

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

Year 8 - No. 19 - JULY 2019 - € 1.00

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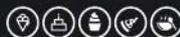
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THE ITALIAN MAGAZINE  
FOR INTERNATIONAL BUYERS  
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No. 19 JULY 2019



ITALY

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Throughout the world, Italian cuisine is sought after more and more each day. Every year, there is a growing interest in Italian food in all of the most important consumer “hangouts” on the planet. The dessert industry has a well-established success, and significant growth is still taking place.

PuntoItaly has just returned from several international trade fairs where it participated with a dedicated stand as well as a media partner of the various organizations. Our year started with Sigep Rimini, which was followed by Sirha in Lyon, Gulfood in Dubai, ExpoSweet in Warsaw, Hotelex in Shanghai, Hofex in Hong Kong and it ended with NRA in Chicago. All places where our magazine has spread artisanal Italian dessert culture by distributing thousands of copies to buyers and visitors.

We also received great public results for our SweetMood magazine, which is entirely dedicated to the world of pastries. Welcomed last year with special attention, it has a refined and “glamorous” editorial format and graphics, and it has quickly established a name for itself! It significantly contributed to the increase in numbers of foreign subscribers, which has reached over 8,000!

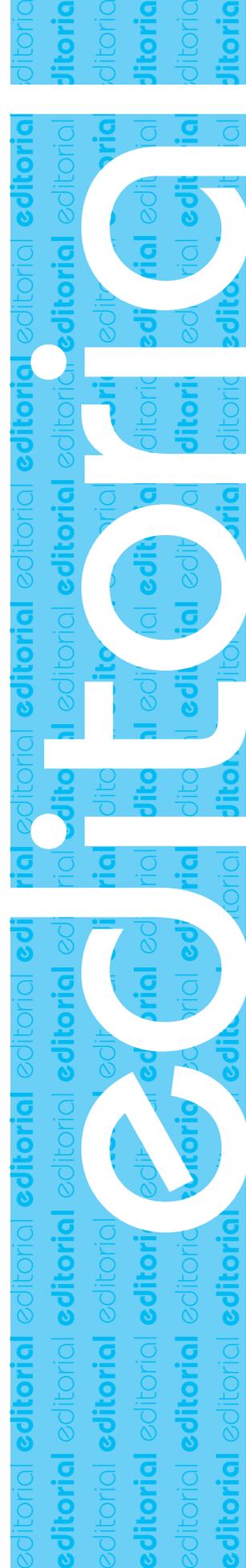
In this issue, you will find the usual offerings from renowned Master gelato- and pastry- chefs, with the cover dedicated to Silvia Federica Boldetti. Having earned the title of Pastry Queen 2016, she is a rising star of the Italian pastry world, and she gave us an interview which covers the whole field, as well as an exclusive recipe of hers. Plus, you can find lots of news on product releases and on the latest technology developments.

We have several upcoming appointments. We will be at SudBack in Stuttgart, at Host in Milan, and we will be returning to Shanghai for Fhc as well as to Longarone for the 60th edition of the historic Mig fair. You can find us online at [www.puntoitaly.org](http://www.puntoitaly.org) and [www.sweetmood.org](http://www.sweetmood.org).

See you soon!

Franco Cesare Puglisi

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





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# The new age on its way

By Franco Cesare Puglisi

A heart-to-heart with Silvia Federica Boldetti, a young talent on the international pastry scene. Along with the ingredients of her success, we receive an exclusive interpretation on life (and not just her professional one)!



Silvia Federica Boldetti is known today as one of the most prepared and qualified female pastry chefs in the world, especially after earning the title of Pastry Queen 2016. How much has your professional life changed after this prestigious international achievement?

Wow, I don't see myself in this claim, or rather, I feel like it would be showing off just one of the steps in my professional journey, which, as far as I'm concerned, while it was an important achievement, it is part of the past. I would say that, for me, the year spent preparing for it was more important than the title. True growth happens there, not in lifting a trophy.

I don't know how much has changed, I could say nothing or maybe even everything, simply because I have no idea how my career would be without it. Along a

journey, you encounter forks in the road, and once you have chosen one direction, you have absolutely no idea how the other direction could have been.

During your career, which developed rapidly, which moments would you consider the most significant? My first day in Cast Alimenti, and the following six months: possibly some of the most difficult moments of my life. Moments like when you don't even know where to turn in a world that doesn't belong to you, and you look at yourself with scorn because you come from quite the contrary. If you don't possess the total will power to confront it, giving up is an easy choice. Needless to say, that thought didn't cross my mind,





Silvia Federica Boldetti awarded Pastry Queen in 2016

and it was one of the best years of my life. There I met Stefano Laghi, and meeting him is possibly another one of those occurrences that changed my life, thanks to everything he has given me at a professional level as well as to everything he continues to give me on personal level as a friend, nearly a brother. And, what else, my entrance into AMPI (Accademia Maestri Pasticceri Italiani - The Master Italy Pastry Chef Academy), which rightfully must be mentioned. I see it is a new starting point where I compare myself with people that have much more experience than I do. Having had the possibility to collaborate in a few projects and jobs with people like Iginio Massari or Gianluca Fusto, whom I consider mentors in my professional life and who were there for me when I needed them, was another significant factor in my career development. Meeting Livia Chiriotti was another important moment. She gave me free rein to write and to contribute to the

Italian pastry arts magazine “Pasticceria Internazionale”. This year, I began my collaboration with the company Callebaut. I have pretty much always been freelance, so for me, having such a point of reference, I think, can signal a new turning point for my career.

Before pastry arts, however, I think that my professional figure, even today, was greatly shaped by my studies, starting from the scientific high school to my two degrees. Possibly not due to the “skills” I learned, but for the way of thinking and the dialectical communication. And then, it’s an important aspect of every day: the energy and passion that I dedicate to what I do, the new ideas, the projects that never stop.

Is it a particular feeling to have succeeded at entering the “Accademia Maestri Pasticceri Italiani”, as the first (and for a long time, only) woman?

I am no longer the only woman because this year Debora Massari entered the “Accademia”. But no, for me, there is no difference to be or to not be a woman. I think that the job does not have a gender, and I am far from a fan of driven feminism, in that I want to stress that I believe that being a woman in a man’s world only highlights differences that I don’t see. I can hold a spatula just like any other man, and I can pull sugar just like any other man. I am a pastry chef, and just as the word “Chef” isn’t any different whether you are referring to a female or to a male, neither do I believe that there should be any differences in real life. However, if someone twice the size of me wants to lift a 20-kg sack of flour for me, then that will be an appreciated gesture, but if there isn’t anyone to offer, I can handle it myself just like the other six thousand female pastry chefs that I know work 18-hour days in kitchens all over Italy.

Yes, entering AMPI has value, just like it does for the other 70 members.

Which obstacles did you have to overcome in a predominantly male world, often biased as well as full of falseness, jealousy and envy?

Malice can often be more female than male, but it is not limited to any specific gender. Frankly, I always



considered this “challenge” fun, and I have found myself getting along in collaboration with men in a professional environment. Obviously, gossip is always going around, and malice too, and insinuations are always easy especially if a woman isn’t afraid of her own femininity. But, as one person once told me, a person that I greatly esteem professionally, “As long as you know how to demonstrate that what the rumours insinuate is wrong, simply by being yourself and show-

ing your professional value in the day-to-day life, then whoever is talking will only be wasting their breath and energy that they could use improving their own life instead of unsuccessfully trying to ruin yours”. It was worded more or less like this, and it remains one of my favourite mantras.

What is the first advice you would give to a young woman who is approaching the pastry world?



First woman admitted in AMPI

To be herself, to not expect different treatment or to look for short-cuts, to not even want them. You need to study, to work your way up the ladder. You cannot want to start at riches, but you must choose the rags. You need to follow your own dreams just as anyone else would. You need to continue to climb without feeling like you arrived. Don't ever see yourself above somebody else, nor less capable than anyone else. You need to recognize your own limits, and try to surpass them while respecting others. You should always compete with yourself and with no one but yourself, without jealousy or envy, without belittling others to make yourself feel big. You need to aim for the action and not just the talk. Don't try to be anyone but yourself and especially don't try to be someone that someone else wants you to be. We become important when we are important to ourselves and when we succeed in bringing our uniqueness to the surface. Not everyone is going to like it, but that won't be our

problem. Remember that each moment passes, the good ones and the bad ones, and often, we have to fall before we can reach any higher. Because you can go anywhere, step by step, one step at a time.

In your career and in your life, there are lots of other aspects, including books, TV appearances and a strong social media presence. Having mastered these tools with competence and determination has made you a popular personality. How much has this affected your personal and your private life? What have you had to give up?

Possibly a lot. What I definitely had to give up is a certain stability that, at times, I miss, even though I know that I could possibly feel trapped in a routine. The truth is I still don't know where my place in the world is, but I think each moment has its timing and everything arrives in the moment when we need to go down that road. I have probably given up the possibility to sleep



Ambassador of Communication - Comunicando 2018

in my own bed each night, but I have done so much more and eventually there will be time when I can go home entering the same door every night. I think that thanks to my personality I am not destined to have a tranquil life, but that isn't what I would want either. It would kill me.

Social media... a person very important to me at one point told me "learn to keep your personal life private." I take it out of context and analyse that phrase to reflect. The truth is, I do just that: the world sees what I want them to see. Family and potential boyfriends, for example, are never mentioned. What I do is communicate emotions and feelings, which can mean something different for each person depending on their context or their point of view. Who knows me well knows what I am referring to; for the rest, they are sensations that I link to everything that I do. I don't know how to disconnect myself from my work, and I have no intention of doing so. Because I once said, I am not a pastry chef, nor a writer, nor a woman, daughter, traveller. I am, and always have been, just Silvia. The rest is just a variation of me, and people have learned to appreciate the fact that I a real, authentic person. Others may find this extremely annoying.

#### **What are your plans for the future?**

To be so happy that it's sickening, no matter what it takes. Maybe it will be with the pastry arts, maybe not. Maybe it will be with writing, or maybe both, or possibly with a family, with a baby in one arm and a surf-

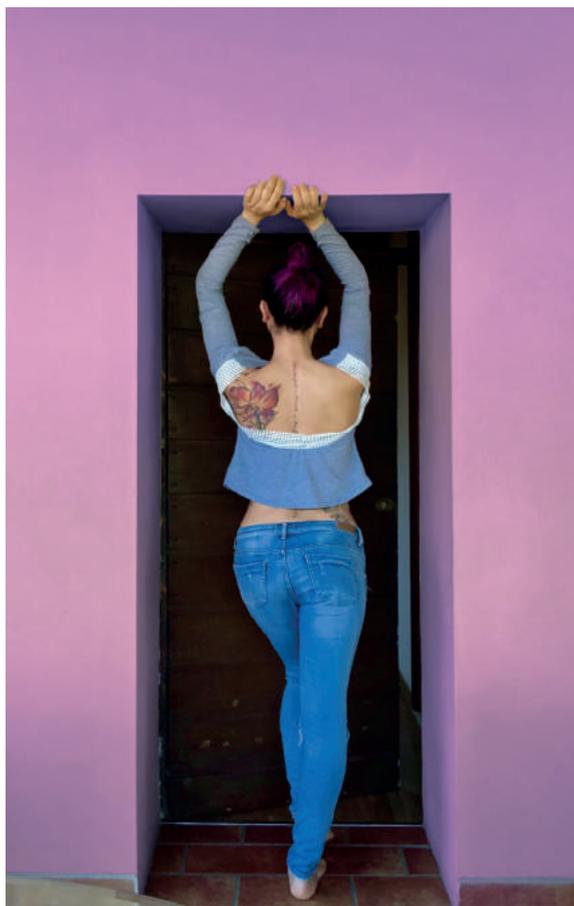
board in another. I have no idea. I have promised myself to search happiness no matter what the cost. For now, what I am doing makes me happy, but if one day the situation were to change, even if I would be scared, I would have the courage to turn my life upside down and start a new story from the beginning. Otherwise, I'd be throwing my life away.

#### **What is the best quality of Silvia Federica Boldetti? and what is her biggest shortcoming?**

Maybe they are the same thing. I don't know how to keep my mouth shut. I don't know how to keep my emotions to myself and to not say what I am thinking or to not "let out" what I am feeling. It is as if I explode, as if I need someone to open the release valve to let everything out and communicate it with the world, to be transparent. I think that "wearing masks" is the biggest problem in our world and of our times, a problem that has grown thanks to the ease of hiding behind a screen. Almost nobody is who they really are. And that's where disasters are created.

This has another side of the coin: it has consequences. Not everyone is willing to

hear what they don't want to hear. Often, with the rush to say everything and to say it immediately, I don't know how to wait for the natural development of things, like the time that the caterpillar needs to transform into a butterfly, a time where they have to be still. No matter what, if we want to, we can learn from anything. It only and always depends on us. And this, I am trying to learn.



# PUNTOITALY WIRE

By Davide Pini

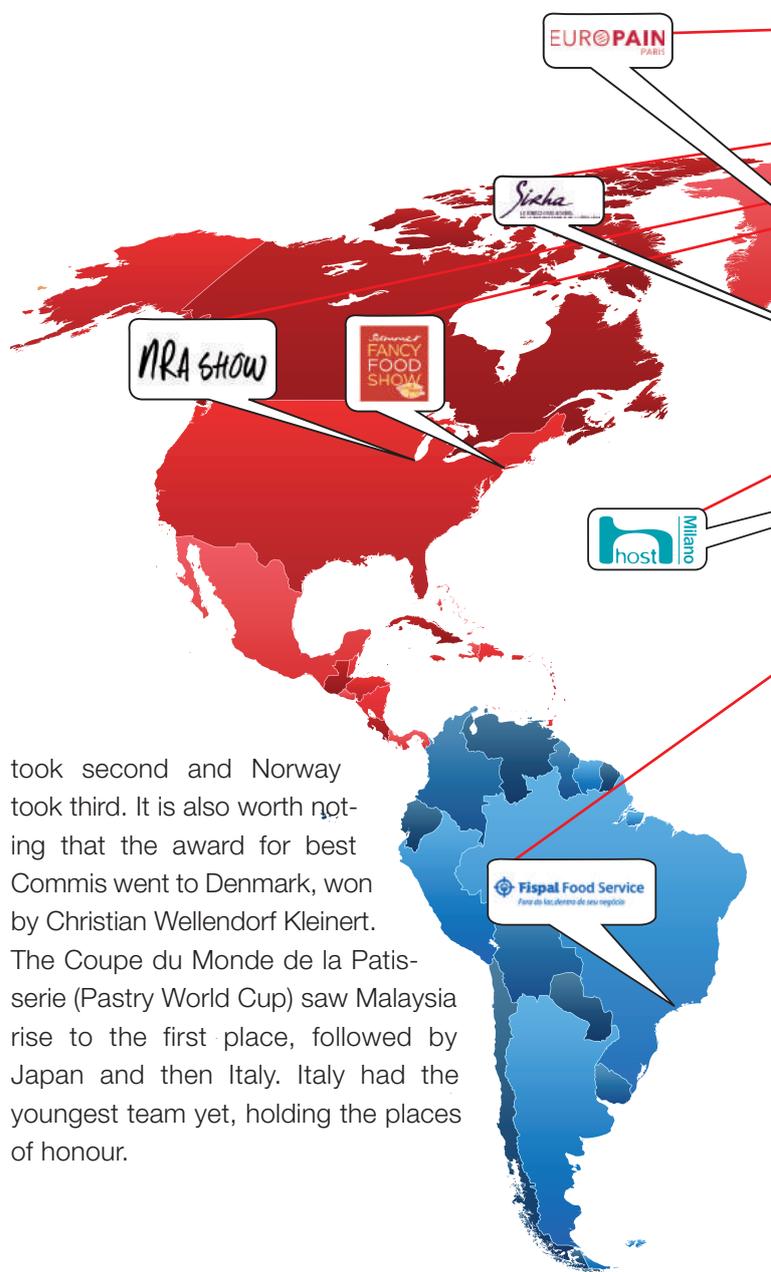
A chronicle of the trade fairs visited by puntoitaly during its travels abroad. A first-hand reportage of meetings, emotions, and experiences.

## SIRHA

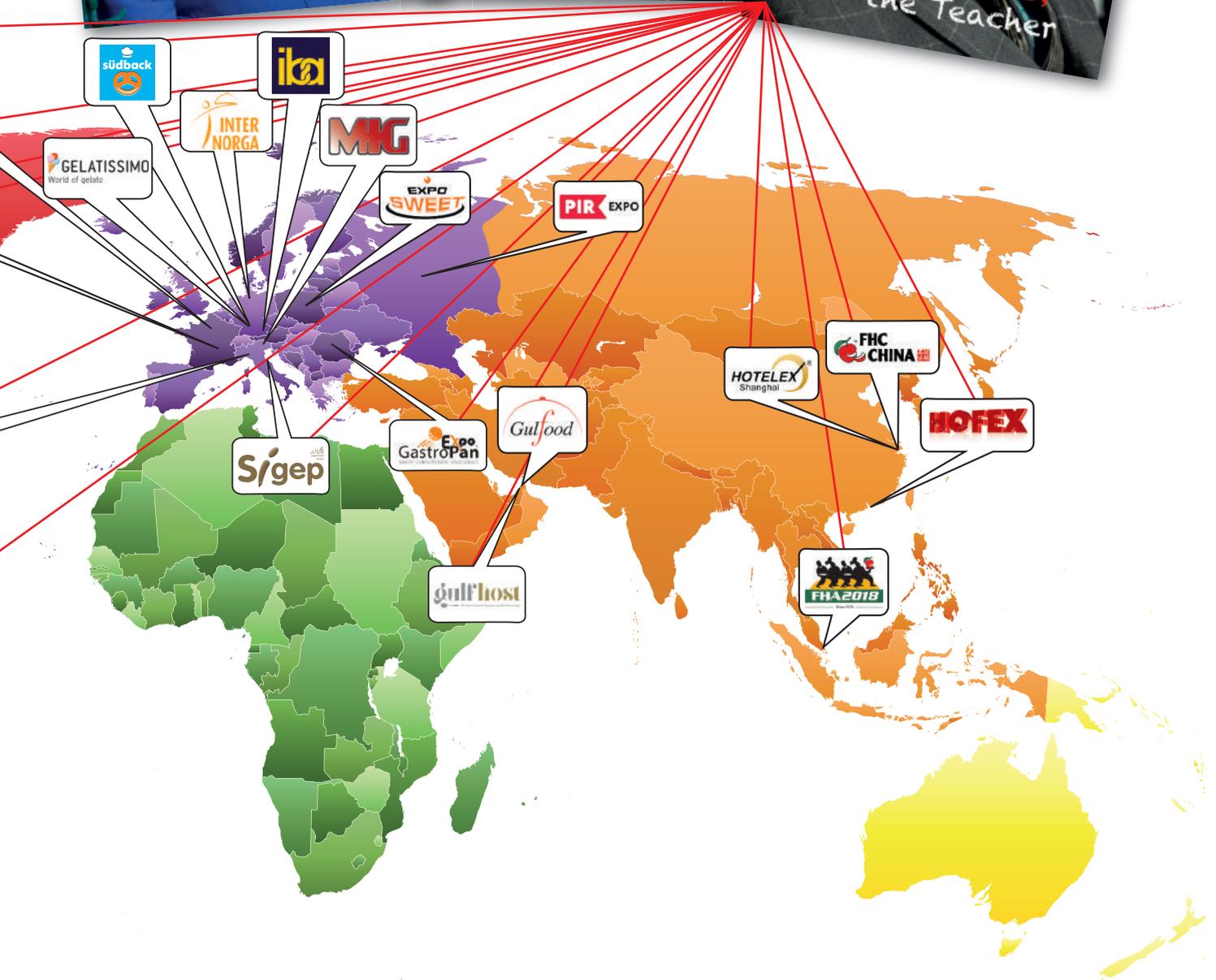
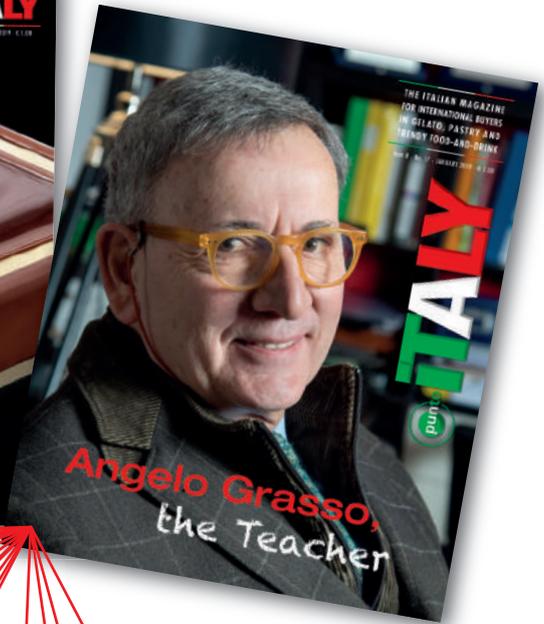
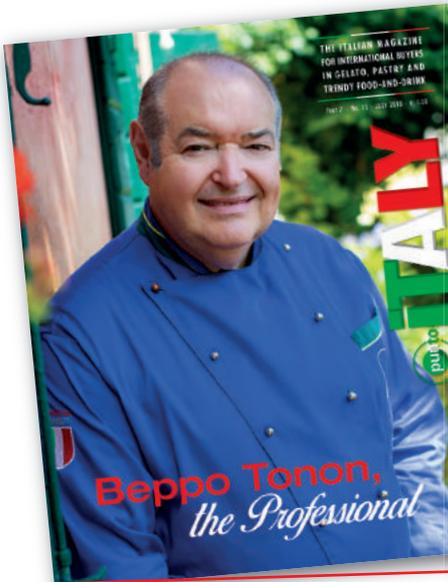
Lyon (France), 26 - 30 January

3,700 exhibitors - 225,000 visitors

It was the first edition of Sirha without Paul Bocuse, an emotional transition that was very important and which characterized the entire event, especially during the two days dedicated to the Bocuse d'Or, considered by many a real and bona fide Culinary World Championship. This edition was won by the Danish Kenneth Toft-Hansen, who stepped up onto the podium which was entirely Scandinavian. Sweden



took second and Norway took third. It is also worth noting that the award for best Commis went to Denmark, won by Christian Wellendorf Kleinert. The Coupe du Monde de la Patisserie (Pastry World Cup) saw Malaysia rise to the first place, followed by Japan and then Italy. Italy had the youngest team yet, holding the places of honour.





