*</td>
</tr>
<tr>
<td>Dimensions at the base L x P x H \ cm</td>
<td>35 x 90 x 105</td>
</tr>
<tr>
<td>Net weight \ Kg</td>
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<tr>
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<tr>
<td>Electric Power \ Hz</td>
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<td>Electric Power \ Ph</td>
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<tr>
<td>Production \ Sauce - Min kg</td>
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<td>Production \ Sauce - Max kg</td>
<td>45**</td>
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<tr>
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<tr>
<td>Production \ Specialty - Max kg</td>
<td>45</td>
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<td>Production \ Yogurt - Max kg</td>
<td>45</td>
</tr>
<tr>
<td>Fuse \ A</td>
<td>20</td>
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</tbody>
</table>

* Hourly production rates vary according to the ingredients used.
** For the cocoa sauce the maximum quantity allowed is 15 kg. Production rates refer to a room temperature of 25°C and a water temperature of 20°C in the condenser.
*** Other voltages and cycles are available with surcharge.
**** The above dimensions and weight refer to the water cooled version.
CARPIGIANI GELATO UNIVERSITY: TRAINING AT THE TOP!

The academic year that just finished at Carpigiani Gelato University was an unprecedented success: 400 courses, 7,000 students in 12 international campuses and 2 new campuses inaugurated, one in Zandhoven in Belgium and one in Vernon Hills, Chicago, USA. Not to be missed the brand new courses in London for the Foodservice Professionals program designed for chef, pastry chefs and caterers. To celebrate these achievements Carpigiani Gelato University presented the new developments for the 2017/2018 school year, including the new calendar of “Special Events” in collaboration with the world’s best pastry chefs and gelato artisans. Among the new courses, one dedicated to gelato for restaurant chefs designed for professionals who want to add a special touch to their menu with traditional and innovative recipes. Gelato for Milk Farm is a new course designed for farmers who want to produce artisanal gelato with high quality milk. There will also be many appointments dedicated to pastry and gelato in collaboration with the Carpigiani Gelato Pastry University in Tokyo. For the third consecutive year, the school will also offer the “Sensory Analysis” course. In eight hours participants will learn how to become gelato tasters and to recognize the quality of a good artisanal product. New dates will also be scheduled for courses for gelato professionals who want to differentiate themselves from the competition with recipes aimed at wellness: “Probiotic/Prebiotic and Low Calorie Gelato”; “Functional Gelato: 100% plant based and Smart Food”; “Low Glycemic Gelato”. For more info: gelatouniversity.com - info@gelatouniversity.com
We have a secret tool to convey your success

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
From the beauty of nature comes the inspiration for the new generic Cartoprint cup, which offers artistic and elegant designs. The “Fruttart” 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 Dincertco 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 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.D.C.A. All this allows us to offer an excellent product and place an even higher value on taste!

**With Cartoprint the taste is better!**
mirror is an “exhibition table” refined and elegant, characterized by its through self-reflection optical effect that empathizes and enhances the displayed product as if it were a precious jewel. The display surface is entirely covered with mirrors and back-painted glasses. A new and contemporary way to conceive freestanding counter, placed in the middle of the room.
SINCE 1977, TAILOR MADE TECHNOLOGY AND ITALIAN DESIGN

Ciam is ambassador in the world of Italian design and technology. Ciam's headquarter and production facilities are in Assisi, in the Center of Italy not too far from Rome and Florence. Ciam activity began with production of bar furniture for the local market. The success achieved led the company to increase its dimensions extending quickly range of products with refrigerated display counters. In few years, Ciam gains a leadership position on professional refrigeration and shop fitting sectors in many European countries. In 1997, the company focuses its attention to artisanal gelato sector and proposes Maxigel: this date signifies the beginning of a story rich of success and innovation. In 2001 Ciam presents Spherika, in 2003 Prodige and Amika, in 2005 Ice Window with its tubs in transparent polycarbonate. In 2007, Ciam celebrates its thirtieth Anniversary with Space, a showcase line characterized by sinuous forms and high performance, and 6040 G1, a beautiful squared showcase with a new-patented sliding system of the glass structure that becomes quickly one of its most representative model. In 2010, Ciam presents Mya and Mya Plus, a fantastic new line of professional showcases with exclusive finishing, high flexibility, perfect visibility of product displayed and the possibility to control the temperature all over the display volume. Mya Plus introduces a new Led lighting system that offers low consumption and a great product’s display enhancement. In 2011, Ciam proposes Ciao followed by Vertigo to satisfy respectively specific request from artisanal and professional pastry sector. In 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 showcases, available for fresh or frozen food.

In 2016, Ciam continues the innovation program started in 2015 - launching Tabula Rasa concept, the new materials and new design solutions. Launching Mya Narrow and 6040 R5 with the innovative double opening glass structure. Also presenting the new display showcase Move 16 with the 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. In 2017, Ciam celebrated its 40th anniversary renewing the corporate brand and launching a new breakthrough product: Mirror. Mirror is a showcase entirely covered with mirrored elements and painted retro glasses, its elegance and delicacy make it a unique piece of furniture, free from all the other elements in the room.

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”. 
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.
CHEF EMANUELE DI BIASE GATHERED 100 VEGAN RECIPES IN AN EXCLUSIVE COOKBOOK FOR COMPRITAL

Comprital presents a complete line of over 100 Vegan OK certified products, with no animal-derived ingredients, meeting the needs of gelato makers, pastry chefs, and bar and restaurant businesses.

Gelato tubs – Yogurt tubs – Bakery products – Café products
Semifreddi – Gelato cakes – Single serve-desserts

SIGEP / 20-24 JANUARY 2018 / PAD C7

comprital.com
ALL THE RIGHT INGREDIENTS

With Speedy Feel the Nature Comprital has completely redesigned its all-flavour line of preparations. The company’s goal is to deliver a gelato in tune with the expectations of today’s customers who are attentive to their favourite gelato’s taste, genuineness, and authenticity.

The entire product line is characterized by an innovative recipes with great structure and flavour and all the right ingredients. The result is to offer a gelato that is not so sweet thanks to new natural sugars and fewer fats, substituted by dietary fibres. It is also characterized by a good persistent taste thanks to the choice of exclusively natural flavours.

Speedy Feel the Nature Comprital guarantees plenty of features and ingredients. And you customer will love it!

A COLLECTION OF NEWLY CREATED FLAVOURS

Only natural flavours and colours in this new line not only to be tasted but also narrated: the single-origin coffee and cocoa, the revised classics, and the innovative flavours. Your customers’ experience can begin with your words and end on their lips. With the simplicity and genuineness that leaves a smile on the faces of young and old alike.

The line includes twenty flavours: Pineapple, Black Carbon, Red Ghana Cocoa, Arabic Coffee, Coconut, Milk Cream, Red Fruits, Strawberry, Milk and Mint, Lemon, Lemon and Ginger, Mango and Yuzu, Mascarpone, Matcha, Hazelnut, Passion Fruit, Peach, Pistachio, Tiramisu, and Yogurt and Honey.
NATURALLY INNOVATING GELATO

Comprital, creator of the first all-flavour line of preparations, redesigns it to offer you a gelato in tune with new trends, versatile and naturally good!

20% less fat* 20% less sugar*  No hydrogenated fats
With agave sugar and coconut sugar  No artificial colours and flavours
Rich in fibres
No palm oil
Gluten free

SIGEP / JANUARY 20th-24th 2018 - PAD C7

comprital.com

*Compared to similar products on the market
CONI NORGE: 90 YEARS OF ITALIAN HISTORY

Coni Norge is an Italian company specialized in the production of cones, wafers and semi-finished products for pastry, run by the Galli family for three generations. When its first workshop was inaugurated in Rome in 1926, near the Colosseum, the name Norge was chosen to recall the endeavours of the first airship that flew over the North Pole that same year. Forced to slow production during the Second World War, Coni Norge relaunched its business together with the rest of the country at the beginning of the 1950s. And it was a real boom. The first Fiat cars paraded through the streets of Rome, and on Sundays families strolled through the streets of the city enjoying a good Norge. That’s what gelato cones were called at the time, as recalled by the former prime minister Giulio Andreotti in his book “Visti da Vicino”.

Recently expanded, the factory now covers an area of over 1,000 square meters in Anagni. The production process has been certified to meet ISO 9001:2015 international quality standards. Particular importance is given to the production’s environmental impact, certified 14001:2015 according to European legislation. The Coni Norge catalogue includes over 100 cones and wafers, made with excellent raw materials. One of the specialities is the patented New Wafer cone, a wafer cookie with a cocoa or vanilla filling that runs throughout its entirety. Another unique treat is the Granellato Rolled Cone, featuring an external chocolate-flavoured glaze, covered with tasty crunches. Happy Cones are made with a thin wafer that has been rolled twice, making them very crisp yet durable when being filled with gelato. Uniquely good is the Piatto del Re (King’s Cup), a wafer cup with a wavy edge and internal chocolate glaze. Exclusive to Coni Norge is Jo-Jo, two crispy wafer discs that can be filled with gelato, also available with an internal and external chocolate coating. Recently introduced, vegan cones are also suitable for those who are intolerant or allergic to milk and eggs.

There are numerous products for the pastry shop, including a full range of cannoli in various sizes, coatings, and fillings.

