a Dessert like no other: Yours.
DOUBLE VEGAN SEMIFREDDO

THE DOUBLE VEGAN SEMIFREDDO IS CREATED WITH NO-MILK SEMIFREDDO

✓ VEGAN FRIENDLY

✓ NO MILK PRODUCTS

✓ NO ANIMAL PRODUCTS

✓ PALM OIL FREE

PRODOTTI STELLA S.p.a.
via 4 Novembre, 12 Altavilla Vicentina 36077 VI
Tel. +39 0444 333600 Fax +39 0444 370828
Colonna.
Display your design

Design Giulio Iacchetti

2017
Meringata

Innovative Classics
An international pastry masterpiece presented in an innovative way with Five Star Chef products. Visit the PreGel website for further information on the entire selection.
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial</td>
<td>11</td>
</tr>
<tr>
<td>Contributors</td>
<td>13</td>
</tr>
<tr>
<td>Ernst Knam, the king of chocolate</td>
<td>14</td>
</tr>
<tr>
<td>Increasingly fashionable</td>
<td>20</td>
</tr>
<tr>
<td>White chocolate sphere</td>
<td>26</td>
</tr>
<tr>
<td>Together</td>
<td>30</td>
</tr>
<tr>
<td>The secrets of oil</td>
<td>32</td>
</tr>
<tr>
<td>Vacherin</td>
<td>38</td>
</tr>
<tr>
<td>What passion!</td>
<td>44</td>
</tr>
<tr>
<td>Fresh pralines</td>
<td>50</td>
</tr>
<tr>
<td>A continuous evolution</td>
<td>54</td>
</tr>
<tr>
<td>Lots of new developments</td>
<td>58</td>
</tr>
<tr>
<td>Award-winning pastry!</td>
<td>60</td>
</tr>
<tr>
<td>Traveling with... puntolitaly!</td>
<td>62</td>
</tr>
<tr>
<td>Dedicated to chocolate</td>
<td>64</td>
</tr>
<tr>
<td>Pastry Collection</td>
<td>68</td>
</tr>
<tr>
<td>The shows</td>
<td>110</td>
</tr>
<tr>
<td>The companies</td>
<td>112</td>
</tr>
</tbody>
</table>
You’ve never seen a chocolate like this.

Discover excellence at Chocolate Academy™ Center Milan.

Maitre chocolatiers, pastry chefs, chefs. Forward-looking professionals choose Chocolate Academy™ Center Milan to improve their skills, learn new techniques and discover all the secrets of chocolate, from its production to its transformation. Combining theory and practice, experience and innovation, this school for basic and advanced-level training at an international level has an excellent educational offer, guaranteed by Barry Callebaut, world leader in high-quality chocolate.
We had announced it and here we are with the brand new SweetMood magazine!

 Entirely dedicated to pastry, it has been added to puntoitaly’s annual calendar with two issues per year that will alternate with the classic issues of January and July, thus being published in the months of April and October. A new endeavour that is quite... glamorous!

 One of our surveys, which involved more than 7,000 interviews conducted in more than 60 international fairs, had clearly indicated how global operators were looking to the pastry sector, with a particular interest in the Italian school. Hence the idea of “sticking our noses” in this magical and sweet foodservice sector, where the Made in Italy label is enjoying great popularity thanks to the professional growth of an entire category of Master Pastry Chefs who have become famous and successful in many competitions where other nations and schools once dominated.

 Today many of these Maestros have become members of the SweetMood team. First of all Ernst Knam, who we thank for having immediately believed in this project and for having given it his seal of approval by appearing on the cover of the first issue. Then Claudio Sadler, Riccardo Magni, Beppo Tonon, and Massimo Carnio. All award-winning and renowned professionals. Others are already being added to this list and will appear in the next issue. SweetMood talks about flavours and aromas, ingredients and colours, recipes and trends. A publication made in our own way. A little bit different, a little bit fashionable. With captivating graphics and selective content.

 We hope you enjoy it. We will take it to the four corners of the earth as we participate in 12 international trade shows, from China to the USA, from the Middle East to Europe.

 Finally, a heartfelt thanks to the companies that accompanied us in this first issue, with their elegant advertisements and editorial content, thus providing a service to readers with targeted proposals and information on successful furnishings, machines, and products.

 Until the next issue, Arrivederci!

 Franco Cesare Puglisi
THE ALTERNATIVE TO SPONGE CAKE THAT IS EASY, VERSATILE AND DOESN’T GET SOGGY

MALLEABLE AND FLAKY EVEN AT LOW TEMPERATURES
GLUTEN FREE

ALSO AVAILABLE IN A VEGAN VERSION!

TORTA VEG
GLUTEN FREE DAIRY FREE

Ideal for all types of cakes or single portions or to add delicious, crispy layers. Easily molded and adapts to any shape you want!
CONTRIBUTORS

SWEETMOOD-puntoITALY
Milan - Tribunal Registration no. 444 of 03-08-2011
Three-monthly magazine - € 1.00
Year 7 - No. 14 - April 2018

Publishing Director
Franco Cesare Puglisi

Editor
Manuela Rossi

Editorial Staff
Anna Fraschini
Monica Viani

Co-ordinator
Gora Di Benedetto

Public Relations Manager
Davide Pini

Advertising Manager
Paolo Barretta

Advertising
Patrizia Dal Mas

Translations
Patrick Hopkins

Graphic Layout Illustrations
Caterina Verri

Editrade srl - Headoffice
Via Lomellina 37 - 20133 Milan, I
Tel. +39 02 70004960
Fax +39 02 70004962
email: info@editradesrl.it
www.puntoitaly.org

Printing
Pentagraf - Bernate Ticino (Milan, I)

All rights reserved. The partial or complete reproduction of texts, illustrations and photos by any means is forbidden. Texts and illustrative material, even if unpublished, is not returned to sender. Texts and photos sent in by readers can be freely published and utilized by puntoItaly.
ERNST KNAM, THE KING OF CHOCOLATE

Known as the “King of Chocolate”, pastry chef, cook, maître chocolatier, and TV personality, Ernst Knam - German by birth but Italian by adoption - is considered one of the leading exponents of contemporary confectionery. A student of Gualtiero Marchesi, after having worked in some of the greatest and most prestigious restaurants and hotels in Europe, in 1992 he opened his shop L’Antica Arte del Dolce in Milan. He has received many prizes and awards including Best Pastry Shop in Italy, Italian Chocolate Champion, Italian Finger Food Champion and Gelato World Champion. In 2014 he was appointed Chef Ambassador for Expo 2015 together with Carlo Cracco and Pietro Leemann. His recipes run the gamut from sweet to savoury. Of course, the food of the gods is his passion. “For me it is an incredible raw material, the only one that can really be used in any way, shape, or form: powder, solid, liquid, warm, cold”. It is no secret that he strictly follows the rules of the art of pastry: choose raw materials that are excellent and in season; weigh everything, because pastry is chemistry; taste to avoid mistakes. His creations are often inspired by art and great artists, like Pollock, Pomodoro, Fontana. He considers himself an innovator, an experimenter. His next goal is to create high quality products for those with food intolerances or problems with food.
HAWAII
Exotic ciambella with white glossy glaze

“
A captivating cake starting from the description: marquise, dark chocolate mousse, exotic caramel, coconut bavarois, and white glaze. A triumph of chocolate with an exotic name, Hawaii. The combination of flavours and textures is perfect, particularly tasty. As its creator explains, a dessert must be surprising, beautiful, fascinating, intriguing, fragrant. At the first mouthful it should melt in your mouth, making you want a second portion.
”

Photos by Francesca Lazzarini - F2 Studio
**MARQUISE**

- egg yolk 100 g
- powdered sugar 100 g
- egg white 225 g
- powdered sugar 200 g
- unsweetened cocoa 90 g
- potato starch 30 g
- sugar to sprinkle as needed

Beat the egg yolks with the powdered sugar. Separately, beat the egg whites with the powdered sugar. Gently mix the two compounds with the cocoa and potato starch to incorporate all the ingredients well. Pour the mixture onto a baking sheet lined with the appropriate paper and use a spatula to create a 5 mm layer. Bake it in a preheated oven at 200°C for 8-9 minutes. Finally sprinkle with sugar.

**DARK CHOCOLATE MOUSSE**

- dark chocolate 250 g
- fresh cream 250 g
- egg yolk 50 g
- isinglass 1.5 g

Whip the cream and egg yolks in two separate containers. Rehydrate the isinglass in cold water. Melt it in the microwave or in a saucepan with a little cream. Melt the dark chocolate in a bain-marie (its temperature must not exceed 50°C). Add the gelatin, egg yolks, and whipped cream and emulsify everything with a whisk.
### EXOTIC CARAMEL

- sugar 200 g
- cream 150 g
- butter 80 g
- salt 1 g
- mango puree 100 g
- passion fruit juice 100 g
- gelatin in sheets 10 g
- lime peel 10 g

Caramelize the sugar, decoct with the warm cream and then with the fruit pulps. Reheat and bring to 106°C. Allow to cool to 60°C, add the gelatin in sheets that have previously been rehydrated in cold water, the lime peel and heat the mixture to 40°C. Add the butter at room temperature.

### COCONUT BAVAROIS

- sugar 25 g
- egg yolk 80 g
- coconut puree 350 g
- gelatin in sheets 10 g
- white chocolate 200 g
- semi-whipped cream 550 g

In a saucepan bring the coconut puree with its milk to boil. Meanwhile, mix the egg yolks with sugar in a bowl. Once it boils, add the coconut puree to the mixture of egg yolks and sugar. Mix and heat again. At 83°C, add the gelatin in sheets that have previously been rehydrated in cold water and the white chocolate. Emulsify until uniform and add the semi-whipped cream. Use.

### WHITE GLAZE

- water 75 g
- sugar 100 g
- glucose 100 g
- condensed milk 66 g
- gelatin in sheets 8 g
- white chocolate 100 g
- orange cocoa butter as needed
- coconut flakes as needed

Bring water, sugar, and glucose to a boil. Add the condensed milk, the gelatin in sheets that have previously been rehydrated in cold water and the white chocolate. Add the colouring and uniformly glaze the surface of the cake.
INSTRUCTIONS
In a 20 cm diameter ciambella mould pour a layer of coconut bavarois, then a thin layer of exotic caramel, cocoa marquise, dark chocolate mousse and complete with cocoa marquise. Place in the blast freezer for about 3 hours. After this time has passed, remove the bavarois from the mould, add the shiny white glaze and “pollock”* with orange cocoa butter. Finally decorate the base of the bavarois with coconut flakes.

Note:
*Pollock is a term used by Ernst Knam to refer to a technique that recalls the “dripping” of Jackson Pollock, master of action painting. It is a style of painting where the colour is thrown on the canvas or dripped spontaneously.
INCREASINGLY FASHIONABLE
Grapes of the Glera vine, produced with the Charmat method, fruity taste, bubbly and fresh. In one word: Prosecco. A wine that reflects the culture of an entire region.

