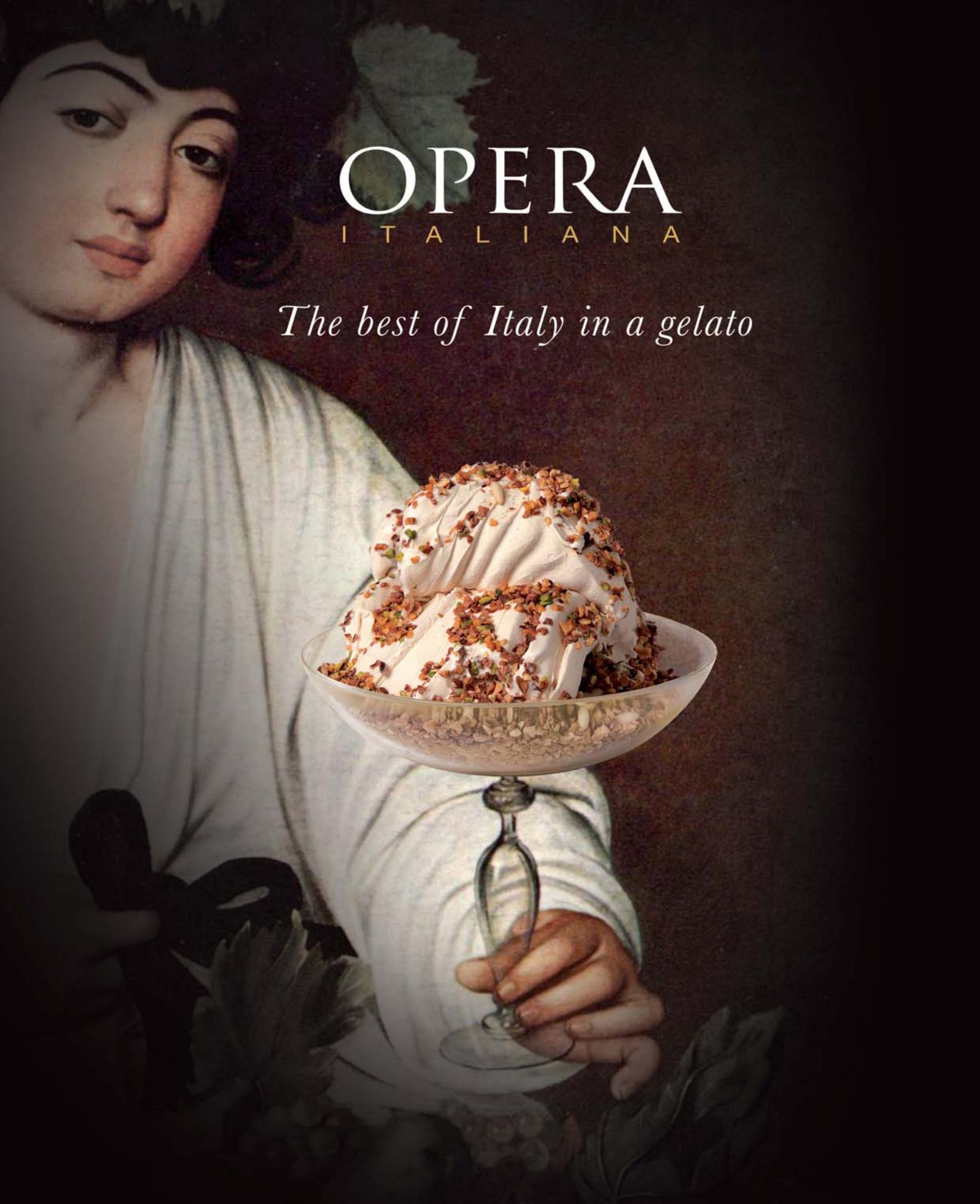


Year 1 - No. 2
punto
JULY-DECEMBER 2013

ITALY



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

A woman with dark hair, wearing a white, draped garment, is shown from the chest up. She is holding a large, ornate glass bowl filled with gelato. The gelato is topped with a generous amount of chopped almonds. The background is dark and moody, with some greenery visible in the lower left corner.

OPERA

I T A L I A N A

The best of Italy in a gelato



*Five Excellences,
one Masterpiece*

Mortarella Campana and
Tonda Gentile Hazelnuts,
Avola Almonds,
Tuscan Pine Nuts,
Bronte Pistachios,
Cologna Veneta Nougat:
from these excellent Italian ingredients,
a new gelato flavour is born.

*Opera Italiana,
The best of Italy in a gelato.*





AIIPA - Gelato Ingredients Group

Established back in November 1945, AIIPA - the Italian Association of Food Producers - represents some of the most important Italian food companies at national and international level, including manufacturers of gelato ingredients.

Associated Companies:

Alvena
Bigatton Produzione
Comprital
Fabri 1905
Fugar Produzione
GEI - Aromitalia
Giuso
La Preferita
Leagel
Linea Gel Italiana
Mane Italia
Meucci Igino
Montebianco
Nestlé Italiana
Nocciole Marchisio
Nuova Tradizione
Optima - Mec3
Ostificio Prealpino
Pernigotti
Pregel
Prodotti Stella
Torrionalba
Unigel

AIMS OF THE ASSOCIATION:

- encourage the research and development of high quality gelato ingredients
- provide information on the products and on the market
- promote ingredients for gelato at national and international level
- promote a culture of hand-made gelato in Italy and abroad
- provide support for members in enforcing regulations regarding workplace safety, food safety, labeling.

AIIPA – Gelato Ingredients Group is made up of 23 companies, including all the leaders in the sector, with 1,300 employees and sales totaling 320 million euros (more than 80% of the total market turnover and about 50% of which for export).

AIIPA – Gelato Ingredients Group has a voluntary code of conduct that is a guarantee of quality, professionalism and transparency for the gelato chefs and the entire gelato industry.



Associazione Italiana
Industrie Prodotti Alimentari

For further information:

AIIPA - Gelato Ingredients Group

Corso di Porta Nuova, 34 - 20121 Milan - Tel +39.02.65.41.84 - Email: aiipa@aiipa.it

www.italiangelato.info

We have exceeded all expectations. In just six months, the first number of puntotally travelled thousands of miles around the world, through its presence at seven international exhibitions, which generated the sale of just as many thousand copies. Puntotally received a very warm welcome wherever it went - Dubai, Singapore, Paris, Stuttgart, and across the Atlantic to São Paulo in Brazil.

The presence of puntotally at the international expos in Italy, such as the Mig exhibition in Longarone and Sigep in Rimini, also aroused strong interest in this innovative magazine entirely dedicated to gelato, pastry and catering, and exclusively targeting foreign buyers.

Over 700 international operators registered their first contact with puntotally by filling out a form giving their details, and this is a useful source of information for boosting the development of business in our sector. This window onto the world of opportunity is supported by a dedicated website (www.puntoitaly.org) which is receiving more and more hits by the month.

So here comes our second number that will be in circulation until December, during which time puntotally will feature at more trade fair events both in Italy and abroad. These will include Sial in Paris, Iba in Munich, and as far away as Shanghai for the Food Hotel China Expo, via the essential Italian stopovers of Pabogel in Rome and the next Mig at Longarone.

Our second number is packed with information and news picked up here, there and everywhere across the planet. We always keep an eye out for international events and competitions, and for Italian recipes formulated by master gelato makers and pastry chefs of world standing. We trust that puntotally 2 will be appreciated as much as puntotally 1, and that it will prove a useful working tool helping promote the most genuine made-in-Italy sweet world.

Be with you again soon!

Franco Cesare Puglisi



WORLDWIDE GELATO

What is proudly considered as the “Sistema Italiano Gelato” is in actual fact a well-organised, extraordinary and comprehensive whole of production activities, unrivalled across the globe. A splendid example of the best “Made in Italy”.



Vittorio Bartyan
President of Acomag

Acomag, the National Association of Gelato Machines, Shop Fittings and Equipment manufacturers, brings together and represents the best Italian manufacturers. A non-profit association, whose main aim is to promote and develop the quality Gelato market, both in Italy and abroad.

The companies associated to Acomag always operate in full compliance with commercially correct standards of practice, which include:

- operating in a way that ensures fair competition
- truthful commercial and advertising documentation
- clear and transparent sales conditions
- an efficiently organised pre and after sale technical support service
- prompt response to the agreed warranty conditions.

The products designed, developed and manufactured by the Italian companies associated to Acomag represent the state of the art in the industry and comply with international directives and norms in term of:

- approval
- clearness of instructions
- safety in the work place
- hygiene and people's health
- use of recyclable components
- safeguarding the environment

All the machines, display cabinets, shop fittings and equipment are manufactured in compliance with the applicable standards, allowing the users to safely prepare, preserve o maintain and serve sweet specialities to the joy of consumers of all ages.



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Ezio Amendola - President, D.M.P.

Paolo Cappellini - Food technician



Patrizia Cecchi - Business manager, Rimini Fiera

Fabrizio Osti - President, AIIPA



Davide Pini - Marketing expert

Roberto Rinaldini - Master pastry chef



Paolo Rosa - Director, Longarone Fiere

Beppo Tonon - Master gelato maker



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Publishing Director

Franco Cesare Puglisi

Editor

Manuela Rossi

Editorial Staff

Anna Fraschini

Co-ordinator

Gora Di Benedetto

Gelato Technical Consultant

Paolo Cappellini

Public Relations

Davide Pini

Advertising Manager

Paolo Barretta

Advertising

Alberto Fedetto

Translations

Francesca Tondo

Graphic Layout Illustrations

Caterina Verri

Editrade srl – Headoffice

Via Lomellina 37 - 20133 Milan, I

Tel. +39 02 70004960

Fax +39 02 70004962

email: info@editradesrl.it

www.puntoitaly.org

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STRATEGIC SYNERGIES

Fabrizio Osti, the newly elected President of AIIPA - Gruppo Prodotti per Gelato [Gelato Products Group] outlines the present and the future of the sector in an international perspective.

What does AIIPA do to support its members at international level?

AIIPA - Gruppo Prodotti per Gelato is an integral part of the artisan gelato production chain, and it counts all the most important companies in the sector among its members. These are companies that invest in quality, food safety and research, as well as in the development of markets throughout the world. AIIPA's aim is to bring these entrepreneurs together and so constitute a greater force than each can have on its own, for example in terms of contacts with public authorities. AIIPA also monitors the different markets to make sure that laws are made that protect the ownership of gelato. The latest case relates to the request made by a gelato shop in the State of California for a regulation of Italian gelato. Without the intervention of AIIPA we would today risk having Italian gelato dictated by an American law.

What has been the initial response to AIIPA's new website www.italiangelato.info?

The website aims to be a point of reference for professionals wishing to open a gelato shop in any part of the world, and for those who are already in business and wish to improve their technical know-how.

In the first four months of the year we witnessed a monthly growth of 150%, both for single users and for pages visited, with a constant increase in the length of time that visitors



spent consulting the various sections. Areas of the website that attracted particular attention were the pages about drawing up a business plan, about the relevant laws and regulations, and about how to assess the local context and the kinds of consumers that gravitate around the place where the aspiring entrepreneur hopes to open a gelato shop. In the coming months we will add even more specific information and will aim to equal the success of the Italian website, which has a monthly average of 82,000 pages visited.

Are there other initiatives planned?

We plan to launch an information campaign on the subject of gelato ingredients in the specialist magazines for the sector. We believe that correct and transparent information on the

uses of bases and pastes, looking at what has been done and what is planned, is useful information for the gelato maker. If this then opens a two-way dialogue with artisan gelato shops, we will be happy to hear their ideas and to transform them into projects that might further improve the market.

What markets are of most potential interest?

There are markets that are of ever-increasing importance, such as the USA and Australia, where artisan gelato is seen as a healthy, low calorie food compared with commercial ice cream, as well as very promising countries in South America (Brazil and Argentina) and Asia (China, Korea...). These are interesting areas also because of the enthusiasm with which the new gelato makers prepare to set themselves up in business. In China I found people with an innate capacity to decorate a tub or cup.

Eastern Europe is gearing itself up to produce better quality gelato. This is a positive sign, because it means that ever broader bands of the population will be able to access an exceptionally health product.

What has been the trend in the sector over the last months in countries with a hot climate?

If we look at the sector as a whole, including frozen yoghurt and soft ice products, the results are definitely positive. The

“The Members”

The companies affiliated to AIIPA Gruppo Prodotti per Gelato adhere to a voluntary code of conduct that is a guarantee of professional competence and transparency in the sector. The following companies are affiliated members of AIIPA – Gruppo Prodotti per Gelato: Alvena, Bigatton Produzione, Comprital, Fabbri 1905, Fugar Produzione, Gei, Giuso, La Preferita, Leagel, Linea Gel Italiana, Mane Italia, Meucci Igino, Montebianco, Nestlè Italiana, Nocciole Marchisio, Nuova Tradizione, Optima (Mec3), Ostificio Prealpino, Pernigotti, Pregel, Prodotti Stella, Torronalba, Unigel.



countries where summer is continuous certainly have socio-economic conditions that make artisan gelato a niche market, reserved for hotels, restaurants and a few shops. The frozen yoghurt market however is developing strongly also in areas that are not particularly well-off, given the limited investment required and ease of operating.

Where is the sector heading?