For more information, please visit the website www.italnorge.it
Since 1926
a sweet Italian passion

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Tel. +39 0775 769438
info@italnorge.it • www.italnorge.it
FABBRI SIMPLÉ: ALL THE FLAVOR OF SIMPLICITY

The second fruit specialty is Simplé pomegranate flavor. The fruit's brimming with beneficial properties - transforms into a cool and tasty gelato. Simplé pomegranate eliminates the difficulties related to the use of fresh fruit in gelato and contains real pomegranate juice. Pomegranate is also gluten and palm oil free, and contains no artificial colorings or flavors.

The third flavor by Fabbri is bursting with delicious goodness. The already extensive selection of chocolate flavors developed by the Italian company, from white to dark, has expanded to include blond chocolate. Fabbri launched Simplé Chocolate Blond to meet the demand for this increasingly popular and sought-after flavor. The caramel blond color is combined with a flavor that expertly blends an aroma of cocoa butter with the taste of caramelized milk and a touch of lightly salted short crust pastry. The new Simplé flavor is palm oil and gluten free and also contains no hydrogenated fats. Simplé prickly pear and Simplé pomegranate are available in 1.5 kg tins, while Simplé Chocolate Blond is sold in 1.250 kg bags.

Three new flavors join the Fabbri Simplé range, the ingredients that make it possible to produce the best artisanal gelato just by adding water or milk: two specialties with fruit flavors and an irresistibly delicious milk-based flavor.

The new prickly pear flavor enriches the display case with the taste of the fruit that originated Mexico and is now widespread throughout the Mediterranean. With Simplé prickly pear a small miracle takes place: indeed, the processing of fresh fruit is neither simple nor quick. In contrast, Simplé prickly pear makes it possible to produce a gelato that has the taste of Mediterranean summers in just a few steps. With its orange color and inebriating flavor, prickly pear is gluten-free, with no palm oil, no artificial flavors, and no colorings.
THE NEW NEVIA BASE

NEVIA IS THE NEW GELATO FABBRI BASE WITH STEVIA SWEETENER

- Suitable for preparing ice creams and fruit sorbets
- Without added sugar
- With vegetable fibers
- Without palm oil
- Gluten free
- Without hydrogenated fats
- Vegan

100 g normal Fiordilatte: 200 kcal
100 g Nevia Fiordilatte: 118 kcal

-40% of kcal

To find out more please call +39 051 6173111
FOLLOW US ON • www.fabbri1905.com
TWIN LCD: THE COMBINED MACHINES FOR ALL FLAVOURS

The series of LCD combined machines by Frigomat was created to meet the requirements of the gelato artisans, pastry chefs, and restaurateurs asking for rapidity in the creation of their own specialties, offering an always fresh product. It offers two lines: Twin LCD (heater + batch freezer) and Twin Chef LCD (cream cooker + batch freezer). These machines have extended and simplified the operator’s range of production, allowing the preparation of many different products.

Alongside the 6 quick-select refrigeration programs, the batch freezer LCD panel has an interactive “flavour” menu with 24 pre-set freezing programs, where every flavour is treated according to the most suitable agitation mode and consistency level. The Turbo function is meant to increase the mixing speed during the freezing cycle. The “create flavours” function allows to customize and store up to 30 new flavours, expanding the production possibilities.

As for the Twin Chef – the combined machine for pastry use - the production range becomes even wider thanks to a second, dedicated LCD panel for the cream cooker. There, the recipe menu counts more than 30 pre-set programs (including 4 chocolate tempering), with the automatic request to add the ingredients during the different steps of the production cycle. The “create recipes” function is meant to customize and store up to 30 new recipes. Thanks to this interactive menu and also to the recipe book “Together into the art of pastry” the Twin Chef can produce not only gelato and sorbet, but also creams, ganaches, tempered chocolate, jams, fruit jellies, puddings and more.

The complete range of the Frigomat combined machines for both gelato and pastry products share some common advantages and strengths. The glycol bain-marie system does not alter the ingredients' flavour, aroma, and consistency. The large and fully removable extraction/transfer spigot (patented), ensures a quick extraction flow, even with very dense products. Its rotation also allows the direct extraction of the product, avoiding the transit through the freezing cylinder. This makes the two parts of the machine completely independent, as if they were two separate units.
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.

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

Visit us at

Rimini Italy
20-24 January 2016
Hall C, Booth No. 164-200

GELATISSIMO
Stuttgart Germany
3-7 February 2018
Hall 19, Booth No. 10 C32

EUROPAIN
Paris France
3-6 February 2018
Booth No. 6590

www.frigomat.com

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

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
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.

Each product is developed and tested in the company laboratory, to guarantee the highest quality standards. We chose to work with local raw materials as much as we can sourced from trusted suppliers that have built a strong cooperation with us during the years.

The company offers step by step technical and start-up support 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 involves 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. 2018 will also see Fructital brand image change to a more fresh and young style, still keeping the elegance that has distinguished the brand since the beginnings.

Years go by, tastes and technologies change and Fructital is renewed every time. Since 1922, always with the same passion.
Masters of Taste

We offer you the best instruments
to create your masterpiece
ITALIAN STYLE

**TIRAMIPÌSÙ PASTE**
- quantities: 80 - 100 g/kg
- packaging: 4 kg bucket
- carton: with 2 buckets
- shelf life: 36 months

**GRAN TIRAMÌSÙ ITALIANO RIPPLE**
- quantity: as desired
- packaging: 4 kg bucket
- carton: with 2 buckets
- shelf life: 36 months

A tribute to the most popular and appreciated Italian dessert in the world. Gran Tiramìsù Italiano is the new Fructital ripple, with pieces of Savoiardi, Marsala wine, and coffee. The perfect match for Gran Tiramìsù Italiano variegated is gelato made with Tiramipìsù paste. A rich gelato with an intense flavor that recreates the excellent harmony of Savoiardi, mascarpone cream, coffee, and eggs, following the original traditional recipe. A timeless classic that dominates the display case of every gelato artisan. Try it!

**LATTEVEGA&STEVIA**

LatteVega&Stevia, a vegan base sweetened with stevia instead of sugar, is the new base for those seeking a healthy lifestyle but without sacrificing good flavour. It is a new member of the Fructital vegan line, a range of products made without animal derivatives and completely without palm oil. The base is complete, requiring only the addition of water, and is prepared using the cold method. The very neutral and creamy base can be enriched with pastes in the catalogue that are naturally sugar-free and without animal derivatives (pistachio, hazelnut, almond, peanut, coffee, and more).
WE LOVE VEGAN

DELICIOUS LIKE A TRADITIONAL GELATO
VEGAN
NO ADDED SUGAR
VARIEGATO ART

Fugar further expands its range of variegato with three refined products designed to add an exclusive touch to the gelato display case. The Wafer variegato is a tribute to the most popular delicious and crispy wafer in the world. In addition to fat-reduced cocoa and hazelnuts, Fugar’s Wafer includes a crumbled wafer that adds that “crunchy” and persistent taste. It is excellent for enhancing a base flavoured with gianduia.

The Frollino variegato is enriched with pieces of cocoa shortbread biscuit with a rich and slightly vanilla flavour, ideal with vanilla biscuit paste. With this new product Fugar draws on the great traditional taste of breakfast and presents a shortbread biscuit in a delicious version. Its crumbly and soft consistency makes it perfect for gelato recipes, with the possibility to create endless combinations of flavours. The wild strawberry was already known at the time of the Greeks and Romans. It is said that it was especially loved by the Latin poets Ovid and Virgil. This fruit is distinguished by its more intense aroma and taste compared to strawberries grown in greenhouses and also for its beneficial properties. In fact, it is rich in vitamin C, sulfur, calcium, iron, magnesium, and potassium. Fugar Fragolina wild strawberry variegato is different from the more traditional version in that it features semi-candied whole wild strawberries in the product itself. It is perfect with the Fugar Cheesecake powder mix.

The Wafer variegato is available in 4.5 kg buckets, while the Frollino biscuit variegato and the Fragolina wild strawberry variegato are sold in 5 kg buckets (all three packed in cartons of two buckets each).
PROFESSIONAL VARIEGATO

Three new suggestions relevant, greedy and already really popular

Variegato FRAGOLINA
It stands out for a more intense taste compared to standard strawberry. With whole semi-candied little strawberries inside.

Variegato WAFER
More than skimmed cocoa and hazelnuts, it contains wafer crumble which gives that crunchy and lasting taste.

Variegato FROLLINO
The most beloved, crumbly and greedy biscuit! It contains pieces of cocoa shortbread biscuits, with a rich taste and slightly vanilla-flavoured.

FUGAR PRODUZIONE
WWW.FUGAR.IT
BECAUSE GALATEA IS MORE THAN JUST A GOOD COMPANY

The success of a big company is based on simple ingredients: passion, healthy principles and people who know how to turn their dreams into reality. Galatea philosophy is built on an ethics able to meet the market demands, often even anticipating them, and to provide solutions ensuring maximum attention to the well-being and the health of every single person regardless of age and specific needs. Solid values, based on the awareness of aiming at the highest quality possible every single day, allowed Galatea to become an excellent brand recognized throughout the country and beyond.

Galatea products are natural, genuine and good, free from GMOs, palm oil, hydrogenated fats, synthetic flavourings and colouring agents; our lines “Liberia”, organic and vegan are designed and certified, also in observance of the clean label protocol, in order to satisfy every customer type; starting from the ones who prefer organic products for their own well-being, up to those who opt for a vegan diet, again to those who, due to personal reasons, have to avoid gluten and lactose: there is a perfect gelato for everyone.

The ability to innovate in the respect of tradition has always distinguished Galatea: endless studies guarantee the highest quality standards protecting the environment and everybody’s health. A wide and full range of gelato and pastry products for the gelato maker satisfies the most different tastes and all sorts of demands.