The growing interest in the food industry occurring around the world was confirmed by this international event: it was characterized by a mix of business, innovation, creativity and congeniality. There were over 225 thousand professionals, of which 30 thousand from abroad, filling the booths of the trade hall, which has been expanded an extra 10,000 m<sup>2</sup>, including the new Hall 7.

There was a growth of 17,000 more visitors than last year, which is the “equivalent of 33 French TGV trains,” an expression used by Olivier Ginon, GEO of GL events, the organizer of the fair.

### EXPOSWEET

Warsaw (Poland), 17 - 20 February

160 exhibitors - 21,117 visitors

This edition of this Polish exhibition was made up of four intense days dedicated to sugar products, gelato and desserts, including baked goods. The event attracted professionals from all over Europe, in particular, from the Czech Republic, Slovakia, Belarus, Ukraine and Italy. As expected, it was full of collateral events, such as the Polish Gelato Championship which was conducted with the patronage of the Gelato World Cup. Twelve teams participated in the



competition to make four gelato flavours: vanilla, chocolate, a sorbet, and a gourmet flavour, alongside other desserts which were judged by an International jury overseen by Sergio Dondoli, a competition commissioner from the Gelato World Cup. The Championship was won by the team composed of Jakub Cwiklinski and Mariusz Gorecki, respectively the gelato- and pastry-chef, who also excelled in the special competitions for Best Sorbet, Best Chocolate Gelato, Best Vanilla Gelato and Best Creative Gelato. Both will now join the team that will represent Poland at the Gelato World Cup 2020.

Other events worth noting was the Polish Championship in Cake Decoration, which was conducted under the patronage of FIPGC (International Federation Pastry Ice Cream Chocolate).

In the meantime, the organizers of the fair have already announced the dates for next year's event. The sweetest edition yet of Expo Sweet is planned for February 23 - 26, 2020.

## GULFOOD

Dubai (UAE), 17 - 21 February

5,000 exhibitors – 100,000 visitors

The first stop outside of Europe on our promotional trip of Italian excellencies throughout the world was, as always, at Gulfood in Dubai. Since 2012, when our



project debuted on the international stage, we have seen the enormous transformation of this exhibition which is continually becoming an international point of reference for the food industry.

Gulfood has become the biggest annual trade fair for the food and beverage industries throughout the world. It has reached its 24th edition at the Dubai World Trade Center (DWTC) and it is home to important coalitions and exchanges of millions of dollars. It consolidates the reputation of the United Arab Emirates as a strategic place for events in specialized in-



dustries and it is a true doorway to the evolution of global markets.

This year's edition included a new series of events, under the theme of "The World of Good. The World of Food." In particular, "The Tastes of the World" event, hosted 50 internationally famous chefs who displayed their abilities with 59 cooking demonstrations.

It has been yet again a great honour for our magazine to be Media Partner of this important event. It has allowed us to meet professionals from over 70 different countries who are interested in Italy.

## HOTELEX

Shanghai (China), 1 - 4 April

2,500 exhibitors - 146,000 visitors

An area of over 225 thousand square meters of exhibition, over 5,000 buyers from abroad, over 5,000 buyers specifically from 5-star hotel chains: these are just a few of the numbers that help us understand the

strength of this exhibition which puntotally has returned to visit after a few years.

"A journey of a thousand miles starts with one step" quoted the press release that summed up the 2019 edition which has 27 years of experience in the hospitality and food industries. It has become a key event for the Eastern world.

The organizers of Hotelex have concentrated a lot of their attention of attracting new international buyers



interested in the event, and they have gained an important growth especially from America and Oceania. Respectively, they have grown 3,2 and 2 times as much, which in regards to the entire group from abroad the US makes up 12.46% and Indonesia makes up 20.95%. These numbers demonstrate the strength of Hotelex as well as its influence on international markets. The exhibition has helped the main actors of the industry to look towards the future, and at the same time, to meet the right people to create new business.

## HOFEX

Hong Kong (China), 7 - 10 May  
2,800 exhibitors - 42,000 visitors

A permanent appointment on the agenda, every 2 years, at the beginning of May: Hofex maintains its international appeal which sees it as a meeting point not just for China, but a point of reference for the Far East. Hofex has now reached 32 years of excellency and it is the perfect occasion to meet at one of the most considerable crossroads for the Asian world. There have been incredible transformations characterizing this event, especially in the past few years. The most



important transformation has occurred since since July 1st, 1997, when the sovereignty of Hong Kong passed from the United Kingdom to the People's Republic of China, officially ending 156 years of British Colonial rule. It is a vibrating city that ranks in the top-ten of income per capita. According to the UN, in 2012, the city had the longest life expectancy rate in the world, in stark contrast with the perception of stress and anxiety of the frenetic pace that the city transpires to whomever

reaches its streets for the first time. This year puntoltaly continued to bring ideas, recipes, mindsets and, in general, the philosophies of a rich team of partners, who, through our tool, instil excitement to the people who let themselves be inspired by the messages from Italy. Such messages generate a positive interest among the visitors that stopped by our stand.

Changes for the next edition will be the slight change in date, which is usually in the first half of May. The new dates will be May 18-21 for the 2021 edition.



# The big challenge goes on

Now at its tenth edition, Gelato Festival concluded the Italian tour in June to go on to continue its journey to the main European cities. The winners of the 2019 competition between gelato chefs are approaching the 2021 Gelato Festival World Masters.



Olga Pinciuc



Adam Fazekas



Francesca Marrari

Innovative ideas, new pairings, delicious combinations... these are the ingredients that dotted the first stages of Gelato Festival 2019. Organized in collaboration with strategic partners Carpigiani and Sigep - Italian Exhibition Group, the event is a unique opportunity to let consumers in various parts of the world discover the secrets of gelato by offering tastings, events and educational workshops set up inside of three 13-meter long food trucks.

The inaugural stage took place last April in Florence, and it crowned the winner Olga Pinciuc with her Black Mojito flavour, a flavour composed of mint, lemon, banana and blueberries. For her and the top eight competitors, the journey continues to the Gelato Festival World Masters: the gelato chefs Cruz Battistini (winner of the public jury), Alessandro Squatrito, Gaia Mecocci (winner of the technical jury), Carla Maria Moretti, Salvo Pappalardo, Ersilia Caboni and the duo Enzo

Di Noia and Mauro Altomare will meet next year at Carpigiani Day, together with those who have excelled during the various Italian qualification stages. The top 8 will gain access to the Italian semi-finals, which will be held in Florence in 2020.

The following week, the tour stopped in Rome. The prestigious Villa Borghese hosted the Gelato Festival village with the "Next Generation" event. It saw 14 young gelato chefs from 7 different countries (Belgium, Bulgaria, Croatia, the Netherlands, Spain, Sweden and Hungary) compete. You could find various innovative flavours: popcorn, peach and basil, spiced fermented raspberry, cheesecake with blood oranges, lemon and carrot, cookies and caramel, caramelized almonds and vanilla, and almonds with apricot. The winner was the Hungarian Adam Fazekas from Budapest, the author of the flavour "Frutti di pistacchio": the young gelato chef will fly straight to the grand finale of Gelato Festival

World Masters 2021 representing the Under30 category. Also on the winner's podium were Sweden's Hosanna Amanuel, winner of the technical jury with her "Almond Deluxe" flavour, and Holland's Steff Janssen, with a flavour made with apricots and almonds. The "Tonda Challenge" competition launched by Ifi to the gelato chefs participating in the Festival with the aim of creating the perfect 60-gram cup of gelato was won by the Spaniard Stefano Rosso Viera.

The gelato chef Francesca Marrari won first place at the Turin stage of Gelato Festival 2019, with her flavour "Ballarò". After a tight head-to-head race between the No Ztl flavour by Leonardo La Porta from



Oswaldo Palermo e Alessandro Fraccola

Miretti, in the end, the title was won by the flavour made of pistachios, tangerines and Maldon salt. For her and the top eight winners, the journey continues on to the Gelato Festival World Masters. The gelato chefs Leonardo La Porta, Emiddio Santonicola, Vittorio Erniani, Luca Carrieri, Fulvio Cozzi, Niccolò Arietti and Giuseppe Filippone will meet next year at Carpigiani Day for the selections to the Italian semi-final in Florence 2020. The Technical Jury award was given to Silvia Wdowiak, whereas the Tonda Challenge was won by Giuseppe Filippone.

After Turin, the tour moved into the month of May to Milan, where the team composed of the gelato chefs Oswaldo Palermo and Alessandro Fraccola triumphed with "Crunchy cookie with peanuts and pistachios," created with roasted Tuscan peanuts, pistachios and gluten-free cookies. The other gelato chefs who will find themselves competing at Carpigiani Day are

Giampaolo Doti (winner of the technical jury who tied with Nicola Londero), Luigi Beretta, Michele De Somma, Giorgio Zenaboni, Gabriele Franco and Viviana Castelli. The "Callebaut Gelato Award" saw Michele de Somma (Sage, Pink pepper and chamomile) before Luca Marengo (Timanfaya) and Gabriele Franco (milk chocolate and zabaione). Tonda Challenge by Ifi was won, for the second year in a row by Delia Lopez Aguero from Milan.

In June, Gelato Festival 2019 crossed national borders to move to Berlin. The two-day stage ended with Claudia Trotta's victory. From Eiscafé Venezia in Wernigerode, her flavour was Edelweiss Ziegenjoghurt



Claudia Trotta

(Edelweiss goat yogurt). Second place was given to Federico Sacchet from Eiscafé "Gusto Mosena" in Hameln con "Perfume of Alpe", whereas third place went to Anna Werner from EisLabor in Bonn with the flavour "Sharp Queen".

The tour then continued to Baden, in Austria, where Celal Karaarslan took first place, just like last year. He wowed the crowds with "Hazelnut Dream", a creation with Mediterranean hazelnuts, enhanced with chocolate and cherries. The next stop of Gelato Festival Europe is scheduled for London, at the Canopy Market. Simultaneously, the US leg of the Festival is taking place. After having stopped in Miami and Boston, the tour will continue on to Chicago (August 17-18), Washington DC (September 7-8) and West Hollywood (September 28-29). Upon its debut this year, the Japanese edition was inaugurated in Okinawa and will end in Yokohama (August 30-31).



# Welcome to the future

From October 18 - 22, 2019 HostMilano will welcome the Ho.Re.Ca trends of today and the most advanced of tomorrow.

The restaurant and hospitality industry are buzzing and each year they are constantly getting smarter. Join HostMilano at the Fiera Milano exhibition hall from October 18 - 22, 2019, to discover the latest trends. The exhibition is organized into three macro areas: Professional restaurant industry, which includes bread, pizza and pasta; Coffee-Tea along with cafes, coffee machines, vending machines and gelato & pastry; Furniture and tableware along with Technology. More than just a trade show of machines, solutions and business formats, the event is a hub of innovation, knowledge and culture for the industry which wants to seize the range of changes happening worldwide and transform them into business opportunities. The HostMilano monitoring unit draws attention to the general trend in the restaurant industry of the hyper-personalization of the “individualized eating experiences” which tailor portions based on sustainability. Following a theme of wellness, healthy options are

taking shape in recreational activities, which are to be eaten, for example, at the movie theatre, at the mall,



in train stations or airports. Further contributing to the restaurant industry is home delivery, destined to involve both independent businesses as well as chains. In the professional kitchens, rather, the future is in automation with the introduction of robots to free-up workers from mechanical and repetitive tasks so that they can dedicate themselves to more creative aspects in the kitchen.



ements, such as, the efficiency of the products or services, the rate of innovation in the usage of technologies, and the advantages for the consumer.

Regarding the Smart Label project, this year there will be the new addition of “Design Talks”: seven professional continual training seminars for architects, experts and industry professionals in the pursuit of innovative approaches for the user, with a focus on digital transformation.

## A WORLD OF EVENTS

Throughout the halls of the next edition, there will be hundreds of initiatives, including workshops, data and research presentations, tastings, educational meetings and passionate competitions.

The trends of the future will be at the centre of numerous events, such as “Restaurant engineering - evolution in the world of eating out as seen from behind the scenes,” “Chic Respect - quality and sustainable foodservice” and “Futurbar&Co - Hospitality: back to the futur(ism).”

Regarding the professional competitions, there is a lot of anticipation for the 2019 edition of the Cake Designers World Championship and for the World Trophy of Pastry, Gelato and Chocolate, organized by the International Federation of Pastry, Gelato and Chocolate (Federazione Internazionale Pasticceria Gelateria Cioccolateria). The theme of both competitions is based on art and national traditions from the country of origin. Hospitality and innovation is the duo to be celebrated with a unique recognition: Smart Label, Host Innovation award, the contest promoted by Fiera Milano and HostMilano, in collaboration with Poli.Design (the Consortium of Politecnico school in Milan) with the patronage of ADI, The Italian Association for Industrial Design (Associazione Italiana per il Disegno Industriale). A jury composed of five experts from the world of design, hospitality and energy conservation will be judging the level of innovation presented by the contestants. They have the task of selecting the candidate products, services and projects based on a few fundamental el-

## SPACE FOR COFFEE

Superfood coffee, Nitro Coffee, coffee extracted from flowers... How can these creative suggestions generate business? The answer is at Sic - The International Coffee Show (Salone Internazionale del Caffè), an important meeting hosted within HostMilano. Here you can find the most important actors in the Italian and International scene, in the context of a rich program of events, competitions and educational moments. From the world of coffee, the events by Aicaf and Altoga are recommended: VI Gran Premio of Italian Coffee, Latte Art Grading Battle Championship and Coffee Addition, centred on coffee mixology. Host 2019 will also host To Coffee, a five-day cultural event where coffee will allow for discussions of sustainability and education.



# Authentic values

At its 60th edition, the Mig trade fair of Longarone (Belluno, Italy) confirms itself as a highly specialized event, which is entirely dedicated to the professionals in the traditional Italian gelato industry.

From December 1-4, 2019, Longarone welcomes the 60th edition of Mig - Mostra Internazionale del Gelato Artigianale (The International Show of Artisanal Gelato), which is reserved for the most advanced offerings in the industry regarding products, machines, accessories and point-of-sale furnishings. It is the oldest trade fair dedicated to this authentic emblem of "Made in Italy" products. Since its first edition in 1959, Longarone has transformed during the four-day event into a gelato capital of the world.

The exhibitors' offer is welcomed on an area of about 14,500 square meters. A particular focus has always been on natural Italian products and their use. This year's edition will concentrate particularly on organic and vegan products, and on food intolerances.

The data analysis confirms the global scope of the



event: nearly half of the 23,000 annual visitors come from more than 40 countries from 5 continents, with the highest attendance coming from Germany, Austria, the Netherlands, Belgium and Spain. Dedicated areas and buyer rooms welcome professionals arriving in Longarone from all over Europe, also welcoming visitors from Russia, China and Japan.

Longarone Fiere trade hall is also the meeting place for ArtGlace (Confédération des Associations des Artisans Glaciers de la Communauté Européenne), the Confederation of European National associations of artisanal gelato chefs, and it is the ideal venue for annual meetings for the various professional associations of Italian gelato producers operating abroad, such as Uniteis (Germany), Ital (the Netherlands) and Agia (Austria).





## MEETINGS AND COMPETITIONS

The dedicated and specially equipped areas of Mig welcome a rich calendar of events. Courses, workshops and conferences on current topics and on innovative aspects related to technology, health, gastronomy, flavours, PR and publicity. Of particular interest in this context will be the various in-depth meetings on the North European, East European and Asian markets. These are booming areas and can potentially offer significant investment opportunities in the artisanal gelato industry.

Of considerable appeal, as usual, are the national and international competitions that have become part of the exhibition's history. Among these is the "Coppa d'Oro" (the Golden Cup), where this year the best

gelato chefs will compete against each other in the creation of a flavour that will be decided by the Competition Committee. The choice will fall between hazelnut, a representative of the cream-based flavours, and lemon, a representative of the water-based flavours. The awards continue to be numerous with "Gelaterie in Web," a special recognition that Longarone Fiere Dolomiti gives to the best gelato shops, and with the "Maestri Gelatieri" prize, given to a family or a person who significantly contributed with commitment and dedication to the promotion of artisanal gelato in the world. Since 2013, the "Mig Longarone Fiere" International Innovation Prize has been organized and it is reserved for the exhibiting companies. This award was created to encourage results in research and innovation in products and in processes connected to artisanal gelato businesses.

As always in an attempt to stimulate creativity among the youngest in the business, the exhibition promotes the "Carlo Pozzi" award, reserved for Italian hospitality-school students.

There is also a lot of anticipation among the gelato chefs of Europe for the choice of the Gelato Day 2020 flavour, which will be proposed by the Netherlands for this edition.



# See you in the “PLAZA”

Innovation Plaza is the focal point of the next Sigeep: a place to meet, discuss and get updated in the name of innovation.

In ancient Greece, the Agora was the central square of the city, the prime point of trade and where citizens met up to exchange ideas and opinions on current issues. Echoing one of the most prestigious chapters of human history, the 41st edition of Sigeep (Rimini-Fiera, Italy, January 18-22, 2020) will be enriched with Innovation Plaza.

It is a place which also acts as a think-tank, where the most authoritative speakers and opinion leaders in the industry will present their outlooks on the future of the sector. Strategically located in the central hall of the

exhibition complex, Innovation Plaza will follow the theme of the four “I”s: Inspiration, Influence, Information and Innovation. The specialized areas of the fair (Gelato, Pastry, Coffee and Bakery) will be inspired by the same “I”s with international competitions, talk shows, and workshops oriented to the development of companies. The show by IEG-Italian Exhibition Group is thus confirmed as the event which privileges the approach to the most advanced trends in the world of gelato, pastry, artisanal baking, chocolate and coffee.



The 41st Sigep will be enriched by the simultaneous A.B. Tech Expo, the 6th International Exhibition of technologies and products for baking, pastry and confectionary.

## PRESTIGIOUS EVENTS

In the Gelato Arena, the 9th edition of the Gelato World Cup will be held, the most important competition for artisanal gelato. It will have 12 teams competing from all over the world.

The calendar is full with events dedicated to the pastry arts, which will be held in the context of Pastry Arena: The Star of Sugar (with trials on sugar sculptures and on-to-go desserts), the Italian Pastry Championship and Sigep Giovani, a competition of excellence reserved for the hospitality school students.