There’s not just one Prosecco, there are many of them. The name Prosecco also indicates one of the most popular tourist destinations for foreigners, picturesque trails among rolling hills, vineyards, historic residences and museums to discover how a wine, besides being good, can also tell a great story. Proseccos of excellence, which challenge even the most noble bubbles, are born from a respect for the land and nature that never requires much chemical intervention. Produced in Veneto and Friuli Venezia Giulia, in the northeast corner of Italy, it is a DOC (Designation of Controlled Origin) or DOCG (Designation of Controlled and Guaranteed Origin) white wine for those of Montello and the Asolani Hills and for Prosecco of Conegliano-Valdobbiadene. Its origins are uncertain. According to one of the most reliable hypotheses, it could originate from “Prosecco”, a karstic municipality on the border with Slovenia. In this area the vine was called Glera. It then arrived in Veneto and took the name of Serprina. Another hypothesis supports a “reverse” dissemination, from the March of Treviso to Slovenia.
**Tasting notes**
Prosecco wine has a straw yellow color. Its bouquet is distinguished by notes of green apple, pear and peach, with floral notes of wisteria, rose and acacia and a slightly acidic lemon and citron. The main characteristic is its hint of bread crust due to the yeasts, to which the fruity aromas of banana and pineapple are added in refermented proseccos.

**How to choose**
“Prosecco from the plains” and “Prosecco from the hills” is the first difference to take into consideration. The plains produce higher quantities and offer a wine that is more full-bodied, sugary, fat and savory, while the hills, with their lower level of production, produce wines that are more intensely acid and fresh. If we imagined a pyramid, at the top we would find Cartizze, the cru of Prosecco, and below Conegliano Valdobbiadene DOCG, Asolo DOCG, Treviso DOC and at the base the vast area of Prosecco DOC. Cartizze hill is the heart of Valdobbiadene; a total of 107 hectares divided among 140 owners. They are lands that have belonged to the same families for generations, handed down as an inheritance, where the work is all still done manually. The slope, in parts quite steep, allows the vines to enjoy the full benefit of the sun’s rays and water that is not retained in the soil. Hot summer days are followed by cool nights with thermal excursions. Traditionally a wine is produced in a “Dry” version.
Differences between Valdobbiadene and Asolo
One of the two DOCG production areas is situated in the foothills between Valdobbiadene and Conegliano, covering 15 municipalities and about 5,000 hectares of vineyards. The wine, produced in three types - spumante (sparkling), frizzante (semi-sparkling), and tranquillo (still) - can be enjoyed throughout a meal, but is particularly popular with steamed or raw fish appetizers, risottos, grilled white meat, vegetable or stewed vegetable side dishes, and, in the bubbly version, as an aperitif. The sensory analysis reveals a winy, light and fruity fragrance, particularly in sweet and pleasant types. The taste is pleasantly bitter, not very full-bodied in the Dry type. Compared to Valdobbiadene, Prosecco Asolo is more structured and saline due to the conformation of its terroir. A sensory analysis of the wine, made mainly from the Glera grape, finds a dry wine with characteristics of elegance, lightness and slenderness. Its bouquet has a fresh scent, with accents that are fruity, floral and slightly vegetal in the end. The taste is soft with a delicate body, with a well-harmonized acidity, all with a dry aftertaste. With the validation of the changes, the producers will now be able to choose whether to label their wines as Asolo Prosecco Superiore DOCG or the more simple Asolo DOCG, linking the wine even more to its place of origin.

Sur lies
Prosecco sur lies, the niche of the Prosecco niche, draws its particular character from the yeasts left by the refermentation in the bottle. A summer wine, it is light, fresh, but cloudy, an apparent defect that proves to be a positive quality. Sur lies - or “on the lees (of the yeasts)” - indicates a wine that remains in contact with the lees of yeast after successful refermentation, adding a fuller flavor. More tasty, more bubbly, it is produced from a grape that is pro-
cessed as little as possible, without adding sulfites to allow spontaneous fermentation. An artisanal product that recalls rural tradition. Originally it was produced for big occasions. The farmer-wine-makers kept a small batch to bottle for the holidays. In the 1970s there was the risk that it would disappear forever, but today it has been rehabilitated by the growing demand for genuine wines, the so-called natural ones. Sur lies Prosecco is perfect with Venetian cicchetti (snacks that are consumed in typical Venetian taverns called “Bacari”), half egg with anchovies, toasted bread with lard, bread with creamed cod and Venetian sopressa cured salami.

Differences with sparkling wine
Prosecco and sparkling wine are not the same thing. Sparkling wine, being a category of wines, can be produced in any area of Italy and with any grape. Prosecco, on the other hand, which is a DOC or DOCG, can only be produced in some areas of Veneto and Friuli Venezia Giulia and from Glera, Verdiso, Pinot blanc, gris or noir grapes and only with the Charmat method. In general, wine is produced by alcoholic fermentation: the sugars naturally present in the grapes are transformed into alcohol and carbon dioxide. To make a sparkling wine a second fermentation is necessary to capture the carbon dioxide inside the bottle, creating the bubbles. The Charmat method, used for Prosecco, calls for the second fermentation to take place in stainless steel tanks and not in the bottle. The result is a fresh and aromatic wine, immediately ready to drink.

How to serve it
To serve it we recommend using a Prosecco glass, made by Riedel specifically for this wine. Alternatively you can choose a rather large tulip wine glass to appreciate the richness of the aromas. Flutes and goblets are not recommended. It should be served at a temperature between 6 and 8 degrees Celsius, depending on the type and the meal, to bring out the characteristic fragrance of the wine.
Types and combinations

Prosecco Superiore is produced in three basic types - Brut, Extra Dry, Dry - which are essentially distinguished by their sugary residue.

- The Brut version, the one that most appeals to international tastes, has an aroma rich in hints of citrus and vegetal notes that are accompanied by a pleasant accent of bread crust. The fine bead ensures the persistence of flavor and a clean palate. It should be served at 6-8°C, with fish and vegetable appetizers, seafood and baked fish dishes or - as it is used in the area where it is produced - throughout the meal. The sugar residue ranges from 0 to 12 g/l.

- The Extra Dry type, the most traditional, has a fresh and elegant flavor, bursting with the aroma of fruit, apple, pear, and with a hint of citrus fruit that fades into the floral. Excellent as an aperitif, it is ideal served at 6-8°C with vegetable soups and seafood, pasta with delicate meat sauces, fresh cheeses and white meats, especially poultry. Its sugar residue ranges from 12 to 17 g/l.

- The Dry version is the least widespread. It has a pale straw yellow color, a delicate, fruity bouquet with hints of citrus, white peach and green apple, and a savory, fresh and soft taste thanks to its elegant somewhat sweet note. To mitigate its sweetness, it should be served cool, around 6°C. This is the type that is suitable for the most particular combinations, with dry desserts or with the spicy foods of fusion cuisine. Its sugar residue ranges from 17 to 32 g/l.

(Source: Consorzio Tutela del Conegliano Valdobbiadene Docg Prosecco Superiore)
White chocolate, apples, and cinnamon, Calvados crumble, meringue, and red apple puree to remind us that cuisine is an evolution of tradition in the name of simplicity.

“...”

The recipe is taken from the book “I miei nuovi menu” - published by Giunti
Ingredients for 10 servings

- tempered white chocolate 200 g

Chop up the white chocolate into small blocks and dissolve it in a bain-marie or in the microwave. Mix occasionally, slowly bringing the chocolate to 45°C to avoid the formation of lumps. Remove from the heat (or microwave) once the temperature has been reached. Place the container of white chocolate in a bowl of water and ice to cool, stirring well until it reaches a temperature of 25-27°C. Remove from the ice and place the container in a bain-marie (or microwave) until it reaches a temperature of 29°C. Pour the tempered white chocolate into the half-sphere moulds.

APPLE COOKED AT A LOW TEMPERATURE

- apples 1 kg
- sugar 300 g
- Calvados as needed

Peel the apples and cut them in half, removing the seeds with the help of a corer. Place them in vacuum bags with the sugar and Calvados. Bake in a steam oven for 15-20 minutes at 90°C. Allow to cool, remove the apples from the bag and cut into cubes. Blend 1/3 of the apples to create a puree. Combine the puree and the diced apples. Fill the silpat half spheres (2 cm diameter) and freeze.
**WHIPPED CREAM**

- cream 150 g
- sugar 30 g

Whip the cream with the sugar and place the whipped cream in the fridge.

**CINNAMON BAVAROIS**

- milk 200 ml
- cinnamon powder 2 g
- gelatin 7 g
- eggs 2 g
- sugar 30 g

Heat the milk and the powdered cinnamon in a saucepan. Add the gelatin that has been previously soaked in cold water. Dissolve the gelatin well. Fill a basin with ice and pour the mixture into another bowl, which will be placed on top of the ice until it is slightly thickened. Stir occasionally, and when it starts to thicken, beat the eggs with the sugar and add them to the mixture. Finally, add the whipped cream mixing from top to bottom.

**CALVADOS CRUMBLE**

- butter 100 g
- brown sugar 100 g
- flour 00 150 g
- salt 2 g
- Calvados 50 ml

Knead the ingredients to make a dough similar to the shortcrust pastry, cut into cubes and freeze. Blend in the thermomix and spread on a sheet covered with baking paper, then bake at 180°C for 15 minutes and then heat everything. Flavour with Calvados and allow to dry well.

**FRENCH MERINGUE**

- egg white 100 g
- sugar 100 g
- powdered sugar 100 g

In a planetary mixer beat the egg whites adding the sugar little by little. Pour the mixture into a pastry bag.
**RED APPLE PUREE**

- apples 1 kg
- sugar 100 g
- dehydrated raspberries as needed
- agar 2 g

Peel the apples. Cut them in half, removing the seeds with the help of a corer. Place them in vacuum bags with the sugar. Bake in a steam oven for 15-20 minutes at 90°C. Allow to cool, remove the apples from the bag and blend them to make a puree. Add the agar and dehydrated raspberries until the desired colour is reached. Boil in a saucepan and allow to cool. Once the mixture has thickened, blend with the hand mixer. Pour the mixture into a pastry bag.

**CAT TONGUES**

- white flour 50 g
- powdered sugar 50 g
- egg white 50 g
- soft butter 50 g

Blend the flour, powdered sugar, egg whites and butter in the thermomix. Work for 3 minutes at speed 6. Remove from the thermomix and let it rest in the fridge for an hour. Pour the mixture into the acetate moulds placed on the oven trays covered by baking paper. Cook the tongues in the oven at 160°C for about 5 minutes. Remove them from the oven and cut them into a stalk shape while they are hot.

**FINISHING**

- red spray as needed
- mint to taste

**INSTRUCTIONS**

Pour the cinnamon bavarois into the half spheres. Add the half ball of diced cooked apple and crumble, being careful not to overflow from the mould. Store in a blast chiller. Heat a saucepan upside down and cover the base with a sheet of baking paper. Once the base is hot, take the two half balls and place the flat part on the base of the pan, to heat the bottoms. Once heated, join the two half spheres on the flat side, creating a ball.

**FINISHING**

Color the ends of the ball with the red spray and insert the cat tongue stalk. Decorate with a mint leaf. Repeat the procedure for all balls. In the serving dish, create three rows of meringues alternating with the rows of red apple puree. Brown the meringue with the torch and place the apple ball in the center of the plate. Serve.