Thus, Galatea goodness is not only limited to their products offer: the company’s ethical principles have also been recognized by the Valore Sociale (Social Value) Certification, that in 2009 officially validated Galatea’s commitment towards the society and those who need support. Galatea has therefore been given both the authority and the prestige of a natural brand to the maximum extent possible.
FOR US
IT’S NATURAL
TO BE GOOD

There is an easy way to make a good gelato: make it natural. No added fats, no emulsifiers, no palm oils, lactose-free. Signed by Galatea, of course, the first and only Italian company that can certify it.

galatea
prodotti per gelato artigianale
COMMITMENT AND PASSION

For more than thirty years, Geldue has been manufacturing gelato ingredients, 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 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.
For Gelato lovers

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

Follow us:
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.

ALL THE FLAVOUR OF GOOD MILK

Naturalat Base is the most natural of the Gelatitalia Bases and is designed to create a mix with a delicate milk flavour. Free of vegetable fats, colourings, flavourings, and gluten, it features a high content of skimmed milk powder and milk proteins. It is the perfect ingredient for a gelato “like they used to make,” velvety, full bodied, and not cold on the palate. It also valued for its excellent resilience in the display case with different outside temperatures and for its high overrun. It is offered in two versions: Naturalat 100, to be used 100 g per litre of mix, is packed in cartons of 10 x 1 kg bags, and Naturalat 150, to be used 150 g per litre of mix, is sold in cartons containing 2 x 3 kg bags.
Like it used to be...

A neutral taste ice cream base, vegetable fat free, with an high content of powdered skimmed milk to get a smooth ice cream, rich and not cold to the palate.

Gluten free

Available in 2 versions for doses of 100 g or 150 g per liter of mix.
THE AMBITIOUS LIFE TRAIL PROGRAM FOR MONTEBIANCO’S FUTURE

Life Trail is a path that Montebianco undertakes to guarantee its customers and consumers a clear Food Policy based on mutual trust. It is an ambitious project, which presents Montebianco with some choices that sometimes contrast with industrial logic, but allow it in the future to constantly ensure the best possible ingredient solutions according to historical need. Montebianco has been eliminating artificial flavours from its products. We are replacing hydrogenated fats with refined fats, we do not use GMO products and have many Gluten Free products. We already have a number of Life Trail products, many more are going to be created.

We draw on the technical expertise of Universities, experts of Nutrition and those great confectioners and gelato artisans who make the profession’s international history.

A Life Trail product must meet expectations based on the following strict criteria.

Transparency. The guiding principle of this policy is to clarify information provided to the product user. Transparency refers to what the user sees, such as the label specifications which must be clear and easily understood.

A product is worthy to be called Life Trail when it uses certified ingredients, respects a precise traceability of the raw materials and when its production processes are safe and guaranteed.

Territoriality. Qualitative values are attributable to specific geographical areas which generate their own products. The Life Trail name is given to those products that guarantee their origin from the original production areas and are indisputably certified.

Taste. Life Trail is only awarded to products that faithfully replicate the original taste. This is because of a high content of natural ingredient, and for the "naturalness" of the additional ingredients during the processing.

To be a Life Trail product, it must consistently taste like the natural main ingredient so that it can be recognised with closed eyes, by the palate of any qualified consumer.
Montebianco confirms its support to Life Trail policy, a determined and lasting marriage that is leading the company to explore the segment of real quality in order to ensure to our customers products based on healthy and wellbeing ingredients with these assumptions, the Tenace Syrup and the New Age Mix base are born: two products easy to use with a guaranteed result both in terms of taste and stability in the showcase window.

TENACE

high stability sorbet syrup
**WHITE ROOM: WHERE IDEAS GET FRESH**

Thanks to White Room, Montebianco becomes even more “global”. We have chosen our Gurus among different professionals in pastry and gelato business, creating a dream team with wider vision and global experience with aim to develop new products according to global new trends and according to Life Trail philosophy (www.lifetrail.global)

White Room is an internal Montebianco laboratory of ideas, which aim is to encourage the pursuit of excellence. Innovation, long-term vision and no compromise are only some features of this department, a place where tradition has no dogmas and innovation has no compromise quality as unique commitment. White Room is powered by a permanent activity of experts, applicators, international chemists and technicians that, directly collaborating with Montebianco R&D, search for a constant improvement aim to offer customers a concrete support, through a transparent Food Policy, voted to a continuous research for the clean product and in line with the right nutrition rules. White Room is composed by excellent experts with multi-ethnicity culture and origin, internationally well-known - including some World Champions - that daily live the sector’s reality. The project aims to stimulate discussion and the exchange of views in order to turn ideas into long-term real projects.

White Room has its own institutional headquarter within Montebianco Group based in Saronno (Italy). The department represents a real brand, able to communicate the excellence of Montebianco on the outside and with the company’s stakeholders.

White Room manifests through an activity in constant evolution, by alternating follow-up and trial situations in a reserved structure, to a permanent debate among experts involved through digital channels. During every public event with commercial spread, the project shows its own ideas through engaging training activities and, when possible, spectacular actions. Follow White Room gurus on www.whiteroom.guru
The world of pastry has always been characterized by the union between extreme professionalism and highest expression of creativity.

Montebianco has developed MB Pastry to meet the needs of the up to date Professionalist. The range is dedicated to Gelato Cakes, Monoprotions, Mousse Glacé and all the applications related to Artisan Gelato, fresh product every day in line with our LIFE TRAIL philosophy.
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.
NEW GLASS AND DISHWASHER CE LINE: A HIGH QUALITY RESULT IN CONSTANT COMPLIANCE TO ENVIRONMENT

HOONVED - ALI S.p.A.
Via U. Foscolo, 1 - 21040 Venegono Sup. (VA) - Italy - Tel. +39 0331 856 111 - Fax +39 0331 865 223
e-mail: info@hoonved.com - www.hoonved.com

Follow us on Facebook
ONE FOR ALL

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.

IT’S EASY, IT’S MIKRÌ!
Mikrì is the new professional counter top batch freezer by Icetech, the ideal machine for the Horeca industry. It is easy to use and compact in size and as a result of its air condensation system and single phase power supply, it can be installed anywhere. Its main features include a beater with stainless steel structure, realized with three polymer blades suitable for food products. The machine’s hopper has a large opening to feed the mixture quickly and the door is entirely made of stainless steel with a safety latch. Its high performances complete with the electronic timer, which also allows you to control the batch freezer timer remotely, and the selector, offering a prompt reading to select the batch freezer, extraction, washing and stop phase.
EVERY GOOD GELATO HAS A SECRET INGREDIENT

We will attend the
SIGEP
Rimini - 20/24 January 2018
PAV. C1 - STAND 121

We will attend the
GELATISSIMO
Stoccarda - 27 February 2018
PAV. 10 - STAND 10C11

FRIGOGELO GROUP - ICETECH
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www.icetechitaly.it
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“Artisanal gelato finally tells its story: from the processing of the raw materials to the production and tasting of the most famous cold sweet in the world in front of those that consume it.”

This is the claim that describes the final frontier reached with the highly innovative Gelato PopApp (design Ifi R&D dept.) project which was chosen and added to the Adi Design Index 2017, the annual that gathers together the best examples of Italian design applied to mass production. An award that joins the other six acknowledgments that the cutting-edge project has received since the start of the year: the Smart Label, the Mig Innovation Award, the Macfrut Innovation Award, the Gulfood Innovation Awards and the Expo Sweet Award.

During the most important trade fairs and events, the miniature gelato parlour, 5.14m² when open and 3m² when closed, has been the focal point of live events that have lifted the lid on the “making of” artisanal gelato with special tastings. The gelato events have illustrated all of the key steps in the creation of gelato: from the processing of the raw materials to production and tasting, and have illustrated new scenarios for artisanal gelato, such as: gelato in catering, in hotels, as an aperitif in bars, in cafés, shopping centres and the major retail trade.

A solution, the Gelato PopApp, that brings the theatre of making gelato to the consumer because Gelato PopApp is the story of production; it is transparency, interaction and freedom of installation because it consists of just three elements; it is also fully independent thanks to its self-sufficient water system. As versatile and adaptable as a pop-up store, it is easy to disassemble and reuse in different contexts to provide users all they need to produce, store and serve to the public gelato in just a few square metres of space.

Gelato PopApp is a design project that celebrates traditional Italian gelato while taking it out of its traditional context.

For more info:
http://www.ifi.it/en/gelato-popapp.html
Art for excellence
FOLLOW THE MUSTACHE!

Loveria is the amazing cream made for artisanal gelato parlours. Soft and with an intense flavour, it is suitable to ripple gelato, decorate cakes and semifreddos, to fill crêpes and create delicious Cremino gelato. Thanks to its amazing texture, Loveria can be tasted like the way it is or frozen, just like an ice-cream. It is available in 8 flavours: Classic, Dark Chocolate (vegan), White Chocolate, Hazelnut, Pistachio, Caramel, Milk Chocolate (new!) and Coffee (new!). Loveria is even easier to serve using the practical dispensers included in 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!
Follow the mustache.

Loveria is the amazing cream made for artisanal gelato parlours. Soft and with an intense flavour, it is suitable to ripple gelato, decorate cakes and semifreddos, to fill crêpes and create delicious Cremino gelato. Thanks to its amazing texture, Loveria can be tasted like the way it is or frozen, just like an ice-cream. It is available in 8 flavours: Classic, Dark Chocolate (vegan), White Chocolate, Hazelnut, Pistachio, Caramel, Milk Chocolate (new!) and Coffee (new!). Loveria is even easier to serve using the practical dispensers included in the kit.
THE TRADITION OF QUALITY WOOD!