The Coffee Arena will host seven Italian Barista Championships dedicated to coffee, all valid for earning access to the world circuit of the World Coffee Events, whereas in the Bakery Arena, all the attention will focus on "Bread in the City," an international baking competition. 1,300 events are following the theme of training across the industries with a central focus on Sigep Academy, where you can meet the experts and discover in advance the new products and the latest technologies.



## PUNTOITALY AND SWEETMOOD IN THE HEART OF BUSINESS!

Also in 2020 our international magazines will be present in all of the buses and transfers to and from the airports during the 41st edition of Sigep in Rimini. We have therefore confirmed a service that is greatly appreciated by the foreign visitors, who will find the magazines directly in the chair pockets on the coach buses that are heading to the exhibition. Our interpreters will be present at the airports to assist the professionals and to provide them with useful information for their arrival at the fair.

At the same time, puntOitaly and SweetMood will be present at the fair with dedicated tables within the reception areas for the foreign delegations.

We will have a widespread presence, which will be completed with an official Editrade stand, located in its usual spot in the South Hall of the Rimini trade fair complex.





Preparation training has begun for the teams that will compete in the next Gelato World Cup, scheduled during the Sigeip exhibition in Rimini (Italy) from January 20-22, 2020.

Twelve countries will compete at the 9th edition of the Gelato World Cup, scheduled during the Sigeip tradeshow in Rimini from January 20-22, 2020. The biennial event is organized by Sigeip – Italian Exhibition Group and Gelato&Cultura. It has always been a prestigious moment of competition that compares the knowledge and



preparation of professionals from the gelato-, pastry-, ice-sculpting- and gourmet-culinary industries, who have been selected among the top experts on five continents. The teams that will fight for the World Champion title next year will be the ones from Mexico, Singapore, Malaysia, Japan, Germany, Italy, France, Spain, Poland, Ar-



gentina, Colombia, and Hungary. This edition has seen a change in the way the teams have been selected to compete. The selections were coordinated by the Committee of Honour on four continents and they were conducted over a period of sixteen months. Gelato chefs, pastry chefs, ice sculptors and executive chefs from all over the world took part in the national competitions that were held during international trade fairs: from the “Feria Internacional del Helado” (International Gelato Fair) in Mexico City (February 2018) to the Asian Gelato Cup during FHA in Singapore (April 2018), from the Longarone Eis Challenge (December 2018) to the Sigep Gelato D’Oro (January 2019), from the selection rounds in Warsaw (during Expo Sweet) and in Madrid (during Intersicop) in February 2019, up until the recent competitions held

in the French headquarters of Valrhona in Tain l’Hermitage and those held during Fithep in Buenos Aires. Thanks to an important change in the World Cup rules, which excluded the winning country’s participation in the following edition, now the award-winning teams from France and Italy can directly challenge each other on the same field.

Each team consists of a gelato chef, a pastry chef, a culinary chef and an ice sculptor, led by a team manager. 60 competitors, 14 technical judges, 7 judges from the international press, and 3 artistic judges are expected, for a total of 8 competition trials in 3 days. You can follow the competition live during the various stages of the event online at [coppamondogelateria.it](http://coppamondogelateria.it) and on the event’s official Facebook and Instagram pages. The hashtag confirmed for the next edition is #CMG2020.



The Italian team



### THE EIGHT TRIALS

The 12 teams will compete in 8 trials in the gelato, pastry and haute cuisine areas, with some new developments introduced in this edition. The gelato sundae designed for service at a table has been replaced with a single-portion serving in a glass container, to be served on a slab of ice. This change was made to launch on an international level the service of single-portion servings of gelato, ideal for take-out as well as in-house dining.



There will be three skills tests in the Mystery category. The participants will have to prepare two gelatos, a cream-flavoured one and a fruit-based one, using the secret ingredients that will be drawn and communicated only at the beginning of the competition. They will also have to create a gelato-cake (in a mould which is the same for all teams) which will have to be improvised at the last moment with ingredients drawn on the spot.

The gelato chefs will also have to try their hand presenting the following creations: a pan of decorated gelato, gelato snacks, a gelato cake and a gourmet savoury gelato. The culinary chefs will have to prepare three warm finger foods to be paired with the savoury gelato chosen by the team.

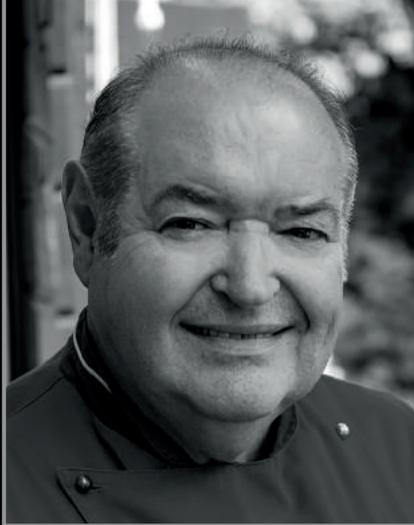


The teams will also have to create an ice sculpture, which will be realized right in front of the crowd, as well as an ice slab made with flowers, fruit, nuts, vegetables, spices or other edible ingredients which will be the base of the cake.

The pastry chefs will be busy creating a piece of art in brittle. This trial was introduced during the last edition with the aim of recapturing an ancient tradition with a modern reinterpretation.

The creations will be evaluated according to presentation, technical skills and the execution of the theme during the final Grand Buffet trial, which is to be set up on the last day of the World Cup competition.





By Beppo Tonon

photos by Studio Phototecnica

# COLOURFUL MANGO



With summer on the way,  
here's a treat dedicated to this sweet,  
juicy fruit in two variants accompanied by a delicate sorbet.

## EXOTIC ZUCCOTTO

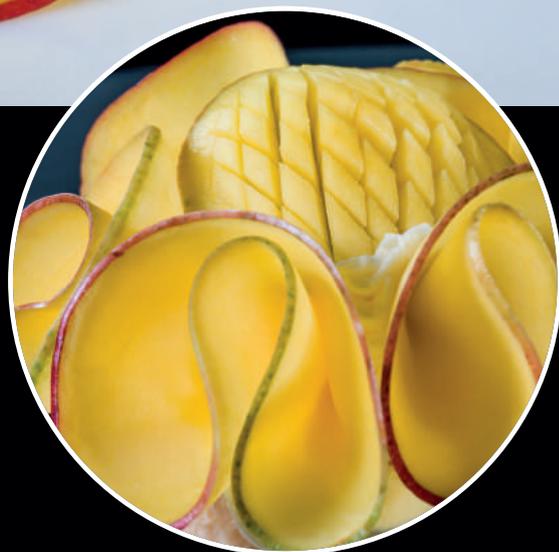
A dessert with summer colours and flavours made with mango and fruit sorbet with a light taste. A fresh, healthy alternative to a traditional lunch where the protagonist is this fruit, a source of vitamins and minerals that's great even for children as they will love the bright colour.



For this type of cut choose a mango at the right point of ripeness so that it has a firm, elastic consistency that makes it suitable to be sliced and then folded without breaking the slice. First wash the fruit very carefully with water, then cut it lengthwise. Remove the pit gently so as not to damage the pulp. Adjust the slicer to a thickness of about 2 mm (depending of course on the fruit's ripeness). Gently fold the slice in two, then fold it again. Pour the juice of the juiced mango onto the bottom of the plate, add a few balls of fruit gelato and tufts of whipped cream. Arrange the previously prepared slices of fruit in a circular manner. To make the yellow of the flesh stand out, sprinkle with pomegranate.

**Tip:** This fruit carpaccio can also be used in cups to make captivating compositions.

**Alternative:** Fruit gelato can be replaced with fiordilatte or cream gelato.



## GEOMETRIC PERSPECTIVE

An even more choreographic version of the zuccotto with unusual geometries to be served with some balls of watermelon sorbet with tufts of whipped cream.

Choose a mango at the right point of ripeness so that it has a firm, elastic consistency that makes it suitable to be sliced and then folded without breaking the slice. First wash the fruit very carefully with water, then cut it lengthwise. Remove the pit gently so as not to damage the pulp. Adjust the slicer to a thickness of about 2 mm (depending of course on the fruit's ripeness). Gently fold the slice in two, then fold it again. To make the core of the piece, take a portion of the mango and place it on the work table, peel side down. Use a knife to make diagonal and parallel cuts

without reaching the bottom. Once the cuts have been finished, turn the pieces 45° and repeat to make little diamonds. Pour mango juice onto the bottom of the plate and arrange some balls of watermelon sorbet with tufts of whipped cream. Lay the slices in the whipped cream and then position the central piece.

**Storage.** Mangos are acidic so there's no need to spray them with lemon juice to preserve their colour. Simply cover the slices with film, thus allowing you to prepare the slices hours in advance.



# An edition to be

By Federica Serva – photo: ph. Brambilla-Serrani



Identità Golose Milan, a congress which invited culinary, pastry and gelato chefs to reveal how to “build new memories” in the plate, was a great success.



Three days to suggest new paths: this goal of the Identità Golose, an international congress for fine dining held in Milan at the end of this past March, was perfectly obtained. This 15th edition of the congress was record breaking according to the organizers, Paolo Marchi and Claudio Ceroni, thanks to the number of speakers, public attendance and exhibitor participation. The theme this year was “Building new memories.” On stage, culinary chefs as well as pastry- and gelato- chefs, pizza makers and bartenders demonstrated how it is possible to create memories through trial and error until the perfect balance of a recipe is found. Through this process, the plate becomes a new tradition, and therefore, a new memory.

# remembered





José Avillez



Massimo Bottura



Cristina Bowerman



Virgilio Martinez

## HUMAN FACTOR

Each meeting of the various sessions that made up the event was full of inspiration, because the aim was not the simple explanation of a recipe but rather the capability to look forward and identify unprecedented paths. The “who’s who” of the Italian and the international culinary world was in the spotlight, ranging from Massimo Bottura to Davide Oldani, from Isabella Potì to Cristina Bowerman, from José Avillez to Virgilio Martinez. They all offered exciting tastes of the rediscovery of ancient ingredients, the contamination of knowledge and experimentation with flavours, reaffirming that even in the era of the internet, direct interaction remains fundamental.



Davide Oldani



Isabella Potì

## JOURNEYS WITHIN THE PASTRY ARTS

Attention to the world of desserts is growing more and more, especially today where a menu must contemplate desserts that are on the same level of the courses that precede them. "Dossier Dessert" and "Contemporary Italian Pastry" were the sessions dedicated to the pastry arts. "Dossier Dessert" had a more international and multicultural angle regarding new dessert trends, thanks to the presence of pastry chefs from various countries, such as Jordi Butron, Will Goldfarb, Roger Van Damme, Antonio Bachour, with the closing remarks entrusted to Corrado Assenza. Assenza was also assigned to open the session regarding "Contemporary Italian Pastry," which brought to the stage Massimo Alverà, Francesco Ballico, Marco Pedron, Lucia De Prai, Gian Luca Forino, Carmine Di Donna, Gianluca Fusto. Their creations demonstrated the ability to conduct research, to invent new formulas, and to give attention to the health aspects of sweets.



## THE BEST OF GELATO

Regarding gelato, there was a dedicated session called “Identità di Gelato,” which has gained more and more approvals. In fact, this year was a true accomplishment thanks to the presentations by Enzo Crivella, Moreno Cedroni, Maurizio Bernardini and Lucia Sapia, and Paolo Brunelli. Enzo Crivella concentrated on regional products, proposing two flavours that reflect the traditions of the Cilento region of Italy (a southern area of the Campania region, which he deeply knows). He used locally sourced ingredients such as ricotta, figs, walnuts, honey and olives. Moreno Cedroni highlighted the experimental aspect by demonstrating what he can accomplish in his new kitchen “The Tunnel” in his restaurant through use of fermentation techniques, the dehydration process and grilling. Maurizio Bernardini and Lucia Sapia relied on their personal memories of zabaione, transforming the childhood snack into a “cold dessert” with a new identity thanks to the use of ingredients that vary from the traditional, such as, fermented



“Saba” (a grape syrup which is obtained from fresh wine must) or hen- or duck- eggs from their own chicken coop. Paolo Brunelli on one hand honoured the comeback of classic flavours, such as almond, but in a gourmet version. On the other hand, he collaborated with the bartender Oscar Quagliarini to bring life to a modern “Zuppa inglese.”





By Riccardo Magni

# MINI CONES

With strawberries, mascarpone and pink chocolate. A refined alternative to the classic gelato cone in its presentation and combination of flavours and textures. Aesthetically, a beautiful balance of different shades of pink.

## COMPOSITION

- Mini pink chocolate cones
- Pearls of pralined red berries
- Strawberry gelato
- Strawberry coulis
- Vanilla mascarpone chantilly

## MINI PINK CHOCOLATE CONES

### INGREDIENTS:

- tempered white chocolate 1000 g
- fat-soluble pink dye as needed

### INSTRUCTIONS

Prepare small acetate paper cones 9 cm long. Pour the chocolate and flip. Let the chocolate crystallize and then remove the acetate. Store.

## PEARLS OF PRALINED RED BERRIES

### INGREDIENTS:

- almond pralines 100 g
- crunchy puff pastries 50 g
- dehydrated red berries 30 g
- melted butter 10 g
- white chocolate (45°C) 25 g

### INSTRUCTIONS

Chop up the red berries and add all the other ingredients in sequence. Use it later to fill the top of the chocolate cone. Place in the blast freezer.





Photos by Francesca Lazzarini - F2 Studio



## STRAWBERRY GELATO

### INGREDIENTS:

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

### INSTRUCTIONS

Mix the neutral stabilizer and sugar and pour into the water, add the other sugars and pasteurize. Add the strawberry pulp. Mix, freeze and then put the gelato in the blast freezer.

## STRAWBERRY COULIS

### INGREDIENTS:

- strawberry pulp 525 g
- glucose syrup 145 g
- sugar 225 g
- lemon juice 30 g
- xanthan gum 3 g
- strawberry red water-soluble colouring as needed

### INSTRUCTIONS

Mix the xanthan gum into the sugar, combine the fruit pulp with the glucose. Heat to 82°C and cool.

## VANILLA MASCARPONE CHANTILLY

### INGREDIENTS:

- mascarpone 125 g
- cream 350 g
- inverted sugar 25 g
- vanilla pod 1/2

### INSTRUCTIONS

Combine all ingredients and mix them in the planetary mixer until you have a creamy, firm consistency.



## PREPARATION AND PRESENTATION

- 1 Chill the chocolate mini cones and then fill them with the strawberry gelato.



- 2 With a spatula, add the pearls of pralined red berries to close the cone. Chill in the blast freezer and store in the freezer.



- 3 For the presentation, top the cones with the vanilla mascarpone chantilly variegated with the strawberry coulis.



- 4 As a final touch, apply some red chocolate pearls, meringue sticks and food-grade gold leaf.



AIR

IMAG



# ITALY

WORLD DIFFERENTLY

## GELATO FLIES HIGH

By Federica Serva

On the Air Italy routes and during the Gelato Festival events, thanks to the exclusive flavours created by Massimiliano Scotti.



The initiative represents another delicious and appreciated “ingredient” of the menu Air Italy wants to offer to its travellers. The goal of the airline is to distinguish itself on the market with a unique offer and with its attention to service. Artisanal gelato, an emblematic product of the Made-in-Italy mark, fits perfectly in line with this positioning. Thanks to the partnership between Gelato Festival 2019 and Air Italy, which is the official carrier of the event, Massimiliano Scotti, a past winner of Gelato Festival Europe and other awards, was chosen to develop the project of a personalized line of flavours.

### DEPARTURE FROM MIAMI

The debut took place in March when the Gelato Festival stopped in Miami, where the airline flies. “For this first stop in Miami, I was inspired - explains Massimiliano Scotti - by the typical American breakfast and its peculiarities such as cornflakes, milk, cream and acacia honey. The final touch was the macaron cookies



made in the colours of the Air Italy brand added on top.” The flavour was also offered as a tasting during the event and it was presented during the Gelato Festival stages of Florence, Rome, Turin and Milan, as well as in Europe. In September, it will be offered during the American stages in Washington DC and Los Angeles. On board the planes, business class passengers will be able to taste two flavours of their choice. “Each week, or every ten days - explains Massimiliano Scotti - together with the Air Italy staff, I study new flavour proposals. For example, the almond and saffron flavour symbolizes the union of the West and the East, of sweet and spicy, in line with the high level of cuisine on board. Mango and cardamom, ricotta and lemon peel, and pistachio are other proposals.”

### AN EXCITING DREAM

The gelato is brought on board in the traditional Styrofoam takeout containers and it is served by the hostesses and stewards in elegant Martini glasses, a choice that denotes the amount of care that goes into the service. “I performed this operation myself - says the gelato chef - for the first time during the Milan-San Francisco flight, and I repeated it for the Milan-Toronto flight, and it gave me goose bumps to see the passengers enjoying my gelato. I am interested in making people dream through my flavours.” It was an unimaginable dream until five years ago, when Massimiliano Scotti was engaged in a completely different industry.

Thanks to him, artisanal gelato is experiencing another form of diffusion which is more international and more open to contamination. “It was very exciting,” he says, “to present my flavours during the dedicated events organized in San Francisco and Toronto. Since it isn’t customary to eat “Italian style” there, you are considered in a different way and it was really thrilling.”



### PASSION AND CREATIVITY

From marketing to the gelato shop. This was Massimiliano Scotti's career path. It was determined by an extreme love for good food and gelato, cultivated in between the various commitments as a manager for publishing houses. In 2012, he decided to change his life, and he began to attend courses to become a gelato chef. In 2015, he opened his first gelato shop in Vigevano (Pavia, Italy) named “Vero Latte,” and ever since then, it has been an escalation of awards up to the “Best Gelato Chef of Europe” (2017), followed by the first place for the Technical Jury during the All Stars 2018 event, receiving Two Cones from Gambero Rosso, and earning first place at the Food Travel Award 2018. His presence on TV cannot be overlooked: he was on television as a tutor of the Italian program “Detto Fatto.” The winning key to his success comes mainly from his innate creativity, which is never trivial or obvious, and from his decision to carefully select raw ingredients: they must be of the highest quality and they must be strictly natural.



By Silvia Federica Boldetti

*We would like to thank Amanda Buzzi and Buzzi pastry shop for making available their production space for the photos*

Delicious contrasting flavours enclosed in a delicate container that looks like a small, graceful flower embellished with the shiny touch of a silver leaf.

### COMPOSITION

- Recomposed crumble
- Cheese mousse
- Glaze

### RECOMPOSED CRUMBLE

#### INGREDIENTS:

|                  |       |
|------------------|-------|
| • butter         | 100 g |
| • sugar          | 100 g |
| • walnuts        | 100 g |
| • weak flour     | 100 g |
| • gold chocolate | 200 g |
| • cinnamon       | 1 g   |
| • nutmeg         | 1 g   |

#### INSTRUCTIONS

Quickly blend the sugar with the walnuts and then quickly mix in the soft butter and flour. Bake at 170°C. Once cooled, add the melted gold chocolate, nutmeg and cinnamon. Press into the savarin mould. Allow to crystallize and then fill the cavity with raspberry jam.

# DANDELI

### CHEESE MOUSSE

#### INGREDIENTS:

|                             |       |
|-----------------------------|-------|
| • fresh whole milk          | 171 g |
| • gelatin 200 bloom         | 8 g   |
| • water                     | 48 g  |
| • white chocolate 35%       | 180 g |
| • fresh cream 35%           | 355 g |
| • Philadelphia cream cheese | 250 g |
| • vanilla pod               | 1     |

#### INSTRUCTIONS

Prepare a ganache by rehydrating the gelatin and melting the white chocolate in warm milk. Whip the cream with the vanilla pod, adding the cheese a little at a time. Combine the two mixes and fill the mould. Place in a blast freezer to lower the temperature and then glaze.

### GLAZE

#### INGREDIENTS:

|                     |           |
|---------------------|-----------|
| • sugar             | 410 g     |
| • milk              | 430 g     |
| • dextrose          | 160 g     |
| • glucose syrup     | 140 g     |
| • inverted sugar    | 100 g     |
| • gelatin 200 bloom | 20 g      |
| • water for gelatin | 120 g     |
| • dry milk          | 20 g      |
| • cocoa butter      | 200 g     |
| • dioxide colouring | as needed |

#### INSTRUCTIONS

Cook the first five ingredients at 104°C. Pour the mixture over the cocoa butter, rehydrated gelatin and dioxide colouring. Leave to rest for one night.

ON



Photos by Francesca Lazzarini - F2 Studio



1



3



2



4

- 1 Fill the cavity of the recomposed crumble with raspberry jam.
- 2 Place the cheese mousse in the mould.
- 3 Remove the mousse from the mould once it has solidified.
- 4 Place the balls of mousse on a stick and glaze.