The sector is shifting towards products that combine health, quality and transparency. Companies are working towards greater naturalness in their products, using natural aromas and colourings, eliminating animal fats, and reducing additives. Over the last ten years, research has been orientated toward new ingredients such as vegetables fibres and milk proteins, while today the new natural intensive sweeteners will make it possible to “rebalance gelato” from the nutritional point of view, making it rich in fibres and reducing the sugars. The great challenge will be to develop a product with optimum performance also for the home freezer, encouraging the replacement of industrial ice cream. If we meet this challenge, the market for artisan gelato has enormous room for development. ●

Who is AIIPA

AIIPA is the Associazione Italiana Industrie Prodotti Alimentari (Italian Association of Food Producing Industries) within Confindustria (the Italian Confederation of Industries), and also represents producers of gelato ingredients for gelato making. The Association, which has about 300 affiliated member companies, was set up in November 1945, and is one of the principal industrial organisations in the sector. AIIPA - Gruppo Prodotti per Gelato (Gelato Products Group) brings together 23 of the 80 producers of gelato ingredients that operate in Italy, together accounting for no less than 80% of the entire turnover for the sector (about 400 million euros, and continually growing).

INTERNATIONAL

Year after year, the Pa.Bo.Gel. expo in Rome and the Levante Prof expo in Bari are proving to be focal points for operators in central-southern Italy and professionals from overseas in the baking, pastry and gelato sectors and their related supply chains. Here, Ezio Amendola, president of the organising company D.M.P., speaks about these two international events.



Let's begin with some history. What were the founding principles behind the creation of Pa.Bo.Gel. and Levante Prof expos?

The inspiration for the two expos promoted by D.M.P. was the same: we felt we needed to fill a gap that existed in central and southern Italy, regions not served by quality trade fairs for professionals operating in these sectors, since the main trade fairs were, and still are, concentrated in northern Italy.

What have been the main milestones in the progress of these expos?

One of the most significant milestones was certainly the admission in the International Certification Network, which was conferred on Pa.Bo.Gel. back in 2000 and also on Levante Prof this year. These are recognitions that testify to the level of quality attained by the two expos. Add to this the fact that both expos are now benefiting from superb locations, since

CROSSROADS

The Levante Prof expo

Sectors represented: baking, patisserie, pizza, fresh pasta, gelato, bars, cafés, catering and hotels

Where: Bari - Fiera del Levante

Date of the first Levante Prof expo: 2009

Date of the next Levante Prof expo: 16-20 February 2013



The Pa.Bo.Gel. expo

Sectors represented: baking, patisserie, gelato, catering, food, pizza, fresh pasta, beer, wine, bars, cafés, retail outlets and hotels

Where: Rome

Date of the first Pa.Bo.Gel. expo: 1987

Date of the next Pa.Bo.Gel. expo: 27-30 October 2012

the next editions will be held in the new pavilions of Fiera di Roma and Fiera del Levante, prestigious trade fair centres in the two cities.

What role do the two expos play in a national and international context?

For operators throughout the world, one significant aspect is the geographic and cultural context represented by the two cities in which the expos are held. Rome has always been a magnet for professional visitors, since those attending can combine work and pleasure: the cultural and food & wine opportunities offered by the Eternal City are unparalleled in Italy. As for Bari, it is historically the gateway of the East ever since the first Fiera del Levante was inaugurated in 1930, and it is the city where the Mediterranean Diet was first conceived, which greatly lifted the profile of the agricultural products in the region.

What initiatives are undertaken to publicise the expos all over the world?

Apart from advertising in the various media of numerous

countries, we promote our expos drawing on support from the Chambers of Commerce and the Trade Offices of our Embassies and Consulates. Besides this, the companies involved in the sector are contacted and kept informed through newsletters and press releases.

Can you give us some information in advance about the next expos?

For both the Rome and Bari expos we have confirmation of the extremely significant presence of the Institute that confers Halal certification to companies intending to produce for Muslim countries. These are geographic areas that have a combined population of more than one billion four hundred million potential consumers. We also plan to set up a series of working labs for demonstrations to be conducted by the best Masters in the categories present at the expos, to offer visitors the chance to catch up on new ideas and compare notes. The conference programme is also very interesting, with numerous meetings scheduled on highly topical subjects promoted and organised by the category associations. ●

FULL SPEED AHEAD

From 27 to 30 October 2012, the modern trade fair district of Rome will be the venue for Pa.Bo.Gel., the biennial international expo which, for 20 years, has been a focal point for the sectors of baking, pasta fresca, pastry, gelato, pizza, wine, beer, catering, bars, cafés, retail outlets & hotels.



What you will find at Pa.Bo.Gel.

Furniture, equipment, raw ingredients, finished and semi-finished products, machines, ovens, large plant, information technologies, work garments, air conditioning and heat pumps, display cabinets, decoration, wines, beer, sparkling wine, water and drinks, wrappings, packaging, accessories, hygiene, cleaning and sanitization, refreshment and catering products, café products.

An event on a grand scale awaits visitors to the Pa.Bo.Gel. expo that is scheduled for 27-30 October 2012 in Rome. For over 20 years, this international trade fair has been a focal point for all professional operators active in a huge and diversified market, and all sectors are represented: baking, pastry, gelato, catering, hotels, bars, cafés, wines and retail outlets. The Pa.Bo.Gel. expo is unique of its kind in central-southern Italy, with displays of a complete range of goods including furniture, professional garments, services, and all categories of items relating to the sectors represented. Workers in the field will therefore find at Pa.Bo.Gel. a vast range of products to suit every business requirement, in which quality is the hallmark of each item on display. The expo also offers a 360° panorama of all the latest trends in catering, and the opportunities that the various sectors offer: new marketing formats, technological innovations, furniture designs, equipment, machines and prime ingredients.

The strategy behind the expo has always been to put visitors first, knowing that they are the ones who make or break every trade fair, for both exhibitors and organisers.

The new trade fair district in Rome offers excellent facilities and is easily accessible for any point in the capital city. For national and international operators, Fiumicino Airport is just a few minutes away. ●

WELCOME TO THE SOUTH

To its third edition, scheduled from 16 to 20 February 2013 in Bari, the Levante Prof expo will welcome international operators in the sectors of baking, pastry, gelato, pizza, beer, wines, bars, cafés, catering, fresh pasta, retail outlets and hotels.



What you will find at Levante Prof

Raw ingredients, furniture, finished and semi-finished products, hotel security, machines, ovens, information technologies, equipment, work garments, kitchens, air conditioning and heat pumps, large plant, hygiene, cleaning and sanitization, refreshment and catering products, accessories, wrappings, packaging, wines, beer, decoration, café products, display cabinets.

The third edition of the Levante Prof expo, to be held in the trade fair centre in Bari between February 16th and 20th 2013, is orientated towards growth. The expo has recently obtained the title of "International expo", with a resolution passed by the Puglia Regional Authority. This is an important step forward, which will allow the expo to open up further to a potentially unlimited target of operators in the sectors of baking, pastry, pizza, fresh pasta, gelato, bars, cafés, catering, and hotels.

Meanwhile, preparations are in full swing to respond to the growing expectations arising from the conferment of this prestigious title.

Notwithstanding its relative youth, Levante Prof has already won an outstanding reputation among trade fairs in the agro-alimentary sector, not only in Puglia - a region with a great tra-

dition of fine food and wines, with a magnetic influence on the whole of southern Italy - but also in the rest of Italy and abroad. Ezio Amendola, the president of the organising body D.M.P. Srl, has remarked that: "For the whole of the wheat production chain, Italy is at the forefront of countries both in Europe and in the rest of the world for its products and technology. Bari, the city where the expo takes place, is the fulcrum of the Balkan and Mediterranean area. Levante Prof is an extraordinary opportunity for people to meet and exchange ideas and experiences, a must for all professional operators, Italian and foreign".

For the next edition there is also a packed calendar of collateral events, with gourmet labs set up by skilled master chefs, to provide real time demonstrations of the products, techniques and latest trends in the agro-alimentary sector. ●

A SHOWCASE OPEN

The four days of the Mig expo at Longarone has a unique atmosphere, ideal for establishing new relationships and consolidating existing ones. As Paolo Rosa the director of Longarone Fiere Dolomiti explains, it is an atmosphere that is tailor-made for the artisan gelato maker.

What makes the Mig expo such a unique experience?

The Mig expo is a very particular type of event among the international trade fairs aimed at the artisan gelato maker. Its strong point is that it is a real meeting place for gelato makers themselves rather than for a more loosely defined mass of “gelato operators”. Many trade fairs, especially the larger ones, often become events in which, to be successful, the companies that are exhibiting have to make a splash with spectacular stands that cost a fortune. What counts most for us is to create an atmosphere conducive to dialogue, thus creating a context in which gelato makers can build effective, long-lasting business relations. Mig really is a place where people make important contacts, and this means it is a place where they can develop their businesses.

What actions have been taken to widen the catchment of visitors in order to give the expo an increasingly international dimension?

At the last Mig expo, the attendance numbers for foreign visitors exceeded 10,000. We also had operators from countries such as China and Japan, and the Baltic Republics and the countries of northern Europe. One of the objectives of Longarone Fiere for this year is to increase the number of visitors



TO DIALOGUE

from what are called the emerging countries. To this end we have already set up links with some states of Brasil, and we anticipate that particularly important visitors will be coming over from there. We are thinking for example of the first and second generations of emigrants from the districts of Belluno and Treviso, who have set up very promising gelato enterprises. They represent a very attractive target for Italian producers both of equipment and of gelato ingredients. We are also developing new contacts in other countries, such as the Gulf area (Qatar, Dubai) and Australia, even if our main focus remains the countries of central and eastern Europe, and we expect the greatest increase in visitor numbers to be from there. Mig's prime foreign market however remains Germany, opening out also to Austria and Holland.

The Mig expo is becoming increasingly identified as a centre for the study and promotion of authentic Italian artisan gelato. What initiatives have been taken in this regard and what plans are there for the future?

The "Centre for documentation and information about artisan gelato" is an initiative that Longarone Fiere launched on the occasion of Mig 2011. Through this centre we intend to promote a series of activities supporting the world of artisan gelato. We are particularly thinking of collecting and regularly publicising news from the world of artisan gelato, and processing statistical data useful for understanding the dynamics of its growth. We are receiving more and more requests for information on gelato activities from press organisations and businesses both in Italy and abroad. The Centre is managed by Paolo Garna, and organises conferences and meetings to spread information on topics related to the entrepreneurial growth of gelato making.

Last year, Longarone Fiere also completed its project of establishing a fully equipped gelato lab, which is now at the disposal of those wishing to organise training and professional refresher courses, or for people interested in entering the world of gelato making and setting up a business of their own. The first course was held in January, on an initiative from



Confartigianato, the artisan confederation, of Bolzano, with the collaboration of the business support centre, the Centro Consorzi of Belluno, which in its turn has just run a second course a few days ago.

What is Mig's role in the campaign to create a European Artisan Gelato Day?

The artisan gelato season was officially opened this year too in the European Parliament in Strasbourg, when on 13 and 14 March Longarone Fiere stood alongside Artglace, the Confederation uniting the representatives of artisan gelato makers operating in the EU, to collect a sufficient number of signatures to establish an official "European Artisan Gelato Day". The idea of establish a day dedicated to the celebration of gelato dates back to 2008 on the occasion of the 49th edition of the Mig expo, and took shape in the following three years thanks to the active involvement of the European parliamentarians Iles Braghetto, Giancarlo Scottà and Antonio Cancian. This year the idea has been sponsored by the Hon. Sergio Silvestris, who officially presented to the European Parliament the written submission to establish an official "European Artisan Gelato Day". Today, we have nearly reached the goal of collecting the necessary number of signatures. ●

The 52nd edition of Mig - the International Artisan Gelato Exhibition (Longarone, Italy, 27-30 November 2011) confirmed the increasing relevance to international markets, with a total of over 26 thousand visitors from 45 countries.

A NEW FACE...

A moment during the official presentation of the magazine puntItaly.



South Africa, Brazil, China, Thailand, Libya, Venezuela... Visitors to the 52nd International Artisan Gelato Exhibition (Mig) at Longarone confirmed the interest of professionals in this major event, with its section on machines, equipment, semi-finished products, raw ingredients, furnishings and accessories for gelato shops. Over 26 thousand visitors from 45 countries attended the exhibition, viewing the products of 200 company brands, displayed over a surface area of 17 thousand sqm. Making its grand debut, the magazine puntItaly was officially presented at a press conference which saw the participation of companies and operators active in the gelato and pastry sectors.

As usual, Mig was the venue for a lively schedule of collateral events. Among those attracting a large public were Maestro Beppo Tonon's demonstrations of cut fruit, producing compositions to decorate the counters and display cabinets of points of sale.

The general meeting of Uniteis, which brought together hundreds of artisans operating in Germany, focused particularly on the new regulations that had come into force for the sector.

The 42nd Gold Cup, with hazelnut flavour as its theme, has

been awarded to Diego Candussi, an Italian who operates in Germany. Closely following came Egbert Van Schaik from Bangkok (Thailand) and Andreas Spadotto from Frankfurt (Germany), who received the special prize for the best under-30 participant.

The jury for the 18th national Festival d'Autore, reserved for the pupils of hospitality institutes, adjudicated the competitors' original gelato creations on the theme of 150 years of Italian Unity. They declared Andrea Possanzini and Melissa Bora Saracinelli from the "Istituto A. Panzini" in Senigallia (Ancona Province) to be the winners, with their dish "Buona Italia". The Institute was gifted a professional batch-freezer, offered by the company Telme.

