

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

Year 8 - No. 17 - JANUARY 2019 - € 1.00

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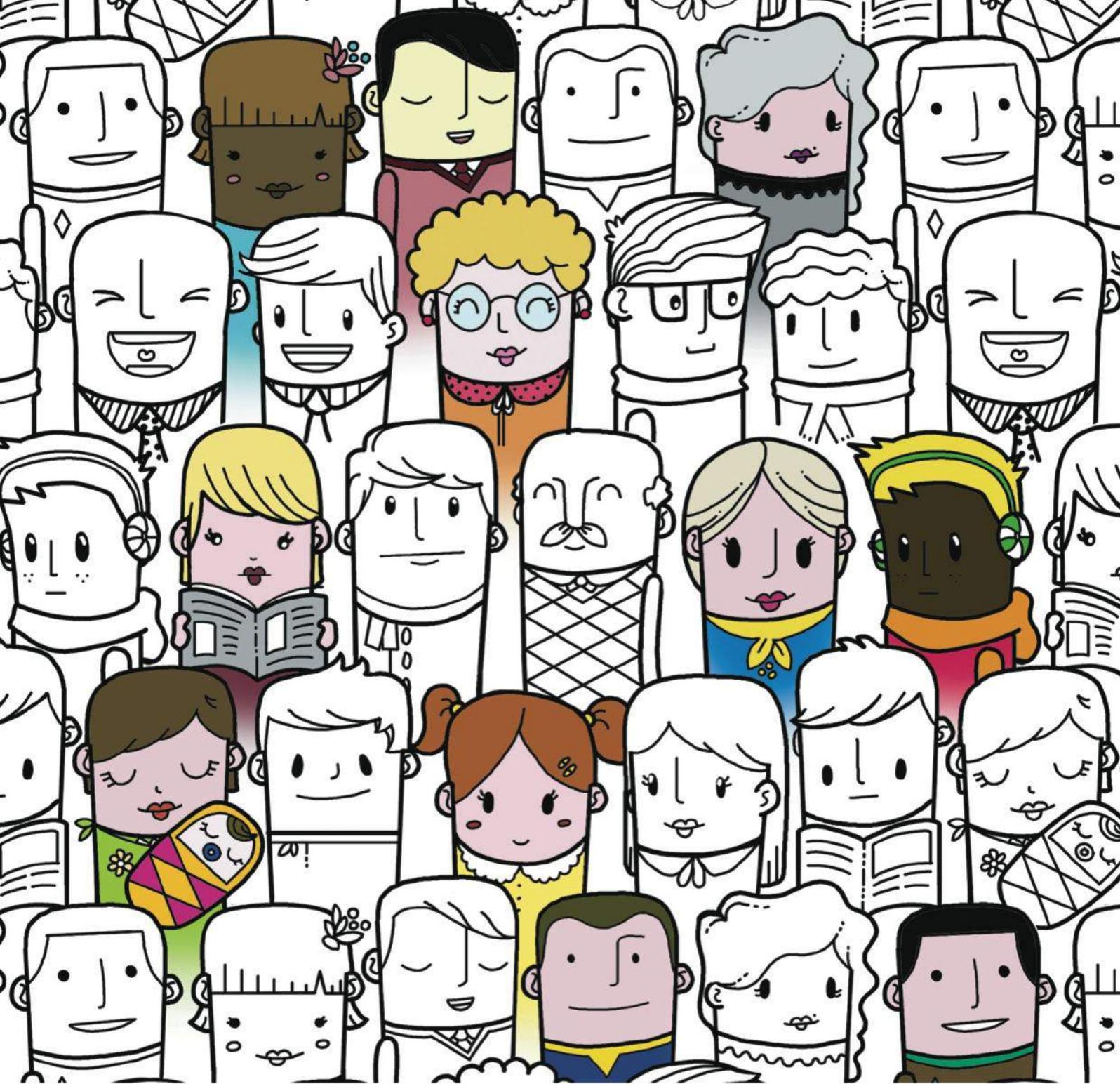
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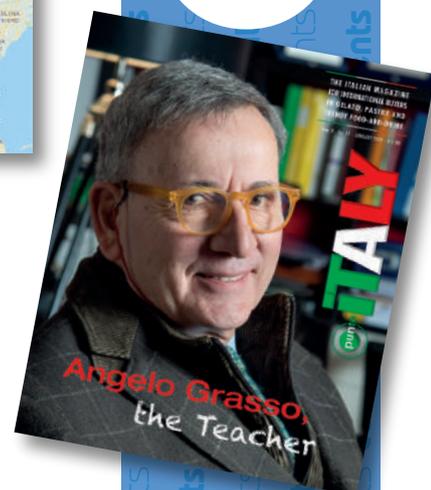
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No. 17 JANUARY 2019



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IN GELATO, PASTRY AND TRENDY FOOD-AND-DRINK**



Just a year ago, we were reporting some “numbers” regarding the virtuous journey of our magazine Puntointaly throughout the world. Then, in the year that has just ended, we supported our classic dossiers that are released in January and July with two brand-new editorial products released in April and October: “Sweet Mood,” dedicated to pastry arts. The result? Very positive, a true success!

We have also verified a success with the strong increase of visits registered on our official website www.puntoitaly.org, which, in a little under eighteen months, was visited by over 120,000 visitors from all over the globe.

Now we are diving into 2019 with an intense schedule of international exhibitions and important events worldwide. Beyond the intense schedule of Sigep in Rimini, where our magazines will be available on the transfer buses from the airport to the exhibition, we will be going to Sirha in Lyon, Gulfood in Dubai, ExpoSweet in Warsaw, Hotelex in Shanghai, followed by Hofex in Hong Kong, and we will end our journey at NRA in Chicago!

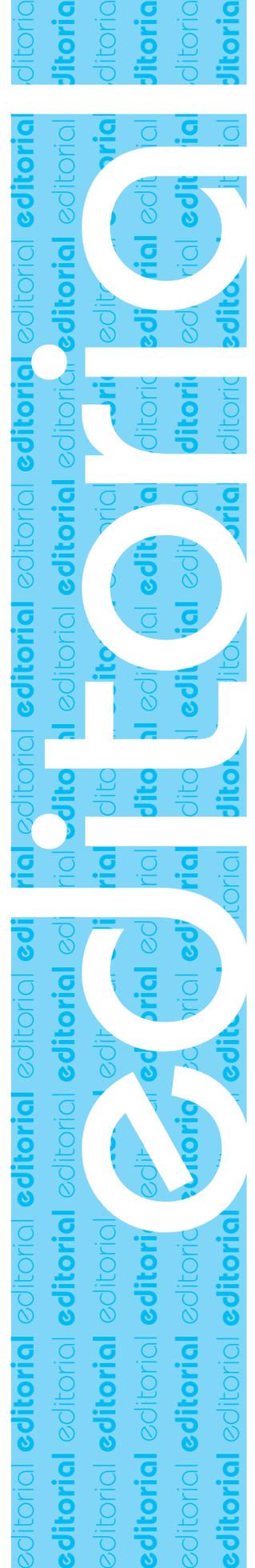
This dossier, as always rich with articles and information, is dedicated to the specific topic of citrus, of which our Country is a producer at an international level; therefore, there are numerous recipes regarding that, as well as various stimulating journalistic reports with authoritative collaborations from high-profile Gelato and Pastry Maestros.

Therefore, we will see you in the hallways of exhibitions or more easily through a simple click on our website. What’s important is that you continue to follow us - you will always see some great news!

See you soon!

Franco Cesare Puglisi

A handwritten signature in black ink, appearing to read 'Franco Puglisi', written in a cursive style.



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Photo taken at the All Stars Final, 2018

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Publishing Director

Franco Cesare Puglisi

Editor

Manuela Rossi

Editorial Staff

Anna Fraschini

Co-ordinator

Gora Di Benedetto

Public Relations Manager

Davide Pini

Advertising Manager

Paolo Barretta

Advertising

Patrizia Dal Mas

Translations

Laura Duca
Patrick Hopkins

Graphic Layout Illustrations

ONIDEA adv srl - Milano

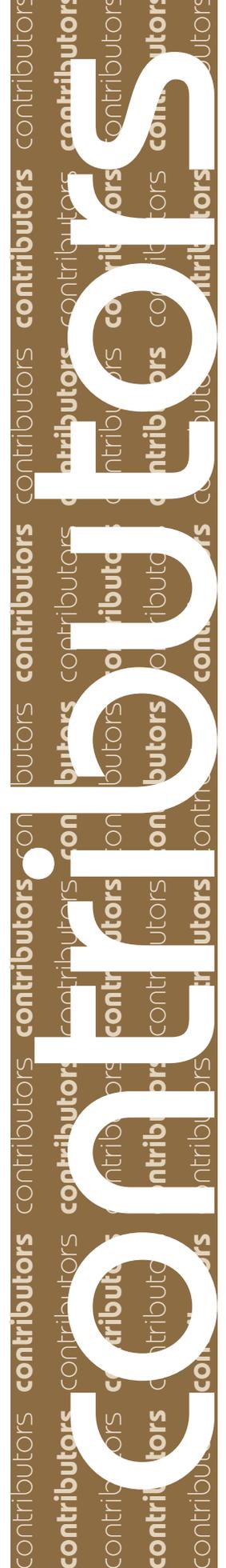
Editrade srl – Headoffice

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

Printing

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The art

Interview with Angelo Grasso, for more than 30 years an international authority in the training of gelato artisans.

By Franco Cesare Puglisi

Angelo Grasso is considered one of the most qualified gelato instructors in the world. How much does this responsibility weigh on you every time you start a course for professionals or beginners?

For me, teaching was a choice. After so many years spent within the walls of the production area, I felt the need to go out and share all that I had experienced and learned up to that point. And paradoxically it was then that I realized that the knowledge was all “outside”: outside of my production space, outside of the certainties I had lived with for so many years. And so,



of teaching

more or less 33 years ago I embarked on a path of research and study that continues today.

There is no doubt that I feel the weight of responsibility. Every year I meet hundreds of aspiring gelato artisans and established professionals, each with his or her own problems and expectations, and by the end of the course I would like to have the peace of mind of having given them what they were looking for, whether it be learning more about production or - why not - simply the reassurance of being on the right path. In particular, I hope to be able to pass on to everyone - especially to newcomers - at least a little bit of my enthusiasm and passion for this profession.

In your long career as a gelato instructor, what were your most memorable experiences?

There are so many! My first course, for example: a bit like your first love, the one you never forget. It was 1986 and Guerrino Bellati, Secretary of the Committee

for the Defense and Dissemination of Artisanal Gelato, asked me if I could teach a course for the Varese Chamber of Commerce. A bit recklessly I replied yes... and you can say that what followed was my professional “baptism.”

There are so many moments that I remember fondly. For example in Carrara, when the weight of the machines broke through the floor of a historic building from the 1500s. Everyone arrived: carabinieri, police, firefighters... In that case, not sure of how to react, I turned tail and went home. And then in Bolzano, when before the beginning of the course a young participant asked me with a strong German accent if I came from Italy. And in Milan when, at the beginning of my first course at CAPAC, a gentleman who was much older than me, seeing me wearing a white coat, came up and asked, “You’re not the instructor, are you?” I also remember what happened in Riccione, when the topic of the event was “alcohol and sorbet” and at the end

of the course there was not a single sober person in the room. Finally, in Rangoon in Myanmar to show respect for local customs I taught the course while barefoot to a class of attentive people, dogs, cats, and chickens...

How has the way of teaching the “trade” of gelato artisan changed over the years?

Well, I would say that course participants have become more demanding. They have a more advanced level of scholastic and professional training than in the

past. Oftentimes the students have already attended courses and seminars: the expectations are therefore high, as they are looking for new information and insights. This is mainly reflected in the theoretical part of the course. Once, after the canonical explanations related to ingredients and production techniques, the long-awaited recipes were dispensed, the culmination - at least hopefully - of the instructor's experience and study. Today the student wants to understand why this ingredient is used, why in that quantity, why in that proportion with respect to the others. And so more topics are discussed, and also a bit of chemistry and physics... In short, besides learning new recipes, they also want to understand the underlying logic and the technique of transforming ingredients into gelato. Of course all this is very stimulating, a continuous incentive to learn more and expand your knowledge. But just as important, you're also looking for the best way to share the knowledge while always being attentive and respectful of the person you have in front of you. In contrast, the practical part has changed less and remains a very important part of the lesson, one where words, numbers, and imagination are transformed into that delicious magic that is gelato.

And how has the way of learning the “trade” of gelato artisan changed compared to the past?

To answer this question I would need all the space in this magazine. I'm joking of course... but not so much! Once upon a time there was an apprenticeship, whether you did it as part of the family business or you got into the trade out of curiosity or necessity. Or, like me, you were in a family business but saw it more as a punishment. I remember when my friends came to see me at work they certainly didn't envy my preparing mixes in tinned copper pots, or extracting gelato with the paddle from four vertical batch freezers... maybe after having first carrying a dozen 50 kg bags of sugar! To be honest, I don't remember a lot of people aspiring to do my job.

As we all know today things are different. Over the years with the development of new technologies “the trade” has been made easier. Some have even defined making gelato as “easy.” If you don't know what



What is the first suggestion you would give to a young person who is entering the world of artisanal gelato?

My advice may seem obvious: humility, perseverance, patience... But most of all, I would suggest looking inwards, to start by learning about yourself, and above all to understand your strengths and limits. In fact it is precisely the knowledge and acceptance of our limits that can make it possible to avoid a sea of problems. Over the years I have seen excellent artisans fail in business and good entrepreneurs succeed without being artisans. The profession of gelato artisan is a way of life, and like all choices - especially the important ones - it should be made with eyes wide open. A word to the wise...

You have published many books during your career. Which of these marked a turning point in your profession?

Together with the team at the puntoltaly publishing house we produced a nice book that was very successful because it was the result of excellent teamwork: *Il Gelato di Angelo Grasso*.

But the book that marked a turning point in my life was the second one, *Professione Gelatiere*. The writing of that manual was a very special experience. First of all, I was undecided whether to continue or abandon this profession. You could say that I was going through a particular moment and I had taken a sabbatical pause for reflection. At the time I didn't even know how to use a typewriter so I patiently wrote it by hand in some notebooks. Then I drew all the illustrations, unleashing my second big passion, drawing. I believe that many copies of this manual have been sold, perhaps because in the age of books very few were written on artisanal gelato. What is certain is that this literary experience convinced me to proceed on the path of trainer and communicator that I had begun in Varese, almost for fun, a few years earlier.

What are your plans for the future?

As I often say, my hope is to teach the first gelato course to be held on Mars! Confucius said: love your work and you will never work your whole life.



I would say that I was very lucky, I have always done what I like and what I am passionate about.

Maybe in the future I would like to give more space to what stimulates my curiosity, my desire to learn more, and, why not, to what amuses me. Perhaps setting aside what has become predictable, or that is taken for granted.

Lately I'm having some fun in the United States, where a customer who became a great friend involved me in an industrial ice cream production company. Obviously it is something very different from the artisanal gelato that still continues to occupy a large space in my heart, but maybe for this reason it is truly stimulating and exciting.

This year your new book will come out, published by our company. Can you tell us a little about it?

I'll try. About three years have passed since the day I got the "crazy" idea of gathering new material. I have decided that gelato, or rather the main products of the gelato shop, do not yet occupy their rightful space among various foods. All the texts that deal with the science of what nourishes us and that I have studied and continue to read today dedicate only a few lines



to “frozen foods,” while entire chapters are dedicated to their component ingredients. The aim of my new book is to fully appreciate the quality of the “gelato product,” with a global vision that takes all aspects into account, from its nutritional value to its ingredients, chemistry, and physics. The text will certainly in-

clude recipes and the techniques to develop and produce them. For now the most challenging part was writing the chapter dealing with “chemistry,” not so much for the complexity of the material but for the difficulty of applying it to the production of gelato, making it easy to understand without going too far into the weeds.

Final two questions: what is Angelo Grasso’s greatest strength? And what is your biggest weakness? If you look at these things closely you will find that a strength can become a weakness and vice versa. I would say generosity, willingness, and self-centeredness, both as strengths and weaknesses. Generosity and willingness to share and transmit what I know, without limiting myself to promotional actions and demos that would undoubtedly be more practical and convenient if I wanted to use training courses as a way to find consulting jobs and to expand my private business. But, right or wrong depending on your point of view, this has never been my style. And then there is self-centeredness, a behaviour typical of children that sometimes can still be found in adults, like me... But I’d like to know how I could speak in front of dozens of people if I didn’t seek the pleasure and gratification of being at the centre of everybody’s attention!

Amarcord... the lemon

In the dialect of Romagna in Italy “amarcord” means “I remember.” This word was made famous by the magical Federico Fellini, who in 1973 used it as the title for a beautiful film. Sometimes I too allow myself to be overwhelmed by nostalgia, traveling with the “amarcord” time machine back to when I worked in the family shop. Of all the sorbets and gelato, his majesty the “lemon sorbet” was always present. In that distant 1973, I was the “lemon guy.” Production began the night before. I weighed the sugar and then mixed in the flavedo, which is the coloured outer part of the lemon peel, rich in essential oils. During the night, the “anhydrous” sugar was imbued with this oil and acquired a delicious aroma. The next morning I squeezed the juice “strictly by hand” using a tool made of beech wood that today can be found on the Internet as a historical heirloom. My father had bought a juicer... it cost a lot and was all steel. He let me use it only twice and then took it away. “You’re pushing too hard! You’re cutting into the white part under the pulp... and then the sorbet becomes bitter!” I dissolved the flavoured sugar into the

juice (about 15 litres), then strained it to filter out the strips of flavedo. Then I added almost all the sweeteners: more sugar and glucose syrup. Then it was time for the hydrometer. Nineteen degrees... and that’s it. All that was left then was the final operation, the magical touch. In the last kilo of sugar I mixed in 100 grams of carob seed flour, which for some time had replaced egg whites. I dissolved everything into the juice diluted with water, and then started production in the four vertical batch freezers.

My lemon sorbet (from 1973) had these ingredients:

• Hand-squeezed lemon juice	230 g
• Flavoured sugar	200 g
• Glucose syrup 43 DE	100 g
• Carob seed flour	2 g
• Water	468 g
Total	1000 g



Only the best of gelato

The 59th edition of Mig Longarone exhibition (Belluno, Italy) has concluded, covered with a rich calendar of events dedicated to the quality artisanal product.

History, tradition and innovation of the artisanal gelato world gather each year at the Mig Longarone exhibition. The 59th edition, held on December 2 - 5, 2018,



confirmed its prominence as an event dedicated exclusively to this dynamic industry. On display, there were over 200 specialized company brands exhibiting machinery, equipment, semi-finished ingredients, raw ingredients, furnishings and accessories.

The influx of industry professionals revealed to be of qualified positions with high profiles, coming from around fifty countries from five continents. There were numerous foreign delegations present at the show, for example, from Spain, Poland, Kazakhstan, Slovakia, Czech Republic, Russia and Iraq.

The Uniteis conference summoned hundreds of gelato artisans that operate in Germany. The president Dario Olivier reported the activities of the association which

has over one thousand six hundred shops. During the event, fourteen of the members were awarded with certificates for twenty-five years of membership. In between moments of training and development, there were two presentations that were particularly popular. The first was the conference promoted by Uniteis which covered the topic of “An update on fiscal rules in Germany”, and the second was the presentation of the software “Primo Label: food labels under the EU code,” by the National Confartigianato association. The events with the maestro gelato artisan Beppo Tonon are always appreciated, who performed practical demonstrations of fruit carving.

TIRAMISU FOR THE EUROPEAN DAY

The tiramisu flavour will be the protagonist of the seventh edition of Gelato Day, the European Day dedicated to artisanal gelato. This event was conceived as an idea from Longarone and Artglace, and it will be celebrated this upcoming March 24th as tradition has it. The recipe was invented by the very young Tomas Infante of Gelateria Antiche Tentazioni (from Selvazano Dentro, Italy), winner of the Tiramisu Gelato Ital-



ian Cup, an event that took place during Mig. In order to prepare it, all of the European gelato shops that have adhered to the Gelato Day will receive the official recipe. During the show, the official flavour of the promotional campaign of artisanal gelato in Germany was presented. The flavour is Bienenstich (literally, a bee sting): it recalls the famous cake of Mainz that is very popular in Germany, which is made of sponge cake, fiordilatte milk, almonds and honey.





COVETED AWARDS

The 49th edition of the Gold Cup saw the competitors challenge each other in the preparation of a vanilla cream flavour. The first-place winner was Robert Coletti of Roberto Gelato (Utrecht, Netherlands). Following him were Loris Calarco of Anni '60 (Barcellona Pozzo di Gotto, Italy) and Daniele Dall'Antonia of Nonno Piero (Albignasego, Italy).

With the backdrop of an intense contest full of emotions, the first edition of the Longarone Eis Challenge (reserved for gelato artisans operating in Germany) crowned Federico Sacchet of Eiscafé "Gusto Mosena" (located in Hameln) the winner with his flavour "Gelato Bruschetta with pumpkin seed oil." With this win, he will go on to be the main player of the German team at the IX edition of the Gelato World Cup, which will take place at Sigep 2020 in Rimini.

The 23rd international award "Mastri Gelatieri," which the Longarone Fiere Dolomiti exhibition centre awards each year to people or families that have given a concrete contribution to the promotion and development



of artisanal gelato, was given to Manuel Dias Cruel of Lisbon (Portugal), and to the important De Pellegrin family the Val di Zoldo (Italy).

There was a lot of interest in the 6th edition of the award “Innovation for Mig Longarone exhibition,” which has the objective to give value to extremely innovative content regarding production technologies, accessories and products for an artisanal gelato shop. The awards of the 16th edition of “Gelato shops online 2018” were given out. This award is reserved for the best websites and Facebook pages of gelato shops. The winner of this edition was Roberta Borlina of Via Piave (Noventa di Piave, Italy), who preceded Laura Hadland of Gelato Village (Leicester, United Kingdom) and, following in third place with a tie, Max Fornaciari of Max Gelateria (Florianópolis, Brazil) and Giada Lovat of Gelateria Lovat (Jesolo, Italy).

The 25th edition of the national gelato shop competition “Carlo Pozzi” witnessed the participation of students from ten hospitality high schools that



distinguished themselves during the selection process throughout Italy. The jury, presided by Luigi Dal Farra and coordinated by G.A. (the National Commission for the safeguarding and promotion of artisanal gelato), evaluated the compositions on the topic “The excellencies of the region within gelato shops”. First prize, which consists in a professional batch freezer for the preparation of gelato offered by the Telme company



in collaboration with Longarone Fiere, was awarded to Stella Silvestro and Marta Savona from the School I. e V. Florio of Erice (Sicily, Italy), with the plate “The gardens of the Aegadian Islands”. Second place was awarded to Irina Bartalesi and Marco Margheri from the school B. Buontalenti of Florence, Italy, and third place was awarded to Stefania Borsatti and Samantha Zappa of the school PFP Valtellina di Sondalo of Sondrio, Italy. The school Salvatore Pugliatti of Taormina (Sicily, Italy), which hosted the largest number of participants in the regional selection, was awarded with a Gelato CoolBox offered by lfi.

On a final note, on the day the exhibition was inaugurated, in the presence of the governor of the Veneto Region, Luca Zaia, and of the mayor of Longarone, who is also the president of the Province of Belluno, Roberto Padrin, an official acknowledgement was awarded to our Editor, Franco Cesare Puglisi, for his forty years of professional work in the artisanal gelato industry.

Forty years of SWEETNESS

The remarkable goal reached by Sigep, the international tradeshow of artisanal gelato, pastry, bakery and coffee scheduled at the Rimini Trade Fair from January 19th to 23rd, 2019.



Sigep is getting ready to celebrate its fortieth edition together with the key players from around the world in the industries of products and technologies for gelato, pastry, bakery and coffee.

After record numbers registered last year (in which 135,746 Italian buyers and 32,302 foreign buyers from 180 different countries participated), the organizing company IEG - Italian Exhibition Group aims to accelerate the five-year investment plan in order to give further drive to the event powered by innovation.

In the course of 2018, the exhibition has promoted various events around the world in order to spread the

Made-in-Italy of the industry and to further expand the commercial relationship network, with the ultimate goal to continue to increase its international profile. Specifically, the event supports and promotes two important events: Gelato Festival, an impressive tour with stops in Europe and the United States, and Barista&Farmer, the talent show dedicated to the world of coffee. The calendar of competitions that will animate the fortieth edition of the fair is particularly full, with the objective to highlight the capabilities of professionals, from the rising stars to the accomplished international maestros.

YOUNG TALENTS

The best pastry chefs under 23 years old will compete in the Juniores Pastry World Cup, an event structured into seven trials, based on this year's theme: Il Volo ("flight"). Teams coming from Australia, China, Croatia, the Philippines, France, India, Italy, Russia, Singapore, Slovenia and Taiwan will compete. The Italian team, which was selected at the 2018 edition of Sigep, is formed of Filippo Valsecchi (from Lecco) and Vincenzo Donnarumma (from Naples).

There is lots of anticipation for the Italian Pastry Championship, both the Juniores and Seniores edition, two passionate competitions aimed respectively for the most promising and the most talented pastry chefs of



the Italian peninsula. It represents an opportunity for discussion and for growth in the development of the profession at the highest levels.

The International Pastry Camp will highlight the evolution of Pastry Schools at an international level. The best, young pastry chefs from seven countries from around the world will be coming. These future "pastry stars" will perform in the Pastry Area, presenting the traditional sweets from their region. The initiative accompanies the traditional SigepGiovani, reserved for the Italian schools.