5



6



7

- 5 Position the balls on the crumble with jam.
- 6 Place a white chocolate clover on each.
- 7 Decorate the clover with dewdrops.
- 8 Complete with a food-grade silver leaf.



8

# When inspiration comes from gelato and desserts...



Sparkling and glamorous jewels just like Swarovski, and colourful and fun accessories like those of Rommy de Bommy have been created.

By Federica Serva

The dessert world and the fashion world: the exchange of influences is constant, lively, surprising and sometimes ironic... from the shop windows to collections of accessories, the exchange of shapes and colours never stops amazing us. And we replicate this in our magazines. The trendiest of them all, Sweet Mood, for example, was chosen as a decorative element of a historic Roman jeweler's shop window, just a few steps from the famous Via Veneto street. It was also chosen to be placed in a window of a men's clothing boutique in Varazze (Savona, Italy).



A new game for this fun and passionate "sport" has matched up two entities that are very different from each other, both for their story and for their product, but they are also equally attractive for the potential glamour of gelato and cakes. On one side of this game, there is Swarovski, an Austrian company that creates jewels and accessories with natural and synthetic crystals and gems. On the other side, there is Rommy Kuperus, known as Rommy de Bommy, a Dutch designer who creates women's bags and men's bow ties using clay foam.

## A SUMMER WITH OOMPH

For this summer, Swarovski invited women to express themselves and to seek out moments to escape the usual routine. And what is a better time than the summer to visit Portofino, Capri, Mykonos and Naxos? These are the famous locations that have inspired the publicity campaign and the style of the collection. A sweet, irresistible sense of fun and rebellion permeates the campaign, created by a group of young women searching for a more colourful and exciting lifestyle. By wearing the fun and extremely sparkly accessories of this collection, women follow their own desires and run after a gelato truck, ready to start a new adventure.



Jewellery and accessories from the No Regrets, Ocean, Oz and Only lines are easy to wear and surprisingly versatile. They are paved with crystals thanks to the Pointiage® technique by Swarovski. In particular, the No Regrets line offers a fresh and spunky interpretation of summer delicacies that can sweeten any look. Designs that depict gelato, sorbet, bananas and cocktails obtain a luxurious vibe that is timelessly refined and glamorous, thanks to the sophisticated lines and the colourful Swarovski crystals. A tempting cone with strawberry-red and candy-pink gelato assume the form of brooches and charm bags, and they decorate phone covers. A refreshing popsicle reflect hints of light from a bracelet.



sign, didn't feel at ease in the fashion system, so she created her own brand. Since food has always been one of her biggest interests, she made it object of her designs. She personally makes by hand all of her products and she sells them online at [rommydebommy.com](http://rommydebommy.com).

Her different perspective on products, going against the rules to create something unique is her way of doing things. By observing the display windows of pastry shops and by searching online through Instagram and Pinterest, she gathers inspiration which she then transforms into purses, that are not only sweet but also savoury like spaghetti, French fries and hamburgers.

### PASSION FOR FOOD

Rommy de Bommy does not follow the traditional seasonal calendar of fashion. She is rather inspired by an intense passion for food in all of its colours, forms and consistencies. Her creations are full of energy, or as she defines it: "a complete explosion with a sense of humour." Her collection includes shoulder bags shaped like a gelato cone, a macaron, a donut or a multi-layer cake, or brooches shaped like pudding or bow ties made with cookies. They are colourful and witty accessories that are fun to wear. They are especially perfect for young people that like to dare to go against the current.

Which is exactly like their designer, Rommy Kupeurus, a 27-year-old, who, after studying Product De-







By Antonio Mezzalira

# YOGURT VARIATIONS

Yogurt - either as the main ingredient or for a burst of flavour - is the common denominator of these three recipes. Thanks to its non-invasive acidity, it's able to harmonize tastes very well. Thus was born "Americana," a different kind of cheesecake gelato, "Yogghy Pie", inspired by an apple cake and yogurt, and the most fashionable of the combinations, "Yogurt and Ginger."

## AMERICANA

with cream base 50

### INGREDIENTS:

|                                  |       |
|----------------------------------|-------|
| • fresh whole milk               | 350 g |
| • cream 35% fat                  | 140 g |
| • nonfat dry milk                | 30 g  |
| • sugar                          | 110 g |
| • dextrose                       | 25 g  |
| • dehydrated glucose syrup 30 DE | 50 g  |
| • cream base 50                  | 35 g  |
| • cow's milk ricotta             | 100 g |
| • honey                          | 20 g  |
| • Quark spreadable cheese        | 90 g  |
| • low fat yogurt                 | 50 g  |

**Total 1000 g**

### INSTRUCTIONS

Heat all the ingredients except the honey, low fat yogurt, ricotta, and Quark cheese to 85°C. When the mix reaches 85°C, let it cool down to +4°C. Place the ingredients in the cooled mix and blend with an

with cream base 100

### INGREDIENTS:

|                                  |       |
|----------------------------------|-------|
| • fresh whole milk               | 350 g |
| • cream 35% fat                  | 140 g |
| • nonfat dry milk                | 20 g  |
| • sugar                          | 100 g |
| • dextrose                       | 20 g  |
| • dehydrated glucose syrup 30 DE | 40 g  |
| • cream base 100                 | 70 g  |
| • cow's milk ricotta             | 100 g |
| • honey                          | 20 g  |
| • Quark spreadable cheese        | 90 g  |
| • low fat yogurt                 | 50 g  |

**Total 1000 g**

immersion blender. Pour the mixture into the batch freezer. Extract the gelato when it is ready. Put the gelato in the blast freezer for about 10 minutes and then place it in the display case, making sure to layer it with raspberry sauce and some crumbled cookies.

## RASPBERRY SAUCE

### INGREDIENTS:

- raspberry puree 1000 g
- inverted sugar 700 g
- pectin 10 g
- sugar 100 g
- citric acid solution 10 g  
(5 g citric acid and 5 g lukewarm water)

Heat the raspberries and inverted sugar to 96°C, adding the pectin and sugar (well mixed) at 65°C. Then add the citric acid and cool everything to 25°C and use.



## YOGGHY PIE

with cream base 50

### INGREDIENTS:

|                                  |       |
|----------------------------------|-------|
| • fresh whole milk               | 300 g |
| • cream 35% fat                  | 80 g  |
| • low fat yogurt                 | 150 g |
| • mascarpone                     | 90 g  |
| • nonfat dry milk                | 30 g  |
| • sugar                          | 110 g |
| • dextrose                       | 25 g  |
| • dehydrated glucose syrup 30 DE | 40 g  |
| • acacia honey                   | 20 g  |
| • cream base 50                  | 35 g  |
| • cooked apple pulp              | 120 g |

**Total** **1000 g**

with cream base 100

### INGREDIENTS:

|                                  |       |
|----------------------------------|-------|
| • fresh whole milk               | 300 g |
| • cream 35% fat                  | 80 g  |
| • low fat yogurt                 | 150 g |
| • mascarpone                     | 90 g  |
| • nonfat dry milk                | 20 g  |
| • sugar                          | 100 g |
| • dextrose                       | 20 g  |
| • dehydrated glucose syrup 30 DE | 30 g  |
| • acacia honey                   | 20 g  |
| • cream base 100                 | 70 g  |
| • cooked apple pulp              | 120 g |

**Total** **1000 g**



## COOKED APPLE

Cook the apples on a baking sheet at 160°C for about 30 minutes until the cooked apple pulp is soft enough.

Let it cool and then add it to the yogurt mix.

## VANILLA SYRUP

### INGREDIENTS:

|                  |       |
|------------------|-------|
| • inverted sugar | 500 g |
| • water          | 500 g |
| • vanilla pod    | 4     |

Heat the water, inverted sugar and seeds of 4 vanilla pods to 96°C and then allow to cool. Place the syrup in a refrigerator at 4°C.

## DEHYDRATED APPLE

Cut some thin slices of apple and soak them in water and lemon juice.

Drain the slices and place them on a baking sheet with baking paper and leave them to dry for about 4 hours at 90°C in the oven.

## INSTRUCTIONS

Add all ingredients except for the fruit, yogurt, and mascarpone and heat to 85°C. When the mix reaches 85°C, let it cool down to +4°C. Weigh the yogurt, cooked apple pulp, and mascarpone and mix with an immersion blender. Pour the mixture into the batch freezer. When the gelato is ready extract it and variegate with thin slices of sponge cake soaked with vanilla syrup.

Put the gelato in the blast freezer for about 10 minutes and then place it in the display case.

**Tip:** Alternatively, variegate with diced dehydrated apples.

## YOGURT AND GINGER

with cream base 50

### INGREDIENTS:

- fresh whole milk 75 g
- cream 35% fat 165 g
- low fat yogurt 500 g
- nonfat dry milk 25 g
- sugar 100 g
- dextrose 70 g
- dehydrated glucose syrup 30 DE 20 g
- cream base 50 35 g
- grated ginger 10 g

**Total 1000 g**

with cream base 100

### INGREDIENTS:

- fresh whole milk 75 g
- cream 35% fat 165 g
- low fat yogurt 500 g
- nonfat dry milk 20 g
- sugar 90 g
- dextrose 60 g
- dehydrated glucose syrup 30 DE 10 g
- cream base 100 70 g
- grated ginger 10 g

**Total 1000 g**

### INSTRUCTIONS

Bring all the ingredients except ginger and low fat yogurt to 85°C. When the mix reaches 85°C, let it cool down to +4°C. Grate the fresh ginger very finely over the yogurt. Place the ingredients in the cooled mix and blend with an immersion blender. Pour the mixture into the batch freezer. Extract the gelato when it is ready. Place the gelato in the blast freezer for about 10 minutes and then place it in the display case, decorated with some pieces of fresh ginger.



**Tip:** If you have some candied ginger cubes you can make a more tantalizing variegate.



By Alice Vignoli

# INTANGIBLE EMOTIONS

Yogurt, frozen yogurt, and soft gelato inspire new creations that fill summer display cases with a kaleidoscope of colours.

## SOFT YOGURT GELATO PRODUCTION

Pasteurize all ingredients of the recipe except for the yogurt at 85°C to keep the lactic and probiotic ferments “alive.” After cooling to 4°C add the yogurt and pour the well-blended mix into the tank of the soft machine. If granules or solid lumps appear in the mixture, before pouring it into the tank of the machine it is best to blend it more and filter it with a chinois or fine strainer. Set the machine to “Production” mode by configuring the Yogurt texture. If the machine doesn’t have this setting, you can use the gelato texture. After a few minutes the gelato will be ready to be dispensed on

cones or in cups for immediate service. For this preparation it is best to use a machine with a pump to add the right amount of overrun to the product.



### Soft Yogurt Gelato with base 50



| Ingredients    | Qty (g)     | Sugars (g)   | Fats (g)    | MSNF (g)     | Other solids (g) | Total solids (g) |
|----------------|-------------|--------------|-------------|--------------|------------------|------------------|
| Whole yogurt   | 570         | 0,0          | 22,8        | 54,1         | 0,0              | 76,9             |
| Milk           | 0           | 0,0          | 0,0         | 0,0          | 0,0              | 0,0              |
| Cream          | 165         | 0,0          | 57,8        | 9,6          | 0,0              | 67,3             |
| SMP            | 45          | 0,0          | 0,0         | 42,8         | 0,0              | 42,8             |
| Sugar          | 152         | 152,0        | 0,0         | 0,0          | 0,0              | 152,0            |
| Dry glucose    | 35          | 33,6         | 0,0         | 0,0          | 0,0              | 33,6             |
| Base 50 creams | 33          | 13,2         | 0,0         | 13,2         | 4,6              | 31,0             |
| <b>Total</b>   | <b>1000</b> | <b>198,8</b> | <b>80,6</b> | <b>119,7</b> | <b>4,6</b>       | <b>403,6</b>     |
| <b>%</b>       | <b>100</b>  | <b>19,9</b>  | <b>8,1</b>  | <b>12,0</b>  | <b>0,5</b>       | <b>40,4</b>      |

## FROZEN YOGURT PRODUCTION

First mix the sugars with the neutral stabilizer or the base using the cold method and then blend them with the yogurt using a powerful immersion mixer. Pour the mix into the soft machine's storage tank, remembering to filter the mixture to avoid the presence of granules in the tank, and place the machine in "Production" mode by setting the yogurt texture. For this preparation the pump machine is not strictly necessary, however it is useful to know that the overrun will be low for a gravity-processed product, so the perception of cold will be greater.

## SHELF LIFE

The shelf life of the soft yogurt gelato and frozen yogurt mix in the storage tank is three days (72 hours) as per HACCP specifications. For this reason, washing is required at the end of three days after the first operation. The "self-pasteurization" option cannot be activated because pasteurization would eliminate the "live" lactic ferments and therefore the benefits of the yogurt.

## DISPLAY

To enhance the yogurt product it is advisable to combine it with fresh fruit salads, red fruit sauces, melted chocolate, and various sprinkles. The product can be served on a cone or in cardboard, plastic, or glass cups.

## SALES

The most suitable sales solutions are counter service, self-service within a concept designed as an extension of the classic gelato shop, or as a corner inside a self-service restaurant.



Frozen Yogurt  
with base 50

| Ingredients   | Qty (g)     | Sugars (g)   | Fats (g)    | MSNF (g)    | Other solids (g) | Total solids (g) |
|---------------|-------------|--------------|-------------|-------------|------------------|------------------|
| Whole yogurt  | 767         | 0,0          | 30,7        | 72,9        | 0,0              | 103,5            |
| Sugar         | 180         | 180,5        | 0,0         | 0,0         | 0,0              | 180,5            |
| Dextrose      | 20          | 18,4         | 0,0         | 0,0         | 0,0              | 18,4             |
| Base 50 fruit | 33          | 13,2         | 0,0         | 13,2        | 4,6              | 31,0             |
| <b>Total</b>  | <b>1000</b> | <b>212,1</b> | <b>30,7</b> | <b>86,1</b> | <b>4,6</b>       | <b>333,4</b>     |
| <b>%</b>      | <b>100</b>  | <b>21,2</b>  | <b>3,1</b>  | <b>8,6</b>  | <b>0,5</b>       | <b>33,3</b>      |

# CAL-LIPPO

Single-serving moulds for pop-up gelato filled with soft and delicious sauces.

## COMPOSITION

- Single-serving moulds for a “Calippo”-style gelato
- Creamy- or yogurt-flavoured soft gelato of your choice
- Berry sauce
- Caramel topping





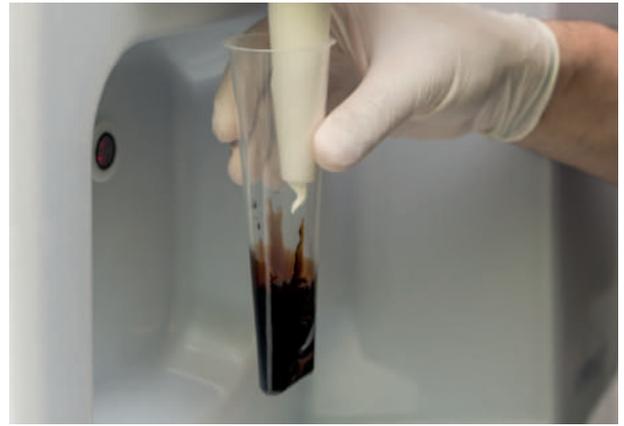
**1** **Option A:** Fill ¼ of the mould with berry sauce.



**2** Dispense the yogurt soft gelato directly from the machine with the aid of the portioning accessory.



**3** Once extraction is complete close the mould with the cap and cool in a blast freezer.



**4** **Option B:** Fill ¼ of the mould with caramel.



**5** Dispense the creamy soft gelato directly from the machine with the aid of the portioning accessory.



**6** Once extraction is complete close the mould with the cap and cool in a blast freezer, place it in the display for sale or store at -18°C.

# Kiwis love gelato

By Giorgia Doglioni

At the “Monte Gelato” shop in Mount Maunganui (New Zealand), you can find artisanal gelato and high-quality coffee: two Italian specialties that are appreciated by Kiwis, the locals of the area.

On the slopes of Mount Maunganui, in New Zealand, there is a gelato shop of a true Italian calling: Monte Gelato. The shop has built its success on a wise mix of traditional recipes, carefully selected ingredients, a close-knit team and a bubbly owner, Lyn Skidmore. The shop opened in 2008 when Evan Skidmore, returning from a work trip to Germany, tells Lyn how he



*What is Gelato?*

- *Gelato is Premium Italian Ice cream it contains up to 50% less fat and sugar: therefore it is healthier, lighter, more enjoyable and tastier.*
- *Monte Gelato is made FRESH every day! Made the artisan way (hand made) which provides a taste sensation.*
- *Monte Gelato is made with PREMIUM ingredients: using fresh milk, fresh cream and fresh fruits daily, this guarantees quality and flavour.*
- *Monte Gelato is only made with premium FLAVOURS supplied by the global market leader from Italy.*

was swept away by the delicacy tasted for the first time during that trip: Italian gelato.

Ripe with enthusiasm, they decide to try and introduce this product unknown by the local consumers. Evan took a training course in Italy to learn the bases of making gelato. From Italy, they imported all of the machines for the production laboratory as well as the showcases. It took nearly three years before the Kiwis (an informal way to reference native New Zealanders) appreciated this unprecedented proposal. Now they all love gelato and the shop does advertisement mostly through the word of mouth of its satisfied customers.

The shop is open seven days a week, all year round. During the winter season, Lyn manages nearly everything by herself, whereas in the summer she hires a dozen girls, mostly at the beginning of their work careers. With patience and dedicated, Lyn teaches her team everything they need to know: from contact with the clients, to how to make, present and sell the gelato. Monte Gelato aims to satisfy all the demands. "I try to vary my offer in the display case, and I let my girls decide. Among the best-selling flavours is 'Pineapple Lumps,' a typical snack from this area, made with

pineapple and chocolate. I believe that you cannot make mistakes with gelato, and if you do, give it a new name and you have a new flavour! When we create a new flavour, we give free tastes to our clients and we see what they think."

In the showcase, there is a dedicated section for lactose-free products, perfect for those with lactose intolerances, vegans and those clients that want to follow a healthy lifestyle. It is mostly fruit-based flavours, often accompanied with other options such as chocolate. In the shop, they also sell coffee. "In this area, the cafes close pretty early. So, we decided to introduce coffee, with which we also make affogatos."

Regarding the projects for the future? "For the moment, I only have one shop and I am not planning on opening any more. I prefer to have one shop and to take good care of it, maintaining a high level of quality. We are thinking about updating it a bit, even with new showcases. I won't install pozzetti: I prefer to display the gelato, because for me, it is like entering a candy store. You need to see the gelato, so the clients are attracted by it. Especially children love to see the gelato and point to the flavour they want to enjoy."



# 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

Ice Cream  
Production Ltd

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Pointe Aux Canoniers,  
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# 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*

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Heidelberg West  
VIC 3081

Phone 1800 842 188  
[www.bigattongelati.com.au](http://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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## ANSELLI MILANO SINCE 1930



Anselli will celebrate 90 years of activity next year. 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, Anselli 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 Dopa-cena, 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, Cono-

torta encloses a delightful cake. Based on the classic Italian pastry recipes, Anseli has created a parfait dessert easy to eat like a gelato cone, a class dessert for walking.

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

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

The market requires skill and preparation, trough the years Anseli cooperate with the gelato makers to create

many new points of sale. Together they have identified the location, the setting of the shop up to the choice of equipment for the laboratory. A global advising, completed with the widest attention to the training, where the techniques of production of the gelato meets the ability to engage the consumer.

Close to his most recent proposals the Tiramisu, 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*

## FAMILY PASSION

For more than 70 years at Aromitalia, gelato has been a family passion that has gotten stronger generation after generation, in a constant search for excellence. The Turin-based company is committed to selecting the best raw materials, mixing them, and using them without losing their aroma, blending them to make the most of their complementary characteristics, all coming together in a recipe having a new, delicate balance. Products are developed starting from fruit, strawberries, hazelnuts, pistachios, pine nuts, and cocoa - carefully choosing the best qualities and types, in an admirable blend of tradition and innovation.

Aromitalia has built decades-long relationships of trust with its suppliers, working together to seek out the best quality. And it has always had a pact with its customers: preserve traditional Italian gelato recipes and quality, continuing in this business to preserve the know-how. The recipes are developed in collaboration with gelato artisans, whose practical and technical needs the company knows well, in harmony with the constantly evolving demands of the market. And it is in international markets where Aromitalia has truly focused on professional artisans, assisting them step by step as they discover the culture of Italian gelato.