First place in the 10th "Gelato Shops on the Web" competition, for the year 2011, went to www.cremaiaallasca.com website of the gelato shop with that name run by Vincenzo and Fabio Ruggiero in Ostuni (Brindisi Province), while the 16th International Gelato Makers Prize went to Christian Oddono from London (United Kingdom).

The 52nd Mig Expo concluded with the proclamation of Green Gold (pistachio) of Sicily as the top "Gelato Flavour of 2012", promoted by G.A. (National Committee for the Defence and Spread of Home-made Artisan Gelato). ●

... INCREASINGLY GLOBAL

Besides confirming itself as a world-wide meeting point for gelato makers and suppliers of equipment and ingredients, the 53rd of Mig - the International Artisan Gelato Exhibition (Longarone, 2-5 December 2012) aims to communicate forcibly to the authorities and to public opinion the great economic value of the artisan gelato sector.



The 53rd Mig will be an exhibition with a broad international scope, attracting professional visitors from all over the world to Longarone from 2 to 5 December 2012. It will showcase a wide range of goods dedicated to the world of artisan gelato, in the form of products, raw ingredients and semi-finished products, equipment and accessories for the preparation and sale of gelato, indoor and outdoor furniture for gelato shops, promotional material and services, as well as products for the café sector.

The main objective of this edition is to communicate forcibly to the authorities and to public opinion the great economic value of the sector which is a symbol of the made-in-Italy brand. It is worthy of note that during the expo will be held the general meetings of associations of Italian gelato makers operating abroad - Uniteis (Germany), Ital (Netherlands) and Agia (Austria). The 2012 expo will also stage the usual prizes that have marked its history. The 43rd edition

of the Gold Cup will focus on strawberry-flavoured gelato and to the winner will be given the Gold Cup for 2012; the 2012 Gold Cup-Juniors will be awarded to the best under-30 gelato maker.

Great anticipation surrounds the 19th national Festival d'Autore competition for original creations, in which pupils of the hospitality institutes of Italy and of some European countries will compete in the preparation and decoration of a gelato dish to be served at table. There is another event reserved for students, a prize for a thesis on gelato, being offered for the first time.

The programme of Mig's collateral events is completed with the 17th Master Gelato Makers Prize, awarded to a family or a person that has contributed to the enhancement of artisan gelato, and also with the 10th competition for Gelato Shops on the Web, which rewards the best internet websites of gelato shops from all around the world. ●



GELATO IN PARLIAMENT

In Strasbourg, about 200 European parliamentarians representing 24 nations have already signed the petition to establish a “European Artisan Gelato Day” to be celebrated on 24 March.

1

188 Members of the European Parliament, representing 24 nations, have already signed the Declaration to establish a “European Artisan Gelato Day”, to be celebrated each 24 March. The collection of signatures began last March in Strasbourg on the occasion of the 4th meeting, at the European Parliament, of the associations belonging to Artglace (the Confederation that brings together representatives of artisan gelato

makers from nine European countries). According to the information from the office of the Member of the European Parliament Sergio Silvestris, who was a prime mover behind the meeting in Strasbourg this year, the number of signatures continues to grow.

As the President of Artglace, Ferdinando Buonocore, has emphasised, the establishment of a European Artisan Gelato Day



Participants in the meeting in Strasbourg last March. The initiative also had the purpose of promoting a collection of signatures among European Parliamentarians to establish a “European Artisan Gelato Day” to be celebrated each 24 March.



A moment of the press conference promoted by Artglace at the European Parliament.



The meeting at the Parliament in Strasbourg was also an opportunity to demonstrate the importance that the gelato makers from the Province of Belluno (in the Veneto Region of Italy) have had in the spread of artisan gelato throughout Europe ever since the 19th century. The mayors of the most representative towns historically involved in gelato making also participated in the Strasbourg initiative.



Sergio Silvestris, a Member of the European Parliament, has this year been the point of reference for the organisation of the Artglace meeting in Strasbourg. Opening the press conference, he emphasised that artisan gelato makes a significant contribution to the economy of Europe: it has a short supply chain, which often involves producers as suppliers of fresh, genuine ingredients.

would create an event of wide appeal at European level and make it possible to inform consumers effectively and accurately of the exclusive properties of artisan gelato, which render it unique when compared with any other sweet or dessert. To launch the message adequately in European Parliamentary circles, Artglace ran a three-stage programme at Strasbourg: a meeting to give information, in the course of which the nutritionist Virginia Ruggiero illustrated the characteristics and particular features of artisan gelato; an official press conference to explain the contents of the Declaration; and a grand finale with the tasting of artisan gelato, open to all people working at the European Parliament. The Hon. Giancarlo Scottà and Hon. Antonio Cancian, who

had backed the initiative over the previous two years, spoke at the press conference. The Hon. Scottà proposed that an artisan gelato outlet be opened inside the Parliament, so as to showcase the product on a continuing basis.

The Strasbourg event was this year again supported by Longarone Fiere Dolomiti, which had launched the idea of organising it in 2008 on the occasion of the 49th edition of the Longarone International Artisan Gelato Expo (Belluno Province, Italy).

To give a further boost to the collection of signatures, a delegation from Artglace was once again present at the Strasbourg Parliament on the occasion of the plenary session held last May. ●

ITALIAN NEW YEAR CELEBRATION

Always scheduled for the month of January ever since its inception, the Sigep expo in Rimini is a sort of “New Year Celebration” for the whole world. Sigep anticipates and defines global trends in the gelato, pastry and baking sectors. Patrizia Cecchi, the manager of Rimini Fiera’s Business Unit 1, discusses the expo’s high international profile.

What are the strategies that, over the years, have allowed you to give Sigep increasingly global exposure?

A visit to Sigep brings international operators into direct contact with the cutting-edge of developments in terms of products, services, techniques and professional expertise in the arts of gelato, pastry and baking. The event enjoys the reputation for excellence guaranteed by the “made-in-Italy” brand, with gelato and coffee as two unique, exquisitely Italian products. The innovations in all sectors of Sigep related to pastry and baking are therefore boosted by the fame of these two star products. Indeed, all innovations at Sigep are driven by a common striving for excellence and quality.



A look at Sigep 2012

Visitors: 122,697

International visitors: 23,854 (+21% over 2011)

Expositor: 850

Surface: 90,000 sqm

N. of pavillons: 14

There is then the fundamental aspect of internationalism. Since this is an expo with a high proportion of operators from around the world (approximately 19%), it already has a high international reputation, and is increasingly renowned as a privileged meeting point for the exchange of ideas and professional experiences.

All these factors, which are unique aspects of Sigep in a world context, make it possible for everyone taking part to multiply their business.

What role do the events staged in the course of the Sigep expo play in this context?

The collateral events organised in the framework of the Sigep expo are not just a series of interesting demonstrations, they really constitute the "Olympics" for artisans of gelato, pastry and baking. Running parallel with the exhibition, we have built up a programme of international competitions in which the "champion athletes" are the best professionals in the world, and in which the equivalent of the various sporting disciplines are the various arts ranging from gelato, pastry and cake design to pizza and bread. In all of these arts we attract the very best international professionals to compete, so that these competitions are not only a window onto the most highly skilled professionals vying against one another, but also an opportunity for experiences to be shared internationally with one another, so that all can learn from the skills of others.



What efforts are being made to increase still further the world interest in the Sigep expo?

The aspect of internationalism is nurtured and developed in the months leading up to each Sigep. We have set up a project called Sigep Around the World, which - through participation in trade fairs, the creation of events abroad, and the organisation of press conferences and special initiatives around the world - aims to lift the profile of Sigep abroad still higher, bringing in ever greater numbers of international operators (23,854 this year, with a 21% increase over 2011).

What is your vision of the evolution of the sector at international level?

We live in an age which, for some time now, has been geared to steadily increasing globalisation, and in which we are always looking for what's new. This search for the new was previously kept within the confines of a particular country and a particular sector, but it now looks much further afield for cross-fertilisation and inspiration, ignoring frontiers between nations and sectors. The newest ideas therefore are those that propose new formats for retail premises in which the traditional lines of business - the gelato shop, pastry, bakery, café bar or snack shop - are imaginatively combined with conceptions of new modes of consumption outside the home. It is clear that in Italy we are going through a difficult phase, although this is certainly not the sector that is suffering the most. ●

EXTRAORDINARY EDITION!



Sigep

The 33rd edition of Sigep-International exhibition for the

artisan production of gelato, pastry, confectionery and bakery (Rimini, Italy, 21-25 January 2012) registered a big increase in the number of visitors. Presented to professionals around the world, the first issue of puntolitaly.

T

The 33rd edition of Sigep (Rimini, 21-25 January 2012) saw a record attendances, with 122,697 visitors (+15% over the previous year), 23,854 of whom came from abroad (+21%). Occupying a surface area of 90.000 sqm, 850 exhibitors generated tens of thousands of business meetings. At its first Sigep, puntolitaly made a grand international debut. The interest of visitors from all over the world was confirmed by the distribution of over 1,000 copies to professional buyers from every continent.

Sigep number 34 is scheduled for 19-23 January 2013.

Prizes galore

Italian Junior Pastry Championship. 20-year-old Davide Verga is the new Italian Junior Pastry and Chocolate Champion. He won the title ahead of 21-year-old Gianluca Forino. Both will

represent Italy at the Junior World Cup in Sigep 2013.

Italian Senior Pastry Championship. 23-year-old Francesco Boccia was declared the winner. Vying with him for the title until the very end was his brother Marcello, in a challenge which saw both of them obtain the pass (together with Riccardo Patalani, placed third) to represent Italy in the Coupe du Monde de la Pâtisserie at Lyon in 2013.

Grand Gala of Pastry. The event saw the appearance of master pastry chef such as Stéphane Klein, supreme in the use of sugar, Antonio Daloisio and Andrea Borgognoni, Junior World Champions at Sigep 2011, and Olivier Fernandez and Raul Bernard, Spanish champion chocolatiers.

Sigep Bread Cup. 10 nations competed at the 6th edition of the World Bread Baking Championship. Israel emerged the winner, followed by the bread makers from Germany and Australia.

Ideas Laboratory. On each day of the Sigep exhibition, this creative space, run by the Masters of Italian Gelato Making, proposed a children's story, which teams of new graduates of the Italian School of Gelato Making took as the theme of their creations. A technical jury evaluated the results on the basis of their taste, originality, name, presentation and commercial potential. The first prize went to "Autumn Cloud" (mascarpone, marrons glacés and meringue) by Valeria Viziello, Sergio Maniscalco and Carlo Piccinini.

Coffee-flavoured gelato competition. Promoted by the Italian Gelato Makers Association, it saw two Italian competitors placed first and second - Caffetteria Gelateria Dalmedio and Guenther Rohregger, followed by Andriy Vynogradsky from Zhitomir (Ukraine).

1000 ideas for a new flavour. The competition, run by the Italian Association of Gelato Makers, aimed to give free rein to the imagination of the participants. 1st prize went to Cristina Lacché's Gelateria Mariber with the flavour Dark Bitter Chocolate; the 2nd prize was won by Gelateria Fratelli Nurzia with the flavour named "White Eagle"; and in 3rd place was the Riccardo Fazzolari's Gelateria Golosa with the taste



"Goloso" ("Scrumptious").

Sigep Coffee. Recently revamped, the area dedicated to coffee was the venue for competitions such as the Italian Coffee Barista Championship, won by Elisa Molle. The Latte Art Championship was also won by a woman, Chiara Bergonzi, while the Coffee in Good Spirits Championship went to Francesco Corona.

Comunicando Prize. The prize, promoted by the magazine puntoIT-gelato&bar pasticceria, was being awarded for the 6th time. The title of Comunicando Unique Publicity Prize for 2011 went to the Bigatton Company for its multi-subjet campaign. Mec3 won the Best Graphic Design Prize with its campaign "Sì lo voglio. Minou" ("Yes, it's what I want. Minou"); Cesarin won the Best Creativity Prize with "TuttaFrutta. 110 e lode" ("TuttaFrutta. 100% with distinction"); ISA won the Best Copy Prize with a multi-subject campaign; Elenka the Best Visuals Prize with "Cioccolato Superlativo!" ("Super Chocolate!"); and Fugar won a prize for the campaign receiving most votes from the readers of puntoIT for "Quanto è buono ciò che mangi?" ("How good is what you are eating?").

Maestro Beppo Tonon received a special award as Communication Ambassador. ●





GLORIOUS RETURN

Absent in 2010 because it was then the reigning champion, Italy has again occupied the highest place on the podium in the 5th edition of the Gelato World Cup, the most eagerly anticipated event in the last Sigep expo, followed by France and Spain. Special prizes for USA and Brazil.

*The Italian team
winners of the 5th
Gelato World Cup.*





13 teams from the 5 continents participated in the 5th edition of the Gelato World Cup.

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The 5th Gelato World Cup resulted in an enthralling contest, marked by creativity, style, top professionalism and total dedication. In the end, the Italian team emerged once again as worthy winners. The Cup was the star event in the Sigep 2012 expo organised by Rimini Fiera in collaboration with Associazione GelatoeCultura and Co.gel-Fipe. The title has thus been reclaimed by Italy, which had been absent from the previous competition held in 2010 because it was the reigning champion (the rules state that the world champions do not participate in the next World Cup). France, the champions in 2010, took second place, while Switzerland came third.