Since 1950, Linea Dori 3000 is a reference for the designing and realization of wooden work tools for bakeries and pizzerias. Our products are produced entirely with wood not chemically treated, and the handling process is carried out without using glues or any other product that could be harmful in contact with food. The Dori production is granted by its registered authenticity trademark, heat-branded on each produced item.

WOOD... THE BEST MATERIAL FOR CRAFTING WOODEN PEELS FOR OVEN USE AND BEECH SHOWING BOARDS FOR BAKERIES AND PIZZERIAS
According to bakery and pastry technical manuals, wooden showing tables are the best solution for the conservation of final foods like bread, pizza, sweets etc. thanks to their high degree of hygroscopicity (moisture absorbing capacity) and their inalterability from the exposure to air and light.

Wood that comes into contact with food products doesn’t change their composition, provided that is clean periodically and adequately, in line with current Italian rules in the area of hygiene of food (law 283/62, DPR 327/80).

WARRANTY AND DECLARATION OF CONFORMITY
We declare that wooden beech showing tables for “pizza alla pala” are treated with chemical treatment for food use, so they can come into contact with pizza, bread and other food products. For our products we release the warranty certificate and the declaration of conformity.
Quality is served...

...naturally, on a Dori cutting board!

Linea Dori 3000 S.R.L. - Via di Vigna Girelli, 48b - 00148 - Rome
Tel/Fax +39.06.6567.1626 - Cell +39.335.524.6972 - www.lineadori.com
International contact: fabiolamonkey95@gmail.com
A NEW IDEA OF GELATO

The M.A.G. shops (acronym of “Artisanal Masters of Gelato”) have several distinguishing features that make them unique and identifiable. The look of the shops is planned to the last detail, as well as the colour of the décor, matching the floor, the finish, the communication panels and the packaging. Places where the customer can feel the true Italian-tasting atmosphere.

The exposition of the products, as gelato, yogurt, coffee, or some little pastries, invites the customer to plunge into the choice of his little delight, and -why not- to satisfy his sweet tooth! At M.A.G. we have created exclusive products for our customers and our affiliates: fresh-made Gelato Biscotto, mini Gelato Biscotto stick, Crema, Crispy, Praline, Granite, Ghiaccioli, our Artisanal Yogurt and, for the next year, the special “Nostro Tiramisù” in four different varieties.

Our products are guaranteed by a continued research of very high-quality ingredients and raw materials.

In each of our five M.A.G. shops (two in Milano, Arona, Biella and Beirut - and the number is increasing) you can taste these delicious specialities that propose real gelato in a new captivating way, without giving up on its true POP soul, actually enhancing it.

Find out more on our social media and on our website:

www.facebook.com/MAGGelato
www.facebook.com/maggelatointernational
www.gelatomag.com

Or request us more information at our email address: mag@gelatomag.it
made for you the exclusive

GELATO
BISCOTTO

ARTI&GELATI
RETAIL COMPANY

Via Reiss Romolli 8/10 - 20019 Settimo Milanese (MI) Italy - (+39) 02.87263422 - mag@gelatomag.it
FRESH AND AUTHENTIC, LIKE IT WAS JUST PICKED

The Mazzoni 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 Mazzoni 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 Mazzoni, 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.
MAZZONI BLACK LABEL
So mouth-watering!

Fragole Varietà Mazzone
Fragole varietà Mazzone
Strawberries Mazzone varieties
 Erdbeere Sorte Mazzone
 Fresas Mazzone
-frutta surgelata
-Frozen fruit
-Fruchtmark
-Frozen fruit congelado
Come and visit us at:
Sigep Rimini 20/24 Jan - Hall 5 booth 007
Gulfood Dubai 18/22 Feb - Hall 1 booth SB1-45
FHA - Singapore 24/27 Apr - Hall 2 booth 2E5-01
COOKIES LEMON-MERINGUE: INCREASE YOUR SCORE IN THE GELATO SHOP!

Cookies the Original, the most popular flavour in gelato shops, has always guaranteed success for gelato parlours in Italy and abroad, a certainty in terms of quality, taste, and crunchiness. Loved by both children and adults, it never ceases to amaze thanks to its ability to innovate and present itself in new and exciting versions. The challenge for 2018 is called Cookies Lemon-Meringue and gelato makers from all over the world will without doubt be anxious to welcome it! The rules of the “game” are simple and fun and its players will require a voracious appetite! To find its new identity and become Lemon-Meringue Cookies, the legendary shortbread cookie dives into the tantalizing lemon-flavoured cream to discover crunchy and sweet meringues hidden inside... At this point, it will be possible to taste all the goodness, born from the encounter of the lemon-flavored cream - made with natural flavourings and enriched with shortbread cookies - and meringue grains. A product made with only vegetable oils and without palm oil, ideal for variegating artisanal gelato and for filling semifreddi and cakes in the pastry shop. Cookies, in the new Cookies Lemon-Meringue version, will enrich even further the wide range of products for your showcase dedicated to the most famous biscuit gelato in the world. Delicious in the classic version, undeniably irresistible in the Black version, intriguing to say the least in the Spicy variant and perfect for those who are gluten intolerant in the Gluten Free version. Cookies isn’t just gelato, its versatility allows you to create an almost infinite range of recipes, all available in an exclusive recipe book featuring pralines, gelato on a stick, cakes, truffles, mini cookies, mini cones, and lollipops. Because when we talk about Cookies, we are talking about a whole world of biscuit gelato!

For information: www.mec3.com
https://www.facebook.com/MEC3Cookies?fref=ts
Cookies® in its Lemon Meringue version is the flavour that will increase the score in yumminess of your gelato shop. The incomparable crunchiness of the biscuits combined with the freshness of the lemon and the sweetness of the meringues will make both children and grownups voracious.

Ready? Go!
FUNKY MALTY:
GELATO CHANGES MUSIC

With Mec3’s Funky Malty, the new gelato flavour that mixes malt and black notes of crunchy cocoa, gelato shops are transformed into dance halls with a vintage atmosphere! Funky Malty is a groove of unique flavours that adds rhythm to the showcase: just as funk is a perfect blend of soul, blues, and jazz, the new Mec3 gelato is black, intense, unrestricted, and addictive.

In Funky Malty, the barley malt vibrates like an electric bass and the cocoa is as powerful as a set of drums. The result is an orchestra that creates a rhythm of persistent flavours, an attractive melody of grains, and an unmistakable style for a new and authentic taste that nobody will be able to resist...

For information: www.mec3.com
FUNKY MALTY

GELATO CHANGES MUSIC

Funky Malty is a groove of unique flavours that mixes malt and black notes of cocoa with a crunchy sonority. Introduce the rhythm to your gelato shop!
QUELLA CRUNCHY: THE CRUNCHINESS OF CRISPY RICE BURSTS INTO THE QUELLA FAMILY!

After the success of Quella Crunchy, there are now three more fantastic and unique variations adding life to the gelato showcases: Quella Pistacchio Crunchy, Quell’altra Crunchy, and Quello Crunchy!

The mellow softness of the spreadable creams for the gelato shops in Pistacchio, Caramel, and White Chocolate flavours blend perfectly with the crunchy goodness of crispy rice, giving rise to a new and intriguing mixture of consistencies. The three products, all strictly gluten free, are also very versatile, giving your imagination free rein to create fragrant treats and semifreddi, where the crunchy effect of the crispy rice alternates with the silent creaminess of the gelato. A perfect combination that offers the palate sensations that it has never experienced before... but the recipes don’t end here. With the new crunchy products of the Quella family, you can create refined pralines with a crunchy centre, or they can be used as variegates on any gelato, to make it even more scrumptious.... In addition, when used as a filling the Quella Crunchy will add an original touch of flavour and fun to cakes of all kinds. The quality of the raw materials is guaranteed by Mec3’s experience: the rice crispies don’t get soggy when they come into contact with the product, ensuring persistent crispiness over time.

With these new and crispy products, the sweetness of the Quella family reaches 11! A delicious success story whose main charac-
ters are the unique and original gelato spreads created by Mec3: Quella, Quell’altra, Quello, Quell’altrro, Quella Peanut, Quella Pistacchio, Quella Milky and Quella Crunchy. Perfect ingredients to inspire an endless variety of recipes and uses, collected in a new and comprehensive Quella family recipe book, a useful tool for learning more about some of the main applications of the Quella family creams with more than 30 recipes designed to create sophisticated treats, refined pralines, and other interesting novelties.

Finally, the versatility of the Quella creams enters the pastry shop with a recipe book dedicated to the preparation of nine inviting cakes at the heart of “Quella.” What sets them apart is certainly their easy preparation, thanks to the use of only three or four ingredients that create a pleasant combination of consistencies. The Quella Cakes recipe book is the ideal tool for those who want to offer a wide selection of desserts to their customers, filling the vertical display cabinet in an engaging and innovative way during all the seasons of the year.

For information: www.mec3.com
THE MUST HAVES FOR 2018
Quella® altra®, Quello® and Quella® Pistacchio in a Crunchy Version.

QUELLA® CAKES
Sublime combinations of taste and colour.

TRENDS
Green pistachio, white or plain dark chocolate combined with puffed rice.