## ONLY THE BEST DOMINICAN COCOA

Santo Domingo Chocolate, like all of the single-origin chocolates from Aromitalia, is created by a meticulous production process that centres on the careful selection of the best Dominican cocoa beans. It can be used to create a sorbet which contains 57% of single-origin chocolate, a product that is gluten- & dairy-free and that can be enjoyed by those who fol-

low a vegan diet. Its preparation is very simple: you just have to mix one 1.8 kg bag of product with 2.2 litres of boiling water. This process ensures that the balanced aromatic characteristics and the typical bitterness of the Dominican cocoa are released, enhancing the final sorbet with a persistent aroma with floral and fruity notes.





Single origini chocolate

# Santo Domingo

Contains 57% of real single-origin chocolate, gluten-free, with no milk derivatives ideal for vegan use, developed with only water it allows to release the balanced aromatic characteristics, exalting, on the finished sorbet, its persistent taste with floral notes and fruity.

CARIBBEAN SOUL



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**Aromitalia**

Dal 1942 Ingredienti di Qualità



# BABBI

PICCOLI PIACERI QUOTIDIANI

1952



OPEN YOUR MIND  
AND DISCOVER SOMETHING NEW

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

## SOFT AND CREAMY



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





# Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

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## GREAT BENEFITS, IMPECCABLE TASTE



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

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

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

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



The best yogurt  
flavours par  
excellence . . .



The best ingredients for ice cream and pastries since 1946

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## 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

The best ingredients for ice cream and pastries since 1946

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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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## TRITTICO, MANY EXTRA FEATURES WITHIN ONE MACHINE

Bravo is an Italian company leader in the production of a wide range of machines for the sweet world. Bravo means innovation and avant-garde, and since more than 50 years supports the greatest professionals of the field with its successful products 100% made in Italy like Trittico®, the multifunction machine able to produce an excellent gelato, to temper chocolate and make many pastry preparations.



The technology developed for Trittico® makes it unique and inimitable: an indispensable, precise, reliable, untiring and constant collaborator! Choosing Trittico® also means access to a world of added values, exploiting all the potential given by the connectivity of the insight technology -that allows to communicate in real-time any system errors, access to support 7 days a week directly from Bravo operating office, participate in training courses by masters, chefs, expert engineers and relying on a sales network of more than 70 dealers throughout the country. Trittico Bravo: You get way more value than what you are paying for.

# WHEN YOU BUY IT

# WHEN YOU USE IT



## MANY EXTRA FEATURES WITHIN ONE MACHINE.

YOU GET WAY MORE VALUE THAN WHAT YOU ARE PAYING FOR.

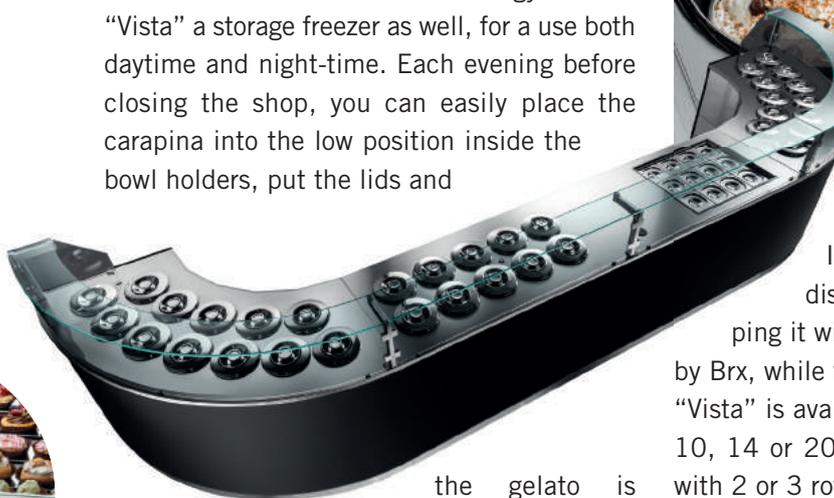


## BRX: THE EVOLUTION OF GLYCOL POZZETTI, THE REVOLUTION OF THE GELATO DISPLAY CASE

Present in over 40 countries, Brx manufactures glycol and ventilated pozzetti, mobile pozzetti, drop-in units, pastry showcases, bar counters and water economizers.

Brx introduces "Vista," the glycol pozzetti counter where you can see the gelato: a true revolution both for gelato showcases as well as for pozzetti. It distinguishes itself for the innovative design, enabling an exceptional visibility of the gelato which is placed at the same level of the display deck. The carapina pans available also in the larger size 26 cm diameter, are very functional and practical. They enhance the gelato and they facilitate the work. "Vista" is designed with two refrigeration technologies that work together in perfect synergy. The combination of glycol and ventilated refrigeration makes it possible to showcase the gelato without lids and consequently the gelato is visible.

This advanced double technology makes "Vista" a storage freezer as well, for a use both daytime and night-time. Each evening before closing the shop, you can easily place the carapina into the low position inside the bowl holders, put the lids and



the gelato is maintained by the glycol. You will no longer need to move the gelato from one place to another and you will no longer need any storage freezer.

"Vista," is the display counter for a use 24

hours per day, 365 days a year.

It can be converted from gelato display case to pastry chiller equipping it with stainless steel trays supplied by Brx, while the gelato is stored underneath. "Vista" is available in various sizes with 6, 8, 10, 14 or 20 gelato flavours. It is available with 2 or 3 rows of carapina pans.

"Vista" is not gelato display only but it is a full line and it is available also in ventilated pastry, chocolate display, dry-heat, dual mode function (ventilated cold/dry-heat).

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



DISCOVER THE GLYCOL POZZETTI COUNTER  
"VISTA"  
EXCEPTIONAL VISIBILITY OF GELATO DAYTIME  
PERFECT CONSERVATION NIGHT- TIME

**BRX**  
POZZETTI GELATO & BAR TECHNOLOGY

# GELATO POZZETTI SPECIALISTS AND MUCH MORE



BRX CAN ALSO OFFER YOU  
GLYCOL AND VENTILATED POZZETTI, MOBILE POZZETTI,  
DROP-IN, PASTRY DISPLAY CASES, BAR COUNTERS,  
WATER ECONOMIZERS.

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

HEAT  
TREATMENT

# 5 hours with the system

# easy

NIGHT

MORNING

AFTERNOON

2am

10am

12pm

1pm

2pm



**2** Batch  
freeze  
12  
flavours  
Hours



**3** Produce  
40 L  
of white  
base  
Hours



Sell  
gelato



Static  
and  
dynamic  
aging



+4° C



Static  
and  
dynamic  
aging

# way

EVENING

NIGHT

🕒 4pm

🕒 11pm



+4° C



THE ENTIRE  
GELATO PRODUCTION  
PROCESS IN  
ONE MACHINE

*Ready*



  
**CARPIGIANI**  
carpigiani.com

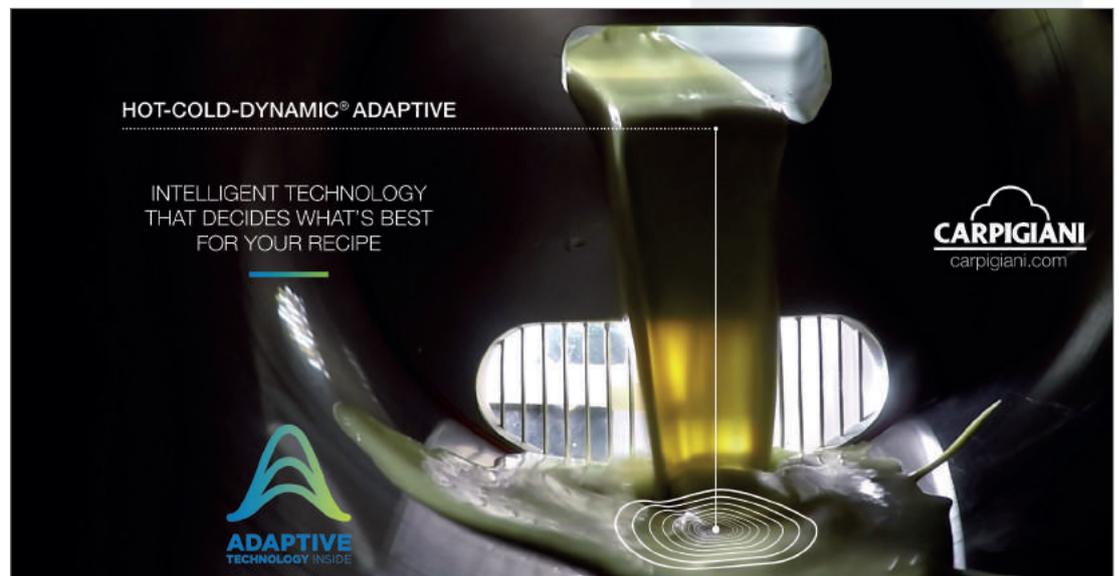
## INTELLIGENT TECHNOLOGY FOR YOUR GELATO

Carpigiani presents Adaptive Technology the latest generation of batch freezers and pasteurizers able to manage all kinds of mixes and ensure the best possible result. Thanks to the latest evolution of Hot-Cold-Dynamic® Adaptive, the renowned consistency control system, the Maestro HE and Labotronic HE batch freezers are able to assess the type and quantity of mix being frozen, dynamically regulates cold and hot Gas to optimize the thermal exchange during freezing. This way the machine's performance is always perfect and freezing times are reduced.

Thanks to this system it is possible to manage gelato recipes having an average of 40% less total solids (sugars, fats, milk proteins, fibers, stabilizers, emulsifiers, etc.) compared to the classic system. Adaptive Technology pasteurizers are equipped with an exchange pump cup, a patented technology that allows superior micronization of the mixture with a surprising reduction of the fat globules.

The one-piece pump facilitates cleaning and allows working with raw milk. The extractable conveyor can also be changed with pieces of different sizes that can be adapted to mixes with different viscosities.

For more information: [carpigiani.com](http://carpigiani.com)



# CARPIGIANI GELATO UNIVERSITY TRAINING AT THE TOP!



Carpigiani Gelato University established in 2003 as the educational division of Carpigiani, is today recognized internationally as the breeding ground for successful gelato entrepreneurs. Its mission is to lay the basis for a worldwide gelato culture. A comprehensive training program, along with cutting-edge teaching methods and a team of internationally renowned Gelato Masters have established the School's success, which has exponentially increased the number of its students and is now operating a "sweet cultural revolution" in all the five continents.

The School headquarters are located in Anzola dell'Emilia (Bologna) and 14 other satellite campuses are situated worldwide, specifically in: Argentina, Brazil, Colombia, China, Indonesia, Japan, Russia, Singapore, United Arab Emirates, Benelux, Germany, UK and USA (two campuses, North Carolina and Illinois). In 2018-2019, more than 400 courses in 10 languages were organized for a total of approximately 12,000 hours of teaching, a number that has almost tripled in three years. For more information: [gelatouniversity.com](http://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 “Panarea” design, which, with its pattern of different shades of blue, recalls the vast horizons and the crystal-clear water typical of the Sicilian coastline.

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

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

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



*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

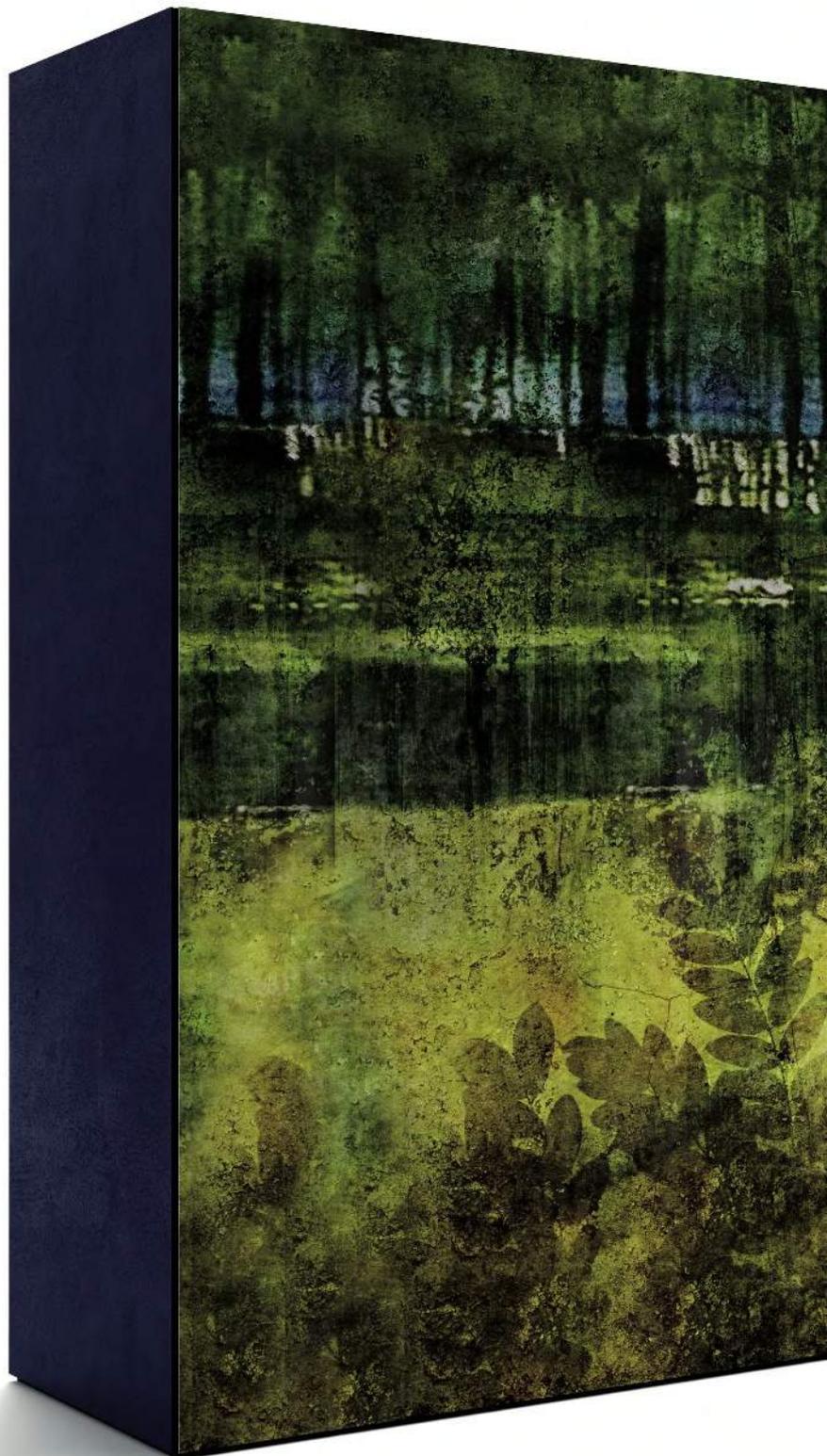
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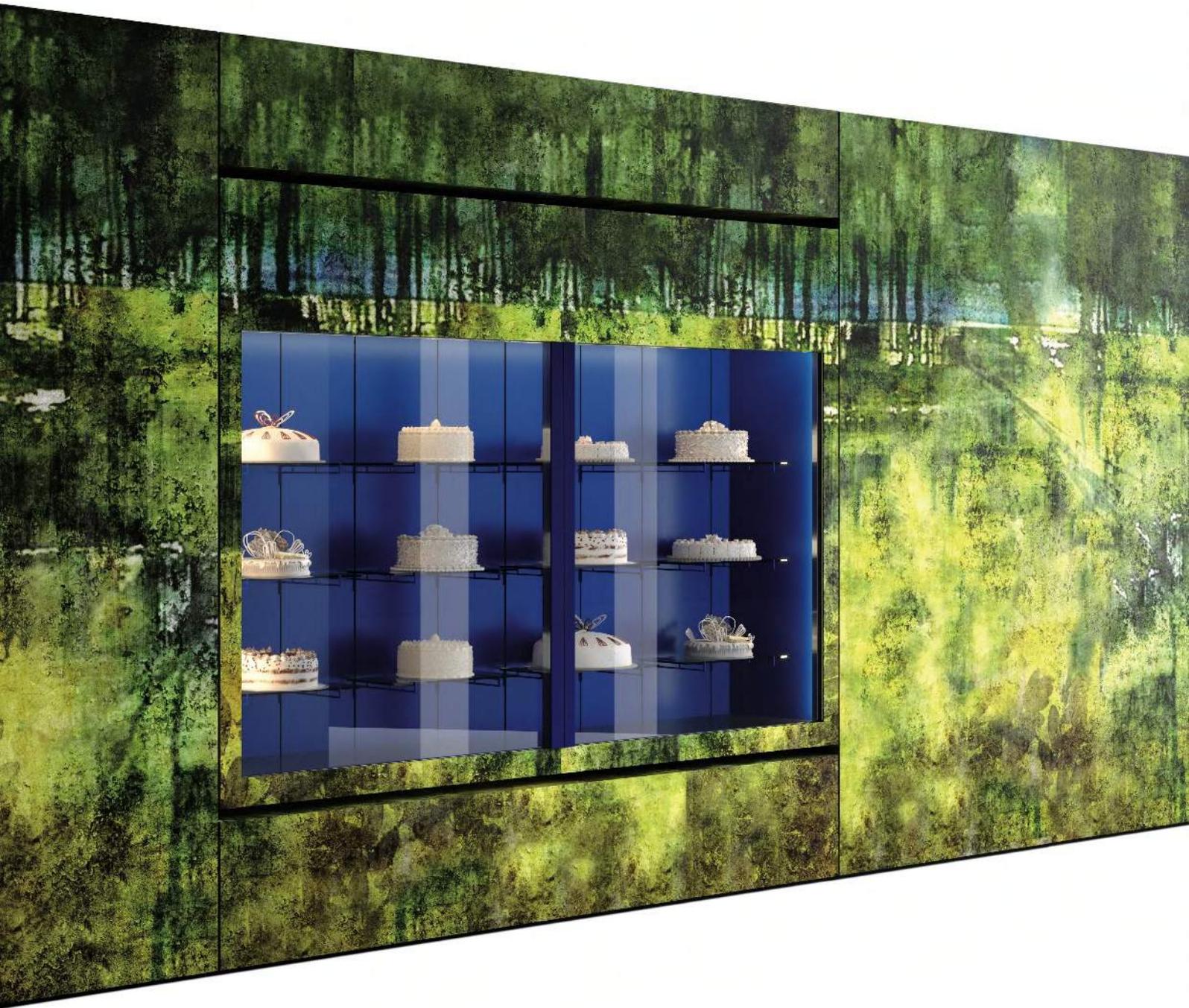
design fabrizio milesi,  
ciam / lab

**CIAM**

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Viale dei Pini, 9 - +39 075 80161  
info@ciamgroup.it [www.ciamweb.it](http://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".



## CONI NORGE: 90 YEARS OF ITALIAN HISTORY

Coni Norge is an Italian company specialized in the production of cones, wafers and semi-finished products for pastry, run by the Galli family for three generations.

When its first workshop was inaugurated in Rome in 1926, near the Colosseum, the name Norge was chosen to recall the endeavours of the first airship that flew over the North Pole that same year.

Forced to slow production during the Second World War, Coni Norge relaunched its business together with the rest of the country at the beginning of the 1950s. And it was a real boom.

The first Fiat cars paraded through the streets of Rome, and on Sundays families strolled through the streets of the city enjoying a good Norge. That's what gelato cones were called at the time, as recalled by the former prime minister Giulio Andreotti in his book "Visti da Vicino".