The selection process for the formation of the Italian team that will compete at the next edition of "The Pastry Queen" (planned for Sigep 2020) will also take place at the Pastry Arena. In order to enter the team,



the “pastry ladies” must excel at three different tests. The selection, whose theme this year is “Queen Butterfly,” is aimed at giving visibility to the profession, while spreading among women pastry chefs messages of quality, passion and love for the job.

A GOLDEN CHALLENGE

Among the initiatives dedicated to the world of gelato, the reflectors will be shining on Sigep Gelato d’Oro, a competition among the best artisanal gelato chefs, pastry chefs and culinary chefs of Italy, which have been chosen during 10 selection rounds throughout 2018. The professionals who will be competing are contending for the possibility to be a part of the Italian team competing at the ninth edition of the Gelato World Cup, scheduled for Sigep 2020. In Mexico City and in Singapore, there have already been selections for the competition, in which the first four teams have been chosen to compete in Rimini: Mexico, Singapore, Malaysia, and Japan. In 2019, the selection rounds will continue until twelve teams have been formed. Also regarding the world of gelato, there are



five events proposed by the Italian Association of Gelato Artisans. There will be a competition regarding sorbetto, followed by a gelato cake competition based on chocolate flavours. The Alberto Pica Memorial, named after its legendary president, will be based on the zabaglione flavour. The grand finale will be the “Thousand ideas for a new flavour - the gelato of the year” competition, in which gelato artisans will compete to reach the tallest level of the podium. The winners of the four competitions will contend for the “Best gelato artisan of the year” award.

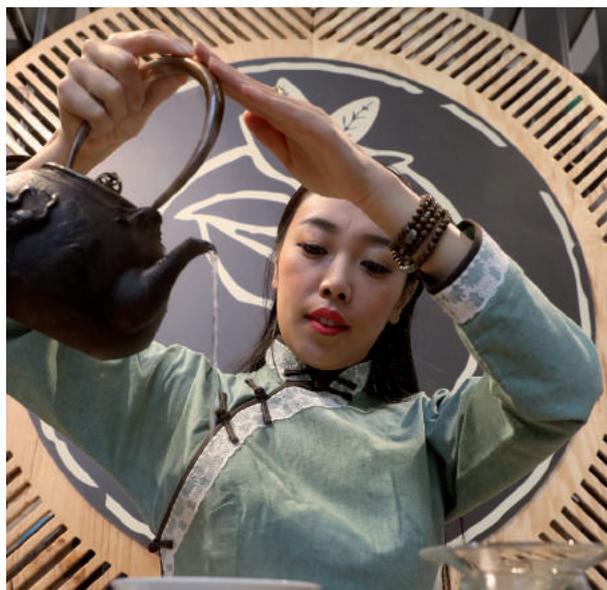




DEDICATED TO COFFEE

For the first time at Sigep there will be the World Coffee Roasting Championship, a traveling international competition which awards excellency in coffee roasting. The initiative foresees participation of over twenty countries (Australia, Brazil, China, Germany, Greece, Italy, Japan, Mexico, Norway, Poland, Romania, Russia, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Kingdom and USA) and it was officially entered into the events calendar of the World Coffee Events, which took place last year in the Netherlands, South Africa, China and Brazil.

The competitors will be asked to develop a roasting profile that best accentuates the desirable characteristics of green coffee. Italy will be represented by Emanuele Tomassi, the winner of Sigep 2018.



Surprise effect

It's that of the Mystery Box, the most anticipated test of the Sigep Gelato d'Oro competition. The event will select the team representing Italy at the Gelato World Cup 2020. Here are the sponsors that will provide the secret ingredients.

Sigep Gelato d'Oro 2019, the competition that will select the team representing Italy at the Gelato World Cup 2020, consists of a series of tests. Among these, the Mystery Box surely stimulates the most curiosity from the public. It is a complex assessment of the competitor's talent. It is put to the test by having to make two gelato flavours whose ingredients are revealed right then at the competition. There will be a draw to determine who gets Cream Mystery (for a pan of milk-based gelato with decorations) or Fruit Mystery (for a pan of fruit-based gelato with decorations). To pique the creativeness of the gelato artisans, the "surprise" effect will be the Mystery Sponsors, Italian brands that offer excellent products from the food world.



Ricotta and Yogurt

Granarolo returns as a sponsor for the Mystery Box with its products Ricotta, a classic ingredient in gelato and pastry arts, and Natural plain yogurt, made with high-quality fresh whole pasteurized milk. The company today represents an important supply chain of milk based on an integrated production system. The entire process is controlled and managed in tight collaboration with the best local producers in order to guarantee production that is oriented towards constant quality. This milk supply chain based on collaboration and excellency was born sixty years ago with the foundation of a cooperative that would then become Granlatte and later, through growth and acquisitions, would become Gruppo Granarolo.



Coffee

The opening of the first Camardo coffee roasters was in 1951 and today it has a 12,000 sqm facility in Campobasso (Italy). The company's story spans four generations. It was Bartolomeo Camardo who launched the tradition, which was then successfully carried on by his sons Felice and Giuseppe. The entire production process is looked after with dedication, from the delicate selection phase to the roasting, from the blending to the packaging. The commitment of the company goes beyond by offering education for expert professionals with specific training paths. The excellent quality of the coffee is obtained by blending single origin beans from the most important producers of Central & South America, Africa and Asia. Camardo has been one of the top Italian companies to export its products outside of Italy, in Australia, Canada and United States, and today it is present in twenty-five countries.



Frozen fruit



A new development for 2019 is the Fruit Mystery Box by Rogelfrut, a company that in forty years has asserted itself as a solid artisanal reality. It can respond to any demand and has always promoted respect for nature in all of its forms. There are twelve selected products, divided in purees (Apricot, Raspberry, Alphonso mango, Blueberry, Pear, Blackberry) and juices (Pineapple, Pomegranate, Natural Passion Fruit, Lime, PGI Sorrento Lemons, Ciaculli Mandarins), all frozen. Free from preservatives and colourings, they represent a highly versatile line that is easy to use as a substitute for the whole fresh fruit. They are also useful products in pastry production to create innovative desserts with inserts and semifreddo, or for other particular uses.

Elixir

For the competition, Borsci offers their famous San Marzano Elixir, a liquor created in 1840 by Giuseppe Borsci, forefather of Caucasian origins that for political reasons immigrated to Albania and then to Puglia (Italy), to San Marzano di San Giuseppe. Here they established their first facility and started the production of the extraordinary liquor, perfecting the recipe that had been passed down from his ancestors who have roots in the ancient spices of the East. The following generations diversified and expanded production and, even if recently purchased by the Caffo Group, Elixir continues to carry the family name, the family that patented it and that ensures it is produced, like the old days, with only natural ingredients and with the attention of skilful artisans that have preserved its flavour and uniqueness.





Mark your calendars for the 41st edition of Host, where you can find the most evolved achievements in the restaurant and hospitality industries. At the trade fair, gelato, pastry and coffee have an increasingly important role, making for a 360° offer.

HostMilano (Fieramilano, Italy, October 18-22, 2019) is getting ready to open the doors to its forty-first edition, affirming itself as a strategic reference for professionals in the field. At the fair, it will be possible to find a complete offer of materials, ranging from semi-finished ingredients, to machinery and equipment, as well as furnishings and accessories.

More than one thousand two hundred companies have signed up to participate, of which 44.7% are foreign hailing from 45 countries. The new entries are Al-

bania, Latvia and Colombia. The top seven countries based on number of exhibitors are Germany, Spain, France, United States, United Kingdom, the Netherlands and Portugal, whereas the fastest growing presences are from Spain and United Kingdom. The main strength of the event is its concept of the macro areas, in which this edition will further intensify the complementary relationship between the industries.

The Restaurant Bread-Pizza-Pasta macro-area, which is in constant growth, mirrors the current industry in that many different trends coexist, tied together by one common characteristic: the desire to envelop the customer in an immersive experience with a format designed down to the smallest details.

Another historic strength is the Bar-Coffee Machine-Vending – Coffee-Tea – Gelato-Pastry macro-area, characterized by the “fusion” of many offers. If the meeting between gelato-pastry, an area in which the exhibition space continues to grow, and the coffee

world is by now a well-established fact, the next step is the marriage between mixology, which is opening up to new consumption opportunities throughout the day, in particular, after-dinner.

At the same time, the desire for wellness products is constantly growing. For example, there is a growing interest in milk-free, milk-derivatives-free, gluten-free, low-calorie and vegan products.

Furthermore, the culture of coffee is spreading, thanks to consumers who are attentive to the origins of the bean and who love to experiment new ways of extraction different than the classic espresso or filtered methods, such as dropper, AeroPress, and cold brew.

EDUCATION AND INNOVATION

HostMilano is distinguished by its rich program of collateral initiatives, with at least five-hundred events such as workshops, data and research presentations, tast-



ings, educational analyses and passionate competitions. In collaboration with Poli.design, a spin-off of Politecnico di Milano, the Smart Label acknowledgment has returned and is dedicated to the most innovative products and services. This year, the Design Talks workshops complete it. With the patronage of ADI – the Industrial Design Association, Smart Label highlights the capability of the industry to go beyond the established approaches and to renew its offer: 497 candidatures have been made in the course of the last three editions, 156 companies have been awarded this label and over 20 special acknowledgments, called Innovation Smart Label, have been given to products with a high level of evolution.

Furthermore, the selection of the finalists that will participate in the 2019 edition of the Cake Designers World Championship and of the World Trophy of Pastry, Gelato and Chocolate will be held, both organized by FIPGC-Federazione Internazionale Pasticceria Gelateria Cioccolateria (the International Federation of Pastry Gelato and Chocolate). The theme of both competitions is National Art and Tradition of the native country: a party of flavours and colours, in which each reality can bring different flavourings and ingredients, reinterpreting the native, regional pastry arts in a contemporary way.

PUNTOITALY WIRE

By Davide Pini

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

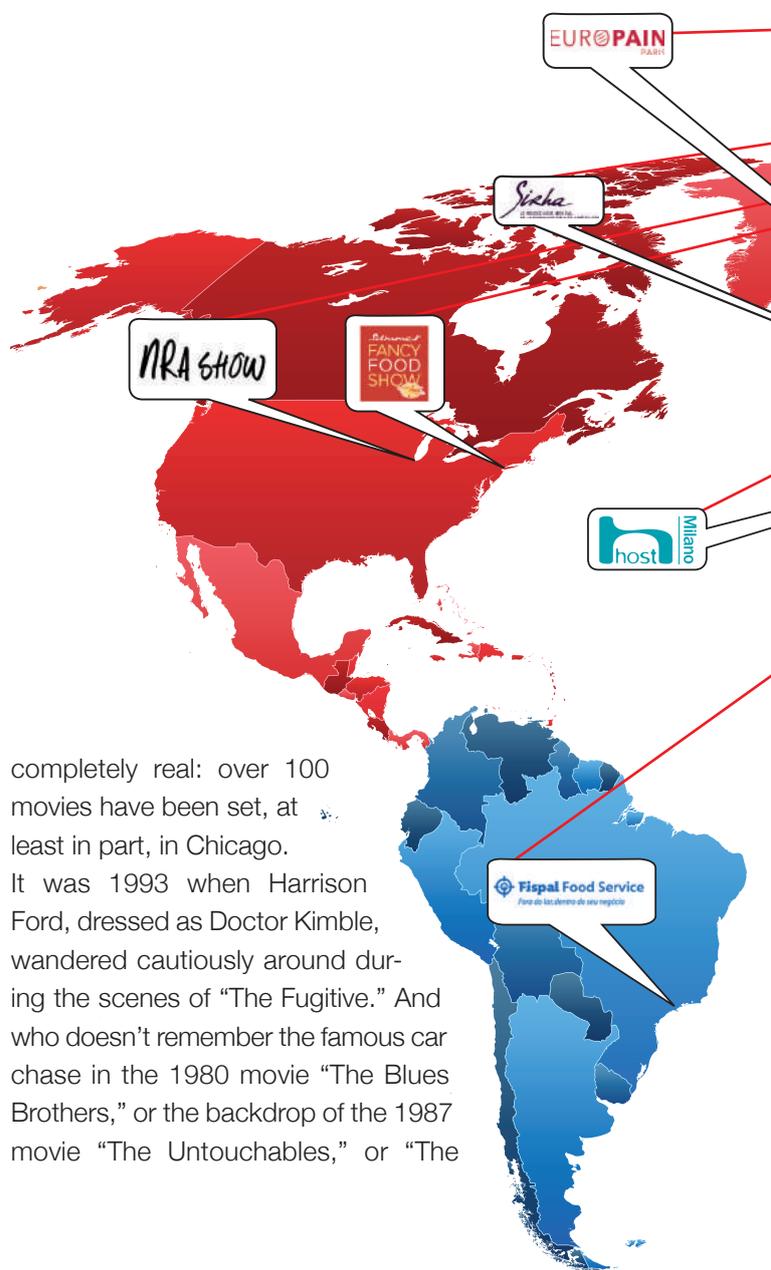
NRA

Chicago, USA, May 19-22

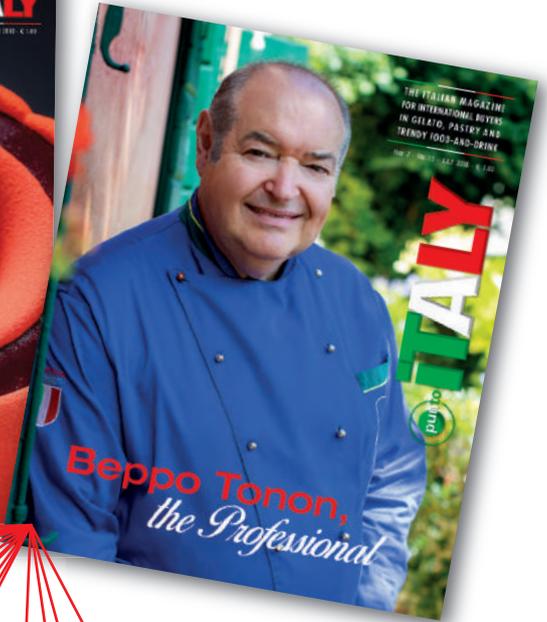
2,500 exhibitors - 67,000 visitors

Two years from my previous experience, I returned to Chicago, an enchanting city on the banks of Lake Michigan, for the new edition of NRA, the National Restaurant Association show.

Walking through the streets of Chicago, especially within "The Loop," probably the most characteristic neighbourhood of the whole city, you feel instantly propelled into a Hollywood film set, and the feeling is



completely real: over 100 movies have been set, at least in part, in Chicago. It was 1993 when Harrison Ford, dressed as Doctor Kimble, wandered cautiously around during the scenes of "The Fugitive." And who doesn't remember the famous car chase in the 1980 movie "The Blues Brothers," or the backdrop of the 1987 movie "The Untouchables," or "The





Dark Knight” of 2008. If you decide to board the elevated tram, you will spontaneously look around searching for “Spider Man,” because he flew between these skyscrapers in more than one of his movies.

There was quite the scene also at the NRA show, an element that distinguishes this event from a normal trade show. Within the Bellavita Pavilion, there was a resounding tribute for Massimo Bottura, owner of Osteria Francescana in Modena, Italy, a three-star Michelin restaurant ranking the best restaurant in the world on “The World’s 50 Best Restaurants” both in 2016 and 2018.

It was a great occasion to interact with professional visitors and a perfect stage to present the “Sweet Mood” magazine, the latest creation realized by Editrade. It accompanies puntoltaly in order to best promote Italian excellency along the stops of our promotional tour around the world.

GULFHOST

Dubai, United Arab Emirates, October 30 - November 1
400 exhibitors - 25,000 visitors

Launched in 2017, GulfHost represents the point of reference for equipment destined for the hospitality industry in the Middle East, Africa and Asia. The event provides great business opportunities in which suppliers can enter into contact with the biggest names in the hospitality industry in one of the largest growing markets in the world.

The event hosted 2,500 brands which exhibited over 8,000 products belonging to the professional equipment industry, accompanied by specific solutions for Café & Bar, Gelato & Bakery and the HoReCa industries in general.

Also in this edition, next to the pure exhibition areas,



there were competition and tasting areas, which allowed the visitors to live a more complete experience in comparison to a mere visit to a stand.

There were numerous attractions: ICCA World Chefs Education, UAE National Barista Championship, House of Tea, Gelato Campus, Gulfhost Innovation Awards and Gulfhost Restaurant Development Conference. Next to this last area, within the Trade Center Area, there was an active participation of puntoltaly, which proposed itself in 2018 as a media partner of the event which has a significant Italian presence, protagonist of both occupied spaces and the presentation of new ideas.





Participating in Gulfhost was also an occasion to spend a few days in one of the most evolved cities in the world, during a period when the weather is perfect: the warm end of the summer with low humidity, making it extremely pleasant to remain outdoors during the free-time from the event.

FOOD & HOSPITALITY CHINA

Shanghai, China, November 13-15

3,000 exhibitors - 90,000 visitors

The last stop of my tour around the world outside of Italy of the most significant international trade fairs was inside of SNIEC, that is, Shanghai New International Expo Center. An extremely mild and pleasant autumn welcomed me upon my arrival in this Chinese metropolis, with a lukewarm sun which is uncommon for this period of the year in Shanghai.

Since I started the tour of our magazine in 2012, this stop has been a regular event and as a rightful tribute to the Italy that we want to promote, our stand was positioned in the dead-center of the pavilion that hosts what our nation has to offer.

The 2018 edition saw significant growth, starting from the square meters covered at the event that reached 120 thousand square meters, including an area dedicated to Pro Wine China. Furthermore, there was growth in the number of brands and nations present and, most importantly, there was an increased number of visitors. Therefore, we were not surprised when we saw a strong interest regarding our magazine, especially



now that the arguments treated have become even more complete thanks to the addition of the new magazine SweetMood to the already established puntoltaly: double the opportunity to deepen the knowledge of Italian products, and to start a discussion on Italian artisanry. At this event, I always meet a part of the visitors that do not know the artisanal world which is promoted by our magazine. It is always stimulated to see how, after an initial moment of perplexity, the appetizing images of the delicacies that can be made with Italian products, can open the hearts and the interests of those who stop to discuss it with us. And here I end my seventh year of travel, but only to organize and depart again at the beginning of the next year.



A heritage to be valued



Freeimages-Stephanie Berghaeuser

Originally there were only three. Today, the citrus family hosts dozens of varieties, many of which risk fading into oblivion.

When one thinks about citrus, the first ones that come to mind are oranges, mandarins and lemons. Some might expand this list a bit more, citing grapefruit and citron. However, very few people know that it is a very large family, composed of dozens and dozens of different fruits.



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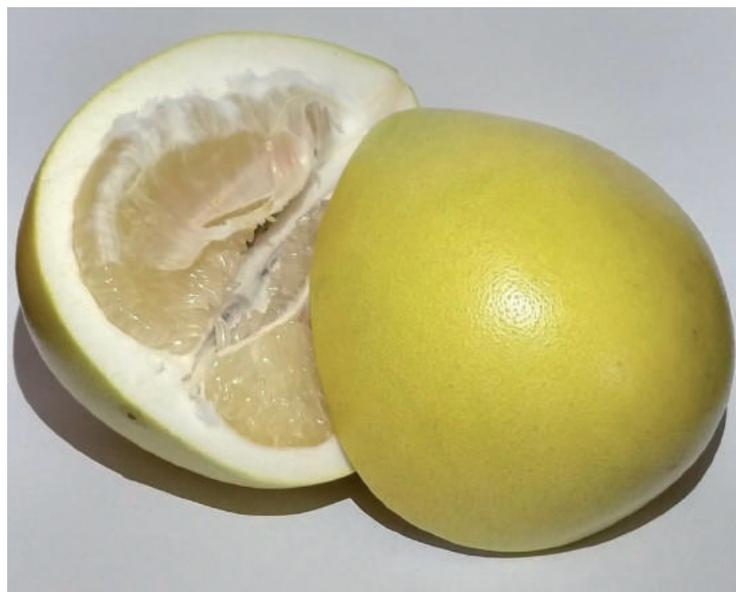


Freemages-Ozonoman

Many of these have origins which have been lost since the dawn of time and they are almost forgotten. But today, thanks to an ever-growing attention from industry professionals and from the general public, we are slowly rediscovering them.

There are places in Italy where these ancient fruits are still being cultivated, even if their names are barely known nor how they are adequately nurtured. For example, in the Medicean gardens of Florence, there is the largest collection of potted citrus trees in Europe. Some of these have been recently classified based on what has been handed down to us starting from 1400. Interesting names start appearing, such as Bizzarria (from its Latin denomination *Citrus bizzarria*), called this way because it produces three types of different fruits on the same plant. Genetically it is a bitter orange, but the fruits can also resemble a citron or a lemon. Some fruits actually take on characteristics of all three and are yellow, orange and green. It is a niche product, but in specialized plant nurseries it is possible to find them since they continue to evoke interest from collectors and enthusiasts. According to the experts, originally there were only three species of citrus: pomelo, citron and mandarin. All of the other species descend from these original fruits, thanks to natural or artificial hybridization: sweet orange, lemon and

clementine, but also the less common bergamot orange and chinotto, are just a few examples.



THE ABSOLUTE FIRST

Most probably, the first citrus to appear on the earth was the pomelo. Originating in Asia, its first citation appears in a Chinese treaty dated 2200 BC. In Europe, the cultivations are rare and located in the warmest climates, such as in some parts of Italy and Spain.

The fruit that is found on the market is usually the same size of a small melon, but there are some varieties that can reach thirty centimetres in diameter and can weigh up to 10 kgs. Its shape is lightly flattened. The colour of the rind varies from green to light orange, and the pulp, which is a pale-yellow colour similar to that of a grapefruit, has a delicate and pleasant flavour which veers towards sweet.

Not being particularly juicy, it isn't suitable for making freshly-squeezed juices. Rather, it is an ideal ingredient for marmalades, salads or fruit salads. In China, its rind is stewed or candied and it is appreciated as a snack.



INTENSELY DELICATE

Originating in South East Asia, the citron is ancestor of all of the varieties of the "Citrus" genus. The most significant European production of this fruit is in Calabria (Italy) along the renown "Citrus Riviera".

There are many varieties, divided into two categories: sweet and acidic. The most valued is the Diamante citron (in Italian, Liscio di Diamante), whose fruits, as quoted in the sacred scriptures, were sought after each year in July and August by rabbis from all over the world for the Sokkot, or Feast of Tabernacles.

The most valued part is the rind, which is particularly thick, plump and fragrant, rich in essential oil. Fresh zest is used to flavour creams, semifreddo, gelato,

granitas and sorbetto. It is often requested as a candied fruit. The quantity of the pulp is lower and it isn't particularly juicy; it can be used as an ingredient in marmalades.



Freeimages-Oliver Gruener

NOBLE ORIGINS

Originating in tropical areas of Asia, the mandarin arrived in the Mediterranean area in the first decades of the 1800s. In fact, it was named Mandarin because it was thought that its home land was China, where the main authorities were the Mandarins.

It is a fresh fruit rich in sugar, with 72 calories for every 100 grams.

Other than consuming it raw, it can also be consumed as a freshly squeezed juice, allowing for a refreshing, vitamin-rich drink, which can be used together with other ingredients in the preparation of a natural smoothie. The juice can also be used for popsicles, natural gelatins and granitas.

The wedges are largely used in pastries as decoration for cakes, pies and small pastries.

IN GOOD COMPANY

Among the lesser known citrus fruits, the Bergamot orange has a privileged position. The fruit, yellow-green in colour, resembles an orange in size and shape. Typical of Calabria, it is a versatile fruit with considerable sensory and healing properties. Widely



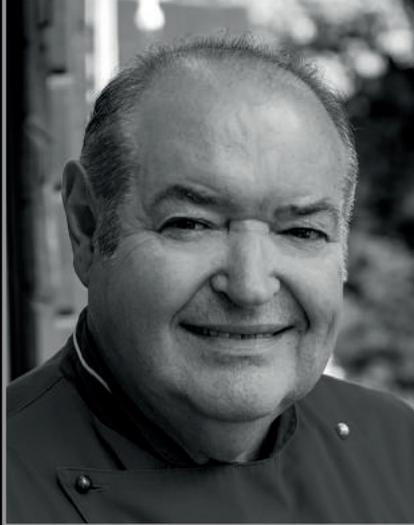
Freeimages-Mark Normand

used in cosmetics for the preparation of perfumes, extracts, and essences it is also valued in the culinary world for its refreshing and floral scent. For this reason, it is an esteemed natural flavouring in liquors, desserts, granitas and drinks, but the rind can also be used in the kitchen for making candied rinds and marmalades. If we think of lemons, our minds travel immediately to the Amalfi coast and Sorrento. However, there are multiple varieties. The Verdello, for example, is a small Sicilian lemon of ellipsoidal shape. It has a thin rind that is a bright light-green colour (from which it gets its name). It is also known as the “summer lemon” and its juice is a little less sour than other types. It is used to give a unique flavour to liquors, desserts, and drinks, and its rind can be candied.

Most known throughout the world under the form of a drink, the Chinotto is considered by many to be too bitter to be consumed raw. Legend has it that it was one of the original ingredients in the first version of Chanel n° 5. The plant is grown in Liguria, especially in the Savona area. In the culinary world, there are those that use the rind and other than use the pulp, and nothing is wasted. It can be candied (exquisite in Panettone), used in marmalades (both green chinottos as well as ripe ones), in Italian “Mostarda”, in beers and liquors, and in desserts.