**RECOMMENDED WINE**

Castello di Grumello muscat straw wine
A finger food that represents a moment of celebration. An idea that turns chocolate into a “takeout” dessert. An unusual snack that combines fruit with the food of the gods.

In a bowl use an immersion blender to emulsify the fruit pulp, lecithin, egg yolk and rice oil until a stable mixture is obtained. Pour the emulsion in a planetary mixer and add the sugar, vanilla seeds extracted from the pod and salt. Mix for a few seconds. Finally add the powders and continue to mix. Stop mixing as soon as the flour is incorporated. Leave to rest in the refrigerator until it is completely cooled. Spread to a thickness of 3 mm between two sheets of baking paper. Place the dough on perforated trays and bake at 175°C for 15 minutes with the valve open. Just out of the oven, quickly cut into pieces according to the moulds used.
WHITE CHOCOLATE MOUSSE

- fresh cream 200 g
- Zephyr white chocolate 34% 200 g
- gelatin in sheets 10 g
- water for gelatin 50 g
- vanilla pod 1
- fresh cream 400 g
- acacia honey 50 g

In a pan heat to 45°C the first part of cream, chocolate, gelatin that has been rehydrated in plenty of cold water and the vanilla seeds extracted from the pod. Cool to 35°C. Meanwhile, in a planetary mixer with a fine whisk whip the second part of the cream with honey. The cream should be semi-whipped. Gradually fold it into the mixture with the chocolate. Using a pastry bag, fill the silicone moulds half way and place in the freezer.

DARK CHOCOLATE MOUSSE

- fresh cream 250 g
- Excellence dark chocolate 55% 200 g
- gelatin in sheets 10 g
- water for gelatin 50 g
- half-whipped fresh cream 400 g
- acacia honey 50 g

In a pan heat to 45°C the first part of cream, chocolate, gelatin that has been rehydrated in plenty of cold water. Cool to 35°C. Meanwhile, in a planetary mixer with a fine whisk whip the second part of the cream with honey. The cream should be semi-whipped. Gradually fold it into the mixture with the chocolate. Take the partially filled moulds from the freezer and finish filling them with the mousse. Insert the stick into the mould and before placing them in the freezer top with the cut cookie.

MILK CHOCOLATE COATING

- Ambre Java milk chocolate coating 36% 500 g
- hazelnut paste 50 g
- rice oil 100 g

Temper the chocolate. Then combine the hazelnut paste and rice oil. Mix well with an immersion blender to obtain a smooth and uniform mixture.

FINISHING

Remove the finger treats from the moulds when they are frozen and dip them in the milk chocolate coating. Decorate with chopped hazelnuts.
THE SECRETS OF OIL
Oil has many shades of flavor making it possible to create different specialties in the kitchen, but also in the pastry shop. Knowing it well is the key to maximizing its potential.

Oil is a unique food for its flavor, beneficial properties, and use in the kitchen. In addition to being the condiment par excellence of the Mediterranean diet, it is now widely used in the pastry shop, offering the possibility of combining taste and health. As proven by many traditional Italian recipes, it can be used as a substitute for butter. Throughout the world, Italian olive oil is considered a product of excellent quality, so much so that it is one of the most counterfeited foods in foreign markets. To avoid scams and to get the best results in the kitchen and in the production area, it is necessary to know more about quality oil.

**Extra virgin oil in the pastry shop**

Not all extra virgin olive oils have the same qualities. Here’s which ones are best for the pastry shop.

- extra virgin olive oils with a light fruity flavor and an almond aftertaste, not very aggressive, are suitable for delicate desserts like ciambella, rice cake, pound cake, apple fritters or spreadable creams.
- extra virgin olive oils with a medium fruity flavor and velvety taste balanced by bitter and spicy notes are suitable for nut cakes, apple strudel, Sicilian cassata, jam tart, and chestnut cake.
- extra virgin olive oils with an intense fruity flavor with accentuated notes of black pepper, cinnamon and almond are ideal for dry pastries and pralines.

If you use it as a substitute for butter, keep in mind that oil is 100% fat while butter has 15% of water, so 100 g of butter is equal to 85 g of oil and 15 g of water. If you make an oil panettone, you cannot completely eliminate the butter, but you can lighten it with olive oil. When making desserts you can also use seed oil, preferably sunflower oil.
Getting to know oils
A first consideration is fundamental. Not all oils have the same characteristics. The differences are due to the different varieties of olive used (the cultivar), the soil in which the trees are grown, the climate, and the production method used.

The olive tree
The olive tree is an evergreen plant that needs a warm climate. It alternates years of abundant production with scarce ones. Olives can be grouped into three categories: for eating, for oil, mixed. The most common varieties are: Carboncella, Casaliva del Garda, Frantoio, Ogliarola from Bari, Ogliarola from Messina, Taggiasca.

Harvesting, not only manually
Harvesting can be done manually or mechanically. The best manual method is called bruca-tura (grazing). The olives are picked individually and placed in a basket, often tied to the belt of the person picking them. Brucatura with a canvas is faster and cheaper: the olives detached or shaken from the tree are dropped on a canvas lying on the ground. Those who use the bac-chiatura method shake the branches with poles. The worst method is raccattatura, picking up olives that have fallen to the ground. Mechanical harvesting can be done in two ways: with a brushing machine that separates the leaves from the olives, or with a machine with an arm that vibrates the branch so that the olives fall to the ground.

Pressing and extraction
The olives are separated from the leaves and cleaned, then they are crushed. Traditionally this is done with two large wheels of granite called molazze (mills) that rotate on a large granite surface. After crushing, the pulp and pits are stirred to reduce their volume and to separate the water from the oil. The oil is separated from the vegetation water and from the solid part called pomace. The traditional method consists in pressing the mass to obtain the liquid part. A faster method, but not recommended, is continuous centrifugation.

Different types of oil
- Extra virgin: the best quality
- Virgin: a mix of different refined and virgin oils
- Olive pomace: a mix

The extra virgin oils are not all the same. In addition to the cultivars you have to consider the unique characteristics of oils obtained from olives grown in suitable areas and pressed after harvesting. The differences in flavor and aroma of the oils are then determined by the artisanal or industrial harvesting and processing systems. All these factors determine the differences in price.
### Vegan zeppole

**Ingredients for 12 zeppole**

**Cream**
- flour: 150 g
- rice drink: 120 ml
- brown sugar: 50 g
- salt and cinnamon: to taste
- grated lemon peel: 2 lemons

In a bowl, mix the flour, rice drink, sugar, cinnamon and salt with a whisk until the mixture is smooth and uniform. Pour the mix into a saucepan and stir for about five minutes on low heat until it thickens. Add the grated lemon rind and mix over the flame with a wooden spoon for two minutes. Remove from heat and pour the cream into a bowl, covering it with a cloth. Chill in the fridge.

**Batter**
- water: 250 ml
- extra virgin olive oil: 100 g
- flour: 150 g
- baking powder packet: 1/2
- brown sugar: 60 g
- grated lemon peel: 1 lemon
- corn starch: 30 g
- oil

In a saucepan mix the water, extra virgin oil and salt. Bring to a boil, remove the pan from the heat and gradually add the flour, stirring constantly. When the mixture is uniform, put it back on the low heat and stir for about two minutes. Turn off the heat and add the baking powder and sugar. Mix in the grated rind of lemon with the cornstarch. Oil a baking sheet. Put the batter in a pastry bag and portion the mixture onto the baking sheet. Bake the zeppole for about 30 minutes. Remove from the oven and allow to cool. Cut them in half and fill them with the cream.
How to taste

Sight. Three aspects are assessed by observing the oil against the light: clarity, consistency, color. The clarity is determined by the filtration processes, the density of the oil varies according to the origin of the olives, and the color must be somewhere between yellow and intense green.

Smell. The fragrance of the oil can be imperceptible or pronounced: faint when the scent is noticed immediately but not aggressively; penetrating if the aroma is bold. Young oil has a fruity, fresh scent; defective oils are generally acidic, with moldy smells.

Taste. An oil can be:
- Sweet: the taste is pleasant, there are no obvious bitter, sour or spicy components.
- Bitter: made from unripe olives.
- Pungent: freshly extracted.
- Harmonious: full flavor, without the dominance of one flavor over another.
- Mature: fruity, tending to sweet and soft.
- Fruity: with the taste of ripe olives.
- Round: without any dominant aromas.
- Pleasant: sweet taste, nuanced.

Italy is an olive grove
The oils produced in alluvial basins in northern Italy, in the Ligurian Riviera, in some Marche territories, are light, fine, delicate. Those of Central Italy, including Umbria and Tuscany, have stronger characteristics, a savory flavor, and an intense aroma. The oils of the South, even if today they go through more processing, are full-bodied and penetrating.

Combinations
Like wine, oil is enhanced through combinations. Thus steamed fish goes perfectly with a delicate oil. On the other hand, a tasty grilled meat prefers a full-bodied and strong oil.

Glossary
- Aggressive: very intense, strong taste, often causes the palate to tingle.
- Bitter: made from unripe olives; the bitterness must not be overwhelming.
- Harmonic: full flavor, without dominant notes.
- Characteristic: including a typical aspect that distinguishes it (e.g., walnut)
- Sweet: without bitter, sour or spicy components; recalls the taste of sweet almond.
- Herbal: the aroma recalls freshly cut grass.
- Green leaf: green leaves are added to the crater.
- Fruity: the taste of the olive harvested at just the right time.
- Almondy: recalls the taste of almond.
- Mature: a pleasantly fruity flavor, with a round body tending towards sweetness.
- Pungent: characteristic of young oils.
- Round: an extra virgin olive oil with no dominant aromas, made from ripe olives.
- Pomace: solid part that remains after oil extraction.
- Pleasant: extracted from ripe olives, with a sweet taste.
- Green: young oil with a slightly herbal taste.
Recipe

**Tartlet with apples, coconut and carrots**

By Nicolò Moschella - Pastry Lab

- grated apples: 75 g
- grated carrots: 82 g
- flour 00: 106 g
- baking powder: 6 g
- sugar: 75 g
- coconut flour: 18 g
- egg: 50 g
- seed oil: 80 g
- vanilla pod: 1
- grated lemon: ½ lemon

Mix all the ingredients with an electric or planetary mixer. Fill molds up to three quarters with the mix and bake in a ventilated oven at 170°C for 17-20 minutes. After fifteen minutes of baking, place a small ball of foil between the oven and the door to allow the steam to escape.
VACHERIN

By Riccardo Magni

Refined, well-proportioned, delicate, fresh. A mirror-glazed dessert decorated with small meringues, crystals of edible rose petals and silver. When cut it reveals balanced layers of meringue and strawberry cream, with the surprise of a raspberry gelato core.

COMPOSITION

- meringue
- raspberry gelato
- Italian-style strawberry semifreddo cream
- pink glaze
MERINGUE

- egg white 250 g
- powdered sugar 500 g
- water-soluble pink colouring as needed

Beat the egg white and powdered sugar, adding the sugar in two steps. Add the colouring and shape to size. Bake at 100°C for 2-3 hours. Apply cocoa butter to preserve its consistency.

RASPBERRY GELATO

- water 390 g
- raspberry pulp 988 g
- sugar 159 g
- neutral stabilizer 12 g
- inverted sugar 64 g
- glucose syrup 42 DE 142 g

Mix the neutral stabilizer and sugar and pour into the water, add the other sugars and pasteurize. Add the raspberry pulp and mix, freeze in the batch freezer, and shape to form an insert for the dessert. Place in the blast freezer.