The icon of taste

Fashion passes, Quella® remains.
Quella® is the cream that dictates style in the world of gelato, the most loved and copied that never ceases to amaze us with many flavours and novelties.
Eleven proposals of exquisite versatile creams perfect for every occasion.
For a fashionable showcase, in every occasion!

FOR FURTHER INFORMATION CONTACT US AT
+39.0541.839411 mec3@mec3.it mec3.com

MEC3
The Genuine Company
MEC3 INTERNATIONAL SCHOOL OF GELATO: MY SCHOOL IS DIFFERENT, WORLDWIDE!

Who said that schools are all the same? There are schools where you learn, but then, once you get home, you don’t know where to start... However, there are also schools that leave you with an indelible recollection for a lifetime, where learning is also fun and where you don't feel like a number, but rather an important member of a “family.”

The Mec3 International School of Gelato is certainly one of these; the participants of the courses say so, by writing letters full of compliments and by staying in touch with the instructors even after training, sharing their entrepreneurial experiences and successes with them. These results prompt us each year to try to satisfy the demands and expectations of the students and therefore to broaden the scope of our training program.

Many courses have been scheduled for 2018, including some interesting new ones: Professione Gelatiere (Gelato Artisan Profession), a program that complements the Basic Course, which introduces the aspirant gelato artisan to more specific areas, thus expanding his or her technical skills. Gelatiere Esperto (Expert Gelato Artisan) and new styles of consumption, which becomes even more intriguing as the instructors talk about balancing the gelato using an innovative system, PAC (anti-freezing power of sugars), and continuing with the development of creative recipes inspired by tradition. To complete the proposal lessons concerning new trends in gelato, like vegan, healthy gelato, and gastronomic gelato. La pasticceria del gelatiere in tutte le sue forme (Gelato pastry in all its forms) is the title of the course dedicated to the world of pastry, with many ideas aimed at expanding the range of products offered in the shop. The course semifreddi and modern cakes will talk about positive cakes, as well as the more classic Bavarian creams, creams, and ganache. The program also includes the indispensable courses marketing and decorations. The method is strictly “one to one”, with a maximum of 12 students per class, with fully equipped workstations in order to put into practice what is being taught by the instructors. In addition, for those who live abroad, Mec3 offers the opportunity to follow many different courses at its offices in Munich, Budapest, Prague, São Paulo, Miami, Shanghai, Hong Kong, and Dubai.

Mec3 International School of Gelato: my school is different... worldwide!
Information and registration: school@mec3.it - www.mec3.com
YOUR PASSION, OUR METHOD

Sign up for a course at the **MEC3 International school of Gelato**, for over a decade one of the highest performing schools in the international training arena, the first to have introduced the ‘one to one’ method making it possible to put into practice immediately what is taught by the teacher.

**34 Courses dedicated to the art of gelato and pastry making and 4 academic packages made to measure for you.**

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**YOU AND THE TEACHER**

**100% PRACTICE**

**INDIVIDUAL WORKSTATIONS**

**ONLY 12 PARTICIPANTS**

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**FOR FURTHER INFORMATION CONTACT US AT**

+39.0541.859411   school@mec3.it   mec3.com

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**MEC3**

The Genuine Company
DIRECT LINE WITH MEDAPP

The world of digital communication is evolving rapidly, and Medac is always ready to seize the new opportunities offered by the web to leverage them for the benefit of its customers. The company based in Salerno has thus created MedApp, a new and exclusive App that incorporates the most advanced technological innovations. A free download, the platform is designed to open a direct dialog with the user, featuring an intuitive, fast, and practical interface. The navigation menu dedicated to products is divided into four categories (gelato, drinks, E-cup, food). Thanks to an advanced filter function, MedApp allows you to find the products that meet specific search criteria. The results can be further filtered by entering a minimum and maximum range for capacity, diameter, and height of the product to be selected. For example, if the user wants to know which of Medac gelato cups have an indicative capacity of 100 ml, simply enter a minimum value of 90 ml and a maximum of 110 ml in the appropriate fields, and the products that meet these parameters will be displayed. Each product is also accompanied by complete information on packaging, the minimum quantities required for customization, the graphics available, and so on. And then orders can be made in a very simple and safe way. The section dedicated to news also makes it possible to remain updated in real time on the news coming from the lively world of Medac.

A TASTY ADVENTURE

And the new developments at Medac don’t end here. In fact, the company has restyled the designs of five cups, creating the new Adventure Line. The themes include Underwater world, Tropical, Adventure, Parrots, and Sails, which depict unexplored lands, sandy beaches, fruits, animals and tropical fish, exciting sailing challenges.... An extraordinary journey that accompanies consumers as they explore new flavors, making the sensory experience unique and engaging. All the cups are manufactured in an environmentally friendly manner, in line with Medac’s commitment to the environment.
Welcome to MedApp, the new App that makes life easier to professionals! Chose the right type immediately, thanks to the dedicated software that filters all the catalogue products on user demand. Gain time, order in safe way and be always informed about news, exhibitions and events!

medApp is free, download it now!
E-Cup is the innovative biodegradable and compostable cup from Medac. It is produced with highly ecological materials and, once it has been used, it returns to nature. In fact, it can be disposed of together with organic waste, effectively solving the problem of the separation of waste and its elimination. To inform consumers about the correct method of disposal, the cup includes the wording “100% Biodegradable & Compostable,” which is accompanied by a graphic element with a powerful ecological icon: a small ladybug.

The cup is made with pure cellulose paper that has been FSC® certified (Forest Stewardship Council), which means the paper comes from forests that are managed correctly and responsibly according to strict environmental, social, and economic standards. This material is bonded to Mater-Bi® film, a biodegradable, compostable, and recyclable bioplastic (European standard EN 13432) that is perfectly suitable for contact with any type of food, both hot and cold.

Thanks to this composition, the E-Cup contributes to the reduction of greenhouse gas emissions and reduces the consumption of non-renewable energy and resources. It is certified OK Compost by Vinçotte, an internationally recognized certification body, as it is a biodegradable and compostable product made according to the EN 13432:2002 standard, including inks and additives.

The cup is available in various formats, from 93 to 550 ml, with two new sizes holding 285 ml and 366 ml. It can be customized with any promotional message, which can be combined with the FSC® and Vinçotte OK Compost logos. The E-Cup line also includes a complete range of cups for hot and cold drinks (which have the same structural characteristics as the gelato cups), along with biodegradable and compostable gelato spoons.

For years Medac has been focused on environmental issues, considering eco-sustainable development to be an essential ethical principle. This commitment was recognized in 2006 with the achievement of UNI EN ISO 14001 certification for the implementation of an Environmental management system.
Nowadays everybody’s talking about the environment... we care about it since more than 50 years!

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

Medac E+CUP 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 E+CUP: in their natural or personalized beauty, whichever you prefer.
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 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.
EMOTICON KIT: DIRECTLY FROM MESSAGOPOLIS

For this new season Nutman proposes an exciting development: the Emoticon kit! With the boom of smartphones the “smiley face” has reappeared in stylized reproductions of the main facial expressions that express emotions. Invented by an American more than 35 years ago to introduce some feeling into the cold text of messages, today they are so commonly used that in 2017 Warner Bros launched an animated film based precisely on “emoji.” Dedicated to children but not only, the gelato made with the emoticon kit has a slightly orange colour, to be decorated with chocolate smiley faces representing various emotions. It has a fresh citrus taste softened by cream to make it very tasty. The kit includes two 5 kg cans of Emoticon Paste, a flavour marker, a rotair, a box of chocolates in the shape of emoticons, and two T-shirts.
DIRETTAMENTE DA MESSAGGIOPOLI

EMOTICON
Training is a fundamental service in our industry - a service that PreGel has been offering for years to its customers and investors, all around the world. In fact, PreGel’s primary goal is to support its partners by providing them with the knowledge and tools to develop profitable, successful businesses. Quality products and innovations are not enough anymore. It is also necessary to offer comprehensive and relevant training - both practical and theoretical - on product uses and their various applications. PreGel International Training Centers (ITC) were created as a network of gelato schools around the world with the intent to provide their students with both the theoretical and practical knowledge needed to create profitable, successful businesses.

The International Training Centers (ITC) are global facilities that offer in-depth, comprehensive and diverse training. Gelato and pastry classes were designed to meet the needs of both beginners and experienced professionals with consolidated teaching methods that combine theory sessions in the classroom and intense hands-on in the production area. All PreGel ITCs are known for their high quality teaching standards and five-star courses held by internationally renowned chefs.