Freeimages-Joanna Kopik



SPECTACULAR COLOURS

By Beppo Tonon

photos by Studio Phototecnica



The surprising shades of orange and grapefruit can bring to life exciting compositions. Here's how to make two creations that will leave your customers speechless.

VITAMIN CHROMATISM

The protagonists of this lively and articulate work are citrus fruits rich in vitamin C, with a taste, aroma, and colours that are particularly vibrant. They are very decorative fruits thanks to their range of colours and therefore are suitable for spectacular presentations.



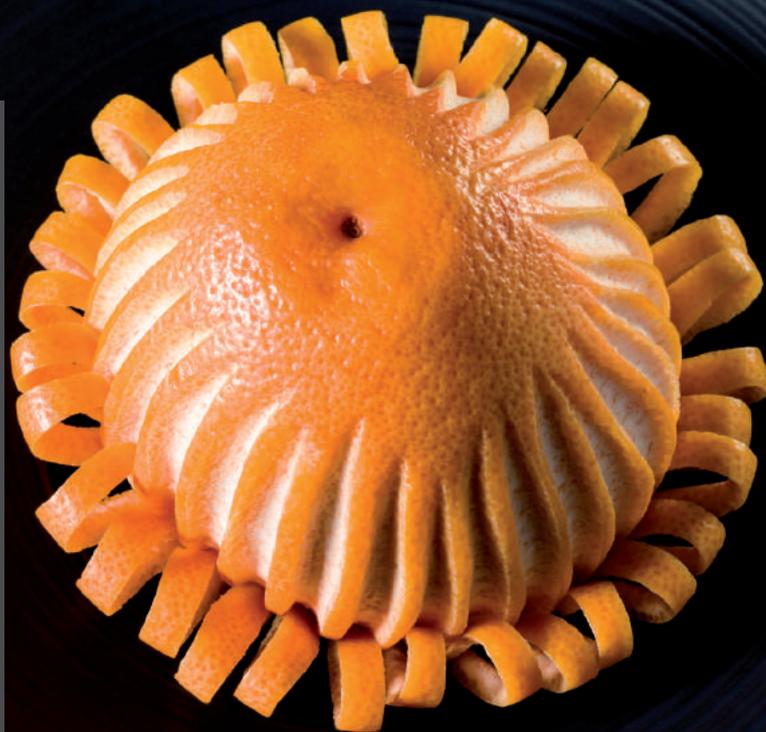
Choose Ribera oranges and a pink grapefruit that is less bitter and has a thinner peel than the yellow version. Both fruits must be medium-sized because they are easier and faster to handle. Also make sure they are ripe to the right point, as unripe fruit is too tough and mature fruit loses its shape too easily. Wash and dry the whole fruit very well before proceeding with cutting. With a corer of adequate size, make a number of vertical incisions on the peel to obtain ornamental grooves. Once grooves have been cut into the whole fruit, use a very sharp knife to cut slices of the same thickness along the width, then divide them into segments and place them on the tray. Cut some slices of fig with black peel to bring out the colour of the pulp. A part of all the fruits used in the presentation must be cut into small pieces to make the fruit salad contained in the bowl.



FRUIT LACEWORK

An original ornamental cup that can also be served on its own. The small crown that adorns the edge of the container is made with pink grapefruit peel that gives life to an enchanting and delicate lace that reveals a bountiful fruit salad combined with gelato.

First of all, wash and dry a pink grapefruit of a size similar to the diameter of the bowl because once cut the strips of peel must adorn the profile of the container. With a V-shaped corer cut three-quarters of the fruit peel from the top to the bottom. The strips that form are folded internally to form a loop. Cut the grapefruit transversely, cut the white of the rind with a sharp knife and empty out the pulp. To make the two flowers, cut a Stark Delicious apple with a triangular-tip corer. Cut the entire circumference of the fruit from the outside to the inside to get the petals. Separate the two parts by rotating one part clockwise and the other counterclockwise. Place a blueberry and a raspberry in the centre. To compose the bowl place the grapefruit half and fill the cavity, possibly with fruit gelato and pieces of citrus fruits, apple, and fig. Pay attention when placing the loops on the edge of the bowl. Complete with the apple flowers.





By Riccardo Magni

GELATO

BASIL LEMON

A refined and sophisticated interpretation of the gelato biscuit that plays with well-measured proportions and delicate decorations. The almond shortbread sablé adds more flavour to the classic biscuit that contains a delicate, fresh gelato with lemon and basil. Final touch with browned meringue. A perfect example of taste, beauty and proportion.



COMPOSITION

- Almond shortbread sablé
- Evo oil basil lemon gelato
- Lemon compote
- Browned meringue
- Crystallized basil

ALMOND SHORTBREAD SABLÉ

INGREDIENTS:

- | | |
|----------------------|-------|
| • butter | 230 g |
| • powdered sugar | 115 g |
| • tpt | 115 g |
| • eggs | 95 g |
| • salt | 3 g |
| • vanilla | 1.5 g |
| • biscuit type flour | 445 g |

INSTRUCTIONS

Combine the soft butter with sugar and tpt, add the eggs with salt and vanilla. Stir briefly with the flour and store at 4°C. Roll out to 2 mm and cut. Bake at low temperature and then cool.

BISCUIT



Photos by Francesca Lazzarini - F2 Studio

EVO OIL BASIL LEMON GELATO

INGREDIENTS:

• water	557 g
• nonfat dry milk	43 g
• dextrose	83 g
• sugar	40 g
• neutral stabilizer for creams	5 g
• extra virgin olive oil	29 g
• peel of organic lemon	4 g
• fresh basil	8 g
• Edelweiss white chocolate 36%	243 g

INSTRUCTIONS

Leave the lemon peel and basil to steep in water, then remove, then add powdered milk and dextrose, bring to 50°C. Add the neutral stabilizer mixed with sugar and pasteurize at 60°C, then add the evo oil and emulsify. Proceed with pasteurization and freezing.





BROWNED MERINGUE

INGREDIENTS:

- egg white 200 g
- sugar 250 g
- glucose syrup 70 g

INSTRUCTIONS

Combine sugars and egg white, then heat to 60°C. Beat until cool and then use.



LEMON COMPOTE

INGREDIENTS:

- organic lemons 250 g
- sugar 210 g
- glucose syrup 40 g

INSTRUCTIONS

Put the lemon in water and boil for 10 minutes. Cool and cut into small pieces. Add the sugar and mix gently. Bring to a boil and then cool. Store at 4°C.



1a



1b

PREPARATION AND PRESENTATION

- ▶ **1** Shape the gelato in silicone moulds and place in blast freezer.
- ▶ **2** Take the moulds out of the blast chiller and remove the gelato tiles.
- ▶ **3** Place the shortbread sablé biscuit on the two sides of the frozen gelato tile.



2



3a



3b



- ▶ **4** Spread a 1 mm layer of lemon compote on the long side of the biscuit and store at -18°C . Complete with meringue and brown.
- ▶ **5** Arrange the leaves of crystallized basil, the decoration in white, yellow, and green chocolate, gelatin drops.



SPRING OF FLAVOURS



By Claudia Santoro

An environmental recipe in line with the latest trends. Green local ingredients that feature healthy properties. Asparagus gelato is placed on celery root cubes, scalded asparagus and savoury sponge cake with liquorice and lemon.



**Giancarlo
Timballo**

Master gelato
maker



**Marco
Martinelli**

Chef and
instructor

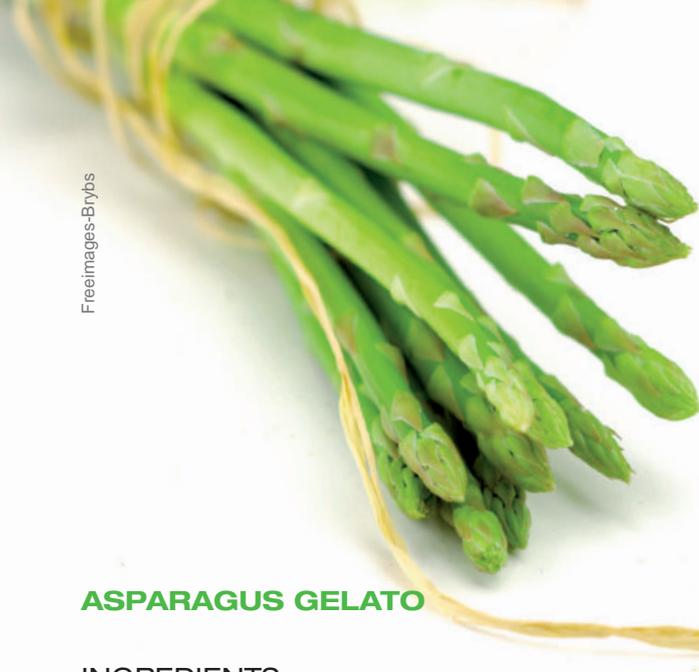
THE INGREDIENTS

CELERY ROOT

Vegetable grown in northern Italy, with a globular, knotty shape. Only its root is eaten. It consists largely of water and therefore is low in calories, carbohydrates, proteins, and a good amount of vitamins and minerals like iron, potassium, and manganese. It has important digestive and demineralizing powers, and thanks to its essential oil it also has a diuretic and purifying action.

ASPARAGUS

Asparagus is a late-spring, low-calorie product with fundamental diuretic and antioxidant properties. Rich in water and low in fat, it is cholesterol-free. The presence of plant fibres makes it particularly suitable for intestinal regularity. It also contains potassium, folic acid, phosphorus, calcium, and several important vitamins, especially A, C, and some from the B group.



ASPARAGUS GELATO

INGREDIENTS

• juiced raw green asparagus	350 g
• water	176 g
• fresh cream	150 g
• egg yolk	20 g
• nonfat dry milk	95 g
• dextrose	140 g
• extra virgin olive oil	30 g
• fibre	30 g
• salt	4 g
• stabilizer	5 g

INSTRUCTIONS

Juice the asparagus and add them to the liquid parts of the recipe. Then combine the solids in the pasteurizer and start pasteurization. Let sit for at least six hours and then freeze.

LICORICE AND LEMON SPONGE CAKE

INGREDIENTS

• whole eggs	50 g
• flour 00	12 g
• powdered licorice	2 g
• salt	1 g
• Garda lemon peel	1

INSTRUCTIONS

Beat the egg with a whisk. Add salt and flavour with licorice and grated lemon peel. Fold in sifted flour with-

out losing air. Place in silicone moulds. Cook in the microwave for 40-45 seconds.

CELERY ROOT

INGREDIENTS

• celery root	200 g
• extra virgin olive oil	20 g
• sea salt	2 g

INSTRUCTIONS

Cut the celery root into cubes. Braise it in a frying pan with the oil. Flavour.

CREAM OF ASPARAGUS

INGREDIENTS

• asparagus	100 g
• extra virgin olive oil	10 g
• sea salt	2 g

INSTRUCTIONS

Wash and cut asparagus into discs. Boil in water for a minute. Drain and cool in the blast freezer. Blend vigorously with olive oil. Adjust the creamy density and flavour.

COMPOSITION OF THE DISH

Slice four asparagus thinly, cook for a few seconds in the pan with a thin layer of oil. Place the celery root, asparagus, and sponge cake on the plate. Serve with a dollop of gelato and drops of asparagus cream. Decorate with rosemary flowers.



Freeimages-azzurrodesign



By Antonio Mezzalira

A BIG FAMILY

Always loved for their intense and multifaceted aroma, here are some of the citruses most used in baking in a kaleidoscope of recipes.

BERGAMOT SORBET

with fruit base 50

INGREDIENTS:

• bergamot juice	100 g
• water	575 g
• sugar	120 g
• dextrose	40 g
• dehydrated glucose syrup 30 DE	100 g
• fruit base 50	35 g
• inulin	30 g

Total 1000 g

with fruit base 100

INGREDIENTS:

• bergamot juice	100 g
• water	575 g
• sugar	110 g
• dextrose	30 g
• dehydrated glucose syrup 30 DE	90 g
• fruit base 100	70 g
• inulin	25 g

Total 1000 g



INSTRUCTIONS

Squeeze bergamots for their juice, mix the base with the sugars and then macerate the bergamot peels for 12 hours, the whole mixture covered and kept in a dark place. Remove the peels and add the water, which must be hot, blending well with the immersion mixer. Follow the base's instructions.

At this point add the bergamot juice into the mixture at 4°C and blend. Pour this mix into the batch freezer and freeze the sorbet. Remove the sorbet, place it in the blast freezer for 5 minutes, and display at -11 to -12°C. Decorate the tray with julienned bergamot peel.

CREAM GELATO WITH LIME JUICE AND 90% CHOCOLATE SHAKES

with cream base 50

INGREDIENTS:

- fresh whole milk 500 g
- cream 35% fat 125 g
- nonfat dry milk 40 g
- sugar 110 g
- dextrose 40 g
- dehydrated glucose syrup 30 DE 40 g
- cream base 50 25 g
- pasteurized egg yolk 60 g
- lime juice 60 g

Total 1000 g

with cream base 100

INGREDIENTS:

- fresh whole milk 500 g
- cream 35% fat 125 g
- nonfat dry milk 35 g
- sugar 100 g
- dextrose 40 g
- dehydrated glucose syrup 30 DE 30 g
- cream base 100 50 g
- pasteurized egg yolk 60 g
- lime juice 60 g

Total 1000 g



FreeImage-Chad Spaulding

Cut the 90% dark chocolate with a knife to obtain fine flakes.

Grate the lime peels after thoroughly washing and squeezing them.

INSTRUCTIONS

Heat all the well-mixed ingredients in the pasteurization vat to 85°C, except for the lime juice which will be added later. Cool the mixture to 4°C and add the lime juice (and the zest of the fruit if you so desire), then freeze.

During the final freezing stage add the previously chopped pieces of chocolate. Once finished, remove the gelato and then place it in the blast freezer until it is frozen to the core. Variegate the cream with drops of meringue.



Freeimages-Stanislav Skopal



YELLOW MASCARPONE CREAM WITH CHOCOLATE FLAMES AND DEHYDRATED MANDARIN ORANGE PEEL

with cream base 50

INGREDIENTS:

• fresh whole milk	560 g
• mascarpone	160 g
• nonfat dry milk	30 g
• sugar	120 g
• dextrose	30 g
• dehydrated glucose syrup 30 DE	35 g
• cream base 50	25 g
• pasteurized egg yolk	40 g

Total 1000 g

with cream base 100

INGREDIENTS:

• fresh whole milk	560 g
• mascarpone	160 g
• nonfat dry milk	25 g
• sugar	110 g
• dextrose	25 g
• dehydrated glucose syrup 30 DE	30 g
• cream base 100	50 g
• pasteurized egg yolk	40 g

Total 1000 g

INSTRUCTIONS

Heat all the well-mixed ingredients in the pasteurization vat to 85°C. Cool the mixture to 4°C and freeze. Remove the gelato and decorate it with dark chocolate flames and dehydrated mandarin orange peel. Place in the blast freezer for about ten minutes.



Freelimages-Zsuzsa N.K

Dehydrated mandarin orange peel

INGREDIENTS:

• untreated mandarin orange peel	100 g
• sugar	800 g
• water	400 g

INSTRUCTIONS

Bring the water and sugar to a boil, remove from the heat and submerge the mandarin orange peels. Allow to steep for at least two hours. Drain the peels and lay them on a baking sheet with baking paper and bake at 90°C for about four hours. Once cool, cut the peels and place them on the chocolate.



Freelimages-Gary Tamin



Chocolate flames

Slowly melt 250 g of dark chocolate in the microwave or in a bain-marie. With the help of a spoon create drops of dark chocolate on a baking sheet covered with baking paper. Starting from the centre of the drop and working towards the outside, form the flames with a fork and before they solidify lay a few pieces of previously dehydrated mandarin orange peel (place the unused peels in a container in the freezer). Place the baking sheet in a blast freezer and allow the chocolate to harden.

For this procedure it is not necessary to temper the chocolate.



FreeImages-Alen Stojanac

LEMON SORBET WITH PINEAPPLE SAGE

with fruit base 50

INGREDIENTS:

- lemon juice 260 g
- water 425 g
- sugar 110 g
- dextrose 50 g
- dehydrated glucose syrup 30 DE 100 g
- fruit base 50 35 g
- inulin 20 g

Total 1000 g

with fruit base 100

INGREDIENTS:

- lemon juice 260 g
- water 425 g
- sugar 95 g
- dextrose 40 g
- dehydrated glucose syrup 30 DE 90 g
- fruit base 100 70 g
- inulin 20 g

Total 1000 g

Add: 8 g of pineapple sage and the zest of 2 untreated lemons per kg of mix.

INSTRUCTIONS

Rinse and dry the pineapple sage. Heat all the ingredients except lemon juice, pineapple sage and lemon zest to 85°C. When the mixture reaches 85°C let it cool to 4°C. Add the untreated lemon juice, pineapple sage and lemon zest into the mixture and blend with an immersion blender.

Pour the mixture into the batch freezer. Extract the gelato and variegate it with lemon slices and pineapple sage leaves. Put the gelato in the blast freezer for about 10 minutes and then place it in the display case.



Note: this sorbet has a relative acidity based on the origin of the lemon. It is certainly digestive and valued by those who want an accentuated acidity.



By Alice Vignoli

IRRESISTIBLY BRIGHT

White is the symbol of light, purity, and life. And here it is presented in two fresh recipes to be enjoyed in the company of seasonal citrus.

MEDITERRANEAN

Suitable for... Single portions

Yields 30 medium glass cups

MANDARIN ORANGE SAUCE

INGREDIENTS:

<i>Mandarin orange juice</i>	900 g	
<i>Sugar</i>	450 g	
<i>Dehydrated glucose</i>	50 g	
<i>Mandarin orange zest</i>	3	

RED ORANGE SAUCE

INGREDIENTS:

<i>Orange juice</i>	800 g	
<i>Sugar</i>	600 g	
<i>Dehydrated glucose</i>	60 g	
<i>Orange zest</i>	2	

TRADITIONAL METHOD

Pour the juice and zest into a saucepan and start cooking. Mix the sugar and glucose and drip in at 70°C. Remove from heat. Chill and store at +4°C.

MANDARIN ORANGE SEMIFREDDO

INGREDIENTS:

<i>Mandarin orange sauce</i>	500 g	A
<i>Fresh cream 35% fat</i>	1000 g	B
<i>Mascarpone</i>	300 g	C
<i>Italian meringue</i>	350 g	D

RED ORANGE SEMIFREDDO

INGREDIENTS:

<i>Red orange sauce</i>	350 g	A
<i>Fresh cream 35% fat</i>	1000 g	B
<i>Mascarpone</i>	300 g	C
<i>Italian meringue</i>	350 g	D

RECIPE AND CONSTRUCTION

Place the glasses on a tray lined with baking paper. Place a topping or lime sauce mixed with neutral gelatin in the glass and chill for 10 minutes.

PROCEDURE FOR BOTH SEMIFREDDOS

Combine the Italian meringue and citrus sauce. Whip the cream and mascarpone in a planetary mixer and add to the rest of the mix. Use a pastry bag to portion the mandarin orange semifreddo on the topping, filling the glass half way. Place in the blast freezer for 10 minutes. Spread the orange semifreddo to the edge and place in the blast freezer.

SUMMARY

Mix **A + D**

Whip **B + C** in the planetary mixer and add to the rest of the ingredients, then portion.

DECORATION

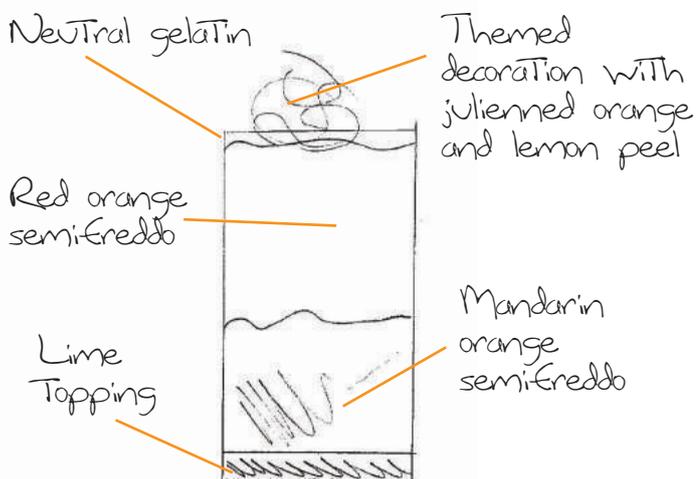
Decorate with semi-candied julienned citrus peel.

STORAGE

The frozen and decorated product can remain in the display case at -19°C for two weeks. The product that is frozen to the core (e.g. -32°C for 1 hour) and not decorated can be stored at -19°C for two months.

ON THE MARKET

The whipped **B + D** can be replaced with a neutral flavoured semifreddo base. You can prepare the citrus semifreddo using gelato pastes instead of fruit sauces.





WHITE WITH LIME

Suitable for... Single portions, Cakes, Tile trays

Quantity for two moulds of Ø 18 cm, h 4 cm

LIME SAUCE

INGREDIENTS:

<i>Lime juice</i>	250 g
<i>Sugar</i>	350 g
<i>Dehydrated glucose</i>	30 g
<i>Lime zest</i>	2

TRADITIONAL METHOD

Add the lime juice and zest, start cooking and drip in the sugars. Bring to 70°C, remove from heat, cool and store at +4°C.

SEMIFREDDO

INGREDIENTS:

<i>Fresh cream 35% fat</i>	1000 g	A
<i>Italian meringue</i>	400 g	B
<i>White chocolate</i>	200 g	C
<i>Lime sauce</i>	150 g	D

RECIPE AND CONSTRUCTION

Prepare the moulds by cutting biscuit discs having the same diameter as the cake mould. Also prepare biscuit strips that are 1 cm lower than the mould and use them instead of an acetate strip. Soak the biscuit with a simple syrup mixed with lime zest. Melt the white chocolate in a saucepan with 200 g of cream. Cool.

Mix the lime sauce and Italian meringue in a bowl, combine the two mixtures and whip the remaining fresh cream in the planetary mixer. Add the whipped mixture to the rest of the ingredients one spoon at a time, taking care not to lose any air.

Pour the semifreddo into the moulds and place in the blast freezer.

SUMMARY

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

Heat 200 g of **A + C** together.

Combine the two mixtures.

Whip the remaining **A** in the planetary mixer and add to the rest of the ingredients. Portion into the moulds.

DECORATION

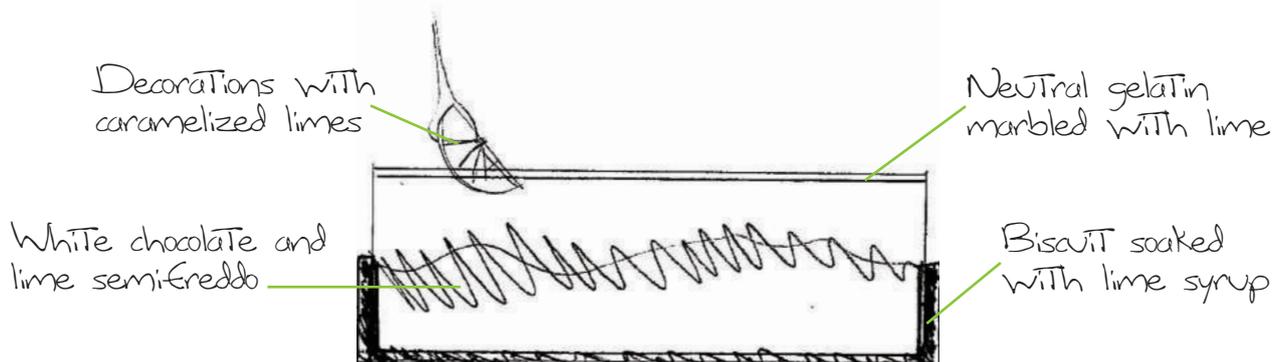
Once the semifreddos have hardened, add a layer of neutral gelatin marbled with lime sauce. Remove the cakes from the steel rings and place them on the serving boards, decorated appropriately.

STORAGE

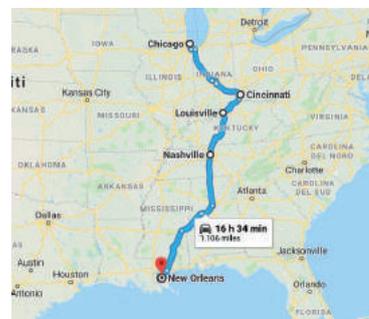
The frozen and decorated product can remain in the display case at -19°C for two weeks. The product that is frozen to the core (e.g. -32°C for 1 hour) and not decorated can be stored at -19°C in a storage cabinet for three months.

ON THE MARKET

You can replace the sauce with a paste or lime topping.



A SWEET REPORTAGE ACROSS AMERICA



A tour of American shops where you can find the true Made in Italy atmosphere of gelato and pastry shops.

By Davide Pini

This is a report about a road trip from Chicago to New Orleans, about 2,000 kilometres covering eight states, that introduces us to a few testimonies, among the many that appear throughout the states, that joyfully demonstrate the Italian culture of dessert.

It represents the classic American tour, but this time our adventure wasn't filled with trips to the typical souvenir shops, yet to sacred places, where the real Italian atmosphere can be felt and where the predominant fragrances aren't BBQ sauce but pistachios and candied fruits.

CHICAGO, ILLINOIS

Chicago is a very proud metropolis. Just think that its inhabitants have called it "The second," a nickname that attests that within the United States, after the iconic New York City, there is only them: the Windy City, called this way thanks to the constant wind that blows from the immense Lake Michigan upon which the city lays, is the second largest American metropolis considering number of inhabitants.