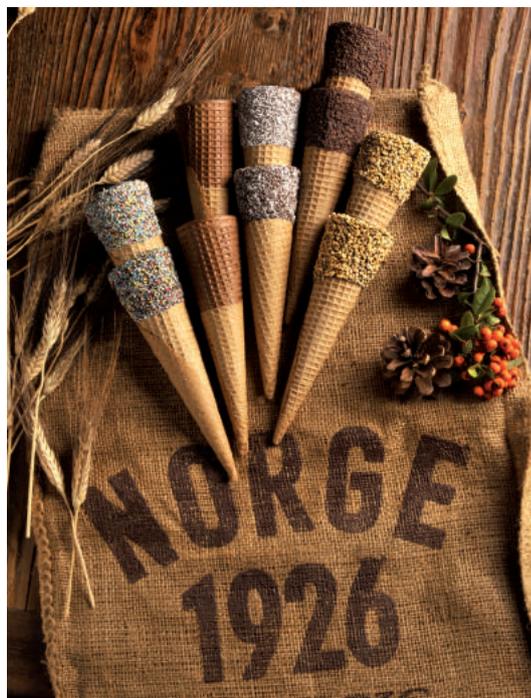
Recently expanded, the factory now covers an area of over 1,000 square meters in Anagni. The production process has been certified to meet ISO 9001:2015 international quality standards. Particular importance is given to the



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

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

For more information, please visit the website [www.italnorge.it](http://www.italnorge.it)



*loni*  
**NORGE**

Since 1926  
a sweet Italian passion



**ITAL NORGE s.r.l.**

Via Morolense Km 2,800

zona industriale Anagni (FR) - (Italy)

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Vendita su tutto il territorio Nazionale ed Estero

## SIMPLÈ: SIMPLY VERSATILE



Simplè: a name that sums up the extraordinary simplicity of the line created by Fabbri 1905 which allows you to prepare a perfect Italian-style artisanal gelato in just 10 minutes. And you can make much more than gelato! You can also prepare classic slushies, Sicilian granitas, smoothies, milkshakes and gourmet soft serve. All thanks to an exclusive formula in paste form which makes the preparation not only very fast, but also exceptionally versatile.

For a full-bodied gelato, just empty the can of Simplè Fabbri in a pitcher, add water or milk, and pour into the batch freezer. In just 10 minutes, the gelato is ready!

Have a craving for a classic slush? Make it in the slush machine in just 15 minutes by adding a can of Simplè Fabbri with 4 cans of water. Want a Sicilian Granita? One can of Simplè Fabbri and three cans of water go into the batch freezer: use the granita program and, in 10 minutes, it's ready!

The results are always excellent, whether it's a soft and easy-to-scoop gelato or it's a refreshing slush.

Use with water (or milk) and ice, and in less than a minute in the blender, you can obtain a smoothie or a milkshake.

Traditional or gourmet soft serve? Just add the correct amounts into the soft-serve machine, and garnish with your choice from the vast range of toppings and sauces made by Fabbri. The Simplè paste is a true revolution which has already won over master Gelato chefs from all over the world, also thanks to the variety of about 60 flavours which can satisfy every palate. The most original and innovative flavours of 2019: Aloe Vera, Pomegranate and Prickly Pear. Also noteworthy among the "Free-From" Simplè flavours (without artificial flavourings and dyes) are the Black Vanilla flavour and the Unicorn flavour for children, so you never stop believing in fairy tales.



**FABBRRI**  
1905

**simple**™

Simplicity, goodness,  
novelty, on all the line.

Pomegranate

Cactus Fig

NEW  
Aloe

**FABBRRI**  
1905  
GAMMA  
**FREE**  
FROM

**FABBRRI**  
1905  
**simple**™  
Gelato System

**ALOE** is:

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

Download the Simple folder  
and discover the whole range



To find out more please call +39 051 6173111

FOLLOW US ON [www.fabbri1905.com](http://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! DZIĘKUJE!**



VISIT US AT:

- **Host**, Milan - 18/22 October 2019 - Pad. 6 / Stand F30 - G31
- **Sigep**, Rimini - 18/22 January 2020 - Pad. C1 / Stand 164/200
- **Gelatissimo**, Stuttgart - 15/19 February 2020 - Pad. 10 / Stand 10D16

[frigomat.com](http://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

also features an internal draining system that could be directly connected to 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:

- **Host**, Milan - 18/22 October 2019 - Pad. 6 / Stand F30 - G31
- **Sigep**, Rimini - 18/22 January 2020 - Pad. C1 / Stand 164/200
- **Gelatissimo**, Stuttgart - 15/19 February 2020 - Pad. 10 / Stand 10D16

**FRIGOMAT**  
macchine per gelato e pasticceria

[frigomat.com](http://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.

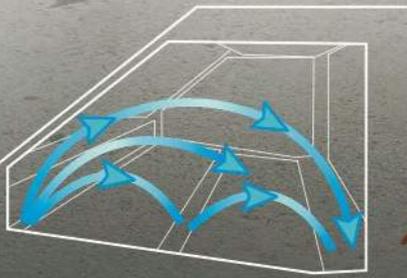
With its eye firmly on the future, Frigomeccanica created “Next”, a collection of modular cabinets available in refrigerated, heated, or neutral versions, in different heights. Designed to occupy minimal space, they have glass walls on four sides with a transparent Plexiglass load-bearing structure, 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



H137



H120



## INNOVATION IN THE SERVICE OF TRADITION



We have been working in the production of ingredients for gelato and pastry since 1922, always defending the tradition of Italian gelato. For us Tradition is the real Innovation. We are a dynamic company continuously developing. Our strength is to be able to realize the ideas of our customers offering them the possibility to use exclusive product developed by experienced professionals.

From the ovens for the roasting of nuts to the refining machines for creams, from the syrup cookers to the mixing powder plants, the machines are all designed for the product and not vice versa. Our aim is to defend and maximize the craftsmanship of the finished product. The entire range of items available in the catalog is from our production. All our dried fruit, for example, is roasted in exclusive rotary drum roasters, which exploit the indirect method of heat propagation, and then processed with an exclusive cold refining process, able to give it a very fine texture and to enhance all the fruits flavour peculiarities.

We rely on high-quality ingredients and carefully selected raw materials from partners suppliers to offer our customers only the best. We optimized our orders and warehousing management

system so we can now work with a just-in-time service producing always small batches in order to guarantee top freshness.

Furthermore with Fructital is always a team work. Our in-house staff regularly follows training courses held by our own managers and from external staff. Our sales team constantly confront with experienced chefs to keep the pace with market trends.

Fructital grows up always alongside the customer. Technical advice, training days, one to one courses, corporate events, and much more. Today Fructital can count on many partners around the world, in more than 30 countries, alongside which he takes part in important exhibitions.

Being better every day is the goal we pursue since more than ninety years, 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](mailto:info@fructital.it) [www.fructital.it](http://www.fructital.it)

## VARIEGATI LINE

The Fructital Variegati line is enriched with new irresistible references. Among the news, Buenissimo, a milk chocolate and hazelnut based ripple with crunchy waffle pieces to satisfy even the most greedy customer. Excellent in combination with gelato made with our Bacio Bianco paste.

Variegato Lemon Cake, its particular taste and structure, perfectly reflects the taste of this typical cake. It is presented as a lemon flavoured ripple enriched by bites of artisanal butter biscuits. Excellent for decoration, it

guarantees a soft texture even at negative temperatures. 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 for the consumer looking for an unusual and extravagant taste. Excellent as a variegation of gelato made using our Cioccolato Fondente Nero o Cioccolato Bianco latte.

### THE LINE IN SHORT

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



## VEGA & STEVIA LINE

A line of products for the gelato maker who wants to propose his clients a tasty artisanal gelato, keeping the caloric intake under control and at the same time eliminating the consumption of milk and derivatives. The Vega&Stevia line includes complete bases without any type of derivative of animal origin and is also without added sugars. With its delicate notes, the BiancaVega&Stevia base is immediately ready with the addition of water and can be combined with the wide assortment of pastes already available in the catalog. Given

the success of the line it will be enriched with new references to meet the requirements of today's market. Three innovative references have been added to the range YoVega&Stevia to make a full-bodied yogurt-flavored gelato; CioccoVega&Stevia to get a creamy chocolate gelato and finally LemonVega&Stevia for a sugar-free lemon sorbet.

### BIANCAVEGA&STEVIA BASE

- dosage: according to the specific recipe
- packaging: 1,5 kg bag
- box: with 6 bags
- shelf life: 36 months





**FRUCTITAL**<sup>®</sup>

bontà e tradizione nel gelato dal 1922

## *Variegati Line*

*News 2019*

**Buenissimo  
Variegato Lemon Cake  
Variegato Zenzero**



**FRUCTITAL S.r.l.**

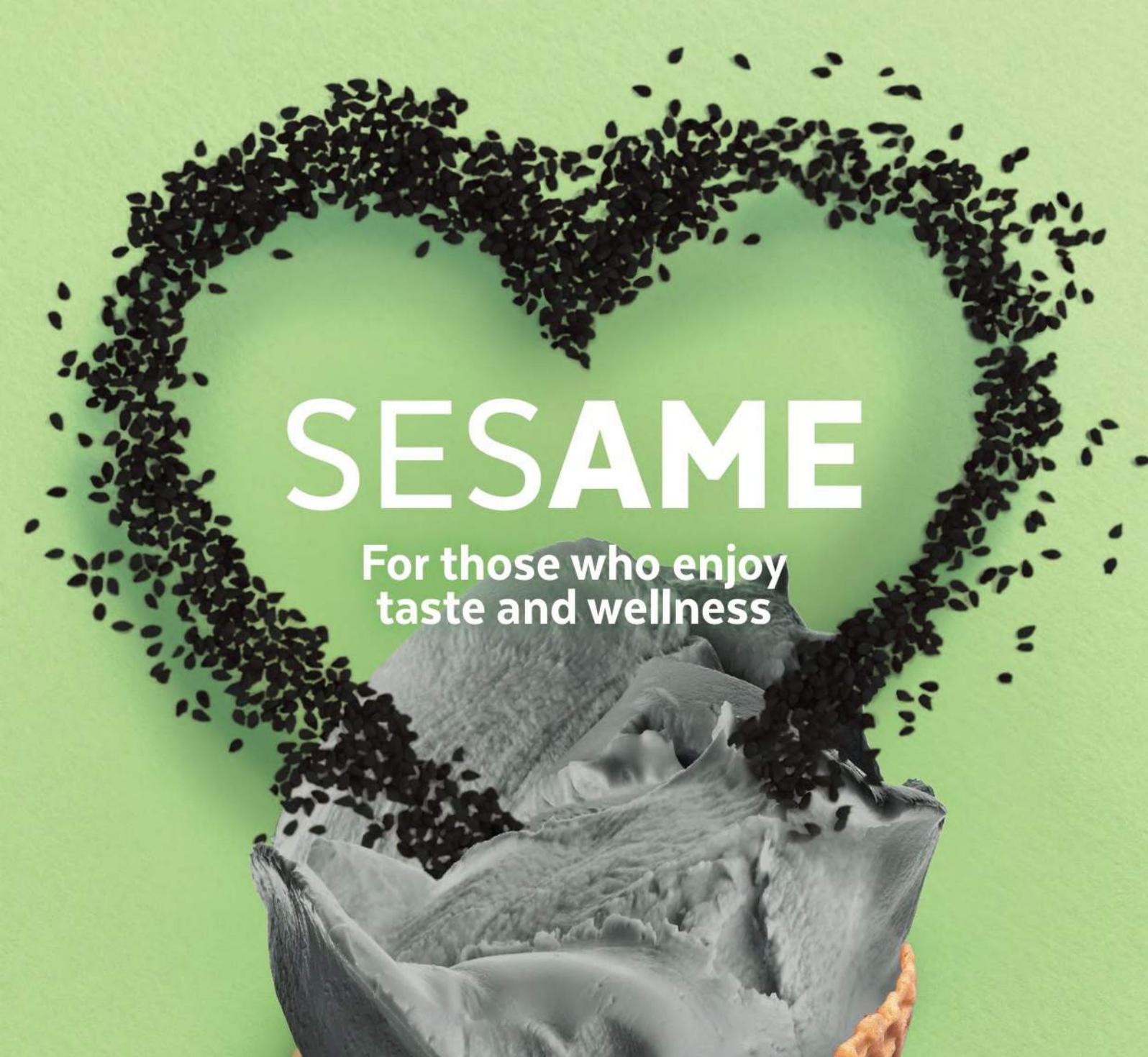
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# SESAME

For those who enjoy  
taste and wellness

## NEW PASTE WITH SESAME BLACK TOASTED SEEDS.

Fugar research proposes the new black sesame paste, enriched with toasted black sesame seeds and charcoal, a delicious and balanced recipe, as a result of in-depth nutritional studies, accurate gustatory tests and the whole Fugar desire to offer to the market innovative, good and nutritious products. Sesame is rich in calcium, iron and antioxidants, a source of physical wellness. Its toasted aroma and the strong flavor give ice-creams and desserts a particularly refined and appreciated gustatory contrast.

**Fugar, when taste meets wellness.**

**FUGAR**<sup>®</sup>  
**PRODUZIONE**

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

## NATURAL, GENUINE VALUES AND PRODUCTS



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 varieties 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 top ingredient **which drastically reduces the glycemic index**. Naturally sweet from Galatea.

**galatea**

products for artisanal ice creams

\* contains natural sugars - the sugars in this product are solely those present in the fruit or in the agave syrup used in the recipe

## 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.





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**MADE FROM SCRATCH  
MEANS BETTER GELATO**

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



*...for gelato lovers!*

## GELITA: SMART MACHINES, SIMPLY GELATO

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 brand of the 60's that proposed, 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 constantly growing in the rest of the world.

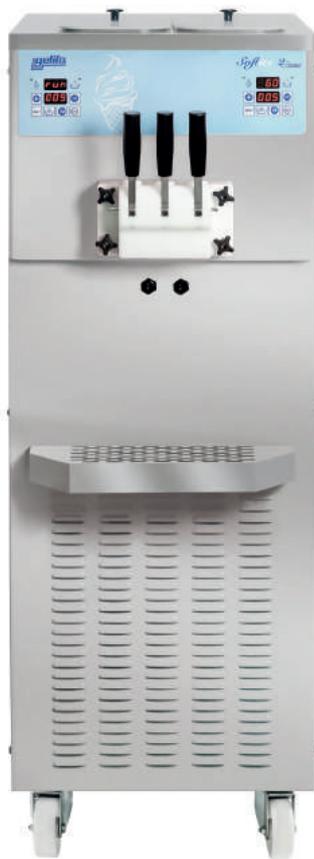
Gelita creates, develops and produces effective and flexible solutions to be able to adapt to the needs of its customers, making it a trustful and competent work partner, an indispensable ally in the laboratory of every craftsman.

Why then complicate your life? Gelita, Smart Machines, Simply Gelato!

Wanna know more? Follow Gelita on:

Facebook: [facebook.com/gelitask](https://facebook.com/gelitask)

Instagram: [gelitask](https://instagram.com/gelitask)





# gelita<sup>SK</sup>

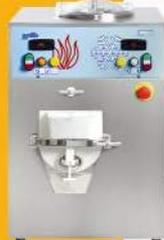
Artisan gelato

TRT



Artisan gelato

BIG



BIG Junior

Soft ice cream



SOFT ICE



W1

Whipped cream

ICE CREAM 2



High overrun ice cream

PT 1



PT 2

Artisan gelato

GEL



Artisan gelato



GEL 12

## Smart Machines, Simply Gelato

GELITA SK S.R.O.

HEADQUARTERS  
Dunajská Streda, Slovakia

[info@gelitask.com](mailto:info@gelitask.com)  
[www.gelitask.com](http://www.gelitask.com)

DESIGNED IN ITALY  
ASSEMBLED IN SLOVAKIA



# GELQ.IT - THE ONLINE SHOP FOR YOUR GELATO PARLOUR

Gelq.it is a world of ingredients, accessories and ideas for artisanal gelato, a quintessential Italian delight. Gelq.it offers gelato makers a constantly updated catalogue (www.gelq.it) of over 1.500 products from selected Italian producers, the best expression of gelato Made in Italy.

Using Gelq.it is simple and entertaining: gelato makers can search and select ingredients and accessories online browsing the catalogue by product category, by certification or by brand, to make an example. Each ingredient has a detailed product sheet accompanied by photos, similar or suggested products and video recipes.

Products on Gelq.it have the longest shelf life as we closely work with our partners to let you have ingredients that has not be stored for months in a warehouse.

Online purchase is simple, no minimum order is required, and delivery is fast via international couriers.

Every week and every month registered customers receive the Gelq.it privileged news and offers, a further way of being updated on products news and save on the gelato ingredients supply. Gelq.it is based in Milan, the leading Italian city on innovation and hotbed of the Made in Italy and emerging trends. 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, to offer their customers more choice and new earning opportunities.

If you're a gelato maker or artisanal gelato professional, come and join us at Gelq.it. We can't wait to meet you and show you our world.

# gelq.it

## The online shop for your gelato parlour

What are you looking for?



Bases in powder



Flavouring pastes



Creams & ripple sauces



Chocolate & pastry



Toppings & syrups



Grains & decorations



Cones & Waffles



Accessories & machines



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



+39 351 9255509



[info@gelq.it](mailto:info@gelq.it)



+39 02 87165466

#besmart  
#begelq

## 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 dif-

ferent 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.

## CREAMINESS WITHOUT ADDITIVES

The line of complete preparations "Esenza" does not contain thickeners, emulsifiers or colourings. It is also free of vegetable fats and gluten. All you have to do is add milk and cream for milk-based flavours, or water for fruit flavours, and you can obtain a creamy gelato without pasteurization. With a neutral flavour and lack of aromas, Base Esenza allows for the production of fiordilatte gelato with the possibility to personalize it by added a paste of your choice. Fruit Esenza is the neutral base that is to be integrated with fresh fruit, creating a fresh gelato with natural notes. Completing the range is Yogurt Esenza, with 11% of yogurt spray, and Chocolate Esenza, rich in cocoa powder and cocoa butter.



# LINE

## The ice cream without E

With a label without **E-numbers**,  
LINE is the answer to the growing request  
of products without food additives.  
A line of complete products for cold  
preparations, where the simplicity  
is the added value.

clean  
label

no thickeners  
no emulsifiers  
no colourings

BASE *Base*  
FRUTTA *Fruit Base*  
CIOCCOLATO *Chocolate*  
YOGURT *Yogurt*

  
GELATITALIA

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

## A PARTNER FOR ALL WASHING NEEDS



For over 50 years Hoonved has offered to the international market a complete range of washing machines featuring the highest technological standards. Its entry into the Ali Group in 1996 allowed the company to further broaden its horizons, confirming its leading role in the industry. Today Hoonved offers a complete range of equipment made entirely in its factory in Italy: glasswashers, dishwashers, utensilwashers and conveyor machines for pastry shops, gelato shops, restaurants, cafés, bakeries, butchers and foodservice.

The HD series consists of four electronic washers designed for maximum ergonomics. They

have a double-panel structure in AISI 304 steel, tank filters and rotating wash and rinse arms in the same material. The split counterbalanced door facilitates opening, providing accessibility for daily cleaning. Each component is designed for maximum hygiene: from the rounded interior to the easily removable stainless steel tank filters. The range offers four washing cycles, with the possibility of automatic operation when the door is closed. All models have IP53 protection and are designed with the Break Tank system that ensures constant rinsing temperature and pressure. These features are also found in the five models of the ED

series, which offer the additional function of programming washing and rinsing phases, as

well as internal self-cleaning. Furthermore HACCP standards are guaranteed on all these models. C68E and C90E series have a structure in 18/10 satin stainless steel, a 50 x 60 cm basket and a door clearance of 40 cm in the C68E and 50 cm in the C90E. The boiler and heating elements are made of incoloy anti-corrosion steel and the moulded tank guarantees total hygiene. An electronic control with display allows monitoring machine temperatures and operations. The C90E has four wash cycles while the C68E has three.





# HOONVED

PEOPLE • PASSION • INNOVATION



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

Follow us on 

# IFI: PEOPLE-CENTRIC INNOVATION RESEARCH AND DESIGN FOR PEOPLE'S WELL-BEING



An increase in innovative technologies along with proposals for new aesthetic lines: 2019 has seen important developments in support of gelato chefs and artisanal gelato.

It is the case of the ecosystem, presented by Ifi, which is integrated with solutions aimed to improve people's quality of life through food conservation, food display, food safety, functionality and the creation of community spaces. The Hybrid Cooling technology guarantees the continuity of cold temperatures in the display case during the delicate but necessary defrosting stages, eliminating the negative effects it could have on the gelato. The Internet of Things enters the world of food & beverage establishments thanks to Ifi's IoT Remote Manager: an innovative service with which the professional can remotely monitor and manage the functional parameters of all refrigerated products present in his/her store. The system sends immediate

alarm notifications in case of problems and it allows for remote assistance and problem solving.