ITALIAN-STYLE STRAWBERRY SEMIFREDDO CREAM

- milk 350 g
- cream 150 g
- lemon peel 1/2
- vanilla pod 1/2
- sugar 200 g
- corn starch 15 g
- rice starch 15 g
- egg yolk 200 g
- pastry cream 500 g
- strawberry pulp 320 g
- lemon juice 20 g
- pasteurized egg white 175 g
- powdered egg white 3 g
- sugar 190 g
- glucose syrup 35 g
- strawberry liqueur 15 g
- whipped cream 600 g

Bring milk, cream and aromatic parts to a boil. Mix the dry parts with the egg yolks and add to the hot liquids. Cook and emulsify. Chill and store. Combine the pastry cream with the strawberry pulp and liqueur. Prepare a meringue, heating egg white and sugar to 60°C, beat until cool and fold into the first part of cream, adding gently and use.

PINK GLAZE

- water 150 g
- sugar 300 g
- glucose syrup 300 g
- sweetened condensed milk 200 g
- animal gelatin 25 g
- water 125 g
- Edelweiss white chocolate 36% 300 g
- liposoluble pink colouring as needed

Heat the sugar and water to 103°C. Add the condensed milk and heat again to 103°C. At 60°C combine the water-hydrated gelatin, chocolate and pink colouring. Emulsify. Cool to 4°C and use at 35°C.
**ASSEMBLY**

1. Assemble the dessert with rings 4 cm high following a specific order. Start with the strawberry semifreddo.

2. On top of the first layer of strawberry semifreddo gently lay the meringue disc.

3. Continue with a second layer of strawberry semifreddo and place the raspberry gelato in the centre.


5. (a, b) Complete by pouring the pink glaze, spreading and smoothing it.

6. Close the base of the cake with a band of soft pink chocolate for a delicate contrasting effect.

7. Finish with white chocolate discs as a base for the meringues. Add the silver leaf.
WHAT
PASSION!
The world that revolves around excellent chocolate will converge in February at the third edition of the Salon du Chocolat, at the MiCo-Milano Congressi.

Organized in Milan by Digital Events, the Salon du Chocolat, an event founded 23 years ago in Paris, brought together producers, processors, pastry chefs, buyers, retailers and all lovers of the food of the gods for four days. An area of 8,000 square meters hosted 105 exhibitors and partners, 123 protagonists, 83 events including 47 cooking shows and 36 presentations, over 9,000 tastings. The vast array of excellent Italian and international products ranging from the classic to the innovative, also complemented with different liqueurs, satisfied even the most demanding consumer. The master pastry chef Davide Comaschi partnered with Alessandro Borghese to create a special chocolate caponata, and with Iginio Massari to produce the classic three-layer cremino. Other professionals that participated included Chicco Cerea, Alessandro Comaschi, Gino Fabbri, Luigi Biasetto, Dennis Zoppi, Loretta Fanella and Monica Zacchia. Additional support provided by the Cast Alimenti school.
Sweet design

Davide Comaschi, winner of the 2013 World Chocolate Masters and director of the Chocolate Academy Center in Milan, reproduced a classic of design history in chocolate: Cassina’s 635 Red and Blue armchair. It is an iconic model designed by Gerrit T. Rietveld in 1918 and made of black-stained beech wood, with blue seat and red back in lacquered plywood.
Choco fashion
The inaugural evening opened with the Chocolate Fashion Show. On the catwalk a fashion show of models inspired by the Belle Époque designed by twelve fashion designers of the Teatro della Moda, the Milanese fashion school specialized in high-end Italian artisanal tailoring. Some pastry chefs from Amici added chocolate accessories, details, hats, trains, flowers, medallions, bracelets and tiaras. Grand finale with the French dresses from Maison Boissier and Jeffrey Cagnes and the creations of the young chef Paolo Griffa and the maître chocolatier Davide Comaschi. The model created by Comaschi in partnership with the designer Cristina Bonacina was called “To love myself or not to love myself...is that the question?” was inspired by the universe of flowers and femininity, represented by the rose.
Identity of the creations

Opening the scene was “Belle Époque” followed by “Charleston,” inspired by the roaring 20s, in chocolate and gold; “Silhouette” emphasized the sinuosity of the body with chili pepper chocolate; “Versaille” gave a romantic femininity to the white dress decorated with flowers of white chocolate; “Silver flashes” inspired by the packaging of chocolate candies; “Secret de chenille”; “Essentielité dorée” that perfectly recalls the woman of the 1920s; “Scheherazade” inspired by the creations of Paul Poiret, a famous French fashion designer famous for revolutionizing women’s clothing in the years of the Belle Époque and reminiscent of the passion for the East of the period; “Robe del soir”; “Odalisque”; “Garçonne”, “Monsieur” with a lively bow tie, top hat and chocolate cane.
FRESH PRALINES

By Beppo Tonon

"For the creation of fresh and natural dishes based on fruit, a refreshing treat that’s easy to make with balls rich in flavour and vitamins. A particular composition for those who want to present something original and creative, an excellent solution for a summer buffet."

"
For this type of work use yellow and white melon, red and yellow watermelon. Cut out 2.5 cm balls from the pulp of the fruit. The red of the watermelon will form the basis of the composition, contrasting sharply with the dark tray. The orange balls create the second level, then proceeding towards the apex we have yellow watermelon, red again and then a white melon ball on top. The uniformity is broken up by the melon flower, made from a cube sliced in the four edges with an inward cut. Detach the two parts by rotating one half clockwise and the other counterclockwise. In the middle of the flower place a currant to form the pistil.

**TIP**
Use a square tray of dark lacquered wood to bring out the bright colour of the fruit.

**DECORATIONS**
Peppermint leaves, bright green, which accentuate the freshness of the whole pyramid.
FRUIT CHECKERS

Delicious fruit balls create an unusual and geometric presentation. Make way for bright colours and freshness. An unusual and spectacular idea to offer customers instead of the usual fruit salad.
Use whipped cream as a base to create a barrier between the gelato and the brightly coloured dish that has been chilled beforehand. The fruit balls can be used to create unusual, delicately coloured skewers lying on a layer of gelato, or you can place three balls of gelato of different flavours on the edge of the plate.

To make the composition use red and yellow watermelon, melon. Cut the melon in half to clean out its core. Cut out some 2.5 cm balls that will be placed diagonally on a rectangular panel of dark lacquered wood that will accentuate the contrasting colours.

To make a melon flower cut a cube from the fruit. With a smooth blade, make four semi-circular cuts around the central part of the fruit, make a second circular cut inside and remove the excess part, thus obtaining the first corolla of petals. Repeat the cuts and remove the excess part for the second corolla of petals. Proceed in this manner until reaching the centre of the melon.
A CONTINUOUS EVOLUTION
Ampi, the Academy of Italian pastry chefs, brings together pastry professionals who stand out in Italy for their high professionalism and outstanding artistic skills. The activities of the Academy are guided by strict rules drawn up at the time of its constitution with the objective of promoting discussion and collaboration among the members in view of continuous professional growth and improvement of production processes. The current president is the master pastry chef Gino Fabbri. Every year two three-day seminars are organized, one of a technical nature reserved exclusively for members, the so-called Technical Symposium, and the other open to all, the Public Symposium. During the Technical Symposium, which is usually held in the classrooms of the Cast Alimenti school in Brescia, there are also tests for admitting new pastry chefs to the select group.
The founder

Ampi was founded in 1993 by pastry chef Iginio Massari - who today holds the position of Honorary President - for the purpose of promoting and spreading the image of high quality Italian pastry. Throughout his career Iginio Massari has received numerous awards and gold medals, and in 2015 he was named honorary president of the Coupe du monde de la Pâtisserie, the first foreign president of a jury in France. He is the creator and partner of the Cast Alimenti school specialized in foods located in Brescia, active since 1996.
Latest edition
Last February, the 2018 Technical Symposium took place, having reached its 26th edition. As usual, the first phase of the meeting was focused on breakfast, when a group of pastry chefs must present their innovative and original products to their colleagues. This time the intent was to propose alternatives to the classic breakfast brioche. The actual main topic of the symposium can focus on the creation of a specific specialty or, like this year, the analysis of sensorial assessments based on the study of new techniques, combinations or applications. Here are some examples of studies proposed, to better understand the tenor of the commitment of the academy members in their search for innovation. The evolution of sponge cake prepared with red turnip or with biga, which is a pre-leavened dough obtained by mixing water, flour and yeast that can then be added to other ingredients to form the actual dough; the Mont Blanc presented as a snack with a cream of Japanese chestnuts and candied yuzu between two meringue wafers; almond paste, the properties of the tegument that covers it, the identification of its nutritional values, taste and aroma for small pastries; the evolution of the babà. The pastry chefs voted on the best study presented, which turned out to be by the group of Maestro Maurizio Busi which focused on the use of apples in pastry, an ancient fruit that lends itself to varied and new interpretations.
REPORTAGE

by Monica Viani

LOTS OF NEW DEVELOPMENTS
Sigep, the most important Italian trade show for the sectors of pastry, bakery, gelato, chocolate and coffee shops once again demonstrates its international reach.

A trade show that grows every year, an event with a broad international scope, attended by professionals in the sectors of gelato, pastry, bakery and coffee, but also by many celebrities and numerous food and wine lovers looking for new products. Every year, the most important event dedicated to craftsmanship Made in Italy takes place in a space of 160,000 square meters.

**Gelato. The most innovative sector**
And what if gelato artisans were the new stars, the new gurus of the food and wine world in the coming years? There are still few names known to the general public, but the world today runs fast and it would not be a surprise to see them soon on television, leading the talent shows of the future. Gelato makers are coming out of their shops to face different worlds, from mixology to foodservice to the promotion of artisanal gelato across the globe. The trend for 2018 is centered on the most famous cakes of Italian pastry presented on cones and in cups, including chocolate salami! The most trendy color remains black, obtained with natural plant-based charcoal. And gelato on a stick continues its successful run. The most original flavor we tasted? Prickly pear and blond chocolate.