It is the home town to the national NRA event, an event in which I participate to promote the culture of Italian desserts. After the fair, I started my trip by moving slightly out of the city to Addison, just 35 kilometres from The Bean, the huge steel bean, which is considered to be the symbolic heart of the city. It is here that I met the descendants of Franco Denigris. In 1981, Denigris opened a small "Italian Bakery," a small store that cranks out cannoli, sfogliatelle (lobster tails) and cassata, rigidly ordered in Italian by his 100% American clients. There is a lot of passion and modesty amongst the people behind the counter even in spite of its plaque that qualifies this shop on the "Chicago's Best" list, a qualification created by WGN9 TV station to celebrate the most appealing offerings in the Chicago area. It is impossible to resist purchasing one of the delicacies whose wafting fragrance seems to come from at least eight thousand kilometres away. Therefore, I decided to fuel up before starting my trip towards the south.



CINCINNATI, OHIO

There are about 500 kilometres between Chicago and Cincinnati and it goes through the states of Illinois, Indiana and Ohio. Founded in 1788 with the name Losantiville, the city quickly acquired its current name thanks to the governor of the North West Territory, Arthur St. Clair, in honour of the Society of the Cincinnati. St. Clair was a member of the Society, whose name comes from the Roman consul Lucio Quinzio Cincinnato.

The city is home to the American Sign Museum which has about two thousand square metres that recount one hundred years of American History through signs.

The owners are very proud to own the biggest public museum dedicated to signs in the States!

The tour is a walk through the history of communication as told by signs. Some of them are perfectly preserved as if they have just been put on display, whereas others proudly show their altered state, proof of their experience in the world.

They are real pieces of history, such as a huge McDonald's sign with the original slogan "speedee service system," oil brand signs (some of which you can still see standing tall at gas stations along the "Mother Road"), the famous Route 66 sign, Papa Dino's Pizza Restaurant and Howard Johnson's Ice Cream, which promises 28 fantastic flavours and is perfectly preserved since its debut during the legendary 50s. Here there aren't any sweet treats to taste, but this small detour through these signs that tell stories (some of which have clear Italian origins) feeds the soul with enjoyable memories.



LOUISVILLE, KENTUCKY

The Interstate 71 accompanied me for 160 kilometres through the state of Kentucky, until I arrived in the city that is hometown to Muhammad Ali. At the time, his name was Cassius Clay, one of the most famous boxers in history giving him the nickname of “the Greatest.” Here we are in Louisville, a charming city with about 600 thousand inhabitants, founded in 1778 and inspired by, as the name suggests, King Louis XVI of France. Twenty kilometres from the city centre there is Prospect, a pleasant, small town of 10 thousand



people. In the centre of the town we find Gelato Gilberto, an interesting union of Italy and the States, as the payoff claims “Local ingredients, Italian training”. They use local milk as a point of reference for the recipes and ingredients imported from Italy.

The owner, Justin Gilbert, is 100% American, but he definitely has an interesting story. After an extremely formative professional experience at the famous pizza chain Papa John’s, he moved to Italy with his wife and two daughters to study how to prepare real artisanal Italian gelato. During the two and half years, the entire family learned how to speak Italian and they travelled to over 20 cities in the boot searching for great recipes

and flavour ideas. They then returned to the Louisville area to open this small Italian oasis. Now that is true love for Italy!

NASHVILLE, TENNESSEE

Embarking again on my journey towards the Gulf of Mexico, I travelled from Kentucky to Tennessee, towards the country music capital (indeed, the County Music Hall of Fame and Museum calls this place home). We are in Nashville, 300 kilometres south of Louisville. It is a city abundant with amusement and entertainment, giving it the name Nashvegas, counterbalancing Las Vegas on the other side of the US. In the centre you can stroll along the Walk of Fame, where music stars are honoured with steel stars set in the sidewalk. It is like the one in Hollywood, except that instead of actors and actresses, here you can find the stars of Dolly Parton, Jimmy Hendrix, Kid Rock, Peter Frampton, Keith Urban and so on.

Walking along Broadway, we ran into a store that sells candy and every other type of sweet temptation: Savannah’s Candy Kitchen. The inviting window displays pulls you into the store and ensures that you won’t leave it until you have a nice little packet in hand, with the bow, calories, and all.

In the back of the shop, two gelato display cases strike my attention. Here there is a direct comparison between artisanal Italian-style gelato and the classic American ice cream. The flavour markers mark not only if the pan has hazelnut or chocolate, but they also indicate whether it is an ice cream or a gelato.





For all of those who ask themselves what the difference between these two different styles is, we can only say: make a note of this shop and enjoy the comparison in one of the most fun cities of the US!

NEW ORLEANS, LOUISIANA

After purchasing a pair of cowboy boots (another treasure of Nashville), I tackle the next 900 kilometres through the states of Alabama, Mississippi and Louisiana, with final destination in New Orleans, a city born from the mixture of the French, African and American cultures. Close to the Gulf of Mexico, this small metropolis (there are 400 thousand inhabitants) lays peacefully along the banks of the Mississippi River. It is mainly known for its non-stop night life, the vibrant music scene and a spicy cuisine. At 214 North Carrollton Avenue, I bump into a place called Angelo Brocato's, where gelato, cassata, spumone, babà and numerous other treats are in the display case ready to welcome the dessert-seeking clients.

The founder of the shop, Angelo Brocato, opened it in New Orleans in 1905. He came from Cefalù, Sicily after having done training as a gelato and pastry chef in Palermo. After his death in 1946, his descendants continued to enthusiastically offer the Italian artisanal culture, and today they are still happily in action.

It is a small shop but with a huge reputation: when it was closed following Hurricane Katrina, on an HBO TV show, the main characters claimed that they couldn't eat a dessert in a restaurant because with



Brocato's being closed there was no way to find a great dessert. In a later episode, the characters are filmed in the reopened Brocato's in 2016.

And here I am at the end of the trip. A classic road trip along the arteries that pass through the States, where instead of hot dogs and tortillas, we wanted to give a voice to the Italian pastry and gelato tradition. We triumph over this Italian pride that is celebrated not only during large international events, but also and most importantly among the people, entering a perfect accord with the spirit of the American suburbs.



Unconventional



The innovation that the Giapo team is bringing to the world, is not just flavour specific, but multidimensional. It's a new language for gelato.

By Giorgia Doglioni

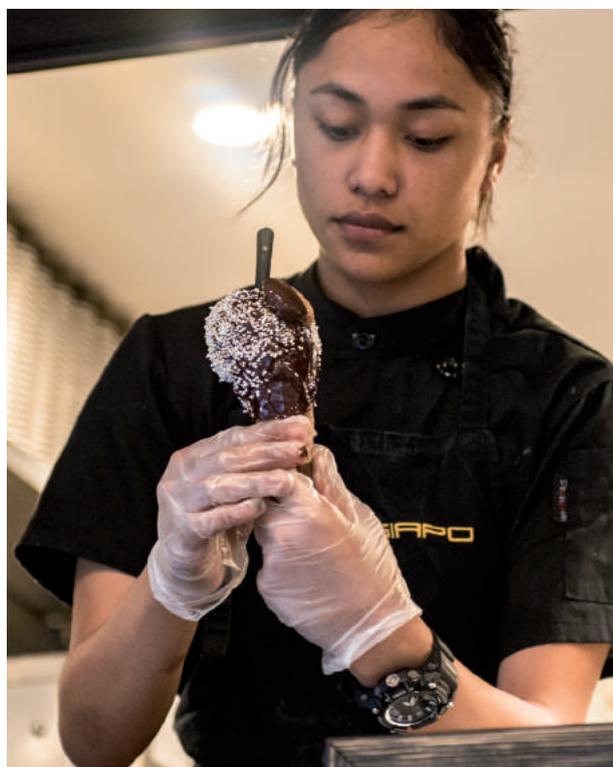
Giapo Ice Cream began with Giapo Grazioli and his wife Annarosa taking Italian gelato tradition and giving it a firm, unconventional twist. That creativity and desire to alight for new territory has been at the heart of this project throughout the past decade or so, as Giapo has continued to thrive, disrupt and excite, while growing into one of the most innovative gelato kitchens in the world.



twist

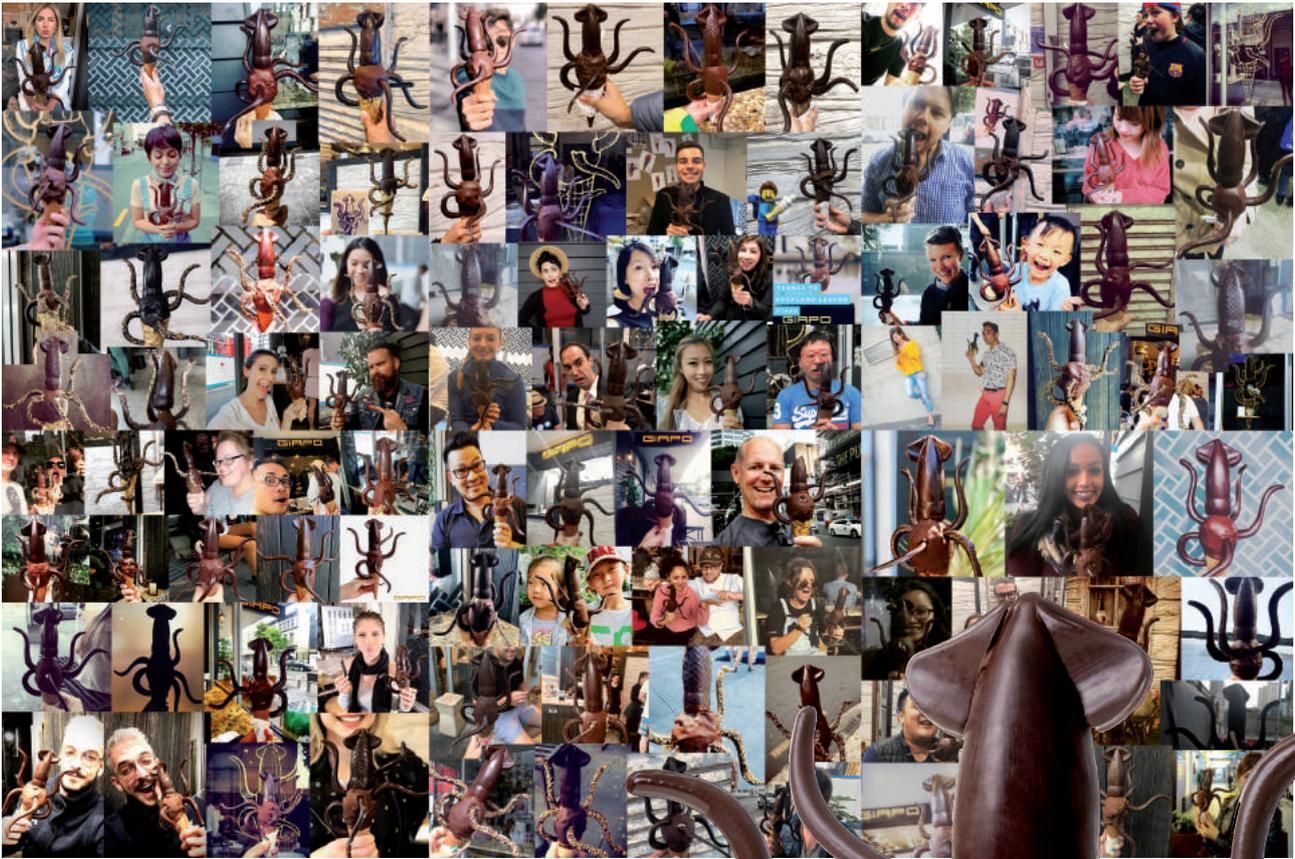
GIAFFO





The success Giapo enjoys both on the international scene and in its home country of New Zealand, is poured right back into the business by the tight-knit Giapo team, who foster, and indeed feed off, this cycle of creativity. The couple at the helm of Giapo, whose business cards openly state their occupation as “Wannabe Artists”, approach gelato as an art form. “I saw that gelato had the potential to be more expressive and gastronomical than it had been”, explains Giapo. “It’s the most popular dessert food in the world and it didn’t seem right that it always had to look the same in cones and cups or on sticks.”

With the help of Annarosa, and by building a small, talented team with a strong collective spirit, Giapo is steadily managing to turn gelato into something new. The innovation that the Giapo team is bringing to the world, is not just flavour specific, but multidimensional with a lot of dedication and a savvy flair for things like customer experience, culinary, scientific and technological, it is about writing what they like to call a “New



language for gelato". Giapo's gelato encourages people to leave behind expectations - which can be constrained - and open their minds to new possibilities. Which means there's no gelato on display in the store. Instead, it's a refreshingly immersive and interactive experience as guests peruse a menu and are guided through the flavours, with a tasting degustation, by knowledgeable hosts. Once you've settled on a taste or description that piques your interest, the rest of the story unfolds. In the kitchen, chefs carefully construct each gelato order following an exact ethos full of rituals; there is a serene ceremonious quality to it. Gelato at Giapo isn't just gelato. As Giapo sees it "Gelato, the way I approach it, is a way of demonstrating that change can be made through commitment and belief... a very delicious way of proving a point.



I am continuously searching for new emotions, I'm inspired by freedom."

Giapo hosts a design studio on site where 3D models are made and scrapped by the dozen until the wannabe artists are happy with the result. With the heart in changing the meaning of gelato and its function, Giapo's curiosity for new things is never ending. It's unlikely anyone would ever have imagined eating a gelato translation of an Antarctic colossal squid until the Giapo team thought up the idea and worked intently on crafting it.

Overnight the fantastical Colossal Squid sculpture became one of the most popular items on their menu, and added to the gelato lexicon worldwide.

The dedicated R&D kitchen comes up with new breakthrough, and scientific triumphs. The team is right now investigating a way to make chocolate glow with the use of bioluminescent bacteria, in a study with Auckland University. He is also working on creating a "better" yoghurt, research done in conjunction with



Auckland University of Technology. Giapo has co-authored several papers on the hedonistic effects of music and taste, an idea he launched 4 years ago, when he built a panasensorial dome.

The Giapo team is challenging our expectations by changing the very function of gelato. It is not just food, but art, a wearable accessory; not just sweet, but also





savoury; not just icecold, but also steaming hot. But the ultimate test of the Giapo team's vision lies in the taste. With one lick, everything immediately makes delicious sense. What Giapo does is take the most delicious thing we can put in our mouth and makes it more delicious yet by exploring the way all our senses come into play. The Giapo vision is more personal, and more difficult to achieve. Giapo is an adventurer and a risk taker. He grasps the freedom to reach beyond the familiar and into the unknown, aspiring to invent novel and wonderful experiences to turn the most popular dessert food in the world, into something truly extraordinary.



Caught by *surprise*

A polite gesture can surprise a client. It can also be the first step in securing customer loyalty.



Freeimages-Irum Shahid

A famous Italian brand of mineral water promoted a communication initiative that went beyond the standard practice, and exactly for this reason, the consumers were driven to talk about it.

A few “polite” phrases appeared on the water bottle labels, concerning various topics but all oriented towards family life. They read, “Give a kiss to your child,” “Turn a blind eye to your children’s tantrums,” and “Smile at your family.” These words appeared next to the legally-required wordings as well as the usage suggestions (such as, “Can have diuretic effects” or “Store in a cool place”) and they were easily distinguishable thanks to their bright red font.

They represent a sort of unexpected suggestion to remind the consumer to nurture signs of affection for the people he cares most about. It starts from the natural gesture of drinking water and ends in giving some extra love.

SOCIAL EFFECT

At first, many thought it was a printing error. A simple error? No, being that the messages continued to appear month after month. There were even people who took pictures of the labels with the mysterious messages and posted them on social networks, driving others to do the same.

This company responded to one of the posts, revealing the motive behind this initiative. The message read “We decided to add a friendly message to our labels, some advice that is different than what you usually receive, with the goal to transmit love to the people most dear to us. So, give a kiss to whomever you want!” In a way, it added value to the product since the producer was offering more to the client than what they expect, making the pleasantly surprised consumer a sort of brand ambassador.

DO IT WITH KINDNESS

An action of this type is defined by Americans as a RAK, which is the acronym for Random Act of Kindness. For those who decide to treat their clients with kind acts, they succeed in surprising them. A sort of empathy is then generated with the public, creating

positive emotions. The memory of these sensations can contribute not only to a reverberation effect on social media, but it can also help reach one of the most sought-after goals of marketing: customer loyalty. To confirm this statement, all it takes is a glance at the tourism industry, where resorts, cruise ships and amusement parks use specifically-researched messages to speak directly to the hearts of people.

Those who work in the hospitality industry know that a loyal customer is a customer who is understood, welcomed, listened to and is covered with attention. All of this creates a sort of gratitude that establishes a bond with the company, and in turn, the client positively promotes the company by word of mouth.

It is important to not neglect the aspect of customer loyalty, which is also fundamental for the search of new, potential buyers. Among other things, it requires much less investment to find new clients through customer loyalty practices. Let's not forget that the acquired and captivated client guarantees the prosperity of a company throughout time, and it is the type of client that creates the majority of revenue. A study



conducted on 1,000 small business owners showed how they dedicate more than half of their time and budget on existing clients, acknowledging that it can be up to ten times more costly to acquire a new one. Furthermore, a returning client spends 67% more than those who purchase for the first time (source: BIA/Kelsey - Manta). Convinced companies dedicate themselves with profit to the practice of customer loyalty, which is much more economical and effective. It is a process that is composed of small, daily gestures and that is supported by tools that cost little to nothing. Furthermore, it is about establishing a relationship of trust with the client, making him/her literally fall in love with the products or with the services offered.

MORE HUMAN RELATIONSHIPS

The characteristics of a product, even if of utmost quality, are not enough on their own to leave an impression on the consumer.

The small details are what make a difference: calling clients by their name, treating them with kindness, leaving a small thank you card in the take-away container, or even just smiling.

If this advice seems obvious, let's try and reflect. How many times, entering a store, have we received a welcome that was cold and without emotions, or been served a cone of gelato with a mechanical and indifferent action? Or how about seen a stern look towards a child who places his hands on a just-cleaned display case, or seen an impatient reaction because the elderly customer can't find the right change and a line quickly forms behind him? All of this generates an aura of indifference and creates distance. Quite the opposite, politeness encourages someone to return, in order to experience that pleasant sensation of feeling pampered. This connection, nearly sentimental, can transform the consumer into a real client. Easy... just like drinking a glass of water!



OUR NEXT JOURNEY IS... PIZZA



By Davide Pini

Puntoltaly's journey around the globe continues in the name of Italian food excellence.

The eighth year of the puntoltaly tour around the world to promote Italian excellence has begun. In the first half of 2019 we will visit three continents: Europe, Asia, and America.

We decided to narrate this adventure in... gourmet style, so we asked some pizza specialists, the food that symbolizes Italian culinary tradition, to create three exclusive delights to accompany our journey.

A good pizza depends not just on an excellent dough, but on the ability to wisely combine the ingredients used so that flavours, colours and nutritional values come together in a harmonious way. The final touch is a bit of creativity, like the inspiration that guided the development of these tasty pizzas.

CHEFS' MASTERPIECES

The pizzas presented in this article were created by the chefs of the Demetra Food Academy, using only the highest quality ingredients.



Brand: Demetra.

Headquarters: Talamona, Sondrio - Italy.

Products: high-quality preserved ingredients for modern food service.

Number of products: the catalogue includes over 600 products in different sizes, most of which are made in the company's own production facilities.

Founded: 1987. **Website:** www.demetrafood.it

America

Ingredients for one pizza:

- 90 g mozzarella
- 50 g Demetra cream of artichokes
- 80 g Demetra truffled artichokes
- 5 slices smoked black angus
- balsamic vinegar cream



Instructions

Top the pizza with all the ingredients except black angus. Bake. Before serving, finish with black angus and balsamic vinegar cream.

Europe

Ingredients for one pizza:

- 80 g Demetra Polpapizza tomato sauce
- 90 g mozzarella
- 60 g Demetra truffled and sliced porcini mushrooms
- 5 slices smoked goose breast
- flakes of Parmesan cheese



Instructions

Top the pizza with all the ingredients except the goose breast. Bake. Before serving, top with the goose breast.

Asia

Ingredients for one pizza:

- 90 g mozzarella
- 40 g Demetra cream of white asparagus
- 30 g sea urchin pulp
- 30 g prawn tails
- 30 g Demetra diced green asparagus
- chives



Instructions

Top the pizza with all the ingredients and bake in the oven.

THE ART OF INNOVATION



Accademia Bigatton is a lively team of experts with international experience in the field of Italian gelato and pastries. Accademia Bigatton dedicates itself to the preparation and starting up of the artisan makers of gelato, supplying them with suitable technical and logistic support. The team of Accademia Bigatton is formed of experts in the field of gelato parlours, pastry shop, marketing, furnishing and design. The training includes basic level courses for gelato parlours and pastry shops for beginners, both owners and employees responsible for the production. It also includes advanced courses for groups and individuals, personalised courses, innovative courses on specific subjects in the world of gelato and pastries. Accademia Bigatton is based in Portogruaro (Venice, Italy), in the most modern structure in existence in the sector of teaching the art of gelato and pastries. It is equipped with all the most innovative equipment available on the market today.



The courses, which are all free of charge, are held by Omar Busy for the pastry and chocolate making, Ettore Diana for coffee, Matteo Scarello as a permanent teacher. Course list: basic level course for the production of gelato; basic level course for semifreddi and small pastries; basic level course for fruit intaglio; advanced level course for the production of gelato; course for the preparation of filled chocolates, pralines and jellies; innovative ideas and preparation; course for the preparation of sponge cake and meringue; solutions for gelato in relation to the defects and problems of preservation; the tricks of the trade, all the true secrets of the great masters; course for the preparation of gelato on a stick; course for the preparation of granita and cold deserts in a glass, how and where to open up a gelato parlour, pastry shop, yogurt parlour. Other activities: events in collaboration with the most important companies of the sector; participation of internationally renowned masters.





MAURITIUS: THE SOUTHERN-MOST SCHOOL IN THE WORLD



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



Denis Goyet



Alessandro Pitaccolo

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





Mauritius

Executive Destination
Management Ltd

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



AUSTRALIA: A COMPLETE SUPPORT



Bigatton Gelati is a Melbourne based business that supports and distributes a range of products, for the gelato industry in Australia. The company is

run by industry experts and supported by the best global gelati ingredients brand in the world, that is sourced for Bigatton in Italy. The Bigatton company is a leader in the world of gelato with high quality ingredients going back 70 years in history. This includes powdered products, gelato bases, a range of flavours including fruit, sauces, emulsifiers, toppings and a large variety of decorations. We also offer a machine range of mixers and pastuerisers complimenting our industry experience and gelati ingredients. The nature of this niche food based industry requires products to be of the highest quality coupled with services and support, to be available at all times.

Call John or Rob today for a no obligation quote, for all your creations or gelato machine requirements.