At the same time, new aesthetic lines have made their entrance onto the scene. For example, Lumière gelato display case (in the pictures), recognizable for its distinctive curve radius of the front glass heated by tungsten wires, a technology borrowed from the car industry, which allows for great thermo- dynamic performances. The application of technology is witnessed by the Hi-Performance Closure System (HCS) invented by Ifi to the benefit of quality gelato storage, food safety and energy savings. With the help of an integrated sensor the system reduces the number of defrosting stages that is based on the actual time the showcase is opened and it limits the access of external air only to the time frame the product is being served. Lumière, as all Ifi refrigeration products, can be equipped with IoT Remote Manager. For more information: [www.ifi.it](http://www.ifi.it)



# Lumière.

Ifi IoT  
Remote Manager



Design Delineodesign



Ifi @HostMilano  
18/22.10.2019  
Pav. 10 Stand C68 - D75

ifi.it - #ifi1962



People-centric innovation

## TASTE THE NEW TREND!



Ice, milk, espresso and Loveria. These are the ingredients for a fresh drink with the energizing power of coffee and the unique sweetness of Leagel creams. Iced Latte is the new trend that combines taste and innovation: six Loveria flavours for infinite gourmet combinations, from gianduja to white chocolate, from pistachio to caramel... ideal for your café or gelato parlour!



## SIMPLE AND REFRESHING

Smoothies surprise with their colours and creamy texture. Now, with the new FruitCub3 pastes by Leagel, you can prepare a genuine, natural drink with an authentic flavour! Discover all flavours for a sweet and healthy alternative in your café or gelato parlour and create your favourite combinations! Mango, pear, papaya and many others with a fruit content of over 70%!



# TASTE THE NEW TREND!

VISIT [WWW.LEAGEL.COM](http://WWW.LEAGEL.COM)

ICED LATTE  
&  
SMOOTHIES



Visit our website and  
download the recipe book!  
[www.leagel.com](http://www.leagel.com)

## M.A.G. GELATERIA: EXPERIENCE AND CRAFTSMANSHIP!

Opening a homemade Gelato shop is a stimulating, exciting challenge and you need to find someone who can help and advise you on the product, the recipes and on the management of your store.

So, why not rely on those who have made their own name and flag of homemade Gelato?

The M.A.G. stores (Mastri Artigiani del Gelato) are known for their recognisability, high quality products and support before, during and after the opening that is offered to those who are affiliated with this brand.

Before opening, Mastri Artigiani del Gelato can help you in the choice of the placement of the future store. The design of the store follows, optimizing the spaces for the



opening, the Mastri Artigiani del Gelato always stay in touch, like in a small club of experts:



production and sale of gelato.

Concerning the training, you do not become Mastro Artigiano del Gelato in a single day, but only with a proper period of active training directly in one of our sales points.

The care of the sales point, of the approach to the customer and of a welcoming, kind and effective service are fundamental.

In the days preceding and immediately following the opening of the new store, the assistance of expert staff is guaranteed to be able to face such an important event. After the

sharing news, questions, receiving assistance and support... in short, from M.A.G. you are never alone!

Come and visit us on our social pages and on our website:

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

[https://www.instagram.com/mag\\_gelato/](https://www.instagram.com/mag_gelato/)

[www.gelatomag.com](http://www.gelatomag.com) (here you can also find all MAG addresses in Italy)

Write us for any kind of information to: [mag@gelatomag.it](mailto:mag@gelatomag.it)

We are waiting for you!



# Take me home

GELATO



GELATO BISCOTTO



CREMOSI



PRALINE



MINI BISCOTTO



TIRAMISÙ



# MAG<sup>®</sup> any time good



ARTI&GELATI  
RETAIL COMPANY

Via Reiss Romoli 8/10 - 20019 Settimo Milanese (MI) Italy - (+39) 02.87263422

[mag@gelatomag.it](mailto:mag@gelatomag.it)

## AT THE BASE OF FANTASY



Gelato in a tub, soft ice cream, slush, semifreddo, smoothies, yogurt shakes... From today, you can offer your clients a full range of specialties using only one powder base: FruttUP! Created by Martini Linea Gelato, FruttUP! is a complete range of products that allow you to create a variety of fruit flavours in a fast and practical way: from the classic lemon, strawberry and peach, to more particular and exotic flavours such as Lime de Caribe, passion fruit, mango and much more.

All of this is made with authenticity and lightness in mind.

The FruttUP! bases are made with carefully selected fruit, free from emulsifiers, fats, and milk- or dairy- products, and they are suitable for vegan consumers (except for the coconut flavour).

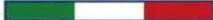
They are easy to make. Just add water (or milk) according to the recipe, and if desired, add fresh ingredients such as fruits, vegetables, and cream. To assist the professional in creating many irresistible

flavours, a recipe book is available which demonstrates the steps to be followed to get perfect results.

### A PROFESSIONAL PARTNER

Martini Linea Gelato is a brand of Unigrà dedicated to gelato makers and to artisanal gelato shops. Unigrà, founded in 1972 by Luciano Martini, has been working for over 40 years transforming vegetable oils and producing raw- and semi-finished products for the dessert industry. It is a multi-product reality; thus it is capable of responding to every need of the market with innovative solutions, high quality standards and the highest degree of service. Its core business initially focused on fats and margarines, but it has diversified over the years with other products: chocolate and substitutes, UHT vegetable creams, spreadable creams, hydrated creams and glazes, sugars, mixes and enhancers for pastry, baking and frozen dessert products.



**MARTINI**   
LINEA GELATO  


# FruttUP!

LOVE FOR REAL FRUIT



FREE FROM ANIMAL FATS\*  
AND EMULSIFIERS !

Discover the natural world of **FruttUp!**, 14 flavours of real fruit to prepare any kind of creation for your gelato shop or bar. Free from emulsifiers, milk and animal fats, **FruttUP!** is the range of complete powder bases that allow you to prepare fruity preparations in a really quick and easy way. **FruttUp!**, a vegan heart for gelato shops and bars.

GELATO,  
SOFT ICE CREAM,  
SEMIFREDDOS, GRANITA  
AND SMOOTHIES!



\*Except for coconut flavour

## AN EXPLOSION OF FLAVOUR



For Martini Linea Gelato, every product made in the craftsman's kitchen is unique, as unique as each of its ingredients, carefully selected to obtain an endless selection of irresistibly good flavours. And "Unico," the Italian word for unique, is the name of this recipe created exclusively by the European Gelato Champion, Massimiliano Scotti.

Here's how to proceed.

### UNICO

Prepare the base by carefully mixing all the ingredients: 720 g of milk, 170 g of sugar, 35 g of cream and 75 g of "Biancolatte 100 S.A." base by Martini Linea Gelato. Pasteurize. Then add the following ingredients to the base: 85 g of Diamante Raw Hazelnut and 20 g of Coffee paste. Mix thoroughly with a whisk or mixer. Pour the mixture into the batch freezer. Once ready, put the gelato into a tub and mix with the desired amount of Brunella Crok Speculoos.

### IMPOSSIBLE TO RESIST

Dedicated to the gelato shops, Brunella Crok are full of crunchy ingredients such as cookies, shortbreads and other types of crispy pieces, making an irresistible crunch effect. They maintain a soft and creamy texture and are easy to scoop even at sub-zero temperatures, plus they are gluten-free. Among the latest creations that have been added to the product line, we would like to highlight Brunella Crok Crispies, made with milk chocolate and puffed rice, and Brunella Crok Pistachio, made with toasted pistachio pieces, for a total of 38% of pistachios. The Brunella Crok line also includes: Dark Biscuit, a dark chocolate flavour with extra-dark chocolate cookies; Speculoos, a caramel flavour with pieces of cinnamon-spiced cookies; Cocoa Cookie, a mix of chocolate and hazelnut with chocolate shortbreads; Vanilla Cookie, a hazelnut cream with vanilla-flavour cookie pieces. All of the products in the Brunella Crok line are available in 5 kg buckets.



We will



you!

## Le Brunelle

Even more pretty, tasty and gluten-free!

The Brunelle by Martini Linea Gelato are enriched with chunky pieces for an irresistible crunch effect!

6 products, perfect to variegate, prepare tasty cremini or to fill cakes and semifreddos. Free from hydrogenated fats, preservatives and colourings.

- VANILLA COOKIE
- COCOA COOKIE
- DARK BISCUIT
- SPECULOOS
- PISTACHIO
- CRISPIES

**NEW**



## 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



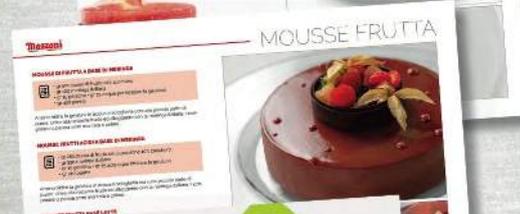
Dry-fix™ technology to drastically reduce the loss of water: it is thus possible to decorate cakes, tartlets, mousses and panna cotta without the risk of ruining them due to the moisture usually produced by standard frozen fruit. In harmony with current health trends, Mazzoni recently introduced Ketty Frulla, a mix of frozen fruit in small pieces available in single-dose 150 g bags so you can easily make fresh, healthy smoothies.





Perfection needs recipes

you find them here: [www.mazzonigroup.com/recipes](http://www.mazzonigroup.com/recipes)



## WITH THE OPENING OF TWO NEW LOCATIONS, CASA OPTIMA HAS BECOME MORE INTERNATIONAL THAN EVER!



Casa Optima, born from the experience and know-how of the Optima Spa Group (composed of Mec3, Modacor Italiana and Giuso Guido) is expanding its educational offer thanks to the opening of two new locations. One is in Bistagno (a town in the Italian province of Alessandria) and the other is in Santiago de Chile. In addition, the Shanghai and Sao Paulo (Brazil) locations are being expanded. These new additions make the official count of the Casa Optima campuses 11, creating a training and research hub that performs excellently, unique in the world, dedicated entirely to the “Sweet Arts”. It is a place to apply ideas and passion, to develop new market trends and to respond to the preferences of tomorrow’s consumers!

Gelato and pastry arts, professional decorations, coffee specialties and cocktails are the subjects of the courses, which are managed on a one to one basis. They outline an intense educational program, designed both for qualified professionals as well as for beginners. The Basic, Intermediate and Advanced courses for gelato are designed to meet the needs of gelato chefs, focusing on specific issues. Financial

management, raw materials, human resources and marketing are the topics covered in the class entitled “From Passion to business.” How to prepare a gourmet coffee is the objective of the class “Creativity you can drink”, a course of “Coffee specialties & more”, dedicated to the world of elaborated drinks. For a class dedicated to modern cakes, gelato pastries, traditional pastries and cake design, seek out the courses “Pastry Trends,” “Classics in Evolution” or “Decoration & Design”. Starting in October, enrolment for “Traditional Pastry” course will be open, where it will be possible to learn all about leavened products, chocolate, diet desserts that taste delicious, and baked goods for breakfast. The year 2019, marks the beginning of a collaboration with the Gambero Rosso Academy, the largest professional platform for the gourmet world. A joint venture stems from the desire to present the “Casa Optima” project to the entire Ho.Re.Ca. world, through face-to-face lectures and hands-on workshops, together with a web series dedicated to the gelato and pastry industries aimed at training future professionals in the Sweet Arts.

For more information and to enrol:  
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



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!

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

The new products of the Cookies family, which in just a few months from their release have obtained very successful sales results, 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.





# SWEET MATCHA



## WHEN THE FAR EAST MEETS WEST.

*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



+39.0541.859411



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



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



## QUELLA G AND QUELLA PRALINÈ: TWO NEW ENTRIES TO CELEBRATE 10 YEARS OF SUCCESS!



The Quella family never ceases to surprise its fans! Following the footsteps of success of all the family's products, the two new entries, Quella G and Quella Pralinè, in just a few months have also gathered significant success with the public and in sales. Perfect structure, excellent consistency, easy to scoop, unmistakable flavour, high quality ingredients: these are just a few of the characteristics that make Quella, and all the members of the Quella Family, a true flavour icon! Quella G is the brand-new version with no added sugars and certified Vegan Ok. It is perfectly in line with the "free from" trends. With Quella G, gelato chefs can satisfy their customers that follow vegan or low-sugar diets, by creating not only superb gelato flavours but also fantastic cremino flavours, as well as everything the imagination suggests. All it takes is the combination of Quella G with the Mec3 G bases to create a gelato with no added sugar. Both cream-based and fruit-based flavours can be created.

Inspired by the art of French pralines, elegant and refined for both the eyes and the palate, Quella Nociola Pralinè is a smooth hazelnut cream with a praline flavour. It's an innovative product on the market, resulting in a delicate combination between the taste of the hazelnuts and the caramelized aroma of pralines. Just like

all of the Quella family

products, versatility is the key word. Quella Nociola Pralinè for instance can be used in countless ways: it can be placed directly in the pan as it is, or used as a component for the cremini or for variegating gelato; it can be batch frozen; or poured directly into the cone or on crepes. What about the delicious Quella cakes? Just a few ingredients, easy to prepare with an attractive appearance and an exceptional taste! Quella Nociola Pralinè cake: a fantastic hazelnut for a sublime and crunchy dessert, thanks to the complicity of Quella Crunchy. It can be placed in both the sub-zero as well as the refrigerated display case. Simply magnificent the "ruffled" version: for an unexpected look, its flavour is rounded and full on the palate, and it is stable in a refrigerated showcase. The refined notes of Quella Nociola Pralinè are enhanced when embraced with milk- and dark- chocolate. Deliciousness that cannot be matched!

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



# Just goodness without limits



**THE ORIGINAL HAZELNUT AND COCOA FLAVOURED CREAM WITHOUT ADDED SUGARS.**

QUELLA® G HAS ALL THE SWEET AND CREAMY FLAVOUR OF COCOA AND HAZELNUTS,  
(CONTAINS NATURALLY OCCURRING SUGARS), IT CONTAINS EXTRACT OF STEVIA LEAVES.  
THE DELICIOUS CHOICE FOR AN UNPRECEDENTED COMBINATION, TO ENJOY WITHOUT SECOND THOUGHTS!

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## LA GELATISSERIE: THE CREATIVE EVOLUTION OF PATISSERIE



La Gelatisserie has been designed to offer modern gelato and pastry chefs the possibility to create an irresistible, delicious and attractive showcase, always different with a wide range of specialities which also includes negative temperature delicacies.

The line consists in high-performance bases for various uses, delicious fillings for both cold and baked desserts, modern glazes that are ready for use and perfect when cut, and original and eye-catching chocolate, and flower decorations. There are two families of the base products: Semifreddo bases, designed for desserts that need to be stored and served at negative temperatures with a high-performance natural solution thanks to the innovative Baobab fruit pulp. The second family, Cremfix bases, made for desserts that require refrigeration (mousse and Bavarian creams) in many flavours, including a new high-quality chocolate spray. Farcy is the range of products dedicated to refined fillings that have a fresh flavour and an extremely high fruit content (in pieces, 70%), designed to be used in all kinds of desserts: frozen, refrigerated or baked.

Mirror is the name of the line of the artistic glazes that guarantee an even coating of the desserts, they have a clean and trendy flavour and are ideal for coating semifreddo, Bavarian creams, mousse and single-portion delicacies. To complete the proposal a line of beautiful, ready-to-use decorations perfect for transforming and making desserts even more inviting. The selection available is sure to satisfy every need: modern discs, superfine waves, refined curls, elegant spheres and dynamic triangles. All of the decorations are made with high-quality chocolate and they give the perfect touch to complete any dessert. Sugar flowers, marzipan roses and macaron shells add a romantic vibe to the showcase.

These highly innovative and practical solutions facilitate the work of the professional and increase the attractiveness of the creations. They are new proposals that aim to create a showcase that catches the client's eye and delight the palate with cakes, semifreddo and single-portion treats saleable at any time of the day and suitable for every type of consumer. For example, the "Fruttolotti," fun and elegant 3D fruits, are visually pleasing as well as delicious, dedicated to those who don't want to limit themselves but want to amaze with simplicity. Another example is the "Barattolotti," delicious treasures with endless flavour combinations, a simple and elegant way to enrich a vertical showcase.

This line includes many ideas to release your creativity and to increase business in each point of sale in an intelligent and innovative way. For information: [www.mec3.com](http://www.mec3.com)





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



FOR FURTHER INFORMATION CONTACT US AT



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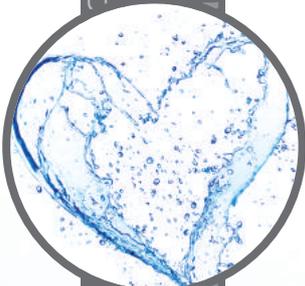
## A SIP ON YOUR WAY!



Nude to Go is much more than a simple cup for cold drinks: it is a small concentration of avant-garde design. It is the result of the creative idea from Medac's research and development team. Nude to Go can be closed without a lid, and it allows you to drink easily from it without a straw! Bending the top wings, the container is closed, forming a sort of straw from which you can drink your favourite beverage. It is practical and easy to handle, and it is realized in three different sizes: 150, 200 and 250 ml.

Nude to Go is also environmentally friendly. It is produced in paper, so it is 100% recyclable. Moreover, being without lid, it helps reducing the amount of damaging trash that enters the ecosystem.

It is available with a graphic design of lively "waves" of gushing water or in white, for customer's best choice.



# Nude to GO Love at first sip...



**Nude to go** is the new cold drinking cup from Medac. Press on the upper wings, close it and have a sip from the drinking spout!  
**Nude to go** is nice, handy and it is in love with the environment.



protegge la qualità, rispetta l'ambiente



## ADD EXTRA VALUE TO YOUR SPECIALTIES, WITH TOWER IN BROWN

Are you looking for a to-go container that gives a real extra value to your bakery products? Do you want a practical and original solution to manage your packaging needs? Then Tower in Brown by Medac is just the right for you. Designed vertically, Tower in Brown is perfect for bread and for small sweet specialties, to avoid crumbling during transport or while you are enjoying them on your way.



Its exclusive

look in

Kraft paper reminds traditional pastries and baked bread, highlighting the

authenticity of natural ingredients carefully selected.

One special feature of this container is its practicality. It can be opened and closed without the lid: just with a simple touch on the upper wings. This way, you don't even need trays,

paper and ribbons to pack your delicacies, as Tower in Brown doesn't require any accessories, thanks to its practical structure.

Tower in Brown is available in three different sizes, ranging from 500 to 1000 ml, and it can be used for every type of cooking preparation, including hot (up to 70°C for an hour), cold or frozen.



Tower in Brown  
Medac.  
The beauty of  
traditions.

Medac has created a new vertical container to exalt your specialties: **Tower in Brown**. Its "kraft" color recalls natural ingredients and tradition. Ideal for hot and cold food, it is also practical, being without lids and closable with a simple touch on the upper wings. **Tower in Brown** cups next to White Tower cups, to give authenticity to your take away proposal.



protegge la qualità, rispetta l'ambiente



Rating della  
legalità



Direttiva  
2014/32/UE



SGS



DNV-GL  
ISO 14001



DNV-GL  
ISO 9001



FSC®  
C016153



OK Compost  
(EN 13432:2002)



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+ artisan  
+ original  
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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 ( $0^{\circ}$  to  $-20^{\circ}\text{C}$ ), positive ( $+2^{\circ}$  to  $+16^{\circ}\text{C}$ ), and heated ( $+60^{\circ}\text{C}$ ), 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

sa UPSTUDIOCREATIVO.IT | design STRAMVIGLI 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.

f p y G+

orionstyle.com

# 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 business partners and investors around the world. In fact, PreGel's primary goal is to support its partners by providing them with the knowledge and tools they need 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 its students with both the theoretical and practical knowledge needed to create profitable, successful businesses. The 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 training in the production area. PreGel ITC are known for their high quality

teaching standards and five-star courses led 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, which provide training courses adapted to each local market and include trends related to the different geographic areas. PreGel ITC are located in United States, Argentina, Australia, Austria, Benelux, Brasil, Canada, Chile, Colombia, Ecuador, France, Germany, Greece, Hungary, Mexico, Peru, Poland, Spain, and Switzerland. The newest addition is the PreGel ITC – United Kingdom, located in the heart of London. This location was established with the aim of creating a reference center dedicated to artisan dessert training for the whole of Northern Europe. Visit the official website: [www.pregeltraining.com](http://www.pregeltraining.com)





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## PINOPINGUINO: SWEET AND ENCHANTING NOVELTIES



PreGel's PinoPinguino defies the expectations of what a dessert ingredient should be. Available in thirteen mouthwatering varieties, they are all irresistible and have reached legendary status in record time.

Though they look like a variety of standard sauces, PinoPinguino is actually a line of cold fudge sauces with an impressive list of capabilities. First, the flavor: the perfect harmony of PinoPinguino ingredients create a genuine, full, and enveloping flavor.