**Sigep by the numbers**
- **209,135** visitors, including 135,746 Italian buyers and 32,202 foreign buyers from 180 countries, confirming the global reach of the business and the growth in international demand.
- **77%** of international buyers come from Europe (especially Germany, France, Greece, Poland), while 12% come from Asia (Japan, Korea, China and India), 7% from the Americas (United States, Canada and Brazil), 3% from Africa (Morocco, Algeria, Egypt) and 1% from Oceania (Australia).
- In addition to the **900 events**, **32 competitions** (of which 7 international) and more than **90 conferences**.
- **940 accredited journalists** of whom 112 from abroad.
- Almost **200 million media contacts** during the fair.
- Success also for the **Sigep app**, with more than **10,000 downloads**.
AWARD-WINNING PASTRY!

by Monica Viani
During the Sigep, celebrity pastry chefs, increasingly famous thanks to various successful television shows, were the undisputed stars of the world of sweet art. Iginio Massari, Ernst Knam, Roberto Rinaldini, Renato Ardovino, Salvatore De Riso, Gino Fabbri: these were the most sought-after names for a selfie or autograph. One of the most highly anticipated events was the Pastry World Championship. Among the Seniors was 29-year-old Pescara native Lorenzo Puca, who also won the gold medal in the specialty “pièce in sugar and chocolate cake” with a reproduction of Aladdin, the cartoon character, sitting on his magic carpet flying on a soft cloud, genie lamp in hand. The pièce in chocolate and plated dessert specialty was won by Mattia Cortinovis from Bergamo, while the pièce in ice and gelato cake was won by the Roman Andrea Restuccia. These three chefs will represent the Italian flag at the Coupe du Monde in Lyon in 2019. In the Junior Italian Pastry and Chocolate Championship top honors went to Filippo Valsecchi from Lecce, followed by the Neapolitan Vincenzo Donnarumma, while the bronze medal was awarded to Alessandro Vernocchi from Rimini. The theme of the competition “Stars and Legends” involved three rounds: an artistic work in sugar and chocolate, a modern chocolate and hazelnut cake, and a single-portion tiramisu. The winner will represent Italy in the 2019 Junior Pastry World Championship in Rimini. The 2018 Pastry Queen crown was awarded to Anabelle Lucantonio from France, a competition in which Italy did not participate since it won the previous edition, as per the rules. The contest’s theme was Astrology and had to be illustrated by means of an artistic work in sugar and pastillage, trying to also harmonize with the products required, i.e.: individual portions of modern tart, cream dessert in individual glasses with coffee gelato, individual portions of plated chocolate dessert and petit fours with the shape of a jewellery ring.
Welcome to Sigep! With this greeting PuntoITALY hostesses welcomed foreign visitors at Bologna airport. On the shuttles traveling to the trade show they found an issue of the magazine in the pocket of the seat in front of them. The perfect welcome, all passengers arriving at the airport and heading to Sigep in Rimini found their “in-flight magazine” in the pockets of all the shuttle buses organized by Sigep and traveling between the trade show and the Bologna airport. A gift from PuntoITALY to keep them company during the trip to Rimini, the world capital of artisanal gelato and pastry. Almost 1,000 copies of the magazine were placed in the seats of the 40 buses used for the service. The hostesses welcomed the guests, offering them an optional interview card to be completed so that they could continue to receive a free digital version of puntoITALY in the future. Almost 300 cards were completed and returned. All the copies left in the shuttle buses were kept by the travelers during the five days of the event, thus holding on to a modern magazine presenting artisanal pastry “Made in Italy”. During the trade show, the foreign delegations on official visits were welcomed in reception rooms specially prepared for the purpose. PuntoITALY was present as well with dedicated corners and multilingual hostesses. It was a positive experience that has already been confirmed and further expanded for the next edition of Sigep in 2019, as it will also feature the brand new SweetMood magazine entirely dedicated to the pastry sector.
DEDICATED TO CHOCOLATE
Just opened recently, the Chocolate Academy Center Milan is dedicated entirely to the training of chocolate professionals thanks to the collaboration of a first-rate teaching staff.

The modern school was inaugurated in June 2017 in the historic Navigli quarter of Milan (Italy) and is the latest addition to the 20 Academies opened in the world by Barry-Callebaut, a company specialized in the cocoa and chocolate industry. The organization seeks to represent a meeting place between the cocoa culture and the most advanced technology applied to chocolate and design. Its director is Davide Comaschi, maître chocolatier who won the World Chocolate Masters in 2013 and has developed the entire curriculum, as well as personally teaching some of the courses. Resident instructors include Alberto Simionato, an esteemed Cacao Barry chef, and Ciro Fraddanno, a pastry chef who is also expert in gelato. The crown jewel of this Italian branch is the ChocoGelato Lab, a space entirely dedicated to production techniques and all aspects regarding the preparation of the Italian specialty par excellence, artisanal gelato, chocolate in particular.

**Creativity and innovation**

The Academy’s curriculum includes a wide variety of pastry and chocolate seminars and courses, both theoretical and practical, taught by well-known and internationally renowned chefs, held in multi-purpose spaces equipped with cutting-edge machinery. The Sensory Space is reserved for tasting the different types of chocolate; the Intense Space is focused on pastry techniques; the Creative Space is dedicated to the exchange of ideas. The idea behind the Chocolate Academy is to reproduce the reality of a hands-on production area inside a school, where the needs of professionals and training can converge. The academy is a tool for promotion, innovation, and culture related to the world of chocolate and pastry.
A revolutionary book conceived

Pierpaolo and Riccardo Magni with Luciana Polliotti

REVERSE

For a (Delicious) Gelato Style

EDITRADE

€ 60.00
(shipping excluded)
Tel. (+39) 2 70004960
info@editradesrl.it

available English and Italian version
and written by three reversibly fused authors!
Pastry Collection

by

ITALY
Alvena is an Italian company specialized in the development and production of ingredients and semi-finished products for pastry and gelato. Yoghurt and soy are Alvena flagship products, together with the traditional and soft gelato bases. The company has a clear artisanal identity, where innovation, research & development unites curiosity, typical characteristics of the traditional Italian “Productive Passion”. Among its most recent creations is Biscotorta, a powder product that allows you to quickly and easily create a delicious base for cakes and semifreddi, replacing the sponge cake. Mouldable, it has a refined biscuit taste and does not get soaked; it can be used as a crumble. And like all Alvena’s products it’s gluten free. To support the artisan in the preparation of inviting semifreddi, the company has recently created an exclusive recipe book that guides you step by step in the preparation of inviting specialties, at any time of the year and for every occasion. Dedicated to the summer season, Love Sphere welcomes a careful selection of Alvena ingredients: Boncakes Latte (milk-neutral flavoured paste) and Boncakes Limone (lemon flavoured paste), both to be whipped with fresh cream to make soft desserts, single-portion or semifreddi, with fructose; Surrrient Paste, a pasta flavoured with lemons from Sorrento; and not least Easy Fruttosio, Non-alcoholic Vanilla Simple Syrup, and Shiny Raspberry Glaze.

**Love Sphere**

- **Lemon semifreddo**
  - Fresh cream: 750 g
  - Boncakes Latte: 150 g
  - Crema limone: 100 g
  - Surrrient paste: 100 g

- **Strawberry gelato**
  - Strawberries: 500 g
  - Easy fruttosio: 350 g
  - Water: 150 g

- **Vanilla simple syrup**
  - Non-alcoholic vanilla simple syrup: 50 g
  - Water: 100 g

- **Almond and pistachio crunch**
  - as required

- **Shiny raspberry glaze**
  - as required

- **Charlotte Dobus Roll**
  - 1 disc

**Preparation.** Prepare a strawberry gelato disc-insert as per the recipe. Fill a half-sphere mould having a diameter smaller than the finished cake, and harden in the blast freezer. Prepare the lemon semifreddo slightly whipping it in the planetary mixer to obtain a mix that is partially whipped and creamy. Spread the lemon semifreddo in the large silicone zuccotto mould (use a pastry bag with smooth nozzle). In the centre spread a light layer of almond and pistachio crunch and then position the strawberry gelato insert. Complete the mould with a charlotte disc soaked in vanilla simple syrup. Chill until -30° at the core.

**Decoration.** Remove from the mould and place it on the grill for glazing. Cover entirely with raspberry glaze. Decorate as desired (for example, macarons, fresh strawberries, and white chocolate).
Boncakes
BY ALVENA

THE ONLY PRODUCT BASED ON FRESH MILK
THAT - JUST BY ADDING CREAM - WILL MAKE YOU
YOUR COLD DESSERTS UNIQUE AND ALWAYS SOFT, EVEN AT -20°C.

MANY FLAVORS
FOR A THOUSAND USES:
IDEAL FOR CAKES,
SEMI FREDDOS, GARNISHES,
SINGLE SERVINGS
AND MUCH MORE!

MILK
COCOA
VANILLA
TIRAMISÙ

COFFEE
LEMON
STRAWBERRY

GLUTEN FREE

ideal for

PERFECT FOR PRESENTING THE SEMI FREDDO
IN SLICES TOGETHER WITH GELATO

EXPOCAKES®
PATENTED BY ALVENA

EASY AND QUICK
TO PREPARE

INCREASE THE DISPLAY
CAPACITY OF THE SHOWCASE
- MORE SALES

COMPLETE WITH
RECIPE BOOK

Alvena s.r.l. Via Bergamo, 19/bis - 20098
San Giuliano Milanese - Milano - Italy
Tel. +39 02 98280138 - info@alvena.it
www.ALVENA.IT
“Golose Babbi” is a family of fine creams flavoured with high-quality ingredients that can be used for both pastry and gelato creations.

7 flavours are available: Chocolate, Pistachio, Milk-Hazelnut, Dark Chocolate, Gianduia, White Chocolate and Toffee Mou.

Pastry: Golose Babbi can be used to fill croissants, shortbreads and tarts, as well as chocolate candies and pralines; they are great also as glazes and coverings for semifreddo cakes.

Gelato: Golose Babbi are perfect as creamy variegates and for the creation of delicious cremino gelato and ganaches.

Babbi Golose can also be used in chocolate fountains.

You can also add to them granuels, merengues, puffed cereals and other crunchy ingredients: a wide range of chances for customizing your ideas of pastry and gelato.
Golose Babbi are perfect for any use: you can put them directly in the tub, they are ideal to variegate and decorate Gelato and they are also excellent as glazes for gelato cakes and delicious semifreddi.

- **Golosa Classica**: Chocolate
- **Golosa Cioccolato Bianco**: White Chocolate
- **Golosa Fondente**: Extra Dark Chocolate
- **Golosa Gianduja**: Gianduja
- **Golosa Nocciolatte**: Milk Hazelnut
- **Golosa Pistacchio**: Pistachio
- **Golosa Toffe Mou**: Toffee Mou

www.babbi.it  #ilovebabbi
Gelato pastry conquers the world!

Taking a cue from a rising trend, the world’s first Gelato Pastry University (gelatopastryuniversity.com) opened in 2015 in Tokyo in Japan, and over the years, it has enjoyed one success after another. After two international seminars with some of the best pastry chefs in the world, a course has been scheduled at the new Carpigiani campus in Vernon Hills, Chicago to be held on 22-23 May. Structured as a quality driven laboratory of ideas, Gelato Pastry University offers a superior educational program based in part on the methods and objectives of Carpigiani Gelato University, the international gelato school with 12 campuses worldwide. The curriculum targets a professional audience seeking to expand their training so they can develop new and creative product lines. The main campus is situated in the headquarters of Carpigiani Japan in Tokyo, in a country where the art of pastry reaches its highest levels of perfection and innovation. The challenge is to develop a new segment in the pastry sector, to further spread the culture of artisanal gelato. “The tradition of excellence in Pastry and Gelato is in the DNA of Italian craftsmanship, its fame has spread throughout the world thanks to examples of excellence past and present,” explains the Director of Carpigiani Gelato Pastry University in Tokyo, Alessandro Racca. “The special seminars organized in 2016 and 2017 with the 2015 world champions of pastry and with their coach Pier Paolo Magni have aroused great interest and offered new inspiration to Japanese gelato and pastry chefs. With this new experience in the United States we are confident that we can further expand the horizons of gelato pastry.”