In Italy, the ITC is located at PreGel headquarters in Reggio Emilia. All other locations are housed within PreGel’s main subsidiaries and provide training courses adapted to the local markets and include trends related to the different geographic areas. The United States, Canada, Brazil, Colombia, Germany, Austria, Holland, Poland, Australia, Mexico, Ecuador, and Spain are just some of the many locations where it is possible to attend our gelato and pastry courses. For the full list of training facilities and upcoming courses, visit the website www.pregeltraining.com
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
info@pregel.com

www.pregelfamily.com

SCHOOL OF GELATO & PASTRY
www.pregelfamily.com
PINOPINGUINO: THE FUDGE TOO COOL TO BE HOT

Eleven mouth-watering varieties, all irresistible, for a product that has reached legendary status in record time.
PreGel’s PinoPinguino defies the expectations of what a dessert ingredient should be.
It looks like a standard sauce, but PinoPinguino is actually a cold fudge sauce with an impressive list of capabilities.
First, the flavour: the perfect harmony of PinoPinguino ingredients create a genuine, full and enveloping flavour.
Then, stunning physical characteristics. Their exceptional consistency and ability to remain soft even in frozen environments make them extremely versatile. All PinoPinguino products are great as a standalone treat and for countless different applications, from layered gelato pans and tasty inclusions to be marbleized into waves of gelato, up to soft-serve and pastry applications. In fact, thanks to their rich flavour and their thick and fulfilling texture of fudge which melt in the mouth, all PinoPinguino will consistently exceed your expectations, any way you use them.
PreGel’s 2018 new-entry in the ever-growing PinoPinguino family is PinoPinguino Caramel, a decadent creamy cold fudge that boasts an intense butterscotch flavour and is both gluten-free and palm oil free (like most of our PinoPinguino products already in the range).
PreGel has also developed a complete line of PinoPinguino point-of-sale merchandise to promote the flavours and attract more customers every day.
Visit our brand new Pino Pinguino website at www.pinopinguino.com and its dedicated Facebook page to stay up to date with PinoPinguino, to check the full list of flavours and original recipes, and to select your favourite branded items for your shop.
PinoPinguino® Caramel

A flavor icon.
Classic, Almond, Black, Croccante, Lemon, Nocciolino, Peanut, Pistachio, Wafferino, White and the new, irresistible Caramel flavor.

www.pinopinguino.com

www.pregel.com
info@pregel.com

from
our
family
to
yours

www.pregelfamily.com

SCHOOL OF GELATO & PASTRY
www.pregeltraining.com
In 2011 Prodotti Stella started a new journey through the unexplored tastes and flavours of the earth. Every year a new stage is proposed dedicated to a region, country, or a place that is described through its aromas and flavours. “Le Vie dell’Eccellenza” is a collection of original and unique recipes based on the noblest traditions of good Italian artisanal gelato. Starting with an extensive search for carefully selected ingredients that are then blended with expertise, the flavours of “Le Vie dell’Eccellenza” captivate all those who taste them. After stopping last year in the enchanting town of Sorrento, Prodotti Stella’s journey continues with another tribute to Italian tradition. This year’s creation is inspired by the colours and unspoiled nature of Sardinia. The unique taste of Sardinia is created through a selection of noble raw materials drawn from ancient Sardinian tradition. The freshness and natural character of sheep milk ricotta meets the strong flavour of myrtle, the sacred plant of the gods, an ancient elixir that symbolizes the hospitality of the region. The pompad, a rare Sardinian citrus, adds a note of refinement and exclusivity to the flavour, creating an even stronger bond with the excellence of the local area. A decorative element is the Pistoccus (Sardinian ladyfinger) to be crumbled on top of gelato... as much as you want! Sun, white beaches, crystalline waters, breathtaking landscapes... thus Sardinia offers the flavours that, along with Sorrento, will conquer the gelato shops of all the world. In fact, this latter flavour embodies all the genuine and balanced taste of the Sorrento IGP lemon, its key ingredient. Just a little further on, the Amalfi Coast, where skilled hands prepare the Amalfi Cake, which, with lemons, inspires our Via dell’Eccellenza.
CONSTANTLY EVOLVING
NATURAL GELATO

There is more to gelato than the word suggests. Thanks to the many flavour combinations, preparation techniques and presentation methods, the gelato universe keeps on evolving and expanding. Our Big Bang took place 80 years ago. Our mission has always been the same, ever since our company was founded: to spread the quality and image of Italian artisan gelato across the globe. Research, study and innovation are the cornerstones of our daily work. Our aim is to guarantee certified production using only high-quality ingredients. We had this objective in mind when we created the All Natural range. The products are made with unadulterated natural ingredients in their original form. All Natural products do not contain hydrogenated vegetable fats; GMOs or GMO-based ingredients (which are never used in any of Prodotti Stella’s products); artificial colourings, thickeners, stabilizers and emulsifiers; or other artificially made products. We only use natural flavourings. Thanks to our monitoring processes, you can rest assured that your gelato will combine excellent quality with authentic, wholesome flavours. For example, Pistachio Cream Sicilia is exclusively made with selected pistachios from Sicily. Nothing else goes into it. The All Natural range has been expanded to include many new items: bases, cream flavours, fruit flavours, variegato and decorations. The new addition for this year is the Core range of products, which combines all of the features of the All Natural selection with two more characteristics: it contains no added colourings and flavourings (not even natural ones). This is all made possible by groundbreaking extraction technology that condenses the flavours and fragrances of natural ingredients. The resulting products have unparalleled sensory properties that are almost impossible to distinguish from the original fresh products. Core is the new frontier in gelato. It guarantees the integrity and wholesomeness of ingredients. It preserves natural aromatic qualities. And it makes flavours and fragrances unbeatably rich.

For more information, please contact:
www.prodottistella.com - info@prodottistella.com
All Natural Core technology:

- Guarantees the integrity and wholesomeness of ingredients
- Preserves natural aromatic qualities
- Makes flavors and fragrances unbeatably rich

Prodotti Stella S.p.A.
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info@prodottistella.com
For over 40 years, Reire has been offering the world of food production its consolidated experience in the selection of the best powdered raw materials. Each of its products comes from certified companies that operate within the European community. Reire has a team of specialists that guarantees compliance with the highest standards of quality and safety. For the gelato and pastry business, Reire has developed a complete catalogue of ingredients for the production of high quality artisanal products, like various types of milk, derivatives (cream powder, yoghurt powder, buttermilk powder, etc.), whey protein, all types of sugars, powdered eggs, thickeners, emulsifiers, and vegan products.

In 2006 the company expanded to include an advanced mixing and packaging plant. Customers therefore can choose from more than 300 products from the raw material catalogue and request the production of their own branded products. With this highly professional service, Reire makes it possible for the customer to significantly reduce costs and production times, with the guarantee of always getting the highest quality products. Due to the systems deployed by the company, customers particularly appreciate preparations in which milk, sugar, and proteins are the predominant ingredients. It is possible to request the packaging of mixes and raw materials in branded packaging to meet specific requirements of practicality and simplicity of use.

For more information:
www.reire.com - info@reire.com
WHEN THE RAW MATERIALS ARE GOOD

REIRE, RAW MATERIALS FOR GELATO SHOPS AND PASTRY SHOPS

Reire means high-quality raw materials, constantly checked in our laboratory and tested for over twenty-five years in collaboration with a vast range of clients who appreciate our quality as well as the service we offer.

Reire

Reire srl - Via Rinaldi, 95 - 42100 Reggio Emilia - Tel. +39 0522 308841 - Fax +39 0522 303017
e-mail: info@reire.com - www.reire.com
SMALL MASTERPIECES OF VERSATILITY

Specialized for 40 years in the processing of superior quality fruit, Rogelfrut has gradually diversified its product range to meet the emerging needs of pastry, gelato, café, foodservice, and horeca channels.

For pastry professionals, Rogelfrut offers a complete line of frozen fruit, from berry fruit salads to raspberries to calibrated strawberries. IQF fruit is perfect for any type of cold decoration, for the creation of specific recipes and for the production of personalized creams and sauces. New developments include solutions that add a touch of exclusivity to the most classic recipes, like mango, chestnut, and apricot purees, together with passion fruit and ginger juices.

Rogelfrut is a well-established presence in the gelato trade with a full range of IQF fruit. Its fruit purees are produced using fresh fruit, without pasteurization, to ensure a product that is always perfect throughout the year. Besides being used for making gelato, they are suitable for making slush in a tank and slush machine, smoothies, and fruit juices. The new Tropical line completes the range of innovative puree and juices. These products have also become a must in the café sector. Particularly popular are the citrus juices, like freshly squeezed Sorrento lemon, lime, and blond orange, as well as pomegranate and ginger. For the most delicious drinks Rogelfrut offers both classic ingredients, like strawberry and raspberry, and exotic ones, like tropical, mango, and papaya.

For the foodservice channel, Rogelfrut has developed a range of products for every need, from large volumes to niche products. The company’s top products include the entire IQF fruit line for commercial and collective foodservice and fruit purees for the pastry sector. There are also many new developments, like fruit coulis and semi-candied fruit, which will soon be joined by a selection of vegetable purees.
A FRESH FLAVOURED ANNIVERSARY!

Come celebrate with us at SIGEP in Rimini from the 20th to the 24th January 2018
Pavillion C5 • Stand 068
PERFECT TEMPERATURE

Taddia has created a complete range of drinking cups for hot and cold drinks specially devised to maintain the contents at a constant temperature. The hot drink cups are available in different sizes, also with a handle to avoid direct contact with the heat, and the cups can be customised. Use of the revolutionary Double Wall system makes for thermal insulation capable of keeping the drink hot for a very long time. The plastic lids create a perfect seal for takeaways or for immediate consumption. The Taddia range of cold drink cups made of polythene paper is remarkably complete. The cups are available with attractive generic designs or with a bright personalised print. Each cup can be provided with its own plastic lid with a cross cut into it for insertion of the straw.