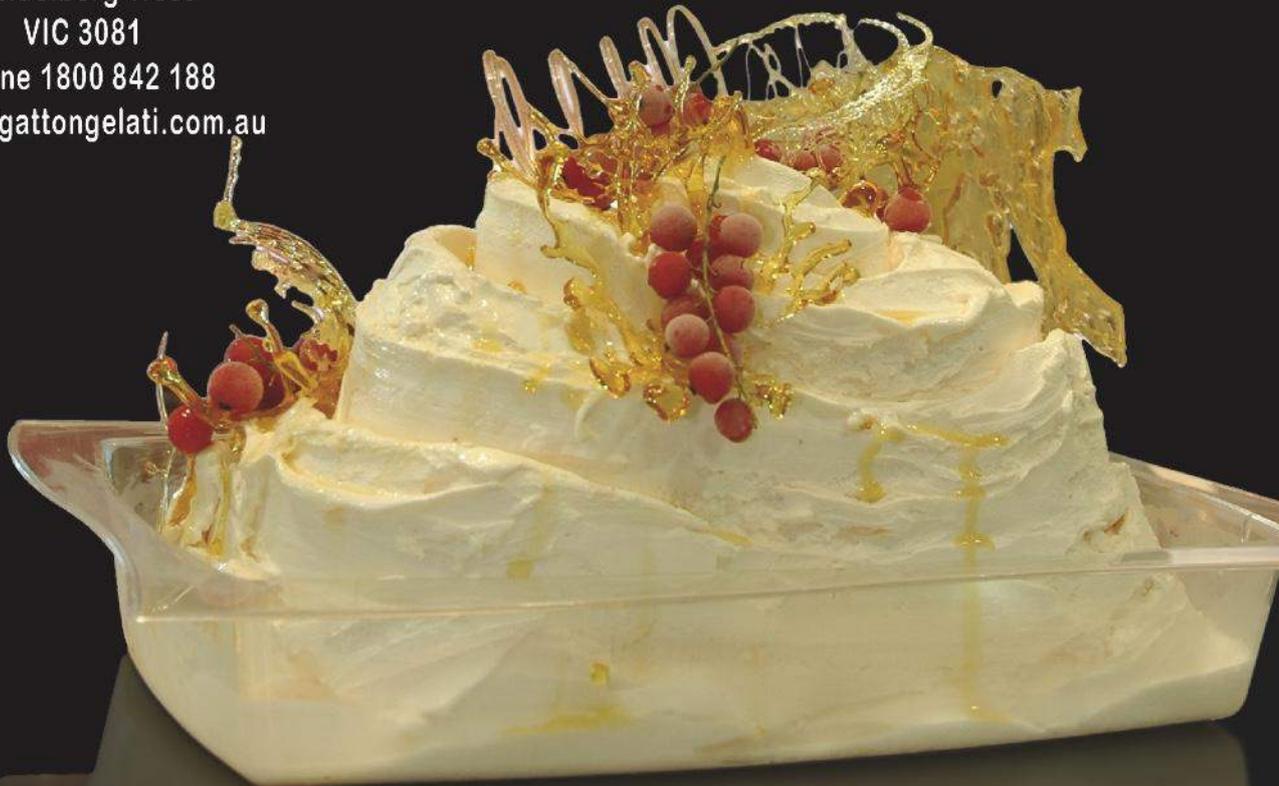


Australia

Bigatton Gelati

1/56 Kolora Road
Heidelberg West
VIC 3081

Phone 1800 842 188
www.bigattongelati.com.au



TUNISIA: AN HISTORIC PRESENCE



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

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





Tunisia



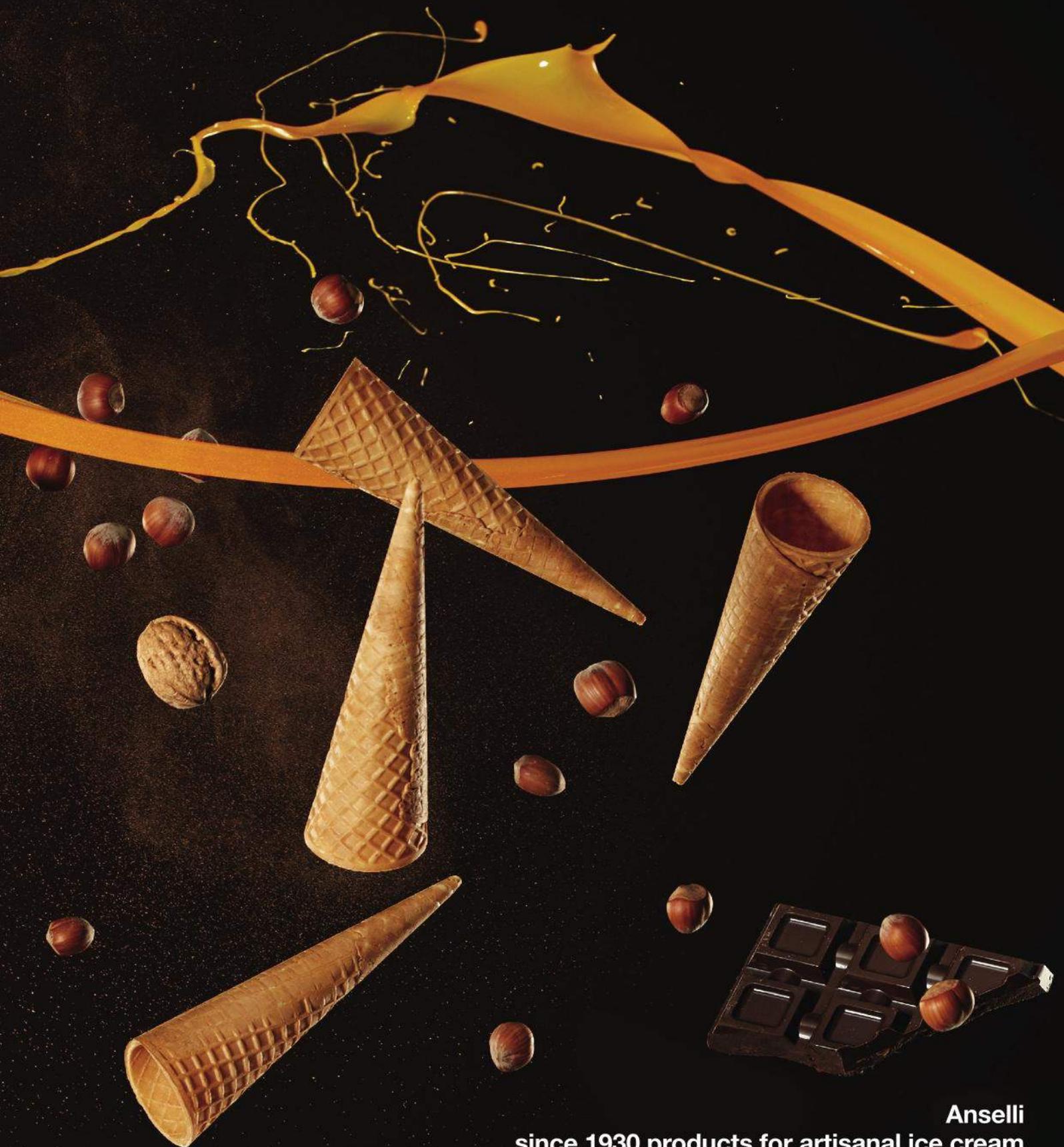
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TUNISIE





all you need
for your
ice cream





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ANSELLI MILANO SINCE 1930



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



Its most innovative proposals include Dopocena, a tasty alternative for the take away. They consists of glasses of gelato prepared following tasty recipes, garnished with combinations of sauces and grains, smartly decorated, a party for the eyes and the mouth. Bon Bon is a typical Italian high confectionery product that offers an alternative to the gelato during cold season. In a wafer internally coated with chocolate is placed a heart of parfait, covered with fine chocolate. In a cone of plexiglass, Conotorta encloses a delightful cake. Based on the classic Italian pastry recipes, Anseli has created a parfait dessert easy to eat like a gelato cone, a class dessert for walking.





A portion of parfait with a heart of gelato, beautifully decorated to create a dessert nice to see and good to taste: that's Kubetto, a little sweet pleasure. Minitorte are tempting cakes of gelato of two servings. Ideal for a romantic date, they have been created because households are always more frequently composed by two people.



Over the past 20 years, the Milano-based company has implemented its range of highly innovative products making choices through which its customers have achieved business success, being able to be different, as much as possible, to the competitors. During this process the main way was always been to design, construct and launch a successful gelato shop. For Anseli professionalism and business skills were, and still are, the basis on which to build a relationship, precise and punctual, with their customers. So the store is transformed in time and the know-how allows to keep the value of the handmade product.



The market requires skill and preparation, through the years Anseli cooperate with the gelato makers to create many new points of sale. Together they have identified the location, the setting of the shop up to the choice of equipment for the laboratory. A global advising, completed with the widest attention to the training, where the techniques of production of the gelato meets the ability to engage the consumer.



Close to his most recent proposals the tiramisù, light and delicate taste produced with an exclusive recipe and the Buon Biscotto with blue corn, naturally gluten-free; Anseli proposes hazelnut cream, produced selecting the best hazelnuts in the respect of the quality that the firm offers from the 1930.

To make good and delicate Tiramisù exclusive and quality ingredients are necessary.



Egg Cream



Base Gran Dessert



Buon Biscotto



Take away boxes



Pane & Giandujella

An innocent sin of gluttony, the set consists of a delicious spreadable cream gelato with a spreadable cream and toasted bread variegato that will make you relive the magical moments of breakfast, tasty snacks and why not .. even an evening transgression.



Set PANE & GIANDUJELLA cod. 2718 Dosage: 110 + 110 Kg Packaging: 2 x 3,5 kg
G.E.I. S.p.A. | Strada Cebrosa 23/25 - 10036 Settimo Torinese (TO) | ITALY
Tel. +390118182301 Fax +39011887865 | www.aromitalia.it

Aromitalia
Dal 1942 Ingredienti di Qualità

BABBI, LITTLE DAILY PLEASURES



Love, passion, and care in the selection and processing of raw materials are our secret for creating unique, incomparable ingredients for the gelato, pastry and ho.re.ca world.

This is our philosophy because we believe that there is nothing better than to give those who eat our products a perfectly exquisite experience, a sweet soundtrack that accompanies the beautiful moments that life offers us.

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



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



BABBI

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1952



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AND DISCOVER SOMETHING NEW

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Shanghai

Shanghai
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DISCOVER THE CRUNCHY SIDE OF BABBI



Tradition, innovation, research, dedication: Babbi is a constantly evolving business committed to achieving the perfection of taste for master gelato and pastry chefs.

Babbi's Golose is a line of fine creams made with ingredients of a selected quality that can be used in artisanal gelato and gelato pastries. Two new creations have been added to the already vast range of Babbi Golose: Golosa Krok Gianduia and Golosa Krok Pistacchio. These two new creams complement the already extensive Babbi Golose family featuring products like Pistacchio, Fondente, Cioccolato Bianco, Classica, Gianduia, Nocciolatte and Toffee Mou. That something special that distinguishes Golosa Krok Gianduia and

Golosa Krok Pistacchio can be understood from their names. Indeed these two creams respectively feature tasty, crispy chopped hazelnuts and pistachios that harmoniously blend with the Gianduia and Pistachio creams to create a combination that will greatly satisfy your taste buds.

In the gelato shop Babbi Golose can be used as soft and creamy variegates for gelato or for the creation of delicious layered cremino chocolates for the display case. They are also excellent fillings for the production of gelato cakes and semifreddos. In particular, Golosa Krok Gianduia can also be used to glaze and cover cakes, semifreddos, and mousses.

For more information: www.babbi.com



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LEMON AND CREATIVITY



Bigatton, always attentive to the demands of its customers, has created a new concentrated paste: Lemon Pie.

It is a unique, inimitable paste that allows you to create a gelato with a sophisticated flavour that resembles the world famous lemon meringue pie.

The fresh lemon taste blends perfectly with

the sweet meringue, creating a truly excellent and irresistible blend.

Expertly measured ingredients create a vortex of flavours that can captivate even the most demanding palates, adding the fresh new taste of a pastry classic to your display case. To make Lemon Pie gelato add 70 grams of paste per litre of mix. It is available in 3 kg jars (4 jars per carton).



When the pastry becomes
ice cream,
It's Lemon Pie



Lemon Pie - cod. 867NM

The best ingredients for ice cream and pastries since 1946

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SOFT AND CREAMY



The base that makes Italian gelato excellent throughout the world is Doppia Panna 100 Bigatton (Double Cream 100 from Bigatton), the polyhedric product that makes it possible to create a mixture for a creamy, stable and always smooth gelato. Doppia Panna 100 Bigatton is a carefully calculated mixture of top ingredients, processed in masterly fashion, to obtain star results. The Accademia Bigatton organisation, a really valuable source of company recipes, is able to advise those who use Doppia Panna 100 in all its applications and processes. Wrapped in practical 2-kg bags, 6 bags to a carton, it has a maximum dosage of 7% as a proportion of the mixture. Its typical taste of slightly vanilla-flavoured cream goes excellently with the majority of recipes created by the gelatier.



Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

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GREAT BENEFITS, IMPECCABLE TASTE



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

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

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

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

The best yogurt
flavours par
excellence . . .



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A TOUCH OF CLASS

Originally from Mexico, vanilla is cultivated in all tropical regions, from Africa and Oceania. The most prestigious variety, Bourbon, comes from Reunion Island and Madagascar. Many consider it to be the most delicious of all spices, and for this reason it is used to flavour numerous foods, including gelato.

Vanilla is the top-selling flavour in the gelato shop and Bigatton has different varieties so that consumers can choose the one they like the most: Vanilla Aromapasta, Vanilla Superpremium, Vanilla Professional, French Vanilla, and Madagascar Vanilla. They are all available in 1.4 kg canisters (12 canisters per carton). Vanilla Aromapasta is also available in 6.5 kg canisters (2 canisters per carton).



We squeeze the best
out of nature...
the heart
of Vanilla.



taste - Vanilla

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AUTHENTIC RECIPE

Bigatton's Tiramisù paste has an intense mascarpone taste and soft pieces of sponge cake. It has been skillfully developed to make a very creamy gelato, a worthy substitution for the famous dessert first developed in the Veneto region in the 1960s.

The contrast between the bitter cocoa and the delicate mascarpone cream accents its goodness, transforming it into a must among the classic flavors present in the display case. The Tiramisù paste is teamed with the Tiramisù

variegate to make treats that are even more attractive, and to add an exclusive taste. The Tiramisù paste is available in cartons of two 6 kg jars or twelve 1.2 kg jars. The variegate is available in cartons of four 3 kg jars. Bigatton also provides the practical Tiramisù Kit that contains one 6 kg jar of paste and two 3 kg jars of variegate. When eating gelato made with Bigatton's Tiramisù paste you can clearly taste all the ingredients and flavors of the original recipe. Give it a try!



Our
Italian treasure



Kit Dolce Tiramisù - cod. 3309NM

The best ingredients for ice cream and pastries since 1946

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EQUILIBRIO: YOUR NEW AND EXCLUSIVE DIGITAL WORK SYSTEM



Equilibrio is a complete digital work system, a technology that includes an application and a scale connected to each other.

Equilibrio App is an innovative application for iPad that can be downloaded for free from the App Store. It allows access to different and exclusive packs containing recipes, both for gelato and pastry, by some of the greatest professionals of the dessert world.

Equilibrio App allows you to duplicate and customize the different preparations allowing to create, save and expand your personal library, and thanks to the different releases it is always possible to add new packs that will gain you the access to the culinary traditions of many great masters from around the world. Equilibrio App, the know-how of the great chefs is just a click away.

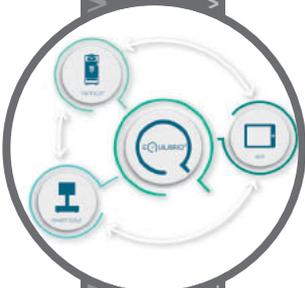
Equilibrio Smart Scale is the patented balance that, connected via Wi-Fi to the Equilibrio App, can guide the user in the preparation of recipes for both gelato and pastry, without any margin of error. First of all, it is a powerful measuring instrument able to perform electronically controlled weighing following the user step by step in all the stages of the preparation of the selected recipe, and then realize them thanks to the exclusive feature of being able to communicate with one or more multi-

function machines. Taking advantage of the wi-fi technology studied ad hoc, it is possible to connect the multi-function machine with Equilibrio Smart Scale, which will guide the machine in the execution of the different programs, minimizing manual interventions. Furthermore, Equilibrio Smart Scale is not just a scale for food, it is also a useful and effective management system. By inserting products in the App, either manually or automatically through a bluetooth barcode reader, it allows you to monitor your inventory, load the ingredients in stock and alert when a product is running out.

The Equilibrio system allows to obtain a performing lab, guaranteeing safety, simplicity, speed and maximum precision in the processing and production stages, with a great saving both in terms of time and resources.

The App is supported by iPad 2 or later and iOS 9.3 or later (iPad not included).

Equilibrio works in synergy with all models of Trittico 305-457-610-1015-1020 (optional wi-fi required).



EQUILIBRIO[®]

is

AN APP

Equilibrio[®] is a free App available on the App Store: it allows you to access to exclusive packs containing both gelato and pastry recipes. In the Equilibrio[®] App you can find a lot of recipes, some of which come from great professionals such as Angelo Grasso and Luc Debove. Many other packs are coming.

FREE DOWNLOAD



FIND OUT MORE



A SCALE

Equilibrio[®] Smart Scale is a patented scale that, via App connection, follows you step by step, gram after gram in the whole preparation of the chosen recipe...with no margin of error! It is also a useful management system allowing you to upload and unload the ingredients in stock, monitoring inventories, check the stocks in real time and check the daily report.

NEW GENERATION MANAGEMENT

FIND OUT MORE



A CONNECTIVITY

FOR NOW... WITH TRITTICO[®]

The App and the Scale can work in perfect harmony with Trittico[®], Bravo[®] multifunctional machine for pastry, gelato and chocolate. By connecting the scale and the machine, you can get a complete working system, thus minimizing manual intervention.

Once you pick a recipe, the scale guides Trittico[®] in the chosen program, in the processing and production phases, up to the finished product.



FIND OUT MORE



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www.equilibrioapp.com

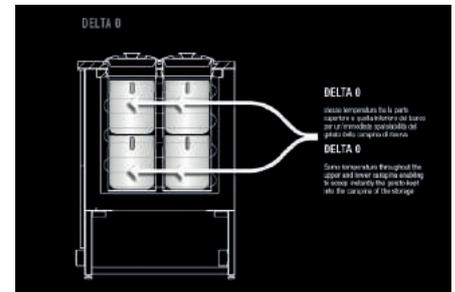
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From January 26th to 30th, 2019 at **Sirha** in Lyon - **Stand 4D135**

GLYCOL POZZETTI COUNTERS

The glycol pozzetti counters are an ideal solution for conserving gelato at its best while guaranteeing significant energy savings.

One of the technological advantages of the Brx and Delta 0 models is that the gelato is conserved at the same temperature on both levels, that is, on both the service level and the storage level. The company produces pozzetti counters for gelato and granita with storage/display capabilities from 2 to 20 flavours. They are available in straight models as well as corner models, and they can also be made without the storage level. The modules are available with one, two or even three levels of space for the containers. The glycol pozzetti counters are the best choice for gelato professionals and for much more.

The large range of pozzetti counters together with the possibility to combine them with all the other Brx modules (refrigerated display cases, drop-in modules, topping and snack modules) make it possible to design and create custom projects that can fulfil a myriad of display and layout requests of the client.



VISTA

is a glycol pozzetti counter with storage and the gelato can be seen. It has an innovative design enabling an exceptional visibility of the gelato.

BRX

POZZETTI GELATO & BAR TECHNOLOGY



THE POZZETTI GELATO SPECIALISTS



MOBILE GELATO ON WHEELS



VINTAGE



JOY



VIVI

The quality, the technology and the wide range of BRX gelato counters make it possible **to create exclusive gelato environments** meeting the customer's needs in terms of display and layout.

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HARD-O-DYNAMIC[®] ADAPTIVE

INTELLIGENT TECHNOLOGY
THAT DECIDES WHAT'S BEST
FOR YOUR GELATO



ADAPTIVE
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CARPIGIANI
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READY: EASY WAY!

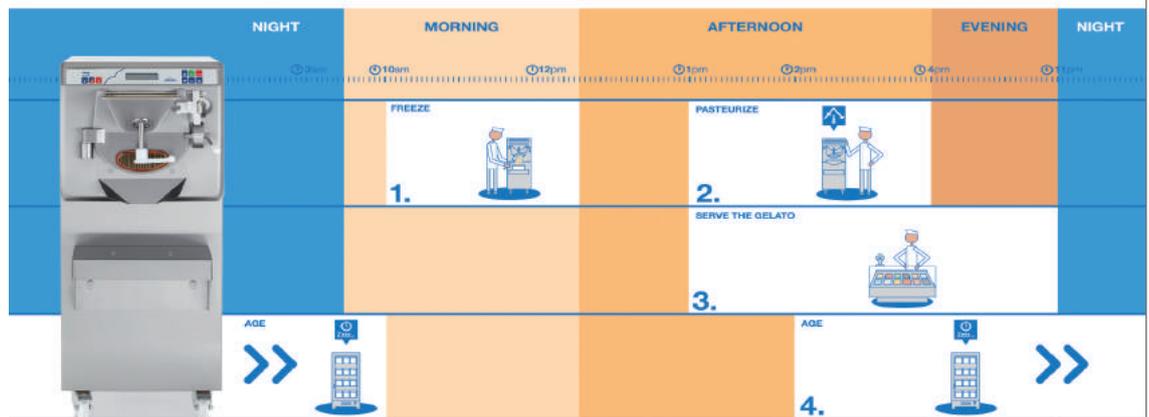
Ready is the machine by Carpigiani that mixes, heats, and freezes the gelato in the same cylinder. It's designed for those entering the business and looking for a simple and reliable solution with a modest financial investment to produce an excellent fresh gelato in small spaces working in a simple and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

For more info: carpigiani.com



easy way!

**THE ENTIRE GELATO PRODUCTION
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PASTEURIZATION, AGING
AND FREEZING**



CARPIGIANI GELATO UNIVERSITY: TRAINING AT THE TOP!



Carpigiani Gelato University celebrates its 15th anniversary with great numbers: 400 courses, 7,000 students in 14 international campuses with the newest one inaugurated in Bali, Indonesia in collaboration with the Bali Pastry Culinary School. Not to be missed the brand new courses in London for the Foodservice Professionals program designed for chef, pastry chefs and caterers. There will also be many appointments dedicated to pastry and gelato in collaboration with the Carpigiani Gelato Pastry University in Tokyo.

To celebrate these achievements Carpigiani Gelato Uni-

versity presented the new developments for the 2018/2019 school year, including the new calendar of "Special Events". Among the new courses, one dedicated to "Advanced Recipes Balancing" for professionals and "Focus on sugars and dairy-free recipes" aimed at wellness. For the fourth consecutive year, the school will also offer the "Sensory Analysis" course. In eight hours participants will learn how to become gelato tasters and to recognize the quality of a good artisanal product.

For more info: gelatouniversity.com - info@gelatouniversity.com



For eighty years we have been living the v



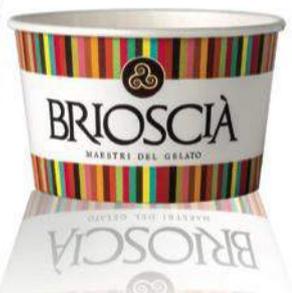
Cartoprint. Mature by experience, youthful by passion.

Enthusiasm, emotion and passion: this is how we have lived the world of ice cream since we started to produce paper cups in 1939. We provide ice cream makers with our most advanced technologies and know-how, developed over decades of collaboration with some of the largest multinationals in the food sector. We operate according to the highest quality standards (BRC IoP grade AA) in the field of food safety and environmental sustainability, using only paper from sustainable forests, managed in a sustainable way (FSC® or PEFC™) and all our products comply with MoCA regulations.

It's thanks to youthful passion and the strength of great experience that we've stayed by your side for 80 years, as we have from day one.

THE PACKAGING OF GREAT ICE CREAM MAKERS SINCE 1939

world of ice cream with the same passion.



 **Cartoprint**
SEDA INTERNATIONAL PACKAGING GROUP

WWW.CARTOPRINT.COM

NATURAL INSPIRATION



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

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

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

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

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



*We give back to nature
what she gives to us,
so we can both improve*



For 80 years we have made paper cups according to the highest quality standards (BRC loP grade AA) in the field of food safety and environmental sustainability. For 100% of our production we use only paper from sustainable forests managed in a sustainable way (FSC® or PEFC™) and all our products comply with MoCA regulations.

Furthermore the Ecocup line, in addition to being made with FSC® paper, is completely biodegradable.

That's how we continue to give back to nature what she gives us, by categorically prioritising sustainability.