The next Gelato Pastry University courses are scheduled for May 16th and June 5th in Tokyo, and May 22-23rd in Vernon Hills, Chicago. Info: gelatopastryuniversity.com
Courses:

**Gelato Business for Pastry Chefs**
by Alessandro Racca

**Italian Mini Pastries**
by Alessandro Racca

**Advanced Gelato Cakes**
by Hiroyuki Emori

**French Style Mini Pastries**
by Shiōkatsu Kimura

Develop new ways to fuse traditional Italian gelato and high-level pastry

Toei Mishuku Building 4F • 1-13-1 Mishuku Setagaya-ku 1 • 54-0005 TOKYO (JP)
T. +81 3 5779 8850 • sportello@carpignanijapan.co.jp
gelatopastryuniversity.com
Frame is the new design achievement by Emmedi, a display case for pastry shops and cafés. Elegant in its simple lines, Frame represents the best of design Made in Italy, a perfect balance of class and functionality.

From a technological point of view, all the shelves of the display case are refrigerated, thus allowing the perfect conservation of the products. This exclusive system allows to reduce the size of a traditional display cabinet by a third.

Thanks to the careful selection of the raw materials we created a structure that combines the crystalline transparency of tempered glass with the strength of steel, guaranteeing maximum strength and durability over time.

In its various shapes, Frame offers a wide range of combinations that work well with every type of interior design. The elements are available in square, round or rectangular shapes and can be inserted as desired in counters, back counters and along the wall. Their modularity makes possible to design a space that is both functional and customized.

Frame is the culmination of extensive experience achieved by Emmedi in over 30 years of design and manufacturing. With its three production facilities, the company is able to produce all the manufacturing components and can also provide a wide range of solutions with top aesthetic and functional quality in just a short time. It also offers the possibility of adapting each type of product to customers’ needs. Upon request we offer customized solutions for cafés, pastry shops, ice cream shops and bakeries.

Emmedi research and development department not only engage in the study of new products and solutions, but also in partnerships with external organizations such as universities. These collaborations have contributed to the constant evolution of the products and to the growth of the refrigeration sector in general.
FRAME
your own set-up showcase

Customized stainless steel products for cafe, ice-cream shop and restaurants

Emmedi S.r.l (+39) 0721 855084 info@emmedi-inox.it
Since 1969, the year of its founding, Frigomat has been one of the market leaders in the production of professional gelato and pastry machines. Based in a small town in the Lombardy region, the Italian company has distinguished itself from the outset for its international operations, supported by a widespread network of distributors and service centres.

Thanks to a wide range of advanced and tailored solutions and compliance with the highest quality and safety standards, Frigomat continues to spread innovation Made in Italy throughout the world through the tradition of Italian artisanal gelato and confectionery.

Its range of products is among the most extensive available and it is a point of reference for master gelato artisans and pastry chefs around the world: in fact, the range includes everything from classic gelato and pastry machines (pasteurizers, batch freezers, combined machines, cream cookers, whipped cream machines, boilers, aging vats) to the most innovative machines for fresh gelato, produced on demand (GX series), not to mention the soft gelato machines.

In the pastry shop, the combined machines of the Twin Chef series and the Chef cream cookers allow you to create your own specialties quickly and in moderate quantities, so you can always offer freshly made products. They are extremely flexible machines that, thanks also to the interactive recipe menu and the “Together in the Pastry Shop” recipe book, allow you to produce a wide range of sweet specialties.

Designed to expand the professional’s possibilities and to simplify production activities, these machines are the result of experience and innovation, values that have always distinguished Frigomat.
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 cream cooker Chef 12 LCD, which is designed to satisfy the various needs of the pastry Chef. Thanks to the interactive recipes menu and the cook-guide “Together into the art of pastry”, the confectioners can easily create their own specialties, always fresh and of quality. Some of the strengths of this equipment are: the bain-marie system (with glycol) for the highest respect of the organoleptic characteristics of the product, the IES electronic system (patented), which eliminates the phenomenon of the thermal inertia and the inverter, aimed to set up to 10 different agitation speeds.

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

www.frigomat.com

The company reserves the right to modify, at any time, the number of models and versions.
Golosa, the latest edition to the Galatea product line, includes a complete range of functional ingredients. Each product is designed to revolutionize sweet and savoury pastries to offer a 100% natural sense of wellbeing. The range includes natural cream stabilizer, binding agents and anti-mould for all baked goods; gluten-free nuclei for shortbread, puff pastry, cream puffs, sponge cake and plum cake. These products reflect the company’s desire to support professionals who choose to offer their customers authenticity and safety even in the case of gluten and lactose intolerances: they are free of chemical ingredients and additives without sacrificing taste.

The new Galatea Golosa preparations and mixes are ideal for stabilizing products both during freezing - essential for maintaining the aroma and quality of artisanal treats - and for increasing shelf-life, thus improving quality while reducing production costs. Golosa doesn’t forget the traditional principles of the “Clean Label” protocol, labels that clearly state every element present in the preparation. Like every Galatea product, Golosa is the result of continuous research on essential imperatives like safety, the selection of raw materials, attention to the world of organic products and respect for timeless tradition. All this allows the company to offer natural, genuine and good products free of GMOs, palm oil, hydrogenated fats, flavours, synthetic colouring and cochineal red. As demonstrated by its certifications, Galatea embraces an ethic that places a high priority on wellbeing.
CORE “NON SOLO FERMAPANNA”

A NATURALLY TASTY NEW PRODUCT

A SIMPLE AND NATURAL NEW WAY TO FIRM YOUR CREAM

A high-tech ingredient made of fibers and sugar only enhancing the goodness, the taste and the colour of fresh cream, it gives structure and creaminess to any semifreddo. Naturally by Golosa.
Since 1982 Granulati Italia is specialized in the production of high-quality semi-finished products in powder for the Ho.re.ca, vending, gelato and pastry branches.

In the Ho.re.ca branch, Granulati Italia is known in Italy and worldwide with the Boston & Co brand, and it is also specialized in the production for Private labels, by offering to the most important companies in Ho.re.ca field, products that satisfy the specific needs and fully match the quality standards of each customer.

Granulati Italia produces a wide range of products for the Ho.re.ca channel: hot drinks, hot chocolates, thick creams, cold creams, sorbets, slushes, teas, milkshakes, desserts, bakery products, plate desserts, garnishments, spoon desserts and many others.

Among the news launched in 2018 the brilliant Glitty toppings stand out. It is a range of glittered toppings that can be used in gelato shops, pastry shops, cafés, catering and in several applications: ice cream in trays and in bowls, spoon desserts, cakes, “semifreddi”, crepes, mousse, base coffee’s preparations, cocktails and everything that your imagination suggests.

Glitty sparkling toppings, packaged in practical 1 kg bottles, are available in different flavours: Red (strawberry flavour), Brown (chocolate flavour), Blue (vanilla flavour), Silver (vanilla flavour), Gold (caramel flavour).
Glitty

sparkling toppings

info@glitty.eu | www.glitty.eu
Pagoda K is Isa’s new creation destined to leave a classy mark in the world of pastry shop display cases. Developed in partnership with Maestro Ernst Knam, it is the perfect synthesis of design and technology. It has an elegant and inimitable style, aimed at representing the new archetype of the professional display case. The covering in “soft fabric” in jute gives it a timeless appearance, and the front and sides can be customized to make it fit with any interior design.

The section dedicated to the display of products has been designed with total transparency: the extra-clear concave structural glass and full-led lighting enhance the specialties on display, allowing optimal visibility from every point of view. Available in both a static and a ventilated version with chocolate humidity control, Pagoda K incorporates an array of features that make a difference: adjustable shelf depth, generous serving counter, tilting glass, specific display kits for chocolates, curtains with magnetic fastener, extractable drawers and technical compartments for maximum organization of operational spaces. Always eco-friendly, Isa has chosen to use R404A refrigerant in the Pagoda K because of its very low environmental impact.

Masterful transparencies
Pagoda K,
pure elegance.

Pagoda K, created by ISA with Ernst Knam,
is the new archetype of a professional confectionery display.
Elegant, transparent, technological.
The fruit is selected in the fields owned by the Group and, once arrived at the plant, is subjected to strict quality controls. The company is highly involved in the strawberry supply chain: it selects the most suitable varieties, reproduces certified seedlings and directly follows the entire production process according to specific protocols.

An exclusive product designed specifically for the artisanal pastry chef is the fruit shell. Thanks to a patented system, the fresh product is processed, separating the pulp from the external part. The shell can then be garnished with creams and other fruits to create original recipes that help differentiate the shop.

Ideal for the preparation of jams, yogurts or as decorations, cubes are cut from fresh fruit by automatic machines with millimetric precision. The puree, available in containers weighing 1 kg or 10 kg, is completely natural and additive free.

To achieve a product that is always uniform in taste and in its main characteristics, it is necessary to start from a high quality raw material and to manage the entire production process with expert professionalism.

Among the new developments for the pastry shop we note Dry Fix - Coated Fruit, a line of frozen fruit that is prepared using Mazzoni Dry-fix™ technology to drastically reduce the loss of water: it is thus possible to decorate cakes, tartlets, mousses and panna cotta without the risk of ruining them due to the moisture usually produced by standard frozen fruit.

In harmony with current health trends, Mazzoni recently introduced Ketty Frulla, a mix of frozen fruit in small pieces available in single-dose 150 g bags so you can easily make fresh, healthy smoothies.
From our fields to your sweet ideas. Fruits purees Mazzoni!

100% Italian quality

- 50 years experience
- 30 flavours
- Fruits from A to Z (R&D, Nursery, Fields, Fresh and Frozen Fruits)

Check for distributors.
Phone: +39.0533.607820 - ordini.surgelati@mazzonigroup.com
Mazzoni S.p.a. - Via del Mare n°4 - 44039 Tresigallo - Ferrara (Italy) www.mazzonigroup.com
The sweetness of the Quella family enters the pastry shop with a delicious recipe book created by the Mec3 Product Specialists and dedicated to the preparation of nine inviting cakes containing “Quella.” What sets them apart is without doubt their easy preparation, thanks to the use of only three or four ingredients that give life to a wide selection of fresh and frozen desserts that add a captivating and innovative flair to your product range all year round.

In a short time and just by adding fresh cream to a product chosen amongst the Quella family, and one of the brand new flavours such as Quella Crunchy Pistachio, Quell'altra Crunchy or Quello Crunchy, it’s possible to create six unique treats with a tempting appearance that will satisfy the taste buds of sweet lovers of all ages. For a classic cake, the right choice is definitely Quella, the original cream with a hazelnut and cocoa flavour. If on the other hand you want to offer a contemporary and tantalizing dessert, Quello, the first caramel-flavoured cream, is certainly the best option. Quella Peanut, the inimitable peanut-flavoured cream, is the ideal choice for those who love the original mix of sweet and savoury. The irresistible and delicate, Quella Pistachio is an alternative to be offered to those who love this ancient and precious fruit. The goodness of white chocolate pervades the cake prepared with Quell'altra, whilst the sophisticated and decisive taste of Quell'altro, or rather “His Majesty the dark chocolate”, will result in a treat intended for the most refined palates. Finally, the cake made with Quella Milky, the cream featuring the unmistakable taste of milk chocolate, will be soft and scrumptious.