With "The fruits of the Earth and Sea" as its underlying theme, this year's Cup saw 13 teams competing, drawn from the 5 continents. This fact alone demonstrates that the Italian school of artisan gelato has developed a food product that is now known and appreciated throughout the world. The Italian team had to compete against teams from Argentina, Brazil, Canada, France, Germany, Japan, Morocco, Mexico, Spain, USA and Switzerland.

Each team consisted of five professionals: a team manager, a captain gelato maker, a pastry cook, an ice sculptor, and - an





The French team runners-up in the World Gelato Cup.



innovation in this edition of the Cup - a chef. Over the 4 days of competition, a total of 65 competitors vied against one another, together notching up 2,500 work hours.

The technical jury was made up of the 13 competing team managers, led by the panel chairman Mauro Petrini, assisted by honorary panel chairman Jean-Claude David, captain of

the victorious French team in 2010. The contest's referees were Sergio Dondoli and Sergio Colalucci. The teams were judged on the basis of their creativity, professional skills, and ability to work as a team.

The competition involved a number of tests. On the 1st day, competitors had to make an ice statue, on the 2nd day the



task was to create a gourmet gelato and a dessert plate, while a gelato tub, cone and decorated cup were the challenges to be met on day 3. On the 4th and final day, the competitors were judged on a chocolate sculpture, a Final Grand Buffet and a cake. The cake was also voted on by a Press Jury, which put USA top, and the USA also won the Popular Jury Prize. Over the course of the 4 days, the sponsors awarded some special prizes to creations which in their personal opinion best interpreted the theme of the 5th World Cup. Switzerland won the special ISA Prize for the best decorated gelato tub, Brazil the special Comprital Cup for the best gelato cone, and Italy the special Bravo Prize for the best decorated cup to be served at table. Italy also won the prize for the best gelato dessert plate, while Japan came out top for the best Gourmet Gelato Entrée. The prize awarded by Valrhona for the best gelato cake went to Germany.



The Swiss team placed 3rd in the World Gelato Cup.





Master gelato makers Carlo Pozzi and Luca Caviezel awarded the Cleanliness Award to Brazil, the team which achieved the highest standards of hygiene and tidiness in its stand and lab over the days of the competition. The World Cup were closely followed by a large crowd on direct web streaming, with a commentary in Italian and English. The transmissions were repeated in the night to help those in different zones follow the event. The World Gelato Cup issues an open invitation to compete in the 6th edition to be held in 2014, with the Italian team selection to be made in 2013 in the context, naturally, of the Sigep Expo.

WORLD CHAMPIONS

The Italian team consisted of Leonardo Ceschin, a gelato maker from Pordenone, winner of the Sigep Gelato Gold Cup in 2011; Ernst Knam from Milan, in the role of captain, who was also responsible for the chocolate sculpture; Francesco Falasconi from Tavullia (Province of Pesaro and Urbino) who was the ice sculptor; and Filippo Novelli from Turin as chef. The chocolatier and pastry cook Andrea Olivero acted as team support, while the team manager was Pierpaolo Magni, who combined with the pastry chef Diego Crosara to train the Italian team. ●





Italy: The Winning Creations

GELATO CAKE: The unsustainable folly to be a fruit

Composition: red raspberry glaze, mango sorbet, Tanjari 64% Valrhona dark chocolate ganache, Tahitian vanilla parfait, strawberry orange gelato, marquise, raspberry strawberry coulis, orange sponge cake, almond Bacio di dama

DESSERT DISH: The nectar of the gods

Composition: praline financier, financier syrup, crunchy sesame, white chocolate mascarpone mousse with a heart of cassis, heart of cassis, coffee/cocoa transparent jelly, false coconut macaron, mango-tangerine sorbet, mango tube, hazelnut spoon cake, white coffee gelato, chocolate sorbet, hazelnut powder, mango sauce, cassis sauce, false mango coconut yolk, crushed ice coffee with hazelnut cream, mango agar agar, mango

APPETIZER: Italian portrait

Composition: bread gelato, tomato gelato, white tomato jelly, ficoide glaciale, buffalo ricotta cheese, basil macaron, eggplant parmigiana, salted sablé with Taggiasche olives, marinated San Remo red prawns in a breadcrumb crust, crispy capers, confit and lemon oil, black olive oil, basil sorbet, false tomatoes with basil flavour, Taggiasche olive powder, crystallized basil leaf with cocoa butter, sugar and salt

GELATO CUP: The fruit of sin

Composition: land of chocolate, hazelnut gelato with cardamon, gelato with Paolo Parisi eggs, pomegranate jelly, candy apple gelato, caramelised apples jelly, warm hazelnut sauce, warm Moscato d'Asti zabaione, apple salad in three textures with caramelised hazelnuts and pomegranate caviar, Gellan cider, apple juice jelly, pomegranate caviar, basil seeds, caramelised hazelnut

GELATO CONE: Love upside down

Composition: plankton in suspension, mascarpone vanilla gelato, mango lychees sorbet, strawberry coulis, honey almonds gelato, glazed with transparent honey glaze, crunchy dark chocolate, crèmeuse of white chocolate and lime, balls of liquid strawberry sprayed in a mango crust

GELATO BOWL: The aromatic seduction of the earth

Composition: almond gelato, Asti apricots, amaretti

QUEEN OF PASTRY CHEFS



The first World Pastry Queen Championship, held at the last Sigep Expo in Rimini, saw the Italian pastry cook Sonia Balacchi emerge victorious over 9 other competitors from all over the world.

The 10 professional pastry chefs competed against one another in a series of exciting challenges on the theme “The World of Women”. All the challenges tested their creativity and professional skills to the limit, and pushed them to achieve ever higher standards: they all had to create a Domori chocolate cake, an innovative dessert plate to match with a fruit sorbet, and a sculpture in sugar and pastillage. The last test, in which the competitors had to create an exclusive dessert to be served in a glass based on marrons glacés, was held at the stand of the partner company Agrimontana, in the presence of journalists working for specialised magazines and of opinion leaders in the sector and internationally renowned master pastry chefs. The jury, chaired by Master Pastry Chef Iginio Massari, was made up of the ten trainers of the competing teams. Honorary chairman of the panel of judges was Master



Sonia Balacchi, winner of the World Pastry Queen Championship at the last Sigep Expo in Rimini.

Under the banner of “A Woman’s World”, 10 of the best women pastry chefs from the five continents competed in the first ever World Pastry Queen Championship, held at the last Sigep Expo in Rimini.

At the end of the competition, the 29-year-old Italian pastry chef Sonia Balacchi was declared the winner, having also obtained special mentions for innovation and for the best chocolate cake. “It seems incredible”, commented the World Champion. “My dream now is to open my very own chocolate shop, though I wouldn’t mind enjoying some time abroad. I really wanted to win, I’ve worked really hard to prepare, a year ago I’d never have thought it possible to get this far. How did I do it? You have to be really determined and work flat out if you want to achieve your goal”.



A moment in the prize-giving ceremony. The winner Sonia Balacchi in the centre, and to the right Maestro Roberto Rinaldini, the initiator of the Pastry Queen Championship, together with Iginio Massari, chairman of the jury.

Marlena Szymas (Poland), Susan Notter (USA), Kuei Wen Kuo (Taiwan) and Stefanie Bengelmann (Germany). France came second, and the US third. A number of Special Mentions were awarded: besides those already mention that were also awarded to the top prize-winner, the Press Prize went to the USA, while the Best Sugar Sculpture Prize went to France, which also won a Special Mention for the cleanliness and organisation of the workspace.

Pastry Chef Gino Fabbri, Chairman of the Academy of Master Pastry Chefs. Extraordinary lustre was given to the championship by the participation of Gabriel Paillason, founder of the Lyon s Coupe du Monde de la Patisserie.

The brains behind the Pastry Queen competition was Maestro Roberto Rinaldini, World Gelato Champion in 2006 and a trainer in 2008.

THE CLASSIFICATION

The two days of the Pasty Queen Competition saw 10 women pastry cooks from all over the world vying for the top prize. Sonia Balacchi was up against Janaina Veronica Araujo Siconic (Brazil), Kyung Ran Baccon (France), Kaory Kohiyama (Japan), Yujin Hong (South Korea), Laura Manjarrez (Mexico),

BIOGRAPHY OF A CHAMPION

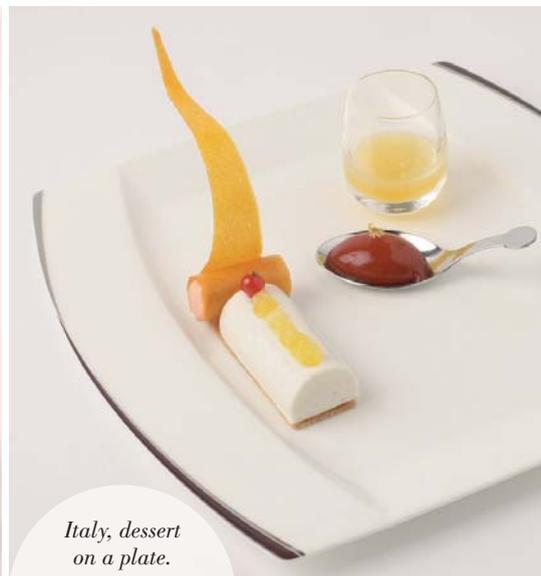
Having gained her school certificate at the Liceo Scientifico Serpieri in Rimini, in 2006 Sonia Balacchi enrolled in her first courses in creative cuisine and patisserie. In this period she became totally smitten by her passion of chocolate. As she herself relates: "Each day, as I proudly put on my chocolatier's jacket, I am determined to give of my very best and to learn everything I can to improve my professional skills still further". After graduating, she turned to catering, and participated in a course in creative cuisine run by the IAL Institute in Riccione, where she obtained a diploma as Meal Production Operator. To learn the basics of the art of patisserie, she enrolled in the course run by Marcello Tassinari. She completed a year's work experience at the Cast Alimenti cooking school in Brescia, where she was awarded various diplomas, among them that



Italy, cake with chocolate.



Italy, dessert in a glass based on marrons glacés.



Italy, dessert on a plate.

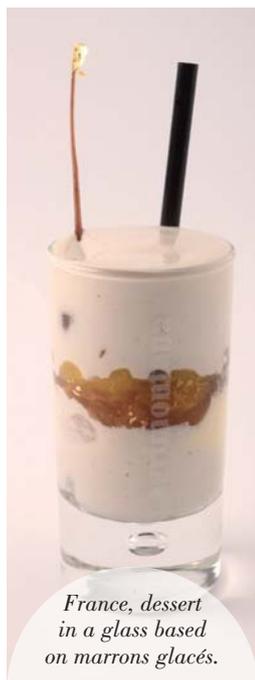


Italy, sculpture in sugar.

Competitions



France, cake with chocolate.



France, dessert in a glass based on marrons glacés.



The pastry chef Kyun Ran Baccon, 2nd place winner.



France, sculpture in sugar.

of Qualified and Specialised Gelato Maker, attending the courses taught by Master Francesco Palmieri. It was here that she determined to improve the know-how in patisserie which she had developed in the courses run by Masters such as Massari, Biasetto, Magni, Tonti, Zoia and Giorilli. She then began to work at Francesco Palmieri's gelato parlour with the English name "Very Good" in Manfredonia, after which she went on to work at Roberto Rinaldini's patisserie-chocolate

shop in Rimini, and lastly at Stefano Laghi & Massimo Villa's Chocolats at Faenza working in chocolate. Sonia is now a freelance professional, running courses in Italy and abroad on her great passion: chocolate.

Her favourite recipe is a dark ganache with coffee, sambuca and zabaione, a truffle with a white chocolate coating which she presented as a demonstration at Dolcemente Prato in 2009. ●



United States, cake with chocolate.



United States, dessert in a glass based on marrons glacés.



The pastry chef Susan Notter, 3rd place winner.