THE PACKAGING OF GREAT ICE CREAM MAKERS SINCE 1939

 **Cartoprint**
SEDA INTERNATIONAL PACKAGING GROUP

MUROZERO SLIDE

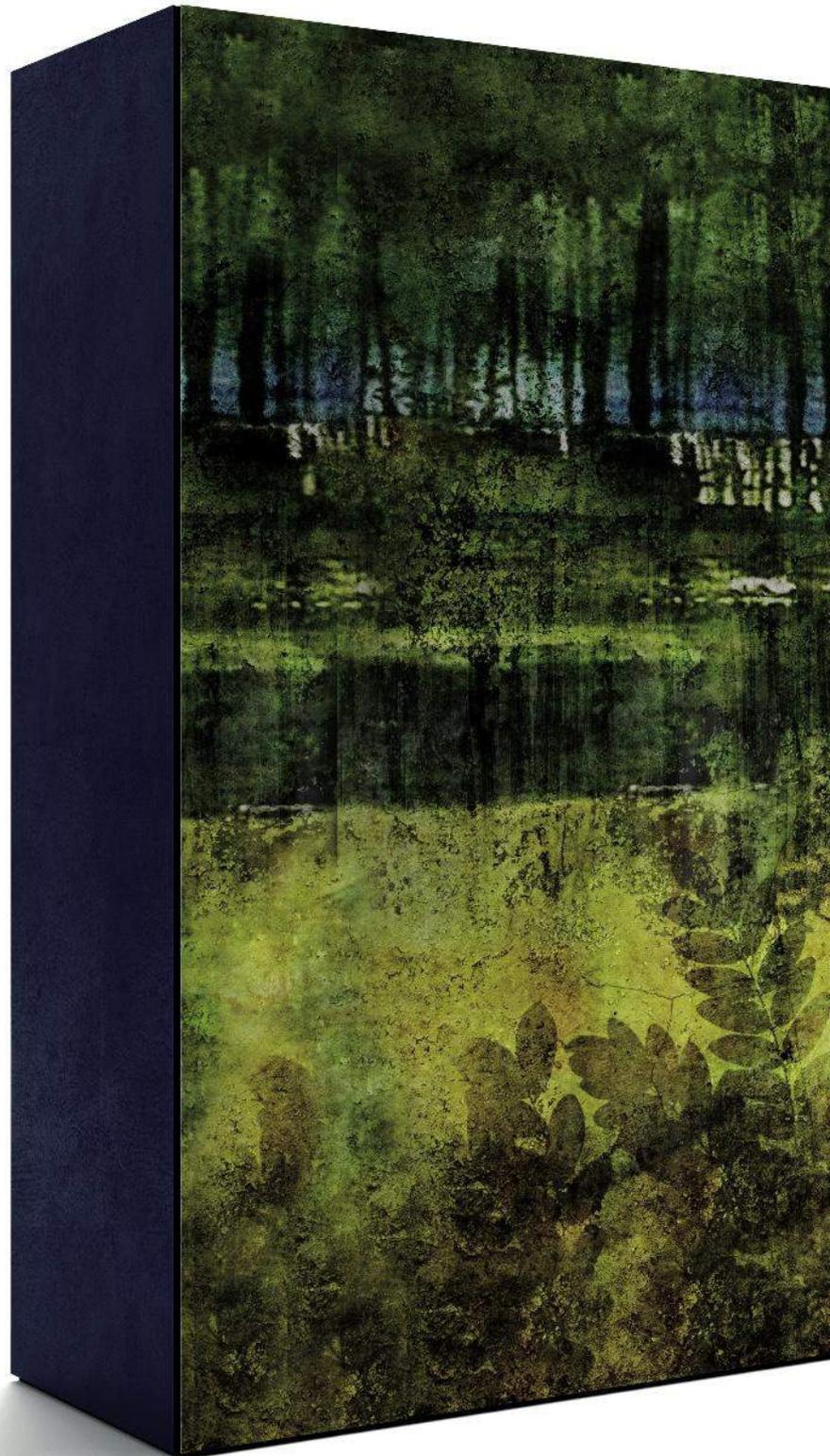
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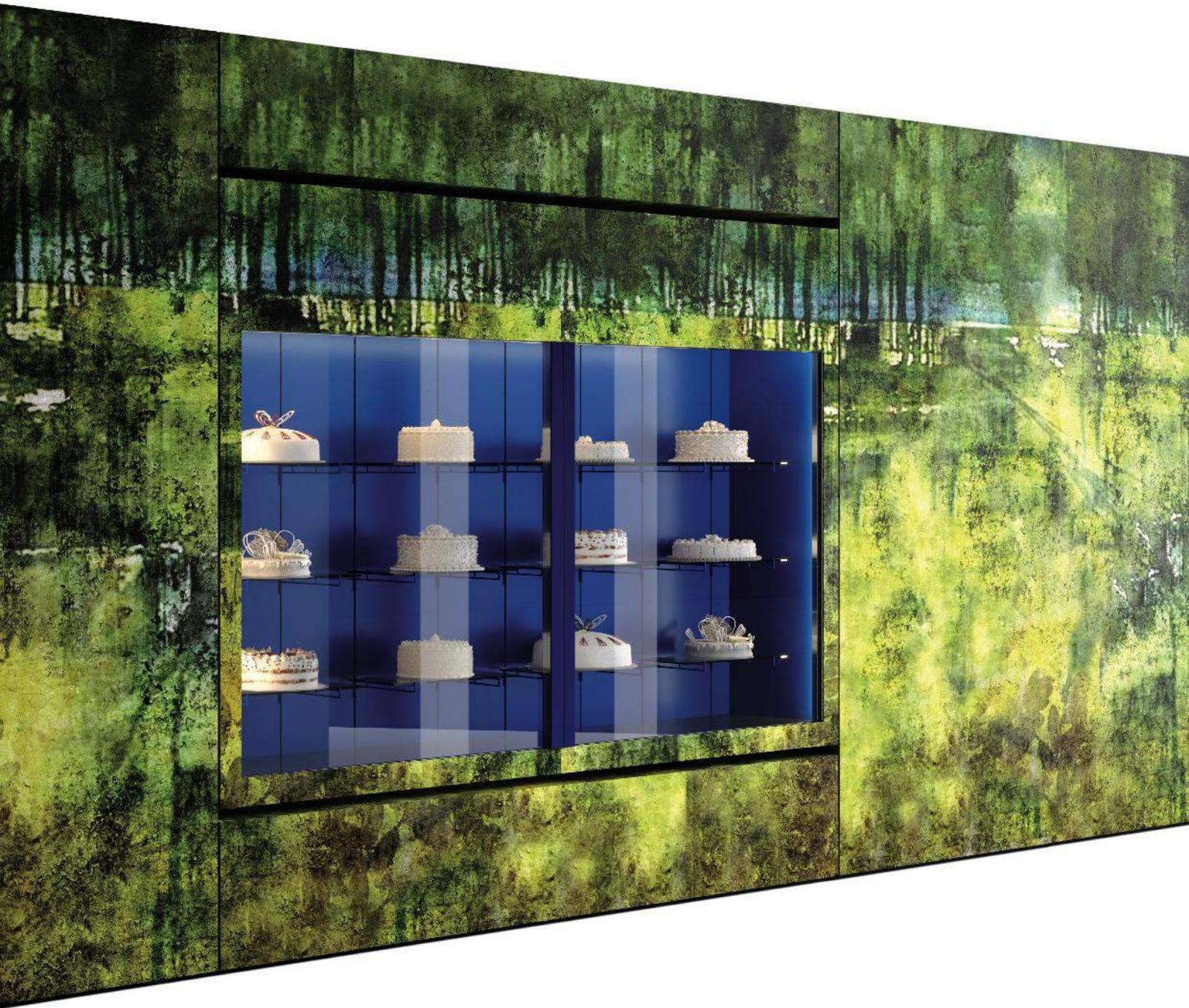
design fabrizio milesi,
ciam / lab

CIAM

CIAM S.p.A.
06081 Petrignano di Assisi PG Italy
Viale dei Pini, 9 - +39 075 80161
info@ciamgroup.it www.ciamweb.it



THE WALL IN THE FORM OF A REFRIGERATOR.
THE REFRIGERATOR IN THE FORM OF A WALL





Ciam is again one of the most interesting company, ready to fascinate its customer with a large range of new proposals: Ice Queen, Tortuga, the new line of total refrigerated showcases, available for fresh or frozen food.

In 2016, Ciam continues the innovation program started in 2015 - launching Tabula Rasa concept, the new materials and new design solutions. Launching Mya Narrow and 6040 R5 with the innovative double opening glass structure. Also presenting the new display showcase Move 16 with the motorized opening system of the glass on the operator side and Muro Zero a vertical display fully customizable and perfectly integrated in the shop furniture. In 2017, Ciam celebrated its 40th anniversary renewing the corporate brand and launching a new breakthrough product: Mirror. Mirror is a showcase entirely covered with mirrored elements and painted retro glasses, its elegance and delicacy make it a unique piece of furniture, free from all the other elements in the room. Federico Malizia, Ceo of Ciam, describes the secret of company growing success all over the world: "Our suc-



cess is the consequence of the experience gained along two generations, the capability of combining the creative artisanal mastery with efficient industrial facilities and with advanced processes: the endless renewal of company offer, the ethic in taking decisions and managing employees, returned by Ciam workers with a deep sense of ownership and responsibility, passion and love for job".



THE GLUTTONOUS EMOTION OF THE NEW JOJÒ

At Sigeo Coni Norge will present the new Jojò as the showcase product for the 2019 season. The famous crunchy wafer cookie, a must of Norge's product range, is available in a new format. In fact it will be possible to have the Jojò both in its traditional version and in the new cocoa flavour so you can offer different solutions: two cocoa wafer discs or the black and white look by combining a cocoa wafer disc and a classic wafer disc, or with two natural wafers.

You can play with the colour to make the wafer even more enticing, filling it with lots of good artisanal gelato that you can enjoy one bite at a time. An irresistible goodness that can be filled with a delicious artisanal gelato and enriched with all kinds of toppings: chocolate chips, pistachios, almond flakes, candied fruit. It's hard not to be tempted by the crispiness of the cookie presented in elegant or fun versions, suitable for all occasions.

The Jojò is also a cost-effective solution for businesses: in fact, only 50 grams of gelato are needed to fill the wafer. With the addition of some extra goodies, the gelato looks truly amazing.

Coni Norge also produces Ciok-Jò, a chocolate-glazed version with caramelized rice on the edge. This product is particularly suitable for pastries because the glaze keeps the wafer cookie crunchy. Ideal for filling with semifreddos or pastry cream, enriched with



toppings or syrups that make it even more scrumptious, the Ciok-Jò is a versatile product that lets you fully express your creativity.

To learn more about our products and our company, please visit www.italnorge.it



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NORGE

JOJO'

Cacao & Vaniglia

When taste
becomes double

ITAL NORGE s.r.l.

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IF GELATO COULD CHOOSE IT WILL GET INTO EMMEDI POZZETTIS

ON IDEA



Find out more watching the video



emmedi

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Sigep
SEE YOU AT
HALL A7 BOOTH No. 173



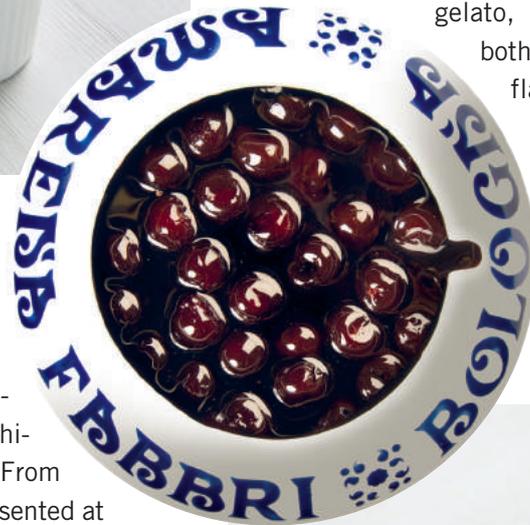
FREE FROM: THE FABBRI 1905 RANGE FREE OF ARTIFICIAL FLAVOURS AND COLOURINGS



The attention to flavour and quality are the same that we find in all Fabbri 1905 products, but without any trace of flavourings and artificial colourings. This is the philosophy behind the Free From range, the new Fabbri line presented at the beginning of 2018 during the Sigep fair in Rimini: more than 80 products able to cover every need of the confectionery art. A perfect tool in the hands of professionals, multiplying their opportunities for creativity, but more importantly satisfying the most demanding consumers in terms of nutrition and health. With the Free From range, Fabbri continues its efforts to make its products more and more contemporary and enjoyable through a careful work of “subtraction,” thus demonstrating that there is no need to add anything to the quality of its products. In fact, Fabbri boast many

products Free From: palm oil, gluten, vegetable fats, lactose. And now also a new base sweetened with Stevia.

The range made available to gelato master artisans by Fabbri with its Free From line is quite extensive. This obviously includes the unrivaled Amarena Fabbri, available in more than a dozen formats to satisfy the different needs of dessert artisans, but also plenty of Simplé flavours, a line of complete products ideal for the preparation of semifreddos, gelato, and milk shakes, both in fruit and cream flavours. Also Free From are Delipaste products: fruit and cream pastes that guarantee an excellent and consistent result for all pastry needs.



FABBRRI
1905

simple™

Simplicity, goodness,
novelty, on all the line.

Pomegranate

Cactus Fig

NEW
Aloe

FABBRRI
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GAMMA
FREE
FROM

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Gelato System **ALOE** is:

- a complete product in paste
- Free from artificial colours
- Free from artificial flavours
- Palm oil free
- Gluten free

To find out more please call +39 051 6173111

FOLLOW US ON      www.fabbri1905.com

FABBRRI
1905

A Family Company

MADE IN ITALY

50 YEARS OF INNOVATION AT THE SERVICE OF THE “SWEET MADE IN ITALY”

Since 1969, the year of its founding, Frigomat has been a market leader 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 widespread innovation Made in Italy throughout the world by the tradition of Italian artisanal gelato and pastry. 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 in front of the customer (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 to create your own specialties quickly, so to offer al-



ways 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 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.

Finally, the company strongly believes in the worldwide promotion of the Italian Gelato culture. The GPS - Gelato Professional School - by Frigomat has been founded with this purpose and it has become a fundamental tool for partners and operators all over the world to increase the knowledge about equipment, market, processes and products. Frigomat: the power of experience, the passion for the future.



50

50 YEARS OF SWEET TECHNOLOGY

GRAZIE! THANK YOU! **MERCI!** DANKE! GRACIAS!
OBRIGADO! TAKK! GRAZZI! DANK! DIKY!
ARIGATOU! ASANTE! SPASIBO! CHOUKRANE!
XIEXIE! MULTUMESC! DANKIE! SHUKRAN!
HVALA! MAHALO!



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- **SIRHA**, LYON - 26/30 JANUARY 2019 - STAND 5D125
- **INTERNORGA**, HAMBURG - 15/19 MARCH 2019 - STAND B6.524

frigomat.com



GX: FROZEN, SERVED, AND EATEN



The machines for fresh gelato of the GX series have been designed by Frigomat to produce, display, and sell a just frozen product, right in front of the customer. The particular design of the tanks and the transparent dome lids enhance the visibility of the product for the customer, who can follow each production step live. The independent tanks enhance the structure and flavours of the product.

The electronic production programs allow the professionals to express their creativity at their very best. The refrigeration circuits provide for a very quick freezing and refill, and the most suitable gelato consistency. The GX electronic machines are designed and produced with a regulation of the production steps, reducing water and electrical consumption to the minimum levels. The “anti-fog” system, which avoids fog and condensation, allows the customer to live the ‘show’ of the gelato creation. The machines ensure the maximum

ease of use and cleanliness. The cylinder washing system features also an internal drain that flows directly into the water network, to avoid the use of buckets for the collection of rinsing water and of product residues.

The spatulas (patent) are characterized by a practical quick release system that avoids any risk of contamination: the part of the spatula which remains in contact with the gelato stays inside the freezing cylinder, being protected from any type of contaminating agent by the transparent lid.



Besides the gelato shop, the GX series machines can be easily installed in pastry shops and restaurants, to further expand their menu offer. The GX revolution turns the gelato production into a real “live show”!



**Behind a great gelato
there's always a great machine**

FRIGOMAT
macchine per gelato e pasticceria

50 Years of sweet technology

Visit us at:

- **Sigep**, Rimini - 19/23 January 2019 - Stand C1-164/200
- **Sirha**, Lyon - 26/30 January 2019 - Stand 5D125
- **Internorga**, Hamburg - 15/19 March 2019 - Stand B6.524

FRIGOMAT
macchine per gelato e pasticceria

frigomat.com



TECHNOLOGY ON STAGE



For over 40 years the display cases created by Frigomeccanica Group have been an excellent synthesis of technology and aesthetics. They are genuine jewels designed to deliver cutting-edge performance while being pleasant to look at.

With its brands Frigomeccanica, Stiltek, and Officine 900, the Group is completely Italian. In its facilities located on the outskirts of Teramo, a production space of over 40,000 square meters, the Group produces a full range of display cases for gelato, pastry, food and furnishings for cafés, bakeries and restaurants. Solutions developed to meet the needs of its customers, to whom it offers a complete and customized design service.

Among its many products, of particular note is Premium, an exclusive line of professional display cases for gelato, pastries, and pralines. The perfect synthesis of technology and design, it is available in two heights and three

lengths, all interconnectable. The flush display surface without barriers allows a perfect view of the product, even from a distance. Thanks to the All Season function, the gelato shop model offers the possibility of choosing between positive and negative temperatures, thus allowing for use during all months of the year.

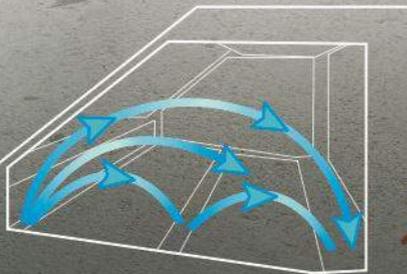
With its eye firmly on the future, Frigomeccanica created “Next”, a collection of modular cabinets available in refrigerated, heated, or neutral versions, in different heights. Designed to occupy minimal space, they have glass walls on four sides with a transparent Plexiglass load-bearing structure, providing a 360° view of the product. Designed for pastry, “Just” is a complete and versatile range of refrigerated, neutral, heated, and hot/cold display cases. The models feature LED lighting inserted into the lateral and upper profiles, facilitating a perfect view of the display surfaces.



frigomeccanica
TECHNOLOGY THAT FURNISHES

PREMIUM

TECHNOLOGICAL HEART
THE MOST BEAUTIFUL FRAME
FOR YOUR ICE CREAM



PREMIUM. AND THE ICE CREAM BECOMES EXPOSITION.

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



SINCE 1922, ALWAYS WITH THE SAME PASSION

The beginnings of Fructital are in 1922 in Piedmont, Northern Italy, in the production of ingredients and semi-finished products for the artisanal gelato and pastry-making.

Since then, the company has combined the ancient and strong tradition and the most modern technologies to offer its customers a wide choice of quality products.

One of Fructital strengths is undoubtedly the nature of its production: in the catalogue there are no commercialized items because all the products are designed and manufactured within the company.

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

The company offers step by step technical and start-up support designed specifically for each single customer from the little artisan to the large confectionery company, so that the aspirant gelato maker finds in Fructital a complete partner, ready to offer advice and training.

All these factors add up to a simple and flexible business management, which directly involves the customers in developing new ideas and in the creation of bespoke products, recipes and packaging.

Fructital is also constantly investing to expand and improve the production area, in order to offer a safe and pleasant environment to its staff and a punctual service to its



customers. The automation of process is under the careful eye of a well-trained production staff, which has matured experience with the company

throughout the years, offering therefore an excellent quality of the products without compromises. The company uses modern equipment that at the same time is able to preserve craftsmanship. The machines are all designed according to the product and not vice versa. 2018 will also see Fructital brand image change to a more fresh and young style, still keeping the elegance that has distinguished the brand since the beginnings.

Years go by, tastes and technologies change and Fructital is renewed every time.

Since 1922, always with the same passion.





FRUCTITAL®

bontà e tradizione nel gelato dal 1922

Masters of Taste

We offer you the best instruments
to create your masterpiece

FRUCTITAL S.r.l.

Via Circonvallazione, 20 - 10060 Buriasco (TO) ITALY
Tel. +39 0121 56587 - info@fructital.it www.fructital.it

IRRESISTIBLY... LEMON!

The Fructital Variegati line is enriched with new irresistible references. Among the news, Variegato Lemon Cake, that for its particular taste and structure perfectly reflects the taste of this typical cake. It is presented as a lemon flavored ripple enriched by bites of artisanal butter biscuits. We suggest it in combination with gelato made with Lemon Cake or Biscotto paste. Another novelty, Variegato Zenzero: with an unmistakable ginger taste that thanks to the presence of candied fruit gives the gelato

a touch of originality. Excellent as a variegation of gelato made using our Cioccolato Fondente Nero o Cioccolato Biancolatte. Finally to enrich the line our Buenissimo, a milk chocolate and hazelnut based ripple with crunchy waffle pieces to satisfy even the most greedy customer.

VARIEGATI LINE

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



A SUGAR FREE CREMINO

The Perfetta line is enriched with one innovative proposal PiùChePerfetta, a paste of chocolate and hazelnut without sugars, with sweeteners only that guarantees a low caloric content (20% less than the Perfetta) and also without any ingredients of animal origin which

makes this product suitable for vegans and lactose intolerants. Used in combination with our base BiancaVega&Stevia, you can replace the traditional "Cremino" with one totally without added sugars and vegan friendly keeping the greedy taste that distinguishes this creation.



PERFETTA LINE

- dosage: as desired
- packaging: 4 kg bucket
- box: with 2 buckets
- shelf life: 30 months





bontà e tradizione nel gelato dal 1922

*Bianca
Vega & Stevia*

WE

I LOVE

vegan

**YOUR ARTISAN
GELATO, VEGAN
AND WITHOUT ADDED SUGARS**

**VEGA & STEVIA LINE, NOW ALSO AVAILABLE:
CHOCOLATE, LEMON AND YOGURT**

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BIANCHERÒ

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Elite quality

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BECAUSE GALATEA IS MORE THAN JUST A GOOD COMPANY



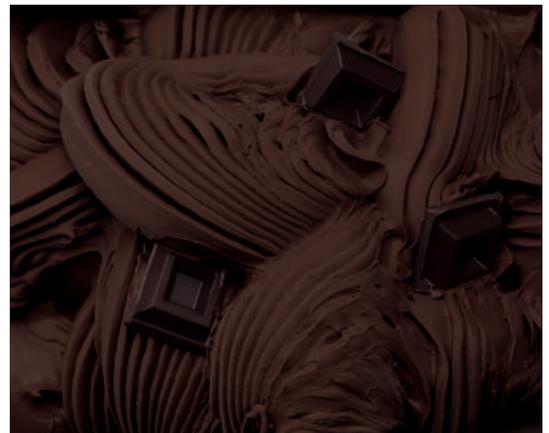
The success of a big company is based on simple ingredients: passion, healthy principles and people who know how to turn their dreams into reality.

Galatea philosophy is built on an ethics able to meet the market demands, often even anticipating them, and to provide solutions ensuring maximum attention to the well-being and the health of every single person regardless of age and specific needs. Solid values, based on the awareness of aiming at the highest quality possible every single day, allowed Galatea to become an excellent brand recognized throughout the country and beyond.

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

The ability to innovate in the respect of tradition has always distinguished Galatea and

never ends: in order to drastically reduce the glycemic index a natural sugar alternative has been recently developed thanks to the only use of natural fibers. A wide range of variegates and pastes for the gelato maker allows to range from various degrees of sweetness up to zero (it naturally contains sugars - the existing sugars are only those of the fruit we use), satisfying different tastes and all sorts of demands. Thus, Galatea goodness is not only limited to their products offer: the company's ethical principles have also been recognized by the Valore Sociale (Social Value) Certification, that in 2009 officially validated Galatea's commitment towards the society and those who need support. Galatea has therefore been given both the authority and the prestige of a natural brand to the maximum extent possible.



WE HAVE REDUCED THEM TO ZERO



0%
**ADDED*
SUGARS**

VARIEGATED PRODUCTS AND PASTES WITH NO ADDED SUGARS* RANGING FROM VARIOUS DEGREES OF SWEETNESS UP TO ZERO.

An excellent solution for customers who care about their health and wellness, the answer to help the work of professionals: **here is the natural alternative to sugar**. This new sweetening system based on natural fibers is a topingredient **which drastically reduces the glycemic index**. Naturally sweet from Galatea.

galatea

products for artisaal ice creams

* it naturally contains sugars - the existing sugars are only those of the fruit we use



IN RESPECT OF
**PEOPLE
&
NATURE**



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info@galatea-gelati.com
www.galateagelato.com

**THE FIRST
AND ONLY
CERTIFIED
COMPANY**

COMMITMENT AND PASSION

For more than thirty years, Geldue has been manufacturing gelato ingredients, always combining the quality of its solutions with an equal efficiency in serving the customer. Geldue's technical and commercial staff places its hand-on experience and flexibility at complete disposal of the clientele, never failing in offering premium quality products that meet even the most demanding customers' requests. Commitment and passion are the everyday fuel of Geldue's engines and the indispensable endowment for satisfying old and new customers. In the ever changing world of business the quality of products is essential but it would not be enough without a careful and punctual service. Whether it comes to transport logistics or technical and commercial problem-solving, Geldue takes pride in being more than just a supplier, but rather a business partner. With its

agents and distributors network, the company sells its products on the Italian territory as well as in several foreign countries spread in Europe, Africa, Oceania, North America, South and Centre America, Middle and Far East. Geldue manufactures its products having in mind the best Italian gelato tradition, offering a wide choice of items such as: milk and water base products, either for cold or hot process, already balanced and pre-mixed, thus ensuring excellent results in terms of taste, texture and user-friendly preparation; complete products in powder, ready to be dissolved in water or milk; soft ice cream products (and frozen yogurt); products for slush in many delicious and coloured flavours; flavouring pastes, with a wide variety of pastes ranging from the most traditional to the most original flavours; decorations.





**MADE FROM SCRATCH
MEANS BETTER GELATO**

Did you know that we use only
the best Ivorian *cocoa*
for our
premium dark chocolate?



...for gelato lovers!

GELITA: #SIMPLYGELATO



A heart of steel and a cool soul: Gelita is a fresh and contemporary reality that has solid roots in the historical tradition of the homonymous 60's brand, proposing, already at the time, innovative machines for the gelato world.

It produces and offers a wide and complete range of solutions, designed in Italy and assembled in Slovakia, in Bratislava, where Gelita is based. What most identifies them is the combination of two essential features: the solidity and reliability of the technology and the impeccable quality of the final product. Multifunction machines for artisanal gelato, pasteurizers, batch freezers, soft machines, ice cream machines and whipping cream machines; intuitive and simple to use, versatile and graphically customizable.

Furthermore, the advantageous value for money and the easy availability of spare parts make Gelita a highly competitive player in the market. Its presence is in fact already consolidated in Europe, in Eastern Europe and in Latin America, and is constantly growing in the rest of the world.

Gelita creates, develops and produces effective and flexible solutions that can be easily adapted to the needs of its customers, making it a trustful and competent work partner, an indispensable ally in the laboratory of every craftsman.

Why complicate your life then? Gelita, #simplygelato!

If you will be at Sigepe, come and find out our latest news at Pav. C3, Booth 69!

Wanna know more? Follow Gelita on:
Facebook: [facebook.com/gelitask](https://www.facebook.com/gelitask)
Instagram: [gelitask](https://www.instagram.com/gelitask)





gelita^{SK}

Artisan gelato

TRT



Artisan gelato

BIG



BIG Junior

Soft ice cream



SOFT ICE

W1



Whipped cream

ICE CREAM 2



High overrun ice cream

PT 1



Artisan gelato

PT 2



GEL



Artisan gelato

GEL 12



#simplygelato

GELITA SK S.R.O.