However, the surprises don’t end here... For those who want to increase the level of flavour and add an extra touch of personality to the cake, the “Quella Cakes Recipe Book” offers three recipes that are even more intriguing, where the goodness of almond or hazelnut pastes are added to the basic ingredients. All created with great ease and in record time!

What more can we say... fashion changes but Quella remains! The cream that sets the trend in the world of gelato, the most loved and imitated on the market, allows pastry chefs to give free rein to their imagination creating fragrant cremi and semifreddi, pralines with a crunchy centre or why not use as variegato or as a filling for fresh and frozen desserts. With so much goodness available, sweetness will have no limits!

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
+39.0541.859411  mec3@mec3.it  mec3.com
A successful professional knows that in order to win over customers it is necessary to make products that are always new, intriguing and unexpected. Mec3’s La Gelatisserie, the complete line of products selected to reinvent fresh and frozen pastries, has precisely this goal: to offer gelato artisans and pastry chefs the opportunity to create an irresistible, delightful, attractive and constantly different display cabinet!

La Gelatisserie features bases and supplements to simplify and improve the quality of the desserts; ready to use glazes impeccable when sliced or ingredients to create a range of colours and your favourite flavours; delicious smooth or crunchy fillings and all the original flavours that have made Mec3 successful for over 30 years in the gelato shop.

Simple recipes, with many flavours have been developed by master pastry chefs both to offer the consumer a proposal of scrumptious, enticing and unusual pastries, and to give professionals the opportunity to expand their business with high quality, versatile products that are easy to prepare. Mec3 has enriched the line even further with a wide range of decorations: sugar and wafer flowers and figurines, dyes for glazes, supplements and coatings. Also sugar pastes in various colours and sizes; articles for special occasions, countless chocolate decorations that can be customized with your own logo.

With the cakes, semifreddi and single portions of La Gelatisserie each display cabinet will be unique and irresistible...

For information: www.mec3.com
La Gelatisserie®

A complete line of products for creating a seductive, delicious and always different showcase.

FOR FURTHER INFORMATION CONTACT US AT:
+39 0541.859411  mec3@mec3.it  mec3.com

MEC3
The Genuine Company
Every day is spring!

The Flower line of Medac containers brings a breath of fresh air into the pastry shop in all seasons. Planned down to the last detail, it is a jewel of design and creativity: just think that it won the Comunicando prize in the Unica category in 2012. When closed, Flowers containers look like beautiful blossoms, safeguarding their contents carefully. When opened, their petals spread and they become truly beautiful flower by magic.

Ideal for sweet and salty specialties, they are suitable for contact with frozen and chilled food at room and hot temperature (up to 70°C for one hour). They can also contain candies and chocolates, becoming an elegant gift box.

The range is available in two volumes, 200 and 570 ml, and in six coloured versions (pink, red, yellow, rose, sky, face) as well as neutral white. The containers can be personalized in your chosen design as well.

Continuing the production philosophy that distinguishes Medac’s products, Flower containers have a low environmental impact. In fact, they are realized with cardboard from virgin cellulose pulp, a material that can be regenerated to obtain recyclable paper for packaging.
Flower THE FLOWER OF CONTAINERS

The only flower cup to bring elegance and freshness to the best of your patisserie.
Modecor Italiana, born in 1960 from the passion for pastry decoration, quickly became a standout in the market of cake decorations. In 2018 the company presents a new range of semi-finished products for professional pastries, featuring five product categories designed to support the artisan in his daily work. The line of Bases and Supplements speeds up and improves the preparation of mixes, while the glossy and intensely coloured Glazes can embellish every creation and are ready to use. Tasty and crunchy, the Fillings are enriched with cereals, crunches, wafers or extruded rice and are perfect for cakes, semifreddos and single portions. Then there are the Coverings which, when combined with gelatin preparations, produce extremely bright mirror glazes and can be used at both positive and negative temperatures. Finally, Toppings are available in a complete range of flavours that can be used to decorate desserts and gelato cups.

These innovations further expand the already extensive family of Modecor products, presented in three different catalogues that are updated once a year. The Brown Catalogue - due out in September - presents the entire range of chocolate products, as well as those associated with the main holidays (Halloween, Christmas, Easter, etc.). Wide space is dedicated to customizations in chocolate, the company’s crown jewels. The Red Catalogue - published in January - offers products for special occasions like baptisms, communions and confirmations, along with flowers and figurines, food colours and raw materials (like sugar paste), new Brand products and everything related to food printers. The White Catalogue - distributed in April - is mainly focused on products for weddings and anniversaries and those for the Horeca channel, finger food and the gelato shop. The catalogue also features customizations made with wafer, ideal for bakery and gelato products.

For more information:
modecor@modecor.it - www.modecor.it
The Art of Decoration

Since 1960 we create and produce cake decorations. In our catalogues we supply you with products and ideas to decorate your daily cakes. Discover all the range of Modecor products on www.modecor.it
At a time when the consumer demands more and more in terms of quality, Montebianco has decided to pursue the path of excellence in a bold and decisive manner.

In full harmony with Life Trail policy (www.lifetrail.global), we have started a journey in search of absolute quality through the rediscovery of local resources and authentic flavours.

The goal is to promote Italian specialties to shed light on local products and, at the same time, to select excellent resources from around the world to disseminate the knowledge of wonders that are often not so well known.

These raw materials were used to develop flavouring pastes of the highest quality suitable for use in gelato and pastry shops.

The paste based on 100% PDO Green Pistachio from Bronte - available in versions with and without chlorophyll - is the ideal solution for the artisans who want to take their product range to the highest level. Based on one of the most precious raw materials of the Italian peninsula, this extremely versatile product is able to flavour every dessert and to provide an unforgettable sensory experience.

Avola Almond Milk, able to guarantee a more "elegant" result of the final product compared to classic almond paste, is made from a nut that is about twice the size of normal almonds featuring a strong and persistent taste.

PGI Piedmont Hazelnut is a high-end flavouring paste made from the Tonda Gentile Trilobata variety, which has always been particularly valued for its quality.

Vaniglia Tahiti paste is one of the flagships of the Montebianco Pastry line. Its aromatic intensity and the dark vanilla seeds make it unique, refined and highly sought after worldwide.

Confirming the wisdom of these choices, in 2017 Montebianco established partnerships with the Coupe du Monde de la Pâtisserie in Lyon, the most important global event in the trade, and with the Escuela Paco Torreblanca, one of the most important pastry schools in the world. Nonetheless, the company claims to be only at the beginning of this path. Updates on all the new developments on the website www.montebiancogelato.com.
The Italian excellence in Confectionery and Gelato

PISTACHIO
GREEN BRONTE P.D.O

HAZELNUT
PIEDMONT P.G.I

ALMOND
AVOLA

VANILLA
TAHITI

www.lifetrail.global
Montebianco Took Up The Challenge!

montebianco
montebiancogelato.com
Maestro Iginio Massari has chosen the Orion Jobs display case for his new pastry shop in the heart of Milan. The venue, a transparent space with an open production area, is an authentic gallery of culinary works of art designed to exalt the masterpieces created by the Maestro: single portions, macarons, cakes and semifreddos, pralines and more...

To carry out this delicate task, Jobs was personalized based on the instructions received from Massari. The display case, which represents the most innovative solution in the confectionery display case sector, makes the venue both futuristic and functional. The display was made by Orion itself in harmony with the most advanced design trends. It features clean and simple lines, dominated by basic colours like white and champagne. These colours are enhanced by the play of volumes and an original lighting system developed thanks to the interweave of linear illumination positioned on the reflective top. “Orion offered me the chance to take full advantage of the space and total lighting without areas in shadow to enhance each of the displayed products,” says Massari. “A fatal attraction for the taste buds, made possible by the high quality of the products combined with maximum technology.”

Jobs offers a new way of seeing things from another point of view. It offers the same display capacity as the display cases available on the market, even with reduced overall dimensions. Everything is therefore more convenient, both for artisans and customers, bringing them closer together. In 90 cm it is possible to place a double row of 36 cm gelato trays or professional pastry trays up to 70 cm long. Moreover, with the 40 cm glazed shelving it is possible to insert an intermediate shelf to increase the display capacity. Not having any superstructures, Jobs is the maximum expression of design.
“Orion is my choice.”

Julio Moreno
A rich and fertile land, a breathtaking landscape kissed by the sun and the sea: this is the home of the PGI Sorrento lemon soul of the Variegato Sorrento Lemon, which embodies the flavour of the Amalfi Coast.

The Variegato Sorrento Lemon is enriched with delicious candied PGI Sorrento lemons and almonds, and is a product suitable for everyone as it is part of Prodotti Stella product ranges All Natural®, Gluten Free and Think Vegan (it does not contain any animal derivatives).

The refinement of the ingredients and their certified provenance makes the Variegato Sorrento Lemon a delicious and precious filling for your creations. Even simple bundles of puff pastry can be transformed into delicious petit fours.

To make them, start by portioning some Variegato Sorrento Lemon on some rectangles of puff pastry. Then firmly close the edges of the rectangle so that the filling does not come out during baking. This way you can make a delicious, tempting treat for your customers.

Simply cook the bundles at 200 degrees for about 25 minutes and sprinkle with powdered sugar to finish. The fine ingredients of the Variegato Sorrento Lemon will transform a simple creation into a scrumptious moment of pleasure.
The Variegato Fleur de Sel, a long-time favourite from Prodotti Stella, popular all over the world, finds new and versatile uses as a filling for baked treats. Variegato Fleur de Sel is special in that it combines the sweetness of caramel with a high content of “Fleur de Sel de Gueranade” salt crystals. This variety, called “the caviar of salts,” is the first salt of the summer that emerges in the basins of the Gueranade region. A careful manual harvest ensures a high quality that allows the salt crystals to conserve the delicate scent of the ocean.

Salted butter toffee cake: a real treat

Thanks to this product you can offer delicious salted caramel with ease. How?

Variegato Fleur de Sel is an excellent product for the filling of the famous Salted Butter Toffee Cake. This cake is easy to make, just line a cake tin with shortcrust pastry, fill 2/3 with Fleur de Sel variegated and top with crumbled streusel until the surface is completely covered. Baked it in the oven at 160°C for 25 minutes and sprinkle with powdered sugar to finish the dessert. A simple creation with a refined flavour that will win over your customers.
CARAMEL
Fleur De Sel

PRODOTTI STELLA S.p.a.
via 4 Novembre, 12 Altavilla Vicentina 36077 VI
Tel. +39 0444 333600 - www.prodottistella.com info@prodottistella.com
For 40 years, the world of Rogelfrut has been a blend of freshness and authenticity. Its secret? Simple: all products are made only with carefully selected fruit and nothing else.

In fact, the company believes in the importance of offering natural ingredients to artisans so they can orient their products towards maximum wellbeing, in tune with the latest consumer trends.

And as soon as it is picked, the fruit is immediately processed and frozen, locking in its genuine flavours.

Today Rogelfrut is present in pastry shops all over the world. Its fruit is used in the most exclusive recipes and is always perfect in every season.

In particular, the line of frozen fruit purees is ideal for decorating any kind of specialty and lends itself to being used as an ingredient in high-end pastry.