Then, the stunning physical characteristics: their exceptional consistency and ability to remain soft, even in frozen environments, makes them extremely versatile.

Each PinoPinguino cold fudge sauce is great as a standalone treat or when utilized as layers in gelato pans; tasty inclusions; as an ingredient for marbleizing throughout waves of gelato, and in soft serve and pastry applications. In fact, due to its variety of rich fudge flavors and thick, fulfilling, melt-in-your-mouth texture, each selection in the PinoPinguino line will consistently exceed your expectations in any application.

This year, the PinoPinguino family has a new addition: Hazelnut, a rich, smooth anhydrous paste, without pieces, providing the lively and palate-pleasing taste of hazelnut in different gelato applications.

With flavor and quality this outstanding, PinoPinguino is crossing into different PreGel product lines with the arrival of the first PinoPinguino Sprint.

PinoPinguino Classico Sprint (cocoa and hazelnut) is colorless, free of hydrogenated vegetable fat, and enhanced with flavorings. This product is ideal for making a creamy or soft gelato in a few simple steps.

Finally, our new PinoPinguino Frappè highlights a real turning point for those who love the enveloping and unique taste of Pino!

Do you know the Pino flavors? Hazelnut, Classic, Bianco, Nero, Croccante, Lemon, Almond, Nocciolino, Peanut, Pistacchio, Wafferino, Caramel, and Orange.

Find out more at <https://pinopinguino.com>





**PinoPinguino** is a line of cold fudge sauces with an impressive list of capabilities. Available in thirteen flavors, the newest addition is Hazelnut, a rich, smooth anhydrous paste, without pieces, providing the lively and palate-pleasing taste of hazelnut in different gelato applications. Now available is the first PinoPinguino Sprint, ideal for making a creamy or soft gelato in a few simple steps. And finally, our new PinoPinguino Frappè highlights a real turning point for those who love the unique and delightful taste of Pino!



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#PinoPinguino



V A R I E G A T I

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Artificial flavorings

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## TAILOR-MADE INGREDIENTS



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

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

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

For more information:

[www.reire.com](http://www.reire.com) - [info@reire.com](mailto:info@reire.com)



# WHEN THE RAW MATERIALS ARE GOOD



Foto Ed Clark

## REIRE, RAW MATERIALS FOR GELATO SHOPS AND PASTRY SHOPS

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



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## 4 GOOD REASONS WHY YOU SHOULD CHOOSE ORGANIC FROZEN FRUIT PUREES



Moreover, nowadays the organic frozen fruit is also a good alternative with reduced content of added sugars, which is essential to satisfy consumer demands. Even the WHO (World Health Organization) recommends a consumption of sugar that does not exceed 5% of the total calories (or at most 5/6 teaspoons of sugar).

Let's not forget, finally, that the organic frozen purees are packed with recyclable material, to guarantee a correct and ecological disposal of the packaging.

Rogelfruit offers a selection of organic juices and purees with no added sugar. A perfect range of products to be used in organic recipes or recipes that do not include added sugars, from ice cream, to pastry, to the bar. Discover our complete range on [rogelfruit.com](http://rogelfruit.com).

Every time you decide to buy ingredients to be used in your production system, you are supporting so much more than your customers. You are shaping the landscape of the entire food system: the environment, land, air, water to the farmers themselves. So, when we have a choice, we should choose organic food because of these reasons.

Why choose organic?

First of all, certified organic frozen fruit is also non-GMO. The organic regulations prohibit any GMO ingredients in a certified organic product. You should avoid GMOs at all costs and going organic is one of the easiest way to do it.

The second reason is that organic crops cannot be grown with synthetic pesticides, and contain much lower pesticide residues overall. The organic regulations prohibit several toxic pesticides.



Don't Panic.  
Go Organic!

ECO  
PACK

100%  
ORGANIC

NO ADDED  
SUGAR

EXCITING  
FLAVOURS



Find out and try our organic frozen fruit purees and juices.  
A complete range of exciting flavours, 100% organic,  
with no added sugar in eco pack.

Meet us at BELLAVITA EXPO  
Business Design Center Ltd,



– November 7-8, 2019  
London UK

**Rogelfrut**<sup>®</sup>

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

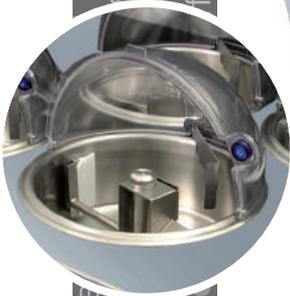
## ALWAYS FRESH, DONE & SERVED



Staff Ice System, the Italian company that has been in the cold equipment industry since 1959, is celebrating its 60th anniversary with the innovation called “Gelato Live Show,” a batch-freezer designed to produce, display and store 6 litres of gelato per tank (which corresponds to 4.6 kg of gelato). It allows you to serve directly in front of your client. You can install it in limited spaces because it contains both the lab and the cabinet all in one. The range consists of five models: the single tank model, available in both counter-top and



floor-standing versions, or the two-, four- or eight-tank versions. Each tank functions independently with a long-lasting agitator. Changing the agitator speed allows for the production of gelato with different overruns. The agitator speed during production and the temperature control during storage have been designed to consistently guarantee the perfect structure of the gelato (consistency, density and scooping texture). There are five production and storage programs, and each program can be run in a simple manner by using the automatic settings that have pre-programmed parameters, or it can be used in the manual mode. The lid serves as a protective barrier for food safety, and when it is opened, the agitator automatically stops. As optional accessories, the GLS Gelato Live Show can come with a sunshade and/or a cone holder. For more information: [www.staff1959.com](http://www.staff1959.com)



# THE SUCCESSFUL COMBINATION.

*"The ideal solution for your lab"*

*Pino Scaringella*



**SMARTMIX**  
combined machine  
for gelato and pastry



**PASTOMIXER**  
pasteurizer, boiler,  
ageing vat

**QUALITY WITHOUT COMPROMISES.**

inverter  
technology  
powered by  
**TOSHIBA**



**STAFF**  
**ICE SYSTEM** 1959  
macchine per gelato e pasticceria



## PERFECT TEMPERATURE

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



## THE VALUE OF EXPERIENCE

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



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

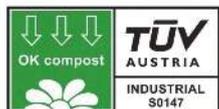


You have made your artisan ice cream a work of art, and for you we have researched a palette of solutions to simplify and complete your ice cream shop service.

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



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



**60 YEARS AS THE COMPLETE SOLUTION FOR ICE CREAM ARTISTS**

## OVERWHELMING FUN READY TO BE ENJOYED

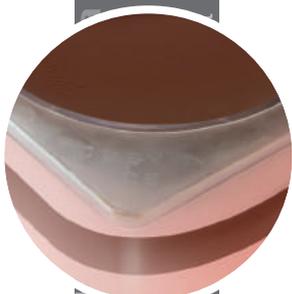
Who doesn't know the irresistibly fun Red, Chuck and Bomb, the three fearless characters from Angry Birds? After becoming protagonists of the videogame world, and after reaching movie stardom, they are now entering gelato shops through an exclusive kit created by Torronalba, which will win over customers of every age.

The kit is made up a bucket of Maddy Cream and 5 bags of Angry Birds (2 kg each), which are for creating a Cremino gelato. There are also 5 round wafers (with 21 cm diameter) which are to be placed on top of the cremino gelato as a decoration. The wafer depicts the three famous characters: Red, the surliest of the Angry Birds; Chuck, the chatterbox; and Bomb, always ready to explode to win each challenge.

To make a pan, all you have to do is mix one bag of Angry Birds with 2,7 litres of milk, 0,3 litres of cream and 1 kilogram of Maddy Cream.



Included in the kit, there is also a lot of marketing collateral for your shop. There are 200 decoshapes to decorate cones and cups in a colourful Angry Birds theme. There is also a brand flavour marker and a large advertising poster (70 x 140 cm) to grab the attention of your clients towards this exclusive flavour. And that's not all. For your smallest customers, you can give them one of the 50 temporary Angry Birds tattoos that are included in the kit.



NEWS  
2019!

SAVOUR THE GELATO

# ANGRY BIRDS™

## KIT ANGRY BIRDS, COD. 0555 COMPOSED OF:

- 1 tub **MADDY CREAM** + n.5 bags **ANGRY BIRDS** (1kg each) for the realization of the cremino **ANGRY BIRDS**, alternating layers;
- 5 waffles Ø21cm to be placed on the cremino for decoration;
- 200 decoshapes for the decorations of your cups and cones with **ANGRY BIRDS** graphics with the following characters: **RED, CHUCK AND BOMB**;
- 1 flavour marker **ANGRY BIRDS**;
- 50 tattoos for the little ones;
- 1 advertising display 70x140cm for your gelato shop

**RECIPE**  
 1 bag Angry Birds 1KG  
 2,7LT Milk  
 0,3LT Cream  
 1KG Maddy Cream



WWW.TORRONALBA.COM



  
**TORRONALBA**

TORRONALBA s.r.l.  
 Loc. Catena Rossa 13  
 12040 Piobesi d'Alba (CN) Italy

tel. +39 0173 361140  
 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.





# 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.



UNIGEL spa - Via Torino 24 - 24040 Ciserano (BG) - Tel: 035.88.31.54  
info@unigelitalia.com - [unigelitalia.com](http://unigelitalia.com) - [nordpol.it](http://nordpol.it) - [unigumm.it](http://unigumm.it)

# WWG

## 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**

**SHOWROOM**

**HEAD OFFICE**

Via del Castello, 25 - San Gimignano 53037 (SI)

Via Poscolle, 43 - Udine 33100 (UD)

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.

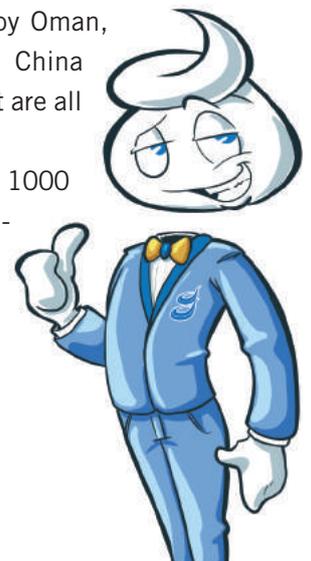
“Aim high, think outside the box” is the driving force behind the brand that has rapidly grown since 1998 to form the Yogorino franchise network it is today.

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

# 25<sup>th</sup>

# ANNIVERSARY

• 1993 • 2018 •

*Product*



# GELATO FESTIVAL

Winners!

*Are you next?*



**Mike Guerriero**\*  
Miami American Final



**Diego Comparin**\*  
2<sup>nd</sup> place Miami American Final



**Olga Pinciuc**  
Florence



**Adam Fazekas**  
Rome



**Francesca Marrari**  
Turin



**Osvaldo Palermo & Alessandro Fraccola**  
Milan



**Claudia Trotta**  
Berlin



**Fabrizio Fenu**  
Boston



\* Mike and Diego are finalists in the Gelato Festival World Masters in 2021

By winning a stage you add 36 points to your position in the Gelato Festival World Ranking!

## JOIN US IN THE NEXT STAGES OF 2019!

Chicago August 17-18 - Washington DC September 7-8 - West Hollywood - LA or Barcelona September 28-29

team@gelatofestival.com

# THE GLOBAL GOURMET DINNING EXPERIENCE

12-14 NOVEMBER 2019 - WWW.FHCCHINA.COM



Food and beverage producers from every corner of the globe will once again get together this November at the 23rd edition of FHC, which is on track to be bigger and better than ever. The show organiser, UBM - Ltd China International Exhibitions, announced that FHC, ProWine China and the partnering shows will occupy over 180,000 square meters and welcome over 3,000 international companies, suppliers, distributors, importers and traders from across the food industry. Together, they will unite to present FHC as the global gourmet dining experience, making it the largest specialist trade show for imported food and wines in China.

FHC 2018 hosted 3,000 companies from 48 countries and regions. The show welcomed 118,274 buyers which represented a 23% increase since its previous edition over the three days. This year, there will be as many as 16 exhibit zones, including: snack food, meat, dairy, fresh produce, seafood, bakery and pastry, chocolate, gelato and ice cream, tea and coffee, beer, oil products, drink, foodservice equipment, cold chain logistic, foodservice & technology, restaurant design and deco. With

the new zone logos, buyers will quickly and efficiently find their targeted suppliers during their visit, giving them more time to research new products and establish business connections with potential suppliers from around the world.

In recent years, Chinese consumers have become increasingly eager to purchase high-quality products from the international market. As the platform of choice for China's food and beverage market, FHC has been committed to opening a convenient door for the industry chain for many years, building a supply platform, allowing overseas high-end foods to enter the Chinese market more conveniently, and making China's food categories more multifaceted and high quality. Among them, snack food has also become the main force during FHC as countries from across the globe present their most distinctive products.





**FHC**  
FOOD & HOTEL  
**CHINA**

**2019. 11. 12-14**

Shanghai New International Expo Centre (SNIEC), China

**China's Global Food & Hospitality Trade Show**

The 23rd International Exhibition for the Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries

Unprecedented growth to **180,000** sqm in 2019

Category :



Organised by:



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

E : [fhc@ubmsinoexpo.com](mailto:fhc@ubmsinoexpo.com)

Tel : +86 21 3339 2215

# MIG: FOR 60 YEARS THE TRUE ESSENCE OF 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 artisanal 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, China, United Kingdom, Poland, Slovenia, Spain, Bulgaria, Hungary, Belgium, Netherlands and many others. 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.





THE BEST PRODUCTS AND EQUIPMENT  
FOR YOUR **ARTISANAL GELATO**



**60<sup>TH</sup> INTERNATIONAL GELATO EXHIBITION**  
Longarone 2019 1<sup>st</sup> - 4<sup>th</sup> December







Gelato

Pastry

Chocolate

Bakery

Coffee



# Sigep

41<sup>st</sup> International Trade Show  
of Artisan Gelato, Pastry,  
Bakery and the Coffee World

## THE SWEETEST BUSINESS EXPERIENCE

**18-22**  
**01. 2020**

**RIMINI**  
Expo Centre  
Italy

en.sigep.it



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IN COLLABORATION WITH



SPECIAL EVENTS



Gelato world Cup

Platinum Sponsor



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**ITALIAN  
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GROUP**  
Providing the future



# BEER & FOOD ATTRACTION

THE EATING OUT EXPERIENCE SHOW

15-18  
FEBRUARY  
2020  
RIMINI EXPO  
CENTRE  
ITALY

[beerandfoodattraction.it](http://beerandfoodattraction.it)



simultaneously with

International  
**HoReCa**  
meeting  
Congress • B2B • Parade

 **BBTech expo**  
THE PROFESSIONAL TRADE FAIR FOR BEER  
AND BEVERAGE TECHNOLOGIES



organized by

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future

# READY, SET, GELATISSIMO!

15-19 FEBRUARY 2020 - WWW.GELATISSIMO.DE



Following a successful Gelatissimo 2018, the biggest gelato trade fair north of the Alps is getting ready for round six. Gelatieri, gelato shop owners and café managers will be presenting the latest gelato trends in the Paul Horn Hall (Hall 10) at Messe Stuttgart from 15 to 19 February 2020. Gelatissimo boasts a variety of products and services, from basic materials and accessories to ice machines and cooling technology, covering everything from ambience to presentation to sales promotion. Through its association with Intergastra, one of the most important European trade fairs for the hotel and gastronomy industry, trade visitors from both Germany and abroad can also expect to find products and services for kitchen technology, ambience and equipment, as well as beverages and coffee.

The programme of events accompanying these two trade fairs provides visitors with the opportunity to further develop their own expertise and to enjoy direct exchanges with the industry experts present. 2020 will also see the return

of the Grand Prix Gelatissimo, which gives the best gelatieri a chance to showcase their skills and impress the expert judging panel.

About 100,000 visitors attended the trade fairs Intergastra and Gelatissimo in the spring of 2018, discovering more about the latest products or meeting with colleagues to discuss the latest trends and challenges within the sector. In addition to the many events and presentations planned for 2020, the IKA/Culinary Olympics will be taking place for the first time. This is one of the oldest international cooking competitions in the world, and will be taking place during Intergastra/Gelatissimo in Stuttgart. "Around 2,000 chefs and patissiers from approximately 60 nations will be going head-to-head, presenting their culinary creations, which will include elaborate desserts and biscuit varieties, and thus setting future food trends. A special event and one we are all very much looking forward to," says Markus Tischberger, Project Manager of the Intergastra/Gelatissimo event duo.





**The world  
of gelato.**



# GELATISSIMO

**15.-19.2.2020 | Messe Stuttgart (DE)**

In conjunction with  
 **INTERGASTRA**  
Leading trade fair for the hotel & gastronomy business

**NEW:** With the  
25th IKA/Culinary Olympics



The biggest Gelato  
trade fair north of  
the Alps.

[www.gelatissimo.de](http://www.gelatissimo.de)    #gelatissimo2020



# EXPOCITY

ALBANIA



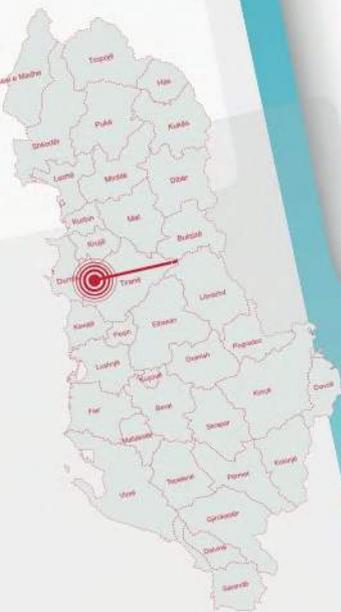
## HO-RE-CA.it

Italian Food & Equipments  
TRADESHOW

Bread baking • Pastry  
Gelato • Pizza • Foodservice  
Hospitality

26 - 29 March 2020

TIRANA



# HO-RE-CA.it

Italian Food & Equipments  
TRADESHOW

# EXPOCITY

ALBANIA

**D.M.P. SRL** promoter and organizer of the international professional event LEVANTE PROF in Bari (Italy), and editor of the industry magazine "Panificazione&Pasticceria," informs that the first edition of **HO-RE-CA.it** is scheduled for **March 26-29, 2020**. It is an event dedicated to the bread-baking, pastry, gelato, pizza, foodservice and hospitality industries, and Italian companies specializing in machinery, equipment, raw ingredients, semi-finished products, finished products, and furnishings will be participating.

The event reserved for sector operators in the Balkans, will take place in **Tirana** (Albania) in the strategic structure of **Expo City**, only 6 km away from the International Airport, the usual stopover for the most important low cost airlines with daily connections from all over Europe.

**HO-RE-CA.it** was born with the aim to develop new commercial opportunities for companies that want to enter into a dynamically and rapidly evolving market which operates mainly in the field of tourist accommodations.

The event will be advertised by a massive publicity campaign (TV, radio, press, industry magazines and on all social media) to promote the fair in all the countries in the Balkan area.

D.M.P. SRL can provide support upon request for the handling of paperwork and customs.



Info: D.M.P. SRL

Tel. (+ 39) 06 6634333 r.a. - mail: [info@dmpsrl.eu](mailto:info@dmpsrl.eu)





# ORGANIZZAZIONE VITTORIO CASELLI SPA

## TRADE FAIRS AROUND THE WORLD

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

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

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



ORGANIZZAZIONE  
VITTORIO CASELLI SPA  
Via Magenta, 19 50123 Florence - Italy  
Tel. +39 055 284292 - Fax +39 055 283364  
Email: [caselliorg@caselli.it](mailto:caselliorg@caselli.it) - [www.caselli.it](http://www.caselli.it)

**...and lots  
more!**



**FHA**  
**HoReCa**

**3 - 6 MAR 2020**  
**SINGAPORE EXPO**  
[www.fhaHoReCa.com](http://www.fhaHoReCa.com)

# WHIP UP YOUR NEXT WINNING RECIPE AT **FHA-HoReCa** **BAKERY & PASTRY SEGMENT**



## MEET LEADING GLOBAL SUPPLIERS

Seize the chance to connect directly with over 2,000 exhibitors from 70 countries/regions at FHA-HoReCa, of which over 70% are original manufacturers. Discover the latest products, trending techniques and innovative equipment dedicated for bakery, pastry and gelato that will be showcased by renowned and emerging brands from around the world.

## NETWORK WITH BUYERS FROM ASIA

Join over 35,000 quality buyers from Asia and beyond including key decision makers and influencers from bakery & confectionery retailers, cafes, F&B establishments and more.

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participating  
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