Prešernova 4, 811 02 Bratislava, **Slovakia**

+421 908 431171

info@gelitask.com

www.gelitask.com

HEADQUARTERS

Istvána Gyurcsóa 5858/15 929 01

Dunajská Streda, **Slovakia**

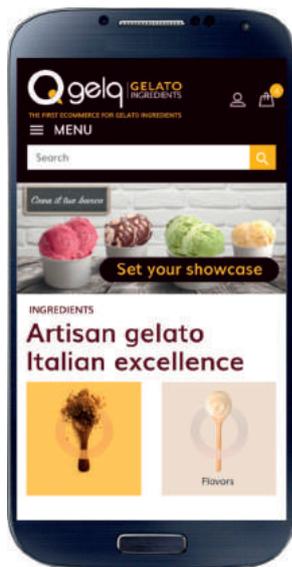
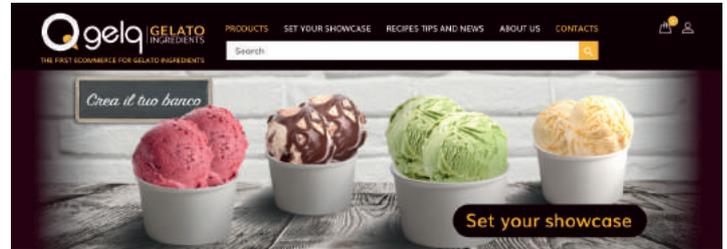
DESIGNED IN ITALY
ASSEMBLED IN SLOVAKIA



GELQ.IT - THE FIRST E-COMMERCE SITE TO OFFER PRODUCTS FOR GELATO PROFESSIONALS

Finally online! Welcome to a world of ingredients and ideas for artisanal gelato, the quintessential Italian delight.

The first e-commerce site to offer products for gelato artisans and professionals, Gelq.it was created in the innovative city of Milan, a hotbed of emerging trends. Gelq.it offers a service in step with the times: gelato artisans can select and purchase ingredients and accessories online, easily and at any time of the day, and



can compare offers and discover new opportunities through a catalogue of over 1,500 constantly updated ingredients.

Gelq.it is also a platform for buyers who want to expand their business opportunities: one single site that gives them access to a vast selection of products, so they can offer their customers more choice and new earning opportunities.

If you produce gelato or are an artisanal gelato professional, come visit us at Gelq.it. We can't wait to meet you and show you our world.



gelq.it

The e-commerce for Gelato Ingredients



 www.gelq.it
GELQ - MILANO - ITALY



SWEET EVOLUTION

The winning philosophy of Granulati Italia is encapsulated in its very name. In 1976 Oscar Nesta, together with his partners, founded Solkristal, one of the first companies in Italy to import and study a system for instantizing and granulating food products. The company made its entry onto the Italian market with a line of semi-finished products for gelato and confectionery, bearing the Gelatitalia trademark. In 1982 the company restructured and took the name Granulati Italia. It consolidated its presence in the world of artisan production, and became the first company to use the instantizing process for semi-finished products for gelato. As testimony to the advanced processes introduced by the company, a line of complete granular products under the Gelatitalia label was presented for the creation of fruit gelato, a true precursor of today's series of complete products.

In 1985 Gelatitalia presented its first epoch-making base, Granulat 50, which opened up the market to modern concepts of gelato stabilising and balancing, a base that still today retains its loyal customers. The development

of the company meant that it soon became urgent to find larger premises, and 1995 saw the shift into today's factory at Boltiere (Bergamo Province). Gelatitalia boasts a complete range of semi-finished products for making gelati and semifreddi, suitable to meet the different requirements of the modern market. Bonfrutta and Friofrutta are two fruit bases for gelato, the first to work hot, the second cold, each making

it possible to obtain a creamy and spatula-friendly batch-churned gelato, without fats, milk or milk derivatives. Granulati Italia uses technologically advanced production lines, including its granulating and instantizing plant and a recently introduced ultrasound installation for the microencapsulation of ingredients.



ALL THE FLAVOUR OF GOOD MILK

Naturalat Base is the most natural of the Gelatitalia Bases and is designed to create a mix with a delicate milk flavour. Free of vegetable fats, colourings, flavourings, and gluten, it features a high content of skimmed milk powder and milk proteins.

It is the perfect ingredient for a gelato "like they used to make," velvety, full bodied, and not cold on the palate. It also valued for its excellent resilience in the display case with different outside temperatures and for its high overrun. It is offered in two versions: Naturalat 100, to be used 100 g per litre of mix, is packed in cartons of 10 x 1 kg bags, and Naturalat 150, to be used 150 g per litre of mix, is sold in cartons containing 2 x 3 kg bags.



BASE Naturalat

Like it used to be...

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

Gluten free

**Available in 2 versions
for doses of 100 g or 150 g
per liter of mix.**

100
150




GELATITALIA

www.gelatitalia.it | +39 035 4824335

THE AMBITIOUS LIFE TRAIL PROGRAM FOR MONTEBIANCO'S FUTURE



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

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

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

Transparency. The guiding principle of this policy is to clarify information provided to the

product user. Transparency refers to what the user sees, such as the label specifications which must be clear and easily understood.

A product is worthy to be called Life Trail when it uses certified ingredients, respects a precise traceability of the raw materials and when its production processes are safe and guaranteed. Territoriality. Qualitative values are attributable to specific geographical areas which generate their own products. The Life Trail name is given to those products that guarantee their origin from the original production areas and are indisputably certified.

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

To be a Life Trail product, it must consistently taste like the natural main ingredient so that it can be recognised with closed eyes, by the palate of any qualified consumer.



New Age MIX

THE STRUCTURE
OF THE FUTURE

The New Age Mix label, a base free from any stabilizer and emulsifier, lists as the first item among its ingredients skimmed milk and

**DO NOT
CONTAINS
ANY "E"**

AROMA

FREE

GLUTEN

FREE

OGM

FREE



www.lifetrail.global



MONTEBIANCO

WAREWASHING MACHINES



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

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

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

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

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





HOONVED

PEOPLE • PASSION • INNOVATION



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Follow us on





EVERY GOOD GELATO
HAS A SECRET INGREDIENT

ICETECH[®]
GELATO MACHINES



**MULTIFUNCTION
MACHINES**



**BATCH
FREEZERS**



**COUNTER TOP
BATCH FREEZER**



PASTEURIZERS



**CREAM
COOKERS**



**GELATO
AND YOGURT
SOFT**

FRIGOGELO GROUP - ICETECH

Via Piemonte, 2 - Azzano San Paolo (BG) Italy
T. +39 035 320400 - F. +39 035 320380

www.frigogelo.it
frigogelo@frigogelo.it

www.icetechitaly.it
info@icetechitaly.it



IFI PRESENTS JOLLY HYBRID COOLING TECHNOLOGY



Jolly is the first professional display case where the display case defrosts, but the gelato doesn't notice it.

With Jolly, Ifi introduces the Hybrid Cooling Technology, an exclusive and innovative technology based on dual-source refrigeration that guarantees continuous chilling in the display case during the delicate yet necessary stages of defrosting, thus eliminating negative effects on the gelato.

Thanks to a supplementary refrigeration source, which activates only during defrosting, the gelato is not subject to any thermal shock, keeping intact its appearance and all organoleptic characteristics. A more correct and mindful gelato preservations that touches not only the insiders, but also all gelato lovers who are looking for a more conscious consumption. Developed in Ifi R&D in collaboration with the designer Marc

Sadler, Jolly stands out also for its base: a single block made of rotational, double-injection moulded polyethylene. Supplying high added-value, this solution attenuates vibrations and reverberations of internal parts, with a significant noise reduction.

Gelato quality, energy savings, acoustic comfort, hygiene and health are just some of Jolly Hybrid Cooling Technology's benefits designed according to the guideline that distinguishes the Ifi production: continuous improvement of people's well-being through food conservation, its display, hygiene, functioning, and the creation of public places.

What people say about Jolly Hybrid Cooling Technology: "Jolly Hybrid Cooling Technology showcase presents innovative technologies which allow to achieve significant improvements in managing the critical phase of defrosting. What's more, the choice of materials and careful energy consumption management make this project an important milestone in the development of gelato showcases." Jury Panel - 6th International Innovation Award, Machines-technologies-equipment, Mig Longarone Fiere.



Jolly. Hybrid Cooling Technology

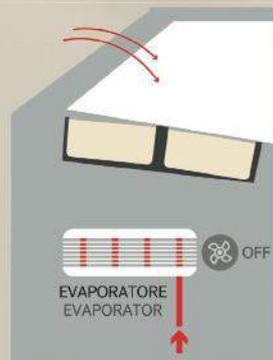


Designer Marc Sadler



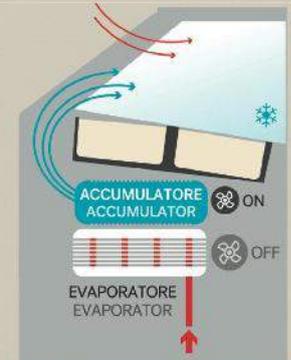
Traditional Cooling Technology

During defrosting, the display case stops chilling.



Hybrid Cooling Technology

During defrosting, the accumulator chills the gelato.



ifi.it - #ifi1962



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A NEW IDEA OF GELATO



The M.A.G. shops (acronym of “Artisanal Masters of Gelato”) have several distinguishing features that make them unique and identifiable. The look of the shops is planned to the last detail, as well as the color of the décor, matching the floor, the finish, the communication panels and the packaging. Places where the customer can feel the true Italian-tasting atmosphere. The exposition of the products, as gelato, yogurt, coffee, or some little pastries, invites the customer to plunge into the choice of his little delight, and - why not - to satisfy his sweet tooth!

At M.A.G. we have created exclusive products for our customers and our affiliates: fresh-made Gelato Biscotto, mini Gelato Biscotto stick, Cremosi, Praline, Granite, Ghiaccioli, our Artisanal Yogurt, the special “Nostro Tiramisù” in four different varieties and many

other tasty novelties are coming in for 2019. Our products are guaranteed by a continued research of very high-quality ingredients and raw materials. In each of our M.A.G. shops - two in Milano, Arona, Biella, Beirut, and the next opening in Riyadh (and the number is increasing) - you can taste these delicious specialties that propose real gelato in a new captivating way, without giving up on its true POP soul, actually enhancing it.

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

<https://www.facebook.com/MAGGelato>

https://www.instagram.com/mag_gelato/

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www.gelatomag.com

Or request us more information at our email address: mag@gelatomag.it





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ARTI&GELATI
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ONLY THE BEST FRUIT



The frozen foods division of the Mazzoni Group (one of the leading fruit and vegetable companies in Italy) has enjoyed a long history studied with continuous innovations. It offers a complete range of fruit puree, frozen fruit, cubed fruit, slices and halves: many specialties that allow you to bring all the freshness of blueberries, blackberries, sour cherries, cherries, apricots, peaches and so much more to the pastry shop all year round.

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.



Mazzoni

GROUP

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CASA OPTIMA: ADVANCED TRAINING IN THE SWEET ARTS. WORLDWIDE!



All the experience and know-how of the Optima Spa group - which includes Mec3, Modacor Italiana and Giuso Guido - has been concentrated in Casa Optima, a project that aims to create a unique high-level educational and research centre entirely dedicated to the Sweet Arts. From Rimini to Dubai, Miami, and Shanghai, Casa Optima organizes courses all over the world to give students the opportunity to get advanced training in international settings.

Gelato, pastry, professional decorations, coffee specialties and cocktails are the subjects of the courses included in an intense training program, articulated on several levels and in a crosscutting manner, targeting both qualified professionals and newcomers. The Beginner, Intermediate and Advanced gelato courses are designed to meet the needs of gelato artisans, whatever their level of preparation, with a focus and in-depth analysis of specific issues. Financial management, ingredients, human resources, and marketing are the topics covered in the course "From Passion to Business" whereas "Modacor Master Cake" is a program dedicated to pastry chefs and gelato artisans who often make cream cakes and want to learn a technique that speeds up decoration and enhances the attractiveness of the showcase. Preparing an excellent espresso or the



perfect cappuccino is the goal of those who sign up for "Creativity You Can Drink", a course on coffee specialties & more dedicated to the world of mixed beverages.

The course on modern cakes, "Pastry Trends", has been updated, whilst gelato pastry finds its maximum expression in the class "Evolving Classics". Finally, cake design enthusiasts won't want to miss the "Decoration & Design course".

Casa Optima adopts a "one-on-one" teaching method: small classes with a maximum of 12 students and fully equipped individual workstations so that the students can immediately switch from theory to practice and interact constantly with the instructors.

With Casa Optima, passion, innovation, and professionalism Made in Italy will no longer have any limits.

Information and registration:

iscrizioni@casaoptima.com - www.mec3.com





Learn. Experiment. Innovate.

SCHOOL OF HIGHLY PROFESSIONAL TRAINING IN **GELATO, PASTRY, DECORATION AND BEVERAGES.**



From the experience and Knowhow of the group Optima Spa, of which MEC3, Modacor Italiana and Giuso Guido are part, Casa Optima® is born, the school of **advanced expert training**, one of a kind, which aims to strengthen the business of professionals as well as to provide the basics for those approaching these sectors for the very first time.
Welcome to your future!



COOKIES SWEET MATCHA AND COOKIES CARAMEL: A SENSORY JOURNEY

The new products of the Cookies family transport us from one end of the world to the other, from Asia to Northern Europe, on a sensory journey that will make your taste buds vibrate with new emotions....

The rarest tea in the world bursts into the Cookies family bringing to life an intriguing recipe with a captivating color! Cookies Sweet Matcha is the tasty combination of the Cookies Matcha Green Tea variegate and Matcha Green Tea Sweet base: a blend of the strong taste of cream with matcha green tea cookies and the sweet notes of white chocolate. Completing the range is the characteristic matcha green tea shortbread cookie.

A crisp symphony of flavors and a unique color to give display cases a refined oriental touch. The brand new Cookies Caramel reflects the confectionery tradition of northern



Europe and the growing success of caramel cookies. It is an appetizing caramel cream filled with crispy bits of caramelized cookies.

Used both as a paste and as a variegate in its original recipe, it will be a true surprise for your palate. For more surprising results just combine it with other flavors, even the most unusual ones, making the most of the unlimited versatility of the Cookies line!





SWEET MATCHA



THE UNMISTAKEABLE TASTE OF THE ORIENT.

An original recipe and an intriguing flavour that will amaze your taste buds. The decisive flavour of the cream with Matcha green tea biscuits encounters the sweet notes of white chocolate for a gelato with a UNIQUE taste. IT'S A MUST FOR THE SHOWCASE.

FOR FURTHER INFORMATION CONTACT US AT



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mec3@mec3.it



mec3.com



HAPPY BIRTHDAY QUELLA! FOR 10 YEARS AN ICON OF FLAVOUR IN THE GELATO SHOP



Quella, the original hazelnut and cocoa cream, is 10 years old! 10 years of success, passion, ideas, and creativity.

It has been a smashing success throughout the world, so many have tried to imitate it but nobody can match its goodness. Perfect structure, excellent compactness and scoopability, unmistakable taste, and ingredients of absolute quality are just some of the features that make Quella and all the products of the Quella Family a true icon of flavour.

That's why putting it in the display case means offering your customers the certainty of enjoying an unparalleled flavour and above all, of entering a gelato parlour that is itself an icon of flavour.

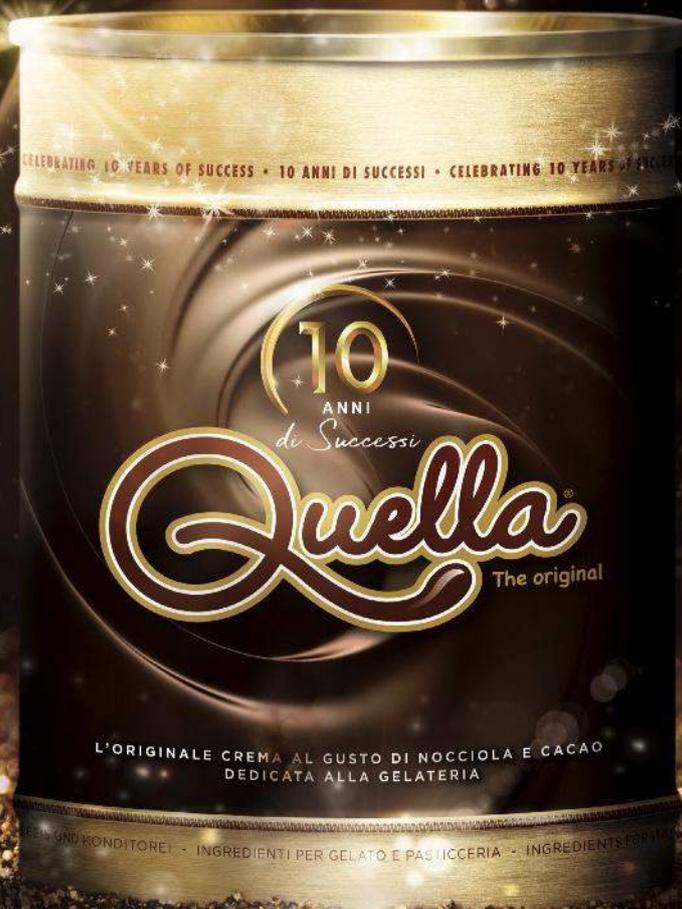
For the tenth anniversary, Mec3 presents Quella G, the version without added sugars (contains naturally occurring sugars) and certified Vegan OK.

With Quella G, gelato artisans will be able to

satisfy customers who follow vegan diets, creating fantastic cremino chocolates and all that your imagination can come up with, in addition to superlative gelato flavours. Just combine Quella G with Mec3 G bases, both to the milk and fruit bases; batch freeze it with rice milk or combine it with the G MenoMeno base. However, the new developments don't end here, because the family is still expanding, welcoming Quella Nocciola Pralinè, a smooth cream with a pralined hazelnut taste. A new, original product for the market, inspired by the art of French praliné and the intimate embrace of melted caramel and hazelnuts. Like all the other products of the Quella Family, it lends itself to an endless number of applications, pour directly into the gelato pan and enjoy it exactly as it is, use for the preparation of cremini or batch freeze to create gelato pastries. These two new delights will drive fans crazy! For more information: www.mec3.com



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for 10 years
by your side.



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LA GELATISSERIE: THE CREATIVE EVOLUTION OF GELATO



From Mec3's experience, a line of new products designed to reinvent pastry in the gelato shop: La Gelatissérie. High-performance bases for positive and negative temperature desserts, delicious fillings for cold or baked desserts, modern ready-to-use glazes perfect when cut, chocolates and flowers for original and appealing decorations. La Gelatissérie was designed to offer gelato artisans and pastry chefs the opportunity to present customers with an irresistible, delicious, attractive, and always changing display case. In fact, cakes, semifreddi, and single portions can be sold at any time of the day and are suitable for all types of consumers. Furthermore, to complete the line of products for pastry shops, La Gelatissérie offers an array of highly innovative and practical solutions that can be used to increase the appeal of desserts and to facilitate the daily work of professional gelato and pastry artisans. Simple and beautiful decorations to transform and make every dessert inviting, able to satisfy every aesthetic need: modern

chablons, thin waves, refined sticks, elegant spheres and dynamic curls, all decorations in fine chocolate to embellish every dessert with a special touch. Sugar flowers, marzipan roses, and macaron shells for a more romantic atmosphere in the display case. Food colouring to personalize and make chocolate surfaces and pastry products in general more glamorous. Mirror is the name of the line of artistic glazes that guarantee a uniform coating of desserts with a fresh, trendy flavour, ideal for covering semifreddi, Bavarian creams, mousses, and single portions. What can we say about the wonderful Fruttolotti? These captivating moulds designed down to the smallest detail make it possible to recreate fruit in 3D, winning over customers at first glance! What about Barattolotti, practical and elegant jars for scrumptious single portions, offer an original idea to enrich vertical display cases. In short, many, many ideas to unleash your creativity and expand your business in an intelligent and innovative way.





The creative evolution
for your gelato shop



QUICK AND EASY PASTRY MAKING TO INCREASE YOUR OFFER.

La Gelatiserie® is the choice for modern gelato makers who want to amaze their customers with a wide offer of positive and negative pastries. With our bases, fillings, glazes and decorations you can easily create delicious **cakes, fruttolotti and barattolotti** - our special fruit desserts and dessert in jars - for a showcase that attracts the attention and delights the palate!

CAKES



FRUTTOLOTTI



BARATTOLOTTI



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the environment... we have been than **50** years!

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

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

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

If you want to be in total harmony with the environment, it's time to choose **Medac EJCUP**: in their natural or personalized beauty, the choice is yours.

Compostabile
EJCUP



CREATIVE ECOLOGY



Imagination has no limits, just like Medac creativity. Each line of gelato cups made by the Italian company is appealing for its fresh look and attention to details, adding a touch of originality to artisanal specialities. Classic, trendy, fashionable, customizable... The product range is really assorted and it is an effective and modern communication tool to enterprising retailers.

The graphics of the cup related to nature is surely not a coincidence: Medac has always been focused on environmental issues for an eco-sustainable development. This commitment was recognized in 2006 with the achievement of UNI EN ISO 14001 certification for the implementa-

tion of an Environmental management system. Dedicated to summer holidays, the Ice & Summer line leads you to warm days on the beach. A deckchair under a beach umbrella, a bucket ready to build fantastic sand castles, and far away a boat floating in the waves... These cups are for truly "Beach Lovers," as stated in the advertising campaign that supported their launch: a capturing message crowned as winner in the "Best Copy" category of the Comunicando Award.

Make a tour round the world tasting a good ice-cream thanks to Medac City range. This line is characterized by a pearl grey image of a famous city monument, together with a colourful fruit.

The latest restyling of the Adventure Line is a further confirmation of Medac's attention to the world of communication. The images on the cups allow you to start a sensory journey



to discover unexplored tastes, diving into seabed and traveling through tropical territories, lulled by the waves of the sea relaxing on a boat.

A sweet ladybug peeps from E-cup, the innovative cup completely realized with ecological materials. It is produced in fact with FSC® certified pure cellulose paper, which is coupled with a bioplastic film that makes it 100%

biodegradable, compostable, and recyclable. After the use, the container can be disposed with organic waste, thereby returning to nature. Made in accordance with the EN 13432:2002 standard, E-Cup is “OK Compost” certified by the TÜV Austria certification body. Medac offers as well classic fruit designs, whereas children will fall in love with the cheery images of the clowns that bring pure fun and joy to consumers.

Logos of the shop and messages can be added on each Medac cup, customizing every customer desire thanks to the technical and creative support of the company team.



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STEEL PERFECTION

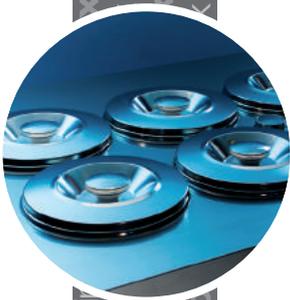


less steel elements for furnishing cafés, gelato shops, and pastry shops.

Thanks to its long experience, Modulo Inox offers a constantly evolving market the quality and innovation of its product lines thanks to a targeted commercial policy and a widespread network of dealers and warehouses.

Elegant, bright, and practically indestructible, stainless steel has always been the core component of Modulo Inox's production. With its high-quality products, the dynamic Italian company is a point of reference in the international production of furnishing accessories for gelato and pastry shops, cafés, and restaurants. Driven by continuous growth in the markets of Italy, Europe, and in the Mediterranean basin, Modulo Inox produces a range of highly innovative solutions oriented towards design and maximum flexibility of use.

With this in mind, the company has developed Ice, Igloo, and Iceberg, a complete line of stainless steel doors and drawers for refrigerated and food counters. Each model is distinguished by a simple look and a high level of functionality, the result of a long process of design research and innovative production processes. The company's product range is completed by an extensive selection of stain-





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A HAZELNUT HEART



Hazelnut paste has always been the main feature of the Nutman product range. And today the company offers a high-quality product to meet every creative need of gelato and pastry shops. The company's production site is located in the heart of the Piedmont hazelnut groves, a competitive advantage that allows it to make the most of a valuable local raw material. The ground nut is placed inside refiners that make it possible to produce a full-bodied, uniform product.

The top of Nutman's product range is IGP Piedmont Hazelnut Paste. The product is made exclusively by grinding Piedmont PGI hazelnuts followed by medium roasting. It is also available in an organic version, with the same type of roasting.

Optima Hazelnut paste is produced from the grinding of the Tonda Gentile Trilobata variety and is available with delicate and medium roasting.





Produced for the most demanding consumers, Hazelnut Preliba paste is made with top-quality roasted Italian hazelnuts. It is available with medium to strong roasting and in an emulsified version.

Made by grinding roasted Italian hazelnuts, Delicia Hazelnut paste can be ordered with delicate or strong roasting. On Nutman production lines, roasting is done using state-of-the-art ovens. This process subjects the hazelnut to high temperatures that involve a transformation of the nut: a decrease in its humidity, an intensification of its colour, and enhancement of its flavour and aroma.

At the end of this process the hazelnuts are examined using a bichromatic sorter that eliminates any residual shell and any nuts with imperfections.

After selection phase, the roasted hazelnuts of the best IGP, TGT, and Italian varieties are vacuum-sealed in bags. To satisfy every decoration and flavouring need, Nutman offers chopped crunch of different sizes: 2-4 mm Hazelnut Granella, 1-2 mm Hazelnut Granellina, and 5-8 mm Hazelnut Granellona.

Hazelnut flour is made by sifting the chopped hazelnuts and is available in vacuum-sealed bags of 1 kg, 3 kg and 5 kg.



NINE: LIKE A WORK OF ART



Nine is the new Orion professional display case that in just 85 cm of depth incorporates the most advanced technology that has made the brand famous all over the world. Every detail is designed to enhance the display capacity available to the artisan. Suffice it to say that in less than a meter there is a double row of gelato or cakes trays, truly a record! Beautiful to look at and pleasant to touch, the display case is practically a work of art, where the essence and taste of perfection coexist.