THE VALUE OF EXPERIENCE

The cups for hot and cold drinks incorporate Taddia’s solid know-how built up over more than 70 years experience. The company was founded in the mid-1940s, with the first cups made of normal paper, with a wooden disk pressed into the base. In the 1960s the first semi-automatic machines were introduced into the company’s factory to make cups that could be made impermeable by creating a thin layer of paraffin. Further technological developments led Taddia to equip its factories with completely automated machines, and by the 1980s the production of gelato cups and drinking cups underwent a total evolution. In the 1990s, the company shifted its premises to Castel San Pietro Terme, at the gates of Bologna (Italy). Today the Taddia range includes lines in paper gelato cups and paper hot and cold drink cups of various types and capacities, with generic or personalised designs.
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

60 YEARS AS THE COMPLETE SOLUTION FOR ICE CREAM ARTISTS
SWEET AMBASSADOR

The story of Torronalba is interwoven with authentic and genuine ingredients, carefully selected according to the most authentic artisanal tradition. Founded in the late 1960s in Alba, in the heart of Langhe in Piedmont, in 49 years of business the company has become a true point of reference in the bakery industry. Its recipes are drawn from centuries of Italian gelato and pastry culture revisited in a modern key, to satisfy the emerging needs of consumers around the world. With the passage of time, Torronalba has been able to grow and expand, recently moving from its long-time headquarters to a new and larger facility in Piobesi d’Alba, an area of 6,500 square meters. High-tech systems and cutting-edge production techniques allow it to meet the needs of a growing demand. And today the company, with its years of expertise, is a prestigious channel for the spread of Italian culinary culture throughout the world.

A PINCH OF SPICE

An absolute new development in the international markets, Ginger variegated is preparing to conquer gelato display cases worldwide. Developed as a healthy alternative, this delicious product has the spicy flavour characteristic of ginger root. It lends itself well to being used in combination with the most diverse specialties, adding a hint of refined verve. The variegate includes pieces of candied ginger with a refreshing taste: a true must for the summer, and more!
Limited Edition

VARIEGATO MEDITERRANEAO
GELATO GOURMET

Candied olives according to the traditional method, with a surprisingly sweet-bitter taste.
Origin: Mediterranean Basin.

WWW.TORRONALBA.COM

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fax +39 0173 286813
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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 neutrals, 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 variegated”, 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 variegated” is sold in 3 kg buckets.
Let your Creativity explode!

Rediscover the value of Artisanality with Unigel's neutrals, bases and compound ingredients branded Nordpol, all made from select raw materials: create your customized gelato, give shape to your confectionery ideas, choose exclusively the finest ingredients and inspire emotions with Sweetness. With Unigel Nordpol the only limit is your Creativity.
Do you want to help spread the great tradition of Italian gelato across the globe by opening up a shop of your own? Then you need to get in touch with the WWG Foundation. Created through a partnership of Sergio Dondoli, Sergio Colalucci, and Giancarlo Timballo, three internationally renowned gelato professionals with different personalities, attitudes and skills, this dynamic business aims to provide a full-fledged consulting service to those who experience the universe of gelato as a personal mission. In order to succeed in the gelato world, it is in fact essential to have a wise mix of ingredients that combine technical expertise, creativity and passion. And this is the philosophy behind the WWG Foundation.

WWG - World Wide Gelato - offers first and foremost full support for the opening of a gelato shop: design, drafting of the financial plan, purchase of machinery, furnishings, and equipment, along with all the ingredients that are produced in harmony with the most authentic Italian tradition. It also offers an extensive calendar of training courses of various levels, from beginner to advanced, held periodically at the WWG headquarters in San Gimignano in Tuscany, Italy. Other two WWG campuses are located in Udine and Nettuno, Rome.

The three founders pursue crucial objectives like professional honesty, ethical relationships with partners, and respect for the rules: all virtues for which they are recognized in the industry and on which their credibility is based.
Sergio Colalucci, Sergio Dondoli e Giancarlo Timballo present

WWG

The interest in Artisan Gelato is growing all over the world due to the increasing attention to high quality products and to the Italian food culture. For an investor this represents a profitable sector with a fast return on investment. WWG Foundation offers, to the investors willing to open one or more Gelato shops, an expert consultancy with support in planning and accountancy, from the idea to its development.

WWG Foundation works in partnership with

www.wwgfoundation.com
YOGORINO FROZEN YOGURT FRANCHISING

Yogorino is a franchising project dedicated to the world of frozen 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. 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 frozen 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.

GOOD AND HEALTHY

All our Yogorino frozen yogurt products are probiotic foods, and therefore able to bring beneficial effects for our health and promote wellbeing in our organisms. Because of this, our foods fully fall within the range of the so-called functional foods, defined by recent studies in the food sector as fundamental for the psychosomatic equilibrium of our organisms. 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) 20 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 successful businessmen.

GROSS MARGIN
over 400%

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

yogorino
e-mail: world@yogorino.com
web: www.yogorino.com
Gelato Festival is the most important event dedicated to the world of Italian gelato. A European and American competition that recognizes the best Italian and foreign gelato artisans and the flavours they create for the event. A festival “on the road” that during spring and summer travels through Italy and the rest of Europe and in the autumn moves to the USA bringing goodness, joy, experience, culture and knowledge of artisan gelato.

Official partner of Gelato Festival is Sigep, the undisputed leading International Trade Show of Artisan Gelato, Pastry, Bakery, and the Coffee World organized by Italian Exhibition Group, a merger of Rimini Fiera and Fiera di Vicenza. It targets professionals from all over the world, offering a complete and modern selection of raw materials, ingredients, systems and equipment, furnishings and services. Sigep is a truly global showcase that gets a jump on trends, rewards trade talent, invests in younger generations, promotes Italian excellence to the world, and brings world-class excellence to Italy.

The competitions most closely watched by trade professionals are held here: The Gelato World Cup, The Pastry Queen international championship for women, the Italian Seniors Championship, and other championships for Italian baristas and bread bakers. To better link supply and demand, for years Sigep has offered the Top Buyer from Five Continents project, allowing foreign exhibitors and buyers to set the agenda of relationships to be developed at the fair.

Sigep’s latest edition recorded the presence of 161,196 professionals, of which 30,711 were international coming from 170 countries. 1,250 exhibitors covering 118,00 square meters. And for the 39th edition in 2018 a further increase in floor space is planned, reaching 129,00 square meters. Competitions on the calendar include the Gelato World Cup, the Italian Chocolate Championship, the international Pastry Queen for women, the Italian Seniors Pastry Championship.
“...I never thought I’d win the European title, this unexpected victory has brought about many changes for me and my business... Gelato Festival is an experience that is worth having because it is a lively, stimulating and exciting event, for the benefits that it offers both on human and technical levels and for the countless professional opportunities that it can lead to....”

Massimiliano Scotti
After winning Gelato Festival he became the official gelato artisan of RAI 2’s Detto Fatto television show

Sign up now!

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THE CULTURE OF GELATO
3-7 FEBRUARY 2018 - WWW.GELATISSIMO.DE

Gelatissimo, the largest gelato trade fair north of the Alps, aims to present the world of gelato culture in all its diversity. Founded in 2008 it takes place every two years and is the German meeting place for artisanal gelato makers. Coinciding with Intergastra - one of the key European hospitality and hotel trade fairs and dedicated host - in 2016 the range of products exhibited in an area covering more than 100,000 square metres attracted around 1,300 exhibitors from home and abroad. And the next chapter of the success story is about to unfold: with the building of the new Paul Horn Hall and 115,000 square metres at their disposal, as of 2018 the two trade fairs are now offered even more space for innovations and trends. The event therefore meets these high expectations, and regularly receives top marks from the exhibiting companies and specialist visitors alike. Handmade gelato, coffee, beverages, kitchen technology and food, ambience, equipment and services - these are the themes on which the specialist visitors from Germany and abroad obtain information, and are encouraged to think outside the box. The gastronomic heart of Germany beats in the south-west where at the start of the year Gelatissimo and Intergastra showcase innovations and trends, and provide many opportunities for the exchange of expert opinions and ideas.

Gelato makers keen to test their skill against the best in their trade in the Gelatissimo ice arena can register for the Grand Prix. This competition involves the preparation of three different gelato varieties. This year creative interpretations of yoghurt, raspberry, and a fantasy flavour are sought. The winners compete against each other in a bid to make the best pistachio gelato. The “Stuttgart Coffee Summit” coincides with the Gelatissimo trade fair and is being held for the 4th time already. The programme is packed with workshops, highlights, get-togethers and opportunities for professionals and interested visitors to mingle and exchange ideas.
GELATISSIMO
World of gelato
3.−7.2.2018 | Messe Stuttgart (DE)

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dedicated
to gelato

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.

Save the Date:
15.−19.2.2020

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INTERGASTRA
World of hospitality
INNOVATION AT THE HEART OF GULFOOD 2018
18-22 FEBRUARY 2018 - WWW.GULFOOD.COM

Following a record 2017 edition that welcomed in excess of 97,000 visitors across 1 million square feet of exhibition space, Gulfood - the world’s largest annual food event is placing innovation at the heart of its 23rd edition taking place on 18 - 22 February 2018 at Dubai World Trade Centre.

The event is promising a wave of new innovations and services to reflect changes in consumer demand. It will once again welcome more than 5000 exhibitors showcasing products across 8 primary market sectors. The World Food category will feature 120 country pavilions carrying a raft of “authentic”, niche and natural products that cater to a consumer shift towards food that is traceable by origin and source. The latest World Food additions are Estonia, Serbia and Slovak Republic.

This year’s event will feature a Newcomers Exhibition Lounge showcasing trend-driven products that have never been previously available in the MENA region. This brand new trading opportunity will run parallel with an Innovation and New Products Zone spotlighting the most successful and relevant market entries that have never previously launched in the area.

Buyers can look forward to meeting more than 1,000 new-to-show food and beverage producers that have been hand-selected to deliver greater volumes of consumer - oriented products. These include health and wellness categories such as organic and sugar free plus third-wave coffee varieties and new taste and texture innovations across the board.