All Rogelfrut purees are produced without pasteurization and are free of preservatives, flavourings, and colourings. Very practical and always ready for use, they can be used to easily make exquisite recipes based on fresh fruit.

The line includes over 40 products such as classic fruits, the intense flavour of citrus fruits, the warm tastes of the tropics and the organic flavours of the Bio line. Many fruity flavours at your disposal in a practical 1 kg plastic tray.
REFINED ART COMES FROM SIMPLE INGREDIENTS.

Like our 100% fruit puree, ready to use for all your tasty creations.
Celebrating 40 years of business excellence, Food&HotelAsia (FHA) is the preferred choice for industry professionals to access an international showcase of food and hospitality products, equipment and solutions needed to drive business inspiration today and tomorrow. The four-day mega food and hospitality showcase returned from 24 to 27 April 2018 to two venues - Singapore Expo and Suntec Singapore.

Featuring the biggest-ever industry congregation, FHA was a truly international showcase, spanning vertical sectors from food and drink, foodservice and hospitality equipment to hospitality technology service providers. It offered many experiential networking and learning opportunities through new and improved speciality zones and industry-renowned competitions such as the FHA Culinary Challenge, the Asian Pastry Cup and the inaugural Asian Gelato Cup.

FHA also launched an Industry White Paper in collaboration with Euromonitor International: “Smart Innovations Transforming the Food and Hospitality Landscape by 2020”. This 20-page milestone report was the result of a research study which surveyed over 1,000 suppliers and manufacturers across Asia and provided a unique insight into major disruptors impacting the industry. The paper was distributed to pre-registered attendees of FHA, as well as to all delegates who attended Euromonitor’s highly interactive session on “Smart Innovations Transforming the Food & Hospitality Landscape by 2020” at the FHA2018 International Conference.
Food&HotelAsia (FHA) presents a dedicated, all-in-one premier marketplace to serve Asia’s bakery & pastry needs

- Over 300 exhibitors from 30 countries/regions
- Complete selection of bakery, pastry & gelato ingredients & equipment
  by international brands including Barry Callebaut, Lesaffre, MEC3, Phoon Huat, Pregel, Revent International, Rondo, Sinmag Equipment and many more!
- 5 National Pavilions from China, France, Germany, Japan and Taiwan
- Top-notch competitions, specialty zone and learning platform

FHA2018 at a Glance
- 4,000 exhibitors from over 70 countries/regions
- 68 international group pavilions
- 78,000 trade attendees from 100 countries/regions
- 11 culinary, bakery, pastry and coffee related competitions
- 50 free workshops and activities
- 1 power-packed FHA2018 International Conference

Pre-register online now to get a copy of the industry report* on Smart Innovations Transforming the Food & Hospitality Landscape by 2020 onsite at FHA2018!

*Strategic Partner for the industry report:
EUROMONITOR INTERNATIONAL

www.bakeryinpastry.com
Sigep

The sweetest business experience

19-23.01.2019
RIMINI Expo Centre
ITALY

40th International Trade Show
of Artisan Gelato, Pastry, Bakery
and the Coffee World

IN COLLABORATION WITH

ITALIAN TRADE AGENCY

www.sigep.it
THE SHOWS

EUROPAIN
Parc des Exposition de Paris-Nord Villepinte
93420 Villepinte, France
Tel. (+33) 4 78 176 351
www.europain.com
contactvisiteurs@gl-events.com

EXPO SWEET
MT Polska Center
04-242 Warszawa
Poland
Tel. (+48) 22 4659623
www.exposweet.pl
ezig@exposweet.pl

FHA FOOD HOTEL ASIA
Singapore Expo and Suntec Singapore
Singapore
www.foodnhotelasia.com
fha@sesallworld.com

FHC CHINA
Shanghai New International Expo Centre
Shanghai, China
www.fhcchina.com
fhc@chinaallworld.com

GASTROPan
Expo Center - Imperial Inn
Targu Mures
Romania
Tel. (+40) 266 219392
www.gastropan.com
info@gastropan.ro

GELATISSIMO-INTERGASTRA
Messe Stuttgart
70629 Stuttgart
Germany
www.gelatissimo.de
info@messe-stuttgart.de

GULFOOD
Dubai World Trade Centre
Dubai, United Arab Emirates
www.gulfood.com
gulfood@dwtc.com

HOFEX
Hong Kong Convention & Exhibition Centre
1 Expo Drive, Wanchai
Hong Kong
www.hofex.com
hofex@oesallworld.com

HOST
Fiera Milano
20017 Rho, Italy
Tel. (+39) 02 49971
www.host.fieramilano.it
host@fieramilano.it

HOTELEX SHANGHAI
Shanghai New International Expo Centre
Shanghai, China
Tel. (+86) 21 3339 2232
www.hotelex.cn
b2b-service@ubmsinoexpo.com

INTERNORGA
Hamburg Messe
20357 Hamburg
Germany
Tel. (+49) 4035 690
www.internorga.com
info@internorga.com

LEVANTE PROF
Fiera del Levante
70123 Bari, Italy
Tel. (+39) 06 6634333
www.dmpsrl.eu
info@dmpsrl.eu

MIG
Longarone Fiere
32013 Longarone, Italy
Tel. (+39) 0437 577577
www.mostradelgelato.com
fiera@longaronefiere.it

MIG MAROCCO-CREMAI
Casablanca
Morocco
www.mostradelgelato.com
fiera@longaronefiere.it

NRA SHOW
McCormick Place

Chicago, Usa
Tel. [+1] 312 8532542
show.restaurant.org
nraexhibitinfo@restaurant.org

SIAL
Parc des Expositions de Paris-Nord Villepinte
93420 Villepinte, France
Tel. (+33) 01 76771358
www.sialparis.com
visit@sialparis.com

SIGEP-A.B. TECH EXPO
Rimini Fiera
47921 Rimini, Italy
Tel. (+39) 0541 744111
www.sigep.it
helpdesk.rn@iegexpo.it

SIRHA
Eurexpo
69500 Bron, France
Tel. (+33) 0478 176 351
www.sirha.com
contactvisiteurs@gl-events.com

THE SPECIALITY FOOD FESTIVAL
Dubai World Trade Centre
Dubai, United Arab Emirates
Tel. (+971) 4 308 6462
www.speciality.ae
speciality@dwtc.com
THE COMPANIES

ALVENA
Via Bergamo 19/Bis
20098 S. Giuliano Milanese (Mi)
Tel. (+39) 02 98280138
Fax (+39) 02 98280081
www.alvena.it
info@alvena.it

BABBI
Via Caduti di via Fani 80
47032 Bertinoro (Fc)
Tel. (+39) 0543 448598
Fax (+39) 0543 449010
www.babbi.it
info@babbi.it

CARPIGIANI
Via Emilia 45
40011 Anzola Emilia (Bo)
Tel. (+39) 051 6505111
Fax (+39) 051 732178
www.carpigiani.com
info@carpigiani.it

CHOCOLATE ACADEMY
Via Morimondo 23
20143 Milano
Tel. (+39) 02 82464600
Fax (+39) 02 82464662
www.chocolate-academy.com
chocolate_academy_lovers@barry-callebaut.com

EMMEDI
Via Ugo La Malfa 23
61032 Bellocci di Fano (Pu)
Tel. (+39) 0721 855084
Fax (+39) 0721 859147
www.emmedi-inox.it
info@emmedi-inox.it

FRIGOMAT
Via I° Maggio 28
26862 Guardamiglio (Lo)
Tel. (+39) 0377 415011
Fax (+39) 0377 451079
www.frigomat.com
info@frigomat.com

GALATEA
Via Venezia 11
31028 Tezze di Vazzola (Tv)
Tel. (+39) 0434 598109
Fax (+39) 0434 572373
www.galateagelato.com
info@galatea-gelati.com

GRANULATI ITALIA
Via B. Colleoni 10

24040 Boltiere (Bg)
Tel. (+39) 035 4824335
Fax (+39) 035 4824337
www.gelatitalia.it
info@gelatitalia.it

IFI
Strada Selva Grossa 28/30
61010 Tavullia (Pu)
Tel. (+39) 0721 20021
Fax (+39) 0721 201773
www.ifi.it
info@ifi.it

ILLVA SARONNO
Via Archimede 243
21047 Saronno (Va)
Tel. (+39) 02 967651
www.disaronno.com
marketing@disaronno.it

ISA
Via Madonna di Campagna 123
06083 Bastia Umbra (Pg)
Tel. (+39) 075 80171
Fax (+39) 075 8000900
www.isaitaly.com
customerservice@isaitaly.com

MAZZONI
Via del Mare 4
44039 Tresigallo (Fe)
Tel. (+39) 0533 607820
Fax (+39) 0533 607892
www.mazzonigroup.com
surgelati@mazzonigroup.com

MEC3
Via Gaggio 72
47832 S. Clemente (Rn)
Tel. (+39) 0541 859411
Fax (+39) 0541 859412
www.mec3.com
mec3@mec3.it

MEDAC
Via R. Wenner 52
84131 Salerno
Tel. (+39) 089 301466
Fax (+39) 089 302069
www.medac.it
info@medac.it

MODECOR ITALIANA
Via Gino Maggi 2
21030 Cuvio (Va)
Tel. (+39) 0332 658311
Fax (+39) 0332 651135
www.modecor.it
modecor@modecor.it

MONTEBIANCO
Via Archimede 311
21047 Saronno (Va)
Tel. (+39) 02 982931
Fax (+39) 02 98293230
www.montebiancogelato.com
info@montebiancogelato.com

ORION
Viale dell’Industria 15
60035 Jesi (An)
Tel. (+39) 0731 61531
Fax (+39) 0731 6153413
www.orionstyle.com
infoweb@orionstyle.com

PAVONI ITALIA
Via E. Fermi s.n.
24040 Susio (Bg)
Tel. (+39) 035 4934111
Fax (+39) 035 4948200
www.pavonitalia.com
info@pavonitalia.com

PREGEL
Via Comparoni 64
42122 Reggio Emilia
Tel. (+39) 0522 394211
Fax (+39) 0522 394305
www.pregel.com
pregel@pregel.it

PRODOTTI STELLA
Via IV Novembre 12
36077 Altavilla Vicentina (Vl)
Tel. (+39) 0444 333600
Fax (+39) 0444 370828
www.prodottistella.com
info@prodottistella.com

ROGELFRUT
Via Circonvallazione 4
12020 Rossana (Cn)
Tel. (+39) 0175 64141
Fax (+39) 0175 64456
www.rogelfrut.com
info@rogelfrut.com

UNIGEL
Via Torino 24
24040 Ciserano (Bg)
Tel. (+39) 035 883154
Fax (+39) 035 883020
www.unigelitalia.com
info@unigelitalia.com
Lose yourself in imagination.

Our brand new silicone moulds designed to create incredible textures. Put them on top of your smoothest cakes. Wow effect guaranteed!

Designed in collaboration with Emmanuel Forcione - World Pastry Champion

Made in pavoni ITALIA

www.pavonitalia.com
Pannacrema

Pastry Compound
More than thirty customizable flavors can be mixed and matched to define the aroma and the aspects of multiple cold and baked pastry recipes.

www.pregel.com
info@pregel.com

from your family to yours
www.pregelfamily.com