Nine is also very silent, making the gelato parlour, pastry shop, and café more hospitable than ever. It is available in a wide range of temperatures: negative (0° to -20°C), positive (+2° to +16°C), and heated (+60°C), with humidity control in the Praline.B version. LED lighting guarantees optimized energy consumption. 120 cm high, Nine can be ordered in three different lengths (114 cm, 166.5 cm and 219 cm) thus allowing harmonious integration with the shop's space.



ORION

ad. UPSTUDIOCREATIVO.IT | design. STRAMBIGLI ASSOCIATI



9
NINE

AESTHETICS, CONSISTENCY AND STYLE.

The new Orion cabinet is a space enclosed in less than 90 cm,
completely dedicated to the professionalism of those
who showcase their products.



orionstyle.com

DEDICATED TO FOOD LOVERS



The rediscovery of a rural and genuine tradition, constant and careful research into quality, the value of spending time with company and eating well: it is based on these ideals that Domenico Montagna, an entrepreneur who loves good things, created Pasta di Montagna. Distinguished by genuine quality and characteristics of the most authentic Marche tradition, it is a specialty that embodies all the culinary prestige of Made in Italy products. It is made with Marche wheat grown in San Cesareo (near Fano) on land owned by the family, a non-GMO grain with a high protein content, capable of guaranteeing healthy nutrition. Pasta di Montagna was thus born in 2010, the result of a profound commitment to combine tradition and innovation, to produce a culinary excellence that is universally valued by gourmets all over the world. The production process, carried out totally in cold temperatures to fully preserve the properties of the ingredients, generates a brightly coloured sheet that brings out their flavours and aromas, and a rough surface that allows the condiment to be absorbed more easily and uniformly. The long drying process contributes in an incisive manner to ensure easy digestion, a high yield when cooked and underscores the

colours and the natural scent of eggs and semolina. The product takes many traditional forms: Tagliatelle, Chitarrine, Fettuccine, Pappardelle, Caserecce, Tagliolini... not to mention Lasagne, Maltagliati, Reginelle, Capellini, Quadrucci and the very original Spaghettoni in an exclusive format. Domenico Montagna's pasta preserves the flavours of the past and is able to provide a happy moment of togetherness to all those food lovers looking for the most authentic and genuine eating experience.



We are making our Pasta...



To make our Dried Egg Pasta we use only the wheat that we grow in our fields and free range eggs. Our processing fully preserves the properties of raw materials and allows us to obtain a pasta with an excellent porosity, identical to homemade one, which jealousy keeps the flavors of the authentic rural italian tradition.



MONTAGNA

PASTA ALL'UOVO **MARCHIGIANA**

Tutta solo per passione



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for biological yields



www.pastadimontagna.it

A UNIQUE AND INSPIRING TRAINING EXPERIENCE



Training is a fundamental service in our industry - a service that PreGel has been offering for years to its customers and investors, all around the world. In fact, PreGel's primary goal is to support its partners by providing them with the knowledge and tools to develop profitable, successful businesses.

Quality products and innovations are not enough anymore. It is also necessary to offer comprehensive and relevant training - both practical and theoretical - on product uses and their various applications. PreGel International Training Centers (ITC) were created as a network of gelato schools around the world with the intent to provide their students with both the theoretical and practical knowledge needed to create profitable, successful businesses.

The International Training Centers (ITC) are global facilities that offer in-depth, comprehensive and diverse training. Gelato and pastry classes were designed to meet the needs of both beginners and experienced professionals with consolidated teaching methods that combine theory sessions in the classroom and intense hands-on in the production area. All

PreGel ITCs are known for their high quality teaching standards and five-star courses held by internationally renowned chefs.

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





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School of gelato & pastry

With a training network of over 20 locations worldwide,
and one sole mission: your success.



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

In 2006 the company expanded to include an advanced mixing and packaging plant. Customers therefore can choose from more than 300 products from the raw material catalogue and request the production of their own branded products. With this highly professional service, Reire makes it possible for the

customer to significantly reduce costs and production times, with the guarantee of always getting the highest quality products. Due to the systems deployed by the company, customers particularly appreciate preparations in which milk, sugar, and proteins are the predominant ingredients. It is possible to request the packaging of mixes and raw materials in branded packaging to meet specific requirements of practicality and simplicity of use.

For more information:

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WHEN THE RAW MATERIALS
ARE GOOD



Foto Ed Clark

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FOR ROGELFRUT IT IS AN AROMATIC SEASON OF RETURNS AND NEW DEVELOPMENTS



From season to season Rogelfrut always has delicious, innovative products to offer its customers. Since its establishment in 1978 at the foot of the Alps, this Italian company has been selecting the best qualities of fruit to create excellent ingredients for gelato shops, pastry shops, and producers of sweets all over the world. Just as the tastes of consumers are always evolving, so Rogelfrut's search for new products and ideas proceeds without end. What are the latest developments? First of all, an anxiously awaited return: the production of strawberry puree has recommenced and is running at full capacity. This sweet, aromatic fruit is processed as soon as it is picked and then frozen, locking in its characteristic, unmistakable aroma fully intact. Rogelfrut's purees are perfect for creating gelato, slushes, Bavarian creams, mousses, and smoothies, and thanks to the high quality of the fruit it is possible for businesses to save 15-20% on quantities when producing sweets. The company offers

a wide range of flavours, two of which will be the stars of the coming summer season: mango puree, exotic and aromatic, and coconut puree, great for making sorbets, mousses, and gelato, both traditional and soft. With no added sugar and only 17% of fats, besides being a quality ingredient it is also healthy, as are all Rogelfrut products.

A new member of the juices line will provide more fresh, summery taste: lime juice, squeezed from top quality fruit gathered just at the right point of maturation. An intense flavour, citrusy and natural, without additives. Thanks to Rogelfrut, once again this season will provide great opportunities for fresh, natural flavours. All that is missing is your creativity to transform them into many delicious products.

See the full line of Rogelfrut products at its website: www.rogelfrut.com



from the
heart
of the fruits



Rogelfrut[®]
www.rogelfrut.com

THE SMALL COMBINED MACHINE FOR YOUR PASTRY SHOP



The RHT2/15 is one of the latest developments by Staff Ice System, the Italian company specialized in cold equipment since 1959.

An advanced combined machine that expands the already innovative SmartMIX line, that can be distinguished by its ease of use and its reliability in the production of every recipe.

The machine offers countless benefits, starting from the two tanks that can work simultaneously: the upper tank has the sole function of heating, while the lower is a batch freezer that can be set for your preferred gelato consistency. The transfer of the mixture from the

upper to the lower cylinder goes through a stainless steel butterfly valve, because attention to details and the choice of top quality materials are in the Rimini company DNA.

The upper tank is equipped with a double transparent lid, useful to add ingredients while the beater is moving.

Beautiful in its design and built with attention to every detail, the RHT2/15, thanks to the integrated inverter technology developed in partnership with Toshiba, offers you significant energy savings.

For more information: www.staff1959.com



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PERFECT TEMPERATURE

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



THE VALUE OF EXPERIENCE

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



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RIMINI

SIGEP - RIMINI FIERA
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Taddia.
A palette of solutions
to turn your ice cream into art



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

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



WWW.TADDIA.COM



60 YEARS AS THE COMPLETE SOLUTION FOR ICE CREAM ARTISTS

SWEET AMBASSADOR

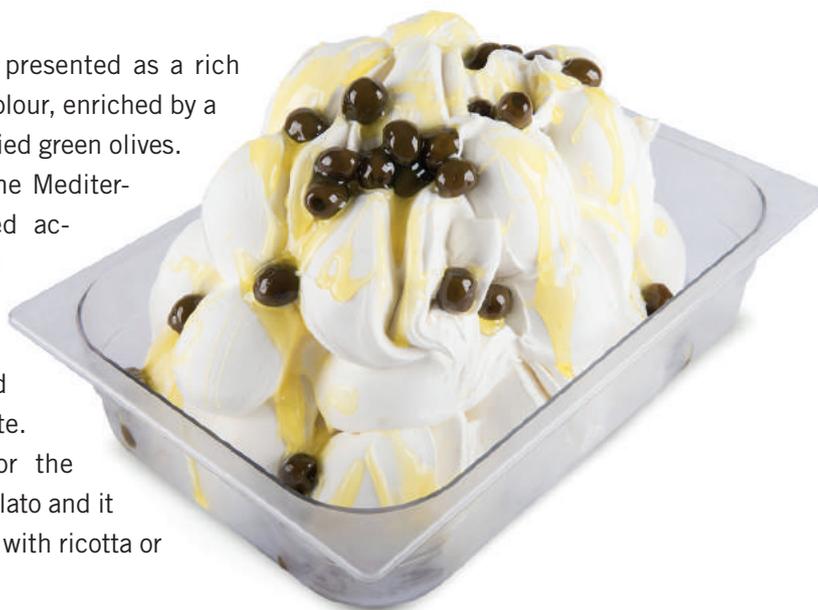


The story of Torronalba is interwoven with authentic and genuine ingredients, carefully selected according to the most authentic artisanal tradition. Founded in the late 1960s in Alba, in the heart of Langhe in Piedmont, in 49 years of business the company has become a true point of reference in the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



MADE TO SURPRISE

Variegato Mediterraneo is presented as a rich variegation of olive-green colour, enriched by a high content of whole candied green olives. The olives, coming from the Mediterranean basin, are candied according to the traditional method, with a perfect sweet-bitter balance that surprises and conquers from the first taste. The variegate is ideal for the preparation of a gourmet gelato and it is excellent in combination with ricotta or mascarpone gelato.



Limited
Edition



VARIEGATO MEDITERRANEO

GELATO
GOURMET

TORRIONALBA



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

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fax +39 0173 286813
torrionalba@torrionalba.com

GELATO SPECIALISTS

Unigel's history has always intertwined with the latest developments in the field of artisanal gelato. Founded in 1966 by Luigi Gadda and Fanny Colciago in the budding industrial area of Zingonia, in the province of Bergamo, and located in the manufacturing hub of northern Italy, Unigel is a company specialized in the production of compound ingredients for artisanal gelato and confectionery products, as well as for industrial ice cream. Since its early days the company has been investing in research and innovation, thus gaining a leading position on the Italian and international markets.



Unigel offers a wide range of products to meet the requirements of both artisanal and industrial ice-cream producers:

- Nordpol® is a historic brand, registered in Milan in 1936, deeply linked to a strong craft tradition in Italy. Its product range includes neutrals, bases, pastes, ripples, products for soft ice cream, toppings, ready-to-use products etc. and has been specifically developed for artisanal laboratories.
- The brand Unigumm® offers a wide range of stabilizers, conceived and created to meet the diverse technical requirements of great food industries, by developing ad hoc mixtures and easy-to-use products for various applications.

The continuous search for customised and innovative solutions, which is one of Unigel's major strengths, is carried out in a technologically advanced laboratory by a technical staff boasting decades of international experience; these assets have played a key role in increasing the company's penetration into international markets. Nowadays, Unigel is in full expansion: while consolidating the existing commercial relationships, the company is constantly seeking new partners, with the aim of increasing its customer base and business volume even more.

PLEASING CONTRAST

The natural sweetness of honey meets the lightly roasted taste of a selection of crunchy sesame, sunflower, pumpkin and flax seeds in a skilfully balanced blend of consistencies extremely pleasing to the palate. Thanks to the irresistible creaminess conferred by milk, which is its main ingredient, "Unibase 50 pann" is a perfect base to enhance the peculiar flavour profile of "Variegato miele e semi", although this rippling sauce guarantees excellent results even in combination with yogurt-flavoured or mascarpone-flavoured base mixtures. "Unibase 50 pann" is available in 10 kg cartons, while "Variegato miele e semi" is sold in 3 kg pails.





**uni
GEL**

There is no art without commitment

The same we infuse into our compound ingredients branded Nordpol.
For over 80 years we have been training artisans and supplying ice cream and pastry shops with quality products,
but you know what? For us every day is like the first day.



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info@unigelitalia.com - unigelitalia.com - nordpol.it - unigumm.it

PROFESSIONALS AT YOUR SERVICE



Do you want to help spread the great tradition of Italian gelato across the globe by opening up a shop of your own? Then you need to get in touch with the WWG Foundation.

Created through a partnership of Sergio Donoli, Sergio Colalucci, and Giancarlo Timballo, three internationally renowned gelato professionals with different personalities, attitudes and skills, this dynamic business aims to provide a full-fledged consulting service to those who experience the universe of gelato as a personal mission. In order to succeed in the gelato world, it is in fact essential to have a wise mix of ingredients that combine technical expertise, creativity and passion. And this is the philosophy behind the WWG Foundation. WWG - World Wide Gelato - offers first and fore-

most full support for the opening of a gelato shop: design, drafting of the financial plan, purchase of machinery, furnishings, and equipment, along with all the ingredients, particularly the natural ones that are produced in harmony with the most authentic Italian tradition. It also offers an extensive calendar of training courses at various levels, from beginner to advanced, held periodically at the WWG Italian headquarters in San Gimignano in Tuscany and Udine (one hour from Venice). Another WWG campus is located in Rome area (Nettuno).

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





*Our Genuine
Gelato Passion
in the World*



WWG Foundation is the creation of three great Italian Gelato Masters, Sergio Colalucci, Sergio Dondoli and Giancarlo Timballo willing to spread the real Italian Gelato Culture in the world, and it is already operating in many different countries.

Alongside the franchise system, WWG offers a **consultancy service** to investors and Gelato makers all over the world to improve their business in the high quality italian Gelato Artigianale field.
Your Gelato Shop, Our Experience.

WWG Foundation works
in partnership with



WWG FOUNDATION SRL

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segreteria@wwgfoundation.com

www.wwgfoundation.com

YOGORINO CELEBRATES A PRESTIGIOUS ACHIEVEMENT: 25 YEARS IN BUSINESS



2018 marks a year of great celebration for Yogorino as it blows out its first 25 candles. Throughout its long history the brand has become a landmark choice for lovers of frozen yogurt: a unique, genuine, irresistible, and unbeatable flavour. To celebrate this goal, Yogorino is preparing a lot of surprises for its loyal customers: opening new brand stores, creating new gadgets, promotions for potential franchisees, and much more besides...

Yogorino is 25 years old and wants to celebrate by thanking thousands of people - colleagues, franchisees, customers - who have decided to interweave their lives with that of our brand. It was back in 1993 when two young entrepreneurs, full of inventiveness, courage and drive, first created Yogorino: the protagonist of a business and food product journey of worldwide fame that has become a landmark for the frozen yogurt sector, and one of the first to introduce probiotic enzymes into desserts. However, Yogorino never wanted to just be a

generic frozen yogurt, but right from the start they decided to conquer a place in the hearts of all the people.

"We have grasped the opportunities offered by the sector interpreting them with passion, dedication, skill and innovative spirit."

That is when the idea was born to create a solid widespread franchising network, with cool and attractive stores, able to satisfy the requests of consumers of all ages.

From the small Baby Yogurt in Verona, in a few years the company grew focusing on product quality, research and innovation.

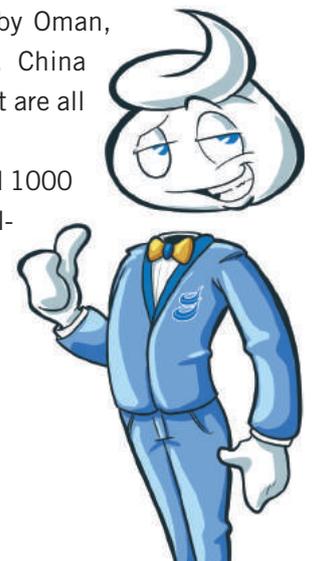
"Aim high, think outside the box" is the driving force behind the brand that has rapidly grown since 1998 to form the Yogorino franchise network it is today.

The first store opened abroad in 2001 and since then growth has been constant! Now after 25 years of successful business Yogorino has become a synonym for quality and innovation.

Currently our franchise network has hundreds of stores around the world and 9 Master Franchisees in 9 different countries, with the three leading markets of Italy, Japan and Saudi Arabia followed by Oman, UAE, Bahrein, Kuwait, China and the Philippines, that are all growing rapidly.

We have a team of around 1000 people in the world, selling 20 million bowls of frozen yogurt every year.

For more information:
world@yogorino.com -
www.yogorino.com





Why choose Yogorino?

- because since 1993 Yogorino is an established worldwide brand
- because of our first quality products
- because Yogorino is more than frozen yogurt
- because we provide a 360° assistance
- because with Yogorino you can realize your entrepreneurial dream

What we are looking for

- enthusiasm and passion for our products and for the brand
- desire for personal and business success
- passion for working with the public
- organisational skills
- location between 20 to 150 sqm in primary position

25th

ANNIVERSARY

• 1993 • 2018 •

Product

THE ENGINE DRIVING GLOBAL BUSINESS

19-23 JANUARY 2019 - WWW.SIGEP.IT



Sigep - International Exhibition of Artisanal Gelato, Pastry, Bakery, and Coffee is a unique event in the world. Now in its 40th edition, the trade show offers a unique opportunity for international business. Indeed, hundreds of foreign buyers meet with companies according to an agenda agreed to before the start of the event. In 2018 there were 167,948 professional visitors, of which over 32,200 came from 180 different countries, 1,250 companies presented their products and services in 129,000 square meters of exhibition space, 940 accredited journalists, over 215 million media contacts reached to date, over 973,700 visits to the website www.sigep.it.

The coverage of social networks was also extensive: Twitter impressions for #Sigep2018 were 338,276, while Facebook coverage just in the days of the trade show reached 207,131 people.

The trade show pays special attention to qualified buyers (with various initiatives, like Top Buyers from 5 Continents), especially those who come from countries where the market is most favourable to the various sectors of traditional Italian artisanal gelato and European traditional confectionery. To help achieve this

goal, the organizer Italian Exhibition Group has established a network of collaborations all over the world.

A distinguishing mark quality of Sigep is the rich program of events, which is divided into Sigep International Business, Sigep Next (aimed at enhancing innovation), Sigep Academy (dedicated to professional training), Sigep Associations (meetings of industry and artisan associations), Sigep Corporate Social Responsibility (reserved for corporate social responsibility) and Sigep Awards, with prestigious national and international competitions.

The gold standard of the Awards is the Gelato World Cup, a biennial competition that will see 12 international teams compete against each other at Sigep 2020, with global qualifications taking place in 2018 and 2019.



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IF YOU'RE INTO GELATO, YOU'LL BE IN HOST MILANO

18-22 OCTOBER 2019 - WWW.HOST.FIERAMILANO.IT



If you are a gelato professional, you're probably a gelato lover too. In this case, HostMilano is the place for you to be, at Milan's exhibition center fieramilano from October 18 through 22, 2019: not only is HostMilano the world's leading hospitality event, with more than 1,200 exhibitors already confirmed with one year still to go, and over 1,500 selected international buyers set to attend. It is also a world-class recognized trendsetter for coffee, gelato and pastry scenes. Three different worlds getting closer every day, thanks to HostMilano's cross-references between formats that lead the change in the pastry game.

If pastry is selling dreams, gelato makes them come true: in Italy alone, every adult has eaten between 6.5 and 7 kg of gelato in 2017. Consumption of "alternative" products is increasing considerably, especially dairy-free, gluten-free, low-calorie, and vegan (according to VeganOK, the vegan gelato offering will increase by 28% in 2018).

Changes require new machines (combined or not) that can produce also small amounts. More in general, technology wins whenever work tools for professionals are involved. Between Internet of Things, remote control, and multi-function systems, the new tools must all be easy to use and ensure low maintenance costs.

The new perspectives brought by home delivery or the success of mini-portions have opened up new consumption opportunities as major pastry chefs have been able to interpret trends and create unique combinations of tastes from quality raw materials, processing techniques, design, fashion, packaging, and communication.

All this and much more will be on display at HostMilano 2019, where the Coffee-Gelato-Pastry macro-area makes up 34% of the total number of exhibitors, and will be complemented by a rich calendar of events, including the Cake Designers World Championship and the World Trophy of Pastry, Gelato and Chocolate, both by International Federation FIPGC. www.host.fieramilano.it #HOST2019



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October 18_22, 2019 fieramilano



60TH MIG: SINCE 1959 THE HISTORY OF ARTISANAL GELATO

1-4 DECEMBER 2019 - WWW.MOSTRADELGELATO.COM



Mig, the International Gelato Exhibition held at Longarone (Belluno Province, Italy), is the oldest trade fair dedicated to artisan gelato. It started back in December 1959, transforming the city into the world capital of gelato making. Over time, the expo has assumed an increasingly important role, as testified by the annual attendance of over 23,000 people, almost half of whom are foreign operators from about 50 countries. Particularly significant in this regard is the fact that Artglace, the European Artisan Gelato Confederation, has set up its headquarters at the Longarone Trade Fair. Several also the institutional delegations and the press from all over the world, as Russia, Croatia, Argentina, Morocco, Iraq, Poland, Slovenia, Spain, Slovakia, Kazakhstan, Iraq, Czech Republic and many other.

During the Mig, conferences are held on the most important issues of the day, and also meetings and international competitions, such as the "Coppa d'Oro" (Gold Cup), which in the edition 2018 focused on "Vanilla Cream" flavoured gelato, the "Carlo Pozzi" Prize, an award reserved to students of Italian hospitality institutes, the Gelato Tiramisù Italian Cup, reserved for gelato makers operating in Italy and the Longarone Eis Challenge, reserved for gelato makers operating in Germany.

Other prestigious prizes are the "Gelaterie in

Web" (Gelato Shops on the Web), awarded to the best gelato shop websites and the "Maestri Gelatieri" (Master Gelato Makers) prize, awarded to a family or a person who has made a special contribution to promoting artisanal gelato in the world. Since 2013, Longarone Fiere yearly also promotes, in the frame of the expo, the "Innovazione Mig Longarone Fiere" International Award, showing the results of research and innovation in the products and processes related to the activities of artisan gelato makers.

PROMOTING ITALIAN GELATO AND PROFESSIONAL TRAINING

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



mi 1959 • 2019
MIG International Gelato Exhibition



SINCE 1959 THE HISTORY OF
ARTISANAL GELATO



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**ORGANIZZAZIONE
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TRADE FAIRS AROUND THE WORLD

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

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

Some of the **trade fairs** managed by
the **Organizzazione
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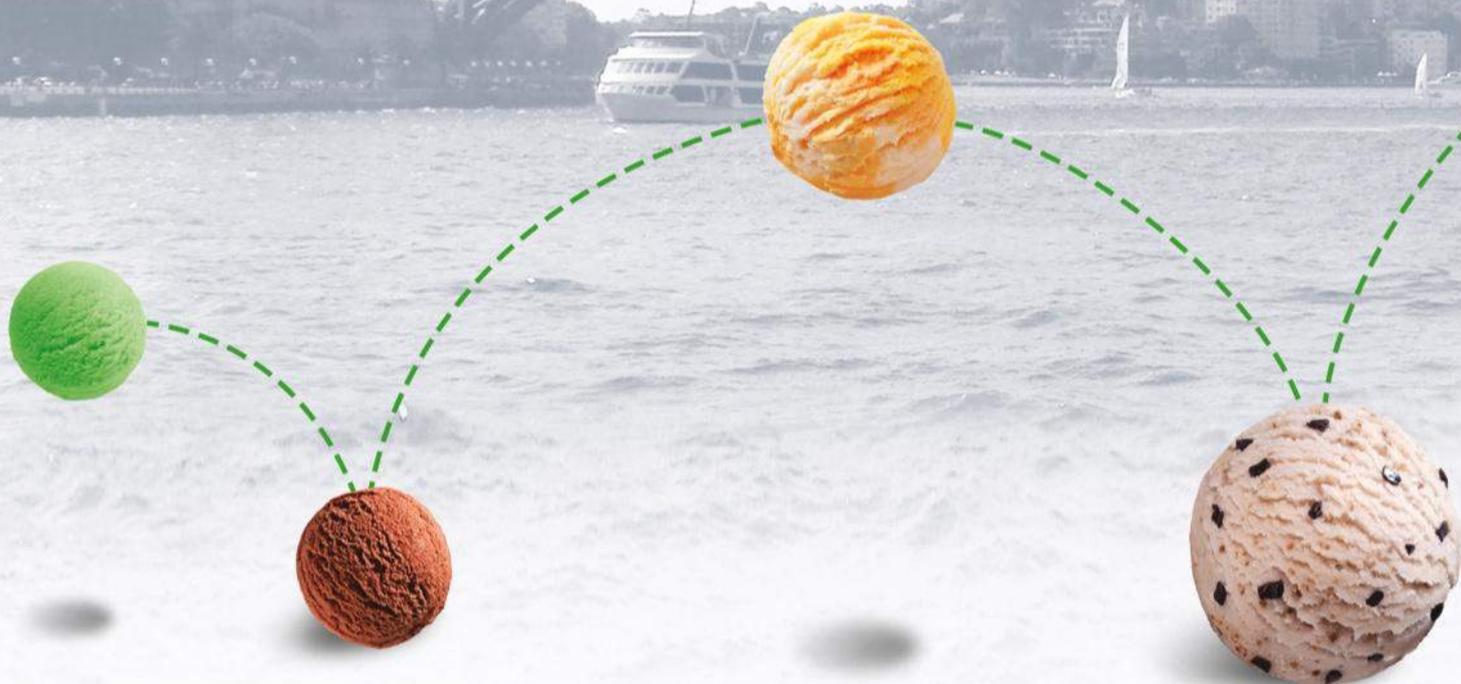
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