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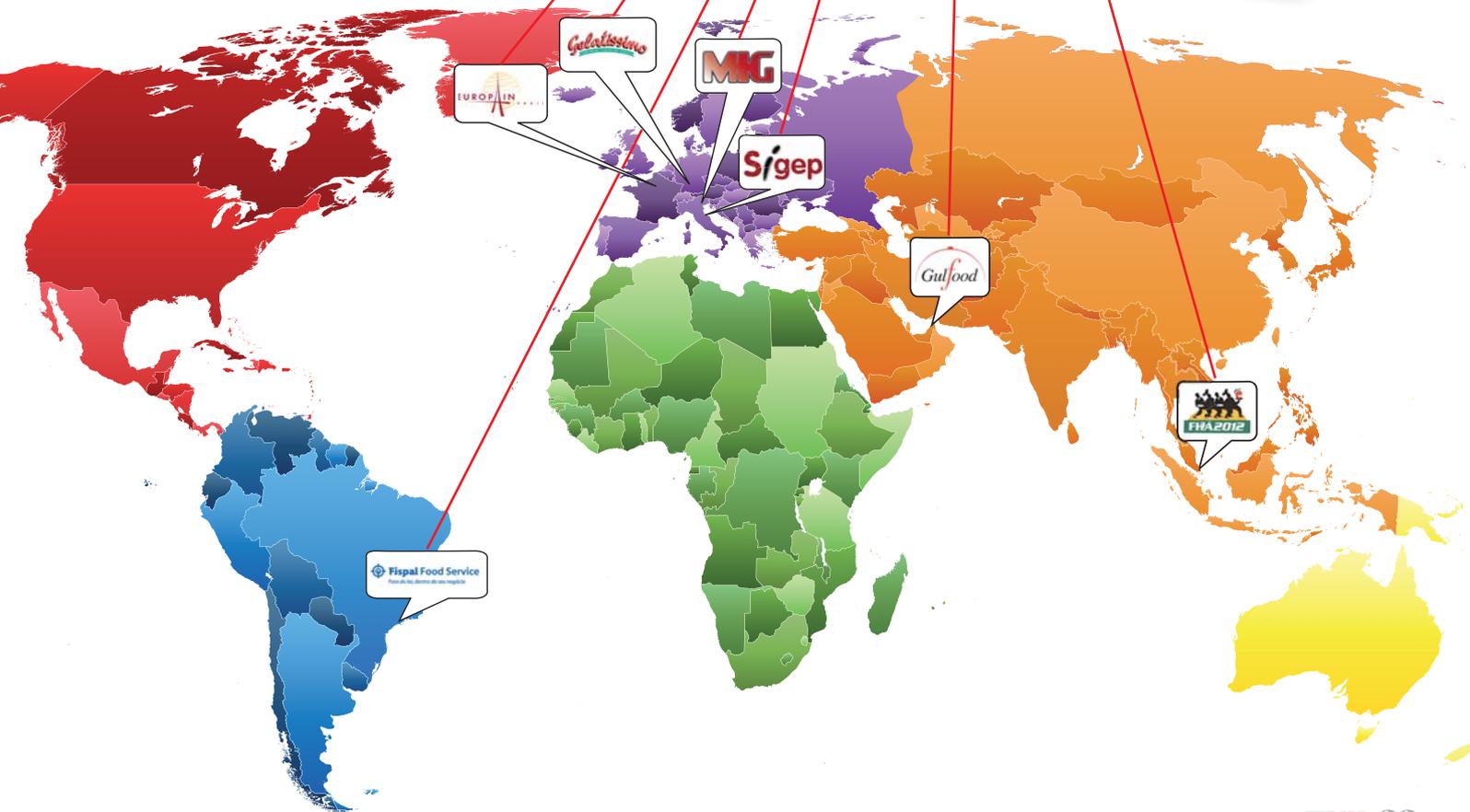
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The Genuine Company

PUNTOITALY REPORTAGE

Reports on the trade fair events visited by puntotally on its journey beyond the borders of Italy: encounters, sensations and first-hand experiences.



GELATISSIMO-INTERGASTRA

Stuttgart (Germany), 11 - 15 February

1,200 exhibitors - 85,000 visitors

Puntotaly received a very cold welcome in Stuttgart - the first stage of its international tour promoting the best Italian companies in the away-from-home food & drink market. Fortunately however it was cold only meteorologically. I got the full force of winter as soon as I exited the doors of this German city's modern airport and was hit by 15 degrees below zero which was driven by a stiff breeze and chilled me to the bone. It was fortunate therefore that excellent German organisation allowed me to go straight into the trade fair centre after only a few minutes walk from the airport, without needing to use public transport, since the airport, trade fair centre and hotel are all close at hand, a real luxury, and one of the reasons why the number of exhibitors has grown by more than 200 over the previous edition.

The pavilions of Intergastra, the exhibition of innovative gastronomy, have a very international flavour, but once we reach pavilion 7 occupied by Gelatissimo, where puntotaly stand is located, Italian is the predominant language. With their own signs, or represented by their own distributors, many of the principal Italian brands occupy most of the display areas, and many of the visitors who stop and talk with us are of Italian origin, and have emigrated to Germany. They are proud of their work in their new country, but do not hide a touch of nostalgia for their places of origin that they left some years ago.

Over the 5 days of the exhibition, we meet a number of operators, each with their own story and their own aspirations, such as the youthful protagonists in a curious competition



The German representative of Miss Italy in the World, Maristella Giunta, visiting the puntotaly stand in Stuttgart.

promoted by the German magazine "Gastronomie Report" inviting young architects to propose innovative, imaginative designs for restaurants of the future. Some of the ideas seem to have emerged from the imagination of a science-fiction writer, but then again, how many things only dreamed of in the past have gone on to become reality? The winner of the competition, Veronika Wernsdoerfer, proudly explained to us the particular features of her restaurant which, thanks to holographic projections, would make it possible to dine at London with one's partner "projected" onto the chair opposite, while that partner would be sharing the same experience in a similar set-up in Sydney. A fascinating thought! And what about the motor-home imagined by Sebastian Winter, powered by solar energy, which could be parked along the

The interest aroused by our magazine at Gelatissimo.



seashore and be transformed into an astonishing, totally unexpected restaurant? It was a great experience to talk with them, and to carry into the puntoltaly stand images of a future that these young folk can help create.

Creativity is once again the order the day when we meet Wagner Neuheiten, a likeable but unpredictable “inventor” who has created various ingenious articles in paper-craft that can make the consumption of a good gelato an even more pleasant experience. With a conjurer’s sleight-of-hand he takes his amazing creations out of his bag one by one, and demonstrates them with an easy smile that captivates us. When Wagner has exhausted the repertoire that he carries around in his

bag, he directs us to his website www.eisserviette.com where we can discover the other inventions in his rich portfolio of ideas.

The friendly smile of this gifted inventor cannot however compete with the smile of Maristella Giunta, the German representative of Miss Italy in the World, who graciously makes herself available in our stand to establish a sort of twinship with us who, as we go around the world, are trying introduce the best made-in-Italy technology and raw ingredients to the highest number possible of operators.

Stuttgart invites us to return in February 2014, but now we are ready for our next adventure.



The meeting with Wagner Neuheiten, the friendly “inventor” of useful solutions for real Italian gelato.



The promising young architects, Veronika Wernsdoerfer and Sebastian Winter explain their innovative restaurants of the future.



GULFOOD

Dubai (United Emirates Republic),

19 - 22 February

3,800 exhibitors - 69,000 visitors

From -15°C in Stuttgart to +30°C in Dubai is a jump of 45 degrees, and I also experienced a sandstorm blowing in from the desert nearby.

These are tangible signs that a very different context is awaiting me in the heat of the United Emirates

Republic. Dubai is a unique city, a cross between Manhattan and Las Vegas in even more embarrassing dimensions, and with an Arabian atmosphere that coexists with the kaleidoscopic world that inhabits it, where only 10% of the population were born there.

In this city, the highest skyscraper in the world, the Burj Khalifa, observes from the height of its 828 metres the 1,200 shops of Dubai Mall, one of the largest in the world, and where we find, inevitably, one of the biggest aquatic tanks on the planet, an aquarium holding 10 million litres of water containing more than 33,000 animals of 85 species, including 400 sharks.

It is no surprise therefore that Gulfood is an absolutely cosmopolitan trade fair, with almost 4,000 exhibitors from over 150 countries (not bad if we consider that there are only 193 members of the United Nations).

It was a great honour for puntoltaly to be a media partner at such a prestigious event, and it was extremely pleasant to organise a group photo with the fair’s commercial staff to celebrate this partnership in an expo in which you could breathe the business atmosphere in every corridor and pavilion.



Group photo with the commercial staff of Gulfood.

Our experience at the puntotItaly stand was totally in keeping with the scale of the event: more than 300 operators asked us for information, many of whom were more than willing to fill out fact-finding forms. This multitude of operators came from more than 40 countries, about a third of them from the Arab Emirates and another 25% from India, Saudi Arabia and Pakistan. By the end, no continent was un-represented in the list of visitors. It was a huge satisfaction for me to be able to witness in person the interest generated by Italian products, but I was really surprised to learn that almost 60% of the visitors to our stand do not at present do any business with Italy even though they would like to. This is a sign that the promotion of Italian goods

in the world still has ample room for development. Gulfood includes a number of different competitions, and as a hub of world transport, it is fortunate to be able to run competitions whose participants represent any number of ethnicities, piling the tables with colourful creations for the juries to



Two moments during the International Day supported by puntotItaly.

Moments during the Gulfood Expo demonstrating the success of puntotItaly in Dubai.





The PuntoItaly team during trade fair in Paris: from the left Paolo Barretta, the editor Franco Cesare Puglisi and Davide Pini.

Some shots of numerous moments during the competition that was an exciting feature of Gulfood 2012.



EUROPAIN

Paris (France), 3 - 7 March

770 exhibitors - 82,000 visitors

assess. I would like to have attended more of these stimulating international events, but the curiosity which puntotaly aroused at the expo did not allow me to abandon my post very often, since I was mainly involved in extremely interesting discussions with the numerous visitors appreciating Italian products.

One notable episode was when puntotaly emerged from the confines of Gulfood and, through the influence of our fellow-Italian, Teresa Ieva, participated in the International Day at the Raffles International School West Campus, where a puntotaly banner served to mark the area devoted to Italy. This was an international party that each year brings together the children from all over the world who are growing up in Dubai.

I left Dubai at night, as you generally do on most intercontinental flights, physically tired but enriched in mind and heart. This was a hugely positive experience, and puntotaly will be sure to repeat it in future.

At Paris everyone would rather be protagonists rather than mere spectators. That's what the French poet and novelist Jean Cocteau said, and anyone who has spent a few days in the French capital can understand the profound significance of this. The atmosphere you breathe in Paris is simply unique, there is magic in the air, at times melancholy, at times bubbly, which accompanies you in every brasserie worthy of the name. And we, busy at the trade fair during the day, are lucky enough to enjoy this unique experience in the cold, late winter evenings. Europain is, as the name indicates, an event that focuses on bread and patisserie, two worlds in which French quality and creativity are proverbial in every part of the planet. The creations of the many master practitioners in the numerous stands are veritable works of art, which the public admires with bated breath and with quivering tastebuds ready for action.

Some moments during the European 2012 expo.



The international press with the magazine puntoItaly on prominent display.



FOOD&HOTEL ASIA

Singapore, 17 - 20 April

2,900 exhibitors - 75,000 visitors

For puntoItaly, our presence here is a must, even though our cousins from across the Alps do not appear particularly surprised at the Italian varieties on show, since these are known and appreciated across a continent that is seeking to break down barriers and create a large, single Europe.

After the frenetic pace of Dubai, I find the tranquillity of European provides an excellent opportunity to make contacts and chat in a more relaxed way with the Italian operators present here, but also with the Maîtres Chocolatiers and Pâtisiers who are displaying their craft in numerous demonstrations and competitions.

The competitions do in fact open up new perspectives, as demonstrated by the success of the United Kingdom in the European selection for "Coupe du Monde de la Pâtisserie" and of Japan in the "Bakery World Cup".

Situated just 152 km north of the imaginary equatorial line, Singapore greets us with the usual embrace of warm air with its constantly high humidity level. The city is extraordinary - clean, safe, elegant. Ever since 2009 it has boasted the world's highest concentration of millionaires as a proportion of the population, which includes a strong component of immigrants, mainly Chinese, Malays, Indians, and others of Asian and European stock.

In Singapore the official language is Malay, but everyone uses English - English that is not always fully intelligible, contaminated as it is by the accent of oriental languages, and for this reason known as "Singlish". Inside the pavilions of Food&Hotel Asia however, lots of languages can be heard, since here there are exhibitors from more than 70 different countries.

The corner allocated to puntoItaly is at the very centre of Pavil-

ion 1, which is dedicated mainly to the world of Pastry&Bakery and we thus find ourselves surrounded by stands running continuous demonstrations of bread, gelato and desserts, filling the air with an irresistible aroma.

Our pavilion is particularly well attended, thanks to the presence of the area dedicated to the Asian Pastry Cup, which selects those who will have the honour of competing in the prestigious Coupe du Monde de la Pâtisserie, during the 2013 edition of Sirha at Lyon in France.

Under the close control of the President of the Jury, Gabriel Paillasson, aided by Terhai Norihiko, the contestants took turns on the platform of the prestigious competition for three days, creating real masterpieces in terms of presentation and taste, delighting

a public constantly armed with cameras and video cameras.



Some moments during the Asian Pastry Cup, the intense competition involving many of the finest pastry chefs of the Far East.



The puntItaly stand in Pavilion 1 of Food&Hotel Asia.



In the end, it was Australia that came out the winner of the prestigious trophy, after three consecutive successes in the Singapore selection over the last editions. For both winners and losers the next rendezvous is in the heart of Europe in January 2013. At Food&Hotel Asia too, Italian products arouse strong curiosity and, despite the presence of about 250 national exhibitors inside the pavilions, a great number of visitors stopped to leaf through our magazine with interest, and to discover more about everything to do with Italian businesses. The fact that more than 70% of them have as yet no direct relationship with Italian companies demonstrates once more that the puntItaly corner of an expo is an excellent entry point for becoming first acquainted with made-in-Italy brands. The first part of puntItaly's tour concludes with the long return flight that takes me back from the heat of Singapore to an Italy in which the climate at the end of April has not yet decided to give way to spring. But the stages of the next adventures are already looming on the horizon, and we shall not fail to keep you posted. ●

CHEF HATS ON!

In the setting of Daejeon (South Korea) the Italian National Team of Chefs placed high in the “Global Chefs Challenge” and “Hans Bueschkens Young Chefs Challenge”, holding high the banner of top-quality made-in-Italy cuisine.