Gulfood Innovation Awards finalists will also form an integral part of the Innovation Zone showcase, with 2018 winners being announced during the prestigious annual ceremony. Additional networking features include a series of government accredited fringe seminars running throughout the exhibition plus live pitch demonstrations from some the most exciting global startups on the scene.
Gulfood
18 - 22 February 2018
Dubai World Trade Centre

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SWEET, SWEET POLAND
25-28 FEBRUARY 2018 - WWW.EXPOSWEET.PL

Expo Sweet is the largest fair of the confectionery and gelato industry in Poland. In 2018 the fair will have its 10th edition. As every year there will be splendidly contests in which part will be taking best professionals in trade. There is also going to be rich offer of trainings and courses. What’s more important is the amount of most significant businesses display the cutting-edge machinery, products, and services available on the international market. During the 2017 edition, the show’s attractive offer and a number of professionally organised accompanying events attracted a record number of visitors: within 4 days, the fair was visited by over 14 thousand confectioners, gelato producers, bakers, restaurant and café owners. This clearly proves that Expo Sweet has permanently entered the event calendar and become renowned and respected among the industry’s professionals.

We are currently working on the next edition of the Expo. We extend our invitation to all businesses who appreciate the market of confectionery and gelato products. We hope that we will be joined by every manufacturer of machinery or components used for gelato and confectionery production. We also wish to invite all businesses form the related industries. Currently, the newly opened confectionery and gelato outlets provide their clients not only with exquisite sweets but also with coffee, tea, and alcoholic beverages. We can guarantee that our event is visited by the best manufacturers on the Polish confectionary, gelato, and bakery market. If you would like to reach them with your offer, you should be participating in ExpoSweet which is planned for February 2018 (Warsaw, Poland - details at www.exposweet.pl).
European Championships in Cake Decoration

25-26th February 2018 in Warsaw (Poland)

€ 3500 to win!
Apply now! We cover the travel and accommodation costs!

International Competition of Confectionery Decoration!
The contest open for everyone during the Expo Sweet 25-28.02.2018
Submit your application and win some of the prize pool of

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Regulations of the Championships and the competition are available on:

www.exposweet.pl/rules
1 Exhibition + 2 Specialized Magazines = Success on the Romanian Market

Romania is one of the fastest growing economies in Europe, businesses are developing dynamically and there is plenty of room left for further growth. GastroPan is the greatest international exhibition of solutions and technologies for the baking, confectionery, gastronomy, chocolate, milling, pasta, ice-cream, coffee & bar, food service and hospitality industries, and being a B2B type professional event, it offers an exceptional possibility to meet operators and producers in the targeted fields, who are looking for the latest machines, ingredients, concepts and technologies, helping the growth of the industry. For almost 20 years, a group of professionals editing 2 specialized magazines and organizing 1 international exhibition managed to give access to the Romanian market to some of the greatest suppliers of equipment and ingredients in the world.

OPPORTUNITIES LYING IN THE ROMANIAN MARKET FOR FOREIGN SUPPLIERS

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, confectionery and hospitality industry are recovering strongly, many of them following successful business models of the western countries.

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, confectioneries and hospitality units are changing their old machines to 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 to the high European standards.

3 OF THE MOST EFFECTIVE WAYS TO TARGET BUSINESSES: 1 EXHIBITION, 2 MAGAZINES

Brutarul-Cofetarul and Gastromedia magazines have been the first-hand information source of managers, operators, specialists and producers of the Romanian baking and hospitality industry for almost 20 years, providing all the information needed to develop their businesses. Throughout the years, the magazines became the main channels through which suppliers communicate with Romanian clients.

GastroPan International Exhibition was a natural response to entrepreneurs' need to physically see and test the machines, tools and solutions present on the international market, it grew quickly and, through professionalism and dedication, became one of the most important baking, confectionery and hospitality trade fair in Southeastern Europe.

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

1) BRUTARUL-COFETARUL MAGAZINE

Specialized B2B magazine for the Romanian milling, baking and confectionery industry. It is published monthly in 9,500 copies and it is distributed free via post mail to managers and specialists from Romania. Additionally, the magazine's digital edition is sent monthly to a database that exceeds 20,050 subscribers.

2) GASTROPAN INTERNATIONAL EXHIBITION

International Exhibition of Solutions and Technologies for the Bakery, Confectionery, Ice Cream, Chocolate, Coffee, Food Service and Hospitality Industries. The 10th edition takes place between 19-22th of April 2017 in Târgu Mureș, 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 for free via post mail in 13,000 copies to managers of hospitality units. Additionally, the magazine's digital edition is sent to a database that exceeds 22,300 subscribers.

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, confectionery and hospitality industry, please contact us at +40 733-313.042, +40 733-313.043 or via e-mail info@gastropan.ro
GastroPan
BAKERY | CONFECTIONERY | FOOD SERVICE

19-22 April 2018
Targu Mures | Romania

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- Confectionery
- Hospitality
- Food Service

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40 YEARS OF FOOD&HOTELASIA: EVEN BIGGER AND BETTER
24-27 APRIL 2018 - WWW.FOODNHOTELASIA.COM

The most comprehensive international food and hospitality biennial mega trade event in the region, Food&HotelAsia, will return from 24 to 27 April 2018 to two venues - Singapore Expo and Suntec Singapore. It will house its biggest-ever industry congregation with 4,000 international exhibitors from more than 70 countries and regions, an increase of 25 per cent compared to its last edition. The event’s total floor area spans 119,500 sqm, 23 per cent increase from 97,000 sqm.

68 international groups are confirmed and spread across the two venues, with Armenia and Qatar being the newest countries to participate. Some international group pavilions will also see members from 22 international trade associations and government agencies participating in Food&HotelAsia for the first time. 78,000 trade attendees from over 100 countries and regions are expected at the 2018 edition. Beyond the traditional sourcing ground, the event also offers many experiential networking and learning opportunities through new and improved speciality zones and industry-renowned competitions. Through these activities, visitors will gain insights into the rapid changes impacting the F&B and hospitality industries, and with easy access to the necessary tools, contacts, skills and knowledge, they will be able to stay relevant and maintain their competitive edge. The FHA Culinary Challenge (FCC) will showcase the best culinary talent from the region. Targeting professionals from specific sectors of the food and hospitality industries, these competitions include the Gourmet Team Challenge, Individual Challenge, National Team Challenge and the Battle for the Lion.

The FHA2018 International Conference will feature industry experts and business thought-leaders sharing perspectives, tips and strategies across 10 key tracks, from hotel revenue management to central kitchen and more.
The Winning Recipe

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24 - 27 April 2018
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Please note that FHA2018 will be held in 2 venues concurrently - Singapore Expo and Suntec Singapore.
THE OLDEST FAIR OF GELATO AND THE FUTURE TALENTS

2-5 DECEMBER 2018 - 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 Artiglace, 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, as Russia, Croatia, Argentina, Morocco, Australia, Poland, Slovenia 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 the edition 2017 focused on “Almond” 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 business 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.
59th International Gelato Exhibition
Longarone 2018
2nd - 5th December

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FOR MIG 2018
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Info Tel. +39 0437 577577
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A COMPLETE PARTNER FOR TRADE FAIRS

The Organizzazione Vittorio Caselli operates in the following product sectors: agriculture - food and wine - interior design and furniture - catering and hospitality equipment - consumer and producer goods - communications - packaging, food processing - wood (machines and technology) - plastics and rubber - health - print machines and products - textiles (machines and equipment) - transport; 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. 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.
The Organizzazione Vittorio Caselli Spa (OVCSpa) 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 (OVCSpa) 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:

- Hofex
- Gulfood
- FHC China
- FHA
- Sixha
- Europain
- Intersuc

...and lots more!

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Market & job

I’m renting a well-established gelato shop with eight years of activity, equipment like new, terrace. Monthly rent €1,500. Location: Principality of Monaco. Ideal location in the Principality’s main pedestrian street, near the port, at the start of the Grand Prix, at the foot of the fortress. E-mail: info@firstproperties.mc

Well-established gelato and pastry shop located in Eastern Europe, opened almost two years ago, is looking for an operating partner, pastry chef and/or gelato maker to expand its business and open another location. Low investment between 4,000 and 6,000 euros. Location: Serbia. E-mail: gelato.sf@gmail.com

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 ph +39 061 8491886 / +39 339 8197608

Sistema Gelato signals the opportunity to acquire a gelato shop with kiosk started in 2016, with 150 seats for 150 square meters of total area (including laboratory). Location: Nordrhein-Westfalen Region in Germany, within a shopping center. Contacts: ph. +39 040 308779 E-mail: stefano.mestroni@sistemagelato.com

I’m selling for family reasons a historic well-established gelato shop, with 21 years of activity and excellent turnover, €150,000.00 including laboratory and equipment in excellent condition. About 60 square meters inside and a large private outdoor space. We are on Facebook and on TripAdvisor. Location: Eraclea Mare (Venice, Italy), in front of the main square, Piazza Dancalia. Contacts: mob ph. +39 339 5952499 - Donatella De Longhi

If you like a dynamic technical-commercial job and you wish to collaborate internationally for a young but prestigious company, sharing our passion and experience and putting it to fruition with international investors, contact us. WWW FOUNDATION SRL. segreteria@wwffoundation.com

I am looking for a gelato maker, whether export or not, available to move to an African capital to open a new gelato shop in a mall. Work availability is required throughout the year. Please send your curriculum to Marco Biffi. E-mail: marco.biffi@yahoo.it Mobile: +39 334 9896589

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