NIC (Nazionale Italiana Cuochi), the Italian National Team of Chefs affiliated to FIC (the Italian Chefs Federation) which takes part in national and international culinary competitions, continues to notch up one success after another. The Italian chefs represented Southern Europe in the “Global Chefs Challenge” & “Hans Bueschkens Young Chefs Challenge” which were held from 1 to 5 May at Deajeon in South Korea, and were both highly placed. In the competition, which attracted the best national chef teams from around the world, the Italian team was classified after Norway, the Arab Emirates and Canada, thanks to the skill of senior chef Angelo Giovanni Di Lena from Forlì Ce-



1. Francesca Narcisi
Junior Chef - Chef of Cuisine
2. Giovanni Lorusso
Junior Chef - Chef of Cuisine
3. Debora Migliorini
Junior Chef - Chef of Cuisine

4. Francesco Leonardo Di Pinto
Junior Chef - Chef of Cuisine
5. Ilenia Semilia
Junior Chef - Chef of Cuisine
6. Paolo Lotito
Junior Chef - Chef of Cuisine

Young Chefs Menu

Entrée: Slice of halibut in parmesan crust, herbs and pink pepper, on pea purée and almond-flavoured vegetable mayonnaise; Raviolo with red Sicilian prawn and zucchini brunoise on sliced carrot, marinated prunes and dusted pinenuts

Main course: Fillet of Kobe beef seasoned with sesame seeds and seaweed; braised Kobe beef modern-style with pepper sauce and a medley of mushrooms and shallots

Dessert: White chocolate and vanilla mousse with strawberry coeur de gelée on a bed of mango and soft almond macaroons

1. Fabio Tacchella
Senior Chef - General Manager
2. Fabio Momolo
Senior Chef - Team Coach
3. Marco Valletta
Senior Chef - Public Relation
4. Vito Antonio Semeraro
Senior Chef - Chef of Cuisine
5. Nicola Vizzarri
Senior Chef - Team Leader Junior Chef
6. Gaetano Raguni
Senior Chef - Chef of Cuisine
7. Mario Quattrociochi
Senior Chef - Chef of Cuisine
8. Francesco Gotti
Senior Chef - Chef of Cuisine
9. Domenico Spadafora
Senior Chef - Chef Pastry
10. Gioacchino Antonio Sensale
Senior Chef - Chef of Cuisine
11. Komlenic Ljubica
Senior Chef - Team Coach Cold Cuisine Junior Team
12. Carmelo Trentacosti
Senior Chef - Chef of Cuisine
13. Fabio Mancuso
Senior Chef - Chef of Cuisine
14. Angelo Giovanni Di Lena
Senior Chef - Hot & Cold Cuisine
15. Matteo Sangiovanni
Senior Chef - Team Coach Cold Cuisine Junior Team
16. Gianluca Tomasi
Senior Chef - Team Manager Nic



senza Province and his assistant Giovanni Lorusso from Bari.

The NIC junior team, represented by Francesca Narcisi from Cosenza, won the bronze medal, the highest-ever placing achieved by Italy, beaten only by the United States and Sweden.

The team, led by the general manager Fabio Tacchella, had the chef Ljubica Komlenic as team coach, who organised the team's approach and decided the tactics to employ in the kitchen.

Francesca Narcisi, together with two older colleagues, had already shown how good she was at Lubljiana (Slovenia) in the final of the Southern Europe Selection for the "Global Chefs Challenge", but in Korea she had to perform even better since, as Ljubica Komlenic admits, "She had to deal with some organisational glitches, but that didn't faze her. I personally was on edge until the very end, and I had tears in my eyes seeing this fantastic small woman competing against lots of extremely good men".

The next international event in which the NIC team will compete is the IKA-World Culinary Olympics at Erfurt (Germany), scheduled for 5-10 October 2012. ●

Senior Chefs Menu

Entrée: Halibut with mantle of tomato, black olives and saffron sauce with roulade of red prawns and caramelised shallot

Main course: Variation on Kobe beef with truffle sauce (personal interpretation of the meat according to the rules)

Dessert: Strawberry mousse with chocolate ganache and vanilla custard, fruit compote, coconut and strawberry sorbet

A GOOD CHALLENGE

How to improve, step by step, your production of Italian artisan gelato.

Gelato is known worldwide and popular enough that it doesn't need any kind of presentation. Vanilla, chocolate, pistachio and not forgetting the fruit flavours, are so famously good that the mere mention of them makes you drool in anticipation. Maybe because it's not difficult to produce or maybe because it has good profit margins, many people around the world have started producing fresh gelato on their own. Making good gelato can be very easy but can also be very challenging.

ONE STEP ONLY

If you lack experience and you don't have time to research recipes, but you have the opportunity of making some money by serving fresh gelato, this is what you need: one small batch freezer, producing 1 to 2 kg per batch and a place to store the full pans of gelato. Don't worry if you don't have a good recipe or even you haven't been given "secret tips" from a very good friend that used to work in a big gelato shop: just look on internet for a UHT quality mix and 50% of the job is done. It's quite easy to find a number of flavours packed in 1 kg tetra pack boxes with 6 months shelf life that should satisfy all our requirements.

Internet is also a great place to find a local distributor of professional gelato equipment. There are however a couple of things you have to keep in mind. Firstly, buy only professional gelato machines from someone you can

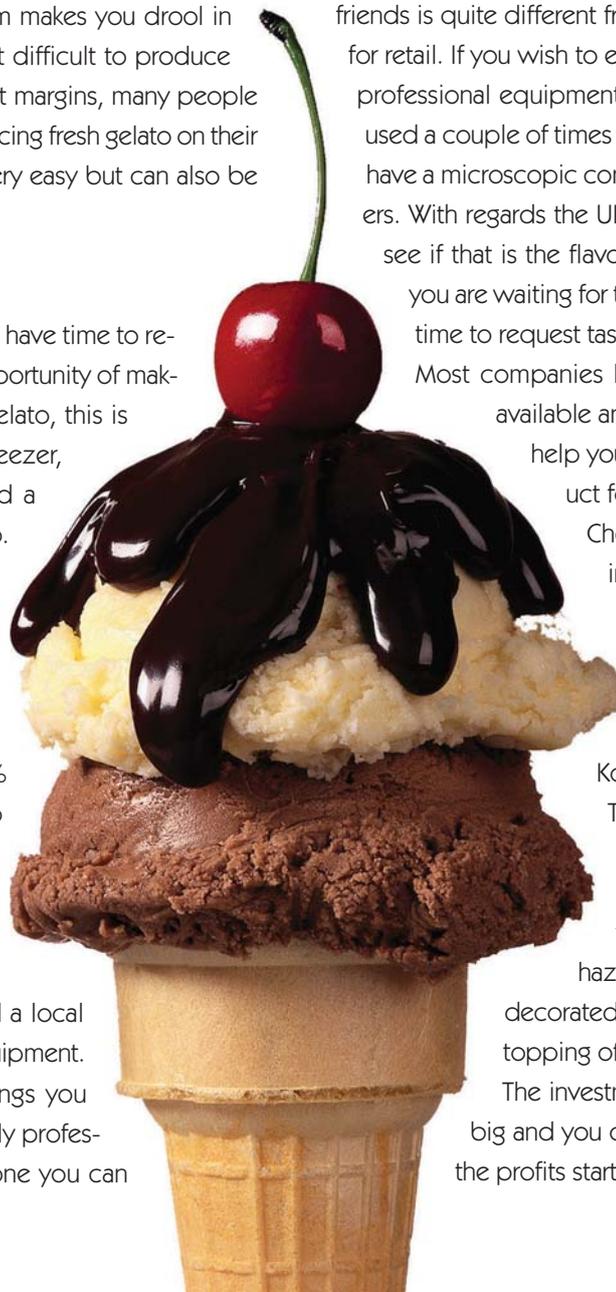
rely on and can help you in case problems should arise. Bargains are easy to find on eBay but often lack the after sales technical support. Secondly, making gelato for a dinner with friends is quite different from producing it on a daily basis for retail. If you wish to embark on the latter you must use professional equipment, not machinery intended to be used a couple of times a month at home, as they tend to have a microscopic compressor and brittle plastic beaters. With regards the UHT mix, it is important to taste it, see if that is the flavour you are looking for, so whilst you are waiting for the batch freezer to arrive use the time to request tasting samples of these mixes.

Most companies have a wide choice of flavours available and 1 or 2 kg of each is enough to help you to decide if it is the right product for your customers.

Checking the ingredients list or asking for the technical sheet is always good habit to get into, especially if your future customers have specific dietary requirements such as Halal or Kosher restrictions.

This simple way to produce gelato is the perfect option for restaurants and bars that want to start serving lovely cups of hazelnut, pistachio and vanilla gelato decorated with a fancy little umbrella and a topping of melted chocolate.

The investment that is requested is not too big and you can easily upgrade later on, once the profits start to show.



NEW MACHINES

Once you feel that the actual making process is starting to take too long and you find yourself dreaming of getting a larger batch freezer for your birthday, it is safe to say that you have reached the stage where you should be thinking of increasing your volume of production.

The best thing to do is to go back to internet or call your equipment supplier and ask him for what options he has on offer that would help you to produce more gelato in a shorter time. If your supplier is a good one, he will point out that you have a number of different products available at many different price ranges.

One option would be to simply invest in a larger batch freezer, one able to produce 20-40 kg per hour without changing anything else in your production schedule. It's important to remember that the batch freezer doesn't only freeze the mix, but also mix/churn smoothly at a constant speed. This is fundamental as it plays an important part in the absorption of air during freezing process and air is one of the three main ingredients of gelato, the other two being water and sugar. Air is a vital ingredient as it determines the final texture of the gelato, without a good percentage of it you would end up with a heavy, tasteless block of ice.

MORE FLAVOURS

If you find that the flavours you have in stock are enough for your production requirements that is great. The very good point is that UTH mix doesn't need any kind of treatment and you can turn out a fresh pan of chocolate gelato in 7 to 8 minutes without any fuss.

But when production increases... it's time to get out of the lab, grab a calculator, sit down at the table and start making some calculation. This is the time when you have to start thinking about either buying quality powder mixes, to which you would add water or milk; or starting from scratch with the basic raw ingredients.

UPGRADE

By now a good entrepreneur would have a clear idea of the cost per kg of his gelato and, thanks to the pile of recently paid invoices, he could make a plan trying to lower his cost. As soon as you understand that gelato can become a finan-



cially rewarding business and your small batch freezer is making demands for a day off, it's time to think about making changes to your production line. If with a UHT mix all you need is a pair of scissors to open the tetra pack box, starting from scratch with the basic raw ingredients it is a little bit more demanding.

Here too the basic recipe is not a big deal, the same company that supplies you with the UHT mix also produces all the basic ingredients you will need to create good Italian gelato. Obviously you will need to buy milk and fresh cream from your dairy supplier as well as the sugar from the supermarket, but all the rest is easy to get and the choice is wide.

REALIZE A DREAM

Starting from scratch and using fresh ingredients require a little bit of know how, so at this stage attending a course or participating to some gelato seminars could be really rewarding in terms of time and skill. If you choose to participate to a beginners or intermediate course all we can say is: welcome to the fantastic sweet world of gelato! But at the same time we should warn you to be very careful, because you could fall in love with gelato and your partner could become very jealous! If your business is a gelato shop, then now is the time to start brainstorming about new flavours. With a minimum amount of skill you will find that the only limitations you will encounter are your creativity and imagination.



Creating new exiting flavours that you can combine with drinks and other food will help you discover a whole new perspective on your business.

For example if you own a bar, it could become famous for the freshness of its Mojito gelato served during happy hour. In the same way your restaurant could become known because of its gourmet gelato. Imagine the reaction to a T-bone steak served with a portion of creamy tasty gelato made by combining olive oil, parmesan cheese and a bit of celery?

ONE OR TWO

It doesn't matter if you decide to get a combined machine or two separate ones, the final result will be the same; the only difference will be in the organization of the flow of work in the lab. To start with, you would pasteurize a batch of mix, e.g. 30-60 liters, called the "white base", and pour 3-4 l in a bucket together with a flavour paste (try using pistachio, it has a great flavour and colour). After combining the "white base" and the flavour paste with a mixer you place it all in the batch



Maybe because it's not difficult to produce or maybe because it has good profit margins, many people around the world have started producing fresh gelato on their own.

SUITABLE EQUIPMENT

To realize all these dreams it is necessary to have really good equipment that would include a pasteurizer machine and a suitable batch freezer. The process of production can be performed in two different machines or in a single combined machine.

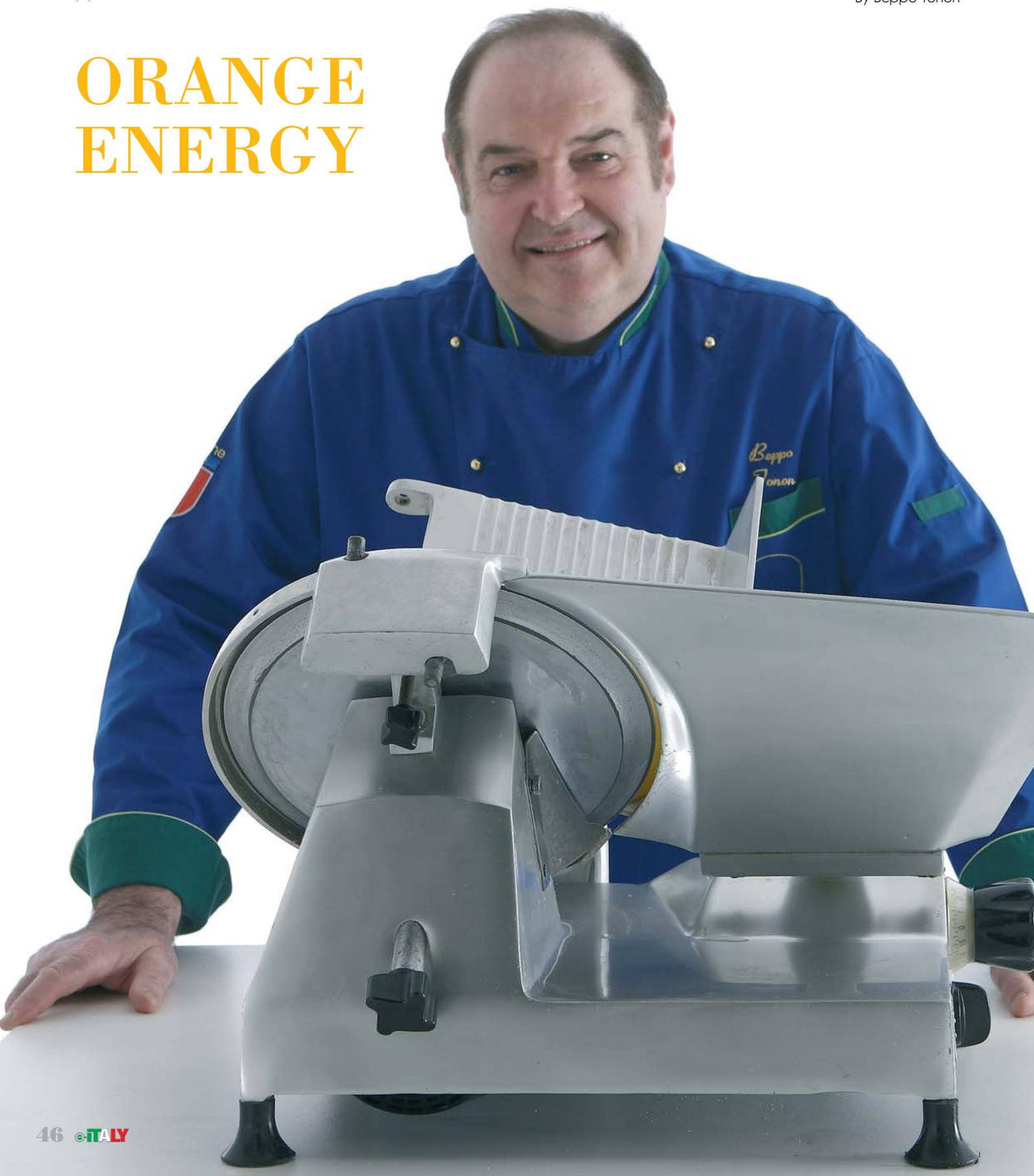
HYGIENIC REASONS

Nowadays it is not acceptable not to pasteurize the mix before freezing anymore. Since milk can carry so many diseases it is compulsory to heat it to 85°C in order to kill all the pathogenic bacteria. It doesn't matter if the milk is already pasteurized, because this heat treatment, invented by Dr. Pasteur in the Ninetieth Century, is actually the perfect way of dissolving and mixing together all the raw ingredients.

freezer. Just give it time, about 7-8 mins to be precise... once it's finished the machine will let you know that your fresh gelato is ready!

If you choose to concentrate the production line in only one machine, you would put all the ingredients (sugar, milk, pistachio and so on) in the upper part of the machine that will start pasteurizing them. After a certain amount of time (this will depend on the machine and the quantity) the equipment will let you know that it's time to move the mix into the freezing section and after 7-8 mins a lovely pan of pistachio gelato will be ready. ●

ORANGE ENERGY



Sweet, fragrant, refreshing, the honeydew melon of summer lends itself to multiple uses in gelato and pastry lab. It is easy to match melon also with savoury preparations, ideal under a layer of carpaccio, on its own, or with the classic accompaniment of prosciutto crudo. Besides this, it can be an elegant and colourful decoration for cakes and gelato cups. The melon chosen must be ripe but not over-ripe, so that it can be thinly sliced without risk of breaking.

A VERSATILE FRUIT

With the extremely inviting yellowy orange colour of its flesh, honeydew melon is perfect when served on its own, or else with a sweet or savoury accompaniment, or also as an attractive decoration. To obtain the best results with the slicer, you must choose a melon at the right stage of ripeness, that is to say not excessively soft, but it must not be under-ripe either, in order to be sure that it will have that unmistakable aroma. The ideal melon will appear dense and solid to the touch, give a little bit (but not too much) at the ends, and have the right degree of aroma.





Honeydew melon can be served on its own, or else with a sweet or savoury accompaniment, or also as an attractive decoration, thanks to the extremely inviting yellowy orange colour of its flesh.

CHOOSING THE RIGHT SIZE

The different sizes of honeydew melon, which ripen between June and August, make it possible to choose the one that is most suitable for the particular operation to be undertaken - the smaller ones for garnishing gelato cups, the bigger ones for cakes and carpaccios. As far as taste is concerned, there is a wide choice. Among the most widespread varieties of honeydew melon in Italy there are Charentais, Viadanese, Prescott, Retato di Calvenzano and Harper, without forgetting the prized Sermide melon. It is best to use a supplier you know and trust, so as to avoid any nasty surprises.

Good because...

Honeydew melon is one of the most refreshing fruits thanks to its high water content, equal to about 90% of its weight, but also because it is full of mineral salts, in particular potassium. The vitamin A and C content means it is a precious ally to maintain health and beauty, since it has a very moderate calorie count (22-40 calories per 100 grams).

RIND ON OR OFF?

This decision depends on the look and thickness of the rind. If it is thin (as in the case of the Cantalupo melon) it can be left on, so as to create a fine colour contrast; if thick (as in the Renato di Calvenzano variety) or flawed (with blotches or uneven colour) it is better to remove it. In any case, the melon should be thoroughly washed before cutting begins.

NOW LET'S START CUTTING

Cut the melon in half crosswise, remove seeds with a spoon, then slice. Make sure the cutter blade is sharp. Discard the first and last slices since they are too small and irregular to guarantee a good end result. Calibrate the thickness so that the slices are all equal, neither too thick (they would be too rigid and impossible to bend) nor too thin (you would risk breaking them).

BY THE WAY...

Once cut, the melon does not have to be served or used immediately. It can be conserved in the refrigerator (+4/5°C) simply covered with transparent film. ●

**How to serve this fancy delight**

On a plate. Besides the classic matching with prosciutto, the melon can be accompanied by bresaola (dried salt beef), salmon, prawns (also in the form of a savoury mousse); as a dessert, one unusual idea is to serve it simply with one pinch of salt, one of sugar, finely chopped fresh mint or a dusting of cinnamon or nutmeg.

On a skewer. For a savoury option, arrange slices of rolled melon on a skewer alternating them with one of the following options: mozzarella cherries and large basil leaves; slices of prosciutto crudo and mint leaves; slices of smoked salmon and small cubes of rye bread. For the sweet variety, intersperse the melon with balls of watermelon or fresh strawberries.

In a cup. Melon goes happily with peach, pineapple, strawberry, papaya or watermelon gelato. It is perfect with fiordilatte gelato, embellished with an abundant scattering of ginger. It was also worth trying an unusual match with dark chocolate gelato.

On a tart. The ideal match is in tarts with other types of fruit, or else enhanced with chocolate and spices, or with tea jelly or port wine. Alternatively, drench the slices in vanilla syrup and then arrange them on a flaky pastry base.



FLOWERS & FANS

Green apple, red grapes and redcurrant for an opulent cup, with strong colours and a fresh taste, despite the decidedly winter character of the fruits. The decoration is the prime feature, offset by the container with its maroon coloured stem. It is important not to skimp on the quantity of the garnish of fruits, which must be positioned so as to hide almost completely the composition of the gelato underneath.



APPLE FANS

Choose an apple with the skin intact; a Granny Smith is preferable to other varieties not only for its brilliant green colour but also because of its strong, aromatic and rather sharp taste, which perfectly matches the gelato. Besides that, it is firm and crisp, and this makes it easier to work the fruit. First of all, cut the apple in two lengthwise with a sharp knife.



Cut the apple very delicately into thin slices, taking care not to break or damage the different sections of the fruit and not to spoil the skin.

Divide the slices into small groups each containing a minimum of 5-6 and a maximum of 12-13 slices, depending on the size of the fan to be created. Then, holding them in your right hand and helping with the left, open them as if they were a deck of playing cards.



Building the cup

As a base, use at least three flavours of gelato, preferably cream rather than water-based gelato since this is a speciality to be offered in autumn/winter. Further enrich the cup with a sauce or topping and possibly with whole or granulated nuts. Some suggestions for good matches: fiordilatte (whole dairy milk), spagnola (amarena flavoured) and chocolate gelato, plus a topping of amarena, or bitter cherries in syrup; mascarpone and walnut gelato, plus honey sauce, nut pieces and raisins; vanilla and pistachio gelato plus raspberry sauce; if you wish to emphasise the fruit, opt for strawberry grape and green apple flavours with wild berry sauce.



FLOWERS OF GRAPE

Choose black or red grapes - according to availability - for the fine colour contrast with the white flesh of the apple. The grapes must be spherical (definitely not elongated) and must be all more or less of the same size - not too small however, since they must be easy to cut.

Using a paring knife make three cuts aimed inwards as in the photo, shaping what will become the petals of the flower.

At this point, delicately remove the central part of the grape, rotating it so as to obtain a delicate bud.

This is how the grape appears once the flesh has been taken out; at this point, all you have to do, to finish off the flower, is to fill the cavity with a redcurrant.

COMPLETING THE DECORATION

At this point, all the elements necessary for the decoration are ready for use; they can also be conserved for a brief time in a cool place and immersed in a solution of water and lemon. To position them correctly on the cup it is necessary to place some blobs of fairly stiff cream on the gelato at the points where you wish to set the garnish; the fans and flowers of fruit can then be inserted into them.

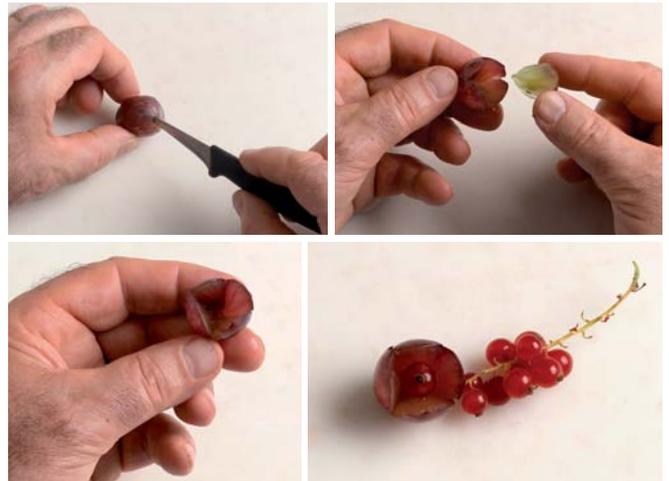
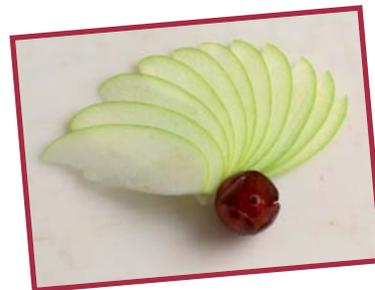


photo by Studio Phototecnica

PEACOCK FEATHERS

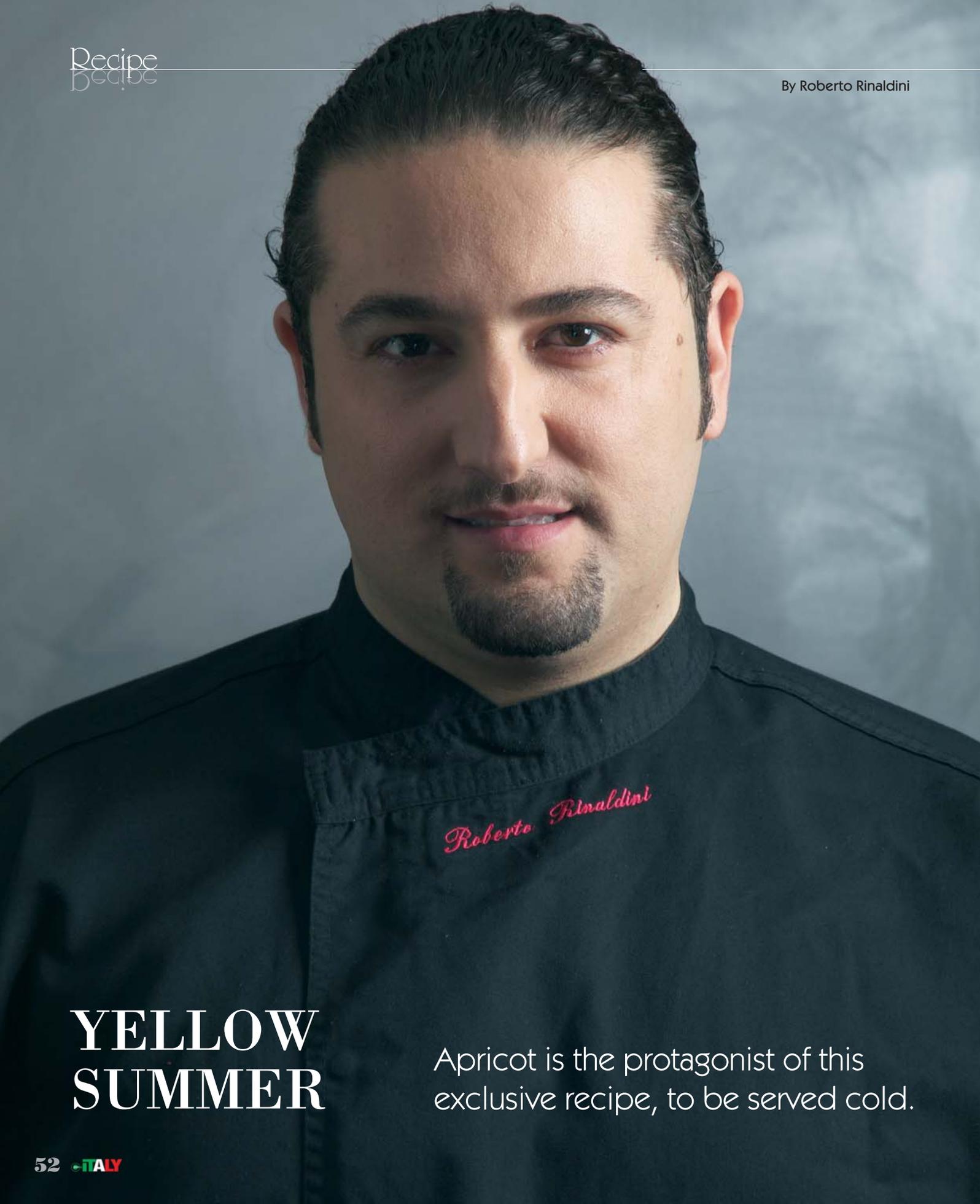
This variation on the cup recalls the splendidly ornate tail of a peacock, and can be made using the same work process. The difference simply lies in preparing a single large fan of apple slices, placing a flower of grapes and redcurrant in the middle. The result is truly elegant, and captivating in its simplicity. ●



Utensils needed

A mini-set of paring knives and other knives with smooth, curved and serrated blades, a corer, a lemon zester: these are the essential utensils for making the necessary cuts.





YELLOW SUMMER

Apricot is the protagonist of this exclusive recipe, to be served cold.

Summer Royal Apricots

Recipe for 2 tarts, 22 cm in diameter, 2 cm high

Assembly

Cook the sablée pastry base, cool, spread a layer of chocolate cream on it and over the apricots dripping with the juice. Top off with swirls of chocolate cream.

Sablé Breton pastry

- egg yolks 320 g
- caster sugar 640 g
- pastry flour 900 g
- baking powder 30 g
- 82% fat butter 300 g

Bring the butter to 18°C. Sift the powders together and in the meantime beat the egg yolks with the sugar in the planetary mixer with the paddle. Once they have risen, add the butter and finally, slowly, the powders. Keep in the refrigerator for an hour. Flatten out in the dough sheeter and line the tins.



68% dark chocolate cream

- fresh milk 300 g
- 35% fat fresh cream 100 g
- pasteurised egg yolks 75 g
- caster sugar 70 g
- 68% dark couverture 200 g

Prepare a crème anglaise cooking it at 82°C. Pour the cream in a thin stream into the chocolate melted at 35°C emulsifying it using the immersion blender. Use immediately or conserve at a temperature of +4°C covered with plastic wrap.

Apricots in syrup with cinnamon and citrus

- apricots 1000 g
- water 500 g
- caster sugar 300 g
- sticks of cinnamon 2
- vanilla pod 1
- grated zest of 2 oranges
- grated zest of 2 lemons

Bring all the ingredients to the boil. Leave to cool for 3 hours and put in the apricots cut in 4. ●





A REAL TEMPTATION

The combination of sweetened and salted ingredients leads to a real cooking masterpiece.

Savoury nibbles of chocolate bread with salted butter, swordfish carpaccio marinated in ginger and orange.

Recipe for 30 nibbles

Arrangement on plate

Cut the nibbles and spread the salted butter, roll a slice of marinated swordfish and insert into the middle a segment of freshly cut orange.



Cacao nibbles

• pastry flour	250 g
• cocoa	30 g
• sugar	15 g
• compressed yeast	5 g
• fresh milk	150 g
• butter	20 g
• salt	5 g

Mix all the ingredients together except for the butter and salt which will be put in once the mixture is ready. Mix pastry for 5 minutes, then let it rest for 30 minutes. Form 50 pieces with the cutter, round them off, and let them rise at 28°C for 90 minutes. Cook at 180°C for 15 minutes.

Swordfish carpaccio marinated in ginger

- slices of swordfish 30
- extra virgin olive oil 100 g
- centrifuged ginger 20 g
- salt and pepper to taste

Lay the swordfish slices out on a plate and brush them with oil flavoured with ginger. ●



THE AUTHENTIC ITALIAN STYLE

The origins of the success of Italian cuisine in the world.



Davide Pini manages innovative marketing projects in the food away from home market. He's the founder of www.gastromarketing.it

The cuisine of every nation is, without a shadow of doubt, an expression of its culture, its traditions, its economic evolution, in a word - of its history. The close analysis of a cuisine therefore involves an understanding of national identity; and when this cuisine is exported to other parts of the world, as frequently occurs with Italian cuisine, that also tells us a lot about the countries in which it is served and appreciated.

It is certainly true to say that for Italy, more than for other countries, food has often functioned as a privileged medium for the transmission of national values, since it is evident that the cultural richness of a particular food helps constitute added value also in terms of its wider dissemination.

It is a fact, demonstrated a number of times by research and polls, that Italian cuisine and gastronomy are often a greater asset to the image of our country abroad than other aspects on which our nation prides itself, such as fashion, football and Formula 1. Italian food has always had a good reputation, but today, more than ever in this new historical-social-cultural dimension known as globalisation, the Italian diet in all its manifestations has gained a prime position among the various national cuisines, to such an extent that it has spread and is enjoyed as much as, if not more than, varieties of American fast-food. ●

Souvenir of Italy

According to a poll conducted by Coldiretti, food and good cuisine are, for almost two Italians in three, and one foreigner in two, the very symbol of the made-in-Italy brand. This poll puts food ahead of culture and art, stable at 24%, fashion at 8%, technology at 3% and sport at 2%. Confirming the importance of local specialities, a study carried out by the Istituto Piepoli-Leonardo-Ice demonstrated that when Italian and foreign tourists pass their summer holiday in Italy, they prefer as souvenirs wine and food products typical of the area where they have spent their holidays. For six tourists out of ten, food products that are typical of a particular region, such as wine, cheese, olive oil, charcuterie or preserves, were more sought-after souvenirs than local handicrafts, which were stable at 25%, or the more commercial mementos such as postcards, trinkets and T-shirts, which registered only a marginal quota of preferences. The foreign tourists most attracted to Italian gastro specialities are the Swedes and the Americans, while the lowest levels of interest are shown by the Chinese and the Russians, more interested in fashion products.

Beware of Imitations

The entire made-in-Italy food and drink sector is infected by the growing phenomenon of international “piracy” which steals and de-contextualises words, colours, localities, images, names and recipes which belong to Italy, using them to disguise products that have no connection whatsoever with the real Italy. It is therefore vital that people abroad know how to recognise a product that is truly Italian. Here is a short list of the products that are most copied.

Cheeses. Parmigiano Reggiano is the Italian food speciality most imitated in every part of the world. However, Brazilian Gorgonzola, the Pecorino Romano produced in Illinois with cow’s instead of sheep’s milk, Danish and Swedish Fontina made completely differently from how it is made in Val d’Aosta, American Asiago or German Cambozola, a gross hybrid, are only some of the curious interpretations to be found in the five continents.

Charcuterie. The list is long also for charcuterie, with the presence on tables in the global market of “Italian” pancetta, coppa and prosciutto with the label “Made in California”, but also of false Tuscan or Milanese salami, or even Soppresata Calabrese. The specialists in imitations with no holds barred play cleverly on terms associated with Italy, and so “Daniele”, “Genoa”, “Milanesa”, “Cacciatore” infiltrate the names of products, to suggest origins that are not openly expressed, because if they were they would be fraudulent.

Olive oil. Here too there are plenty of cases of imitation of one of the products that is a symbol of the Mediterranean diet, with incredible concoctions of names. Thus we find “Pompeian olive oil” which has nothing to do with the excavations at Pompeii but is produced in Maryland, or the “Romulo” olive oil from Spain with an image of the she-wolf suckling Romulus and Remus on its label, or again the “Tuscan Sun olive oil,” produced in the USA, or also the “Toscana olive plantation oil” spread throughout Australia.

Pasta. “Neapolitan spaghetti”, “Milanesa pasta”, “Milaneza tagliatelle and capellini”, “Tuscan risotto and polenta” are some of the names used for the numerous imitation products found all over the place. The phenomenon of counterfeiting extends from the pasta to the sauce: pomodori pelati “grown domestically in the USA” or “Salsa Bolgnese from Australia” are two classic examples, while the phenomenon of Chinese “pomodorini di collina” has even hit the Italian home market.



Learn in Italy to distinguish what is authentic

What is the best way to get to know Italian products and learn to distinguish them from the numerous imitations? The answer is very simple: just try them in person. Italy has a great reputation for tourism and is rich in history and art which always fascinate travellers from all over the world. The easiest way to come into contact with the genuine, original products of a particular region is therefore to plan a trip to Italy. In the pauses between visits to museums or monuments, you will immediately find in every single town restaurants, delicatessens, wine shops and shops in general that will give you the opportunity to learn what local food and wine really tastes like. It is easy to discover and recognise the real Italy. Italy is one great theme park, in which the joys of the palate are a great international attraction. Tasting is believing!



MADE OF...

Chocolate: famous all over the world as something that we look for when we feel blue.

In some ways it could be considered the leading man of the pastry world, because it's good, it has sugar but is bitter and can be manipulated in so many different ways. We are talking about chocolate, a wonderful concentration of flavour and technology. Yes because there wouldn't be any chocolate without the genius of those who created new processes for cocoa seeds treatments combined with the inventiveness of pastry chefs. Delighted expressions shown while tasting melting chocolate could make us think that its success is due to clever marketing but if we dig a bit deeper it is clear that the real reason is quite remote, it starts with the cocoa tree.

CRU

Most pastry chefs are in love with chocolate and many of them know nearly everything about their product. In particular they know the country of origin, Africa or South America, and terms like Forestero, Criollo or Trinitario that indicate the type of cocoa bean that is used to produce that chocolate. Usually every chocolate producer is used to mix different types of cocoa beans to obtain a particular flavour or a more intensive taste. During the 80s, a monorigin chocolate prepared with a specific type of cocoa bean appeared on the market for the first time in France. Monorigin chocolate is usually called cru, that is a French term used to describe a wine produced with grapes originating from the same vineyard. When we taste two different monorigins the differences stand out immediately and it is much easier to recognize distinct aromas and flavours. Such differences are due to several reasons. As the product hits our taste buds we need to consider not only the type of cocoa used such as Forestero, Criollo or Trinitario but also the different processing methods employed.



CRIOLLO

The Criollo variety is found mainly in Mexico, Colombia and Venezuela. It is very delicate but not widely used even if its flavour is particularly strong and aromatic. Pure Criollo is rarely found, but it is often used in mixtures to help improve the aroma of other less aromatic cocoa beans.

FORESTERO

Its tree is much stronger than the Criollo one, and is the most harvested in the world. It grows naturally from Amazon Rio to Orinoco river up to Guyana. It can also be found in Africa even if its quality is a little lower than the South American one.

TRINITARIO

It is the mix of both, it has got the aroma of the Criollo and the strength of the Forestero. It originally came from Trinidad and now is harvested in Latin America, Sri Lanka and Indonesia.

HARVEST

Part of the final aroma is formed during the early stages of the production. Cocoa pods are harvested by cutting them from the tree using a machete, or by knocking them off the tree using a stick. It is important to harvest the pods when they are fully ripe because if the pod is unripe, the beans will have a low cocoa butter content, or there will be insufficient sugars in the white pulp for fermentation, resulting in a weak flavor. The cocoa pod is similar to a rugby ball and is not heavier than 1 kg, usually less. Every pod, containing inside between 20 and 30 beans, is opened after the harvest and all the cocoa beans are removed. The beans with their surrounding pulp are placed in piles or bins, allowing access to microorganisms so that fermentation of the pectin-containing material can begin. This treatment is particularly important because at this stage the most part of the aroma is formed and the cocoa gives its imprint to the final chocolate.



*Chocolate:
a wonderful concentration
of flavour and technology.*



Many pastry chefs know nearly everything about chocolate. For example they know the country of origin, and are familiar with terms like Forastero, Criollo or Trinitario that indicate the type of cocoa bean that is used to produce that chocolate.



Yeast and lactic bacteria produce ethanol, lactic and acetic acid and several other substances. If we had time we could go on for hours describing the list of the reactions that take place during the fermentation and the considerable number of natural products synthesized by the microorganisms, but what is really important is to note that at this stage the temperature and the natural microorganisms are the main actors.

FERMENTATION

The fermentation time ranges from 2 to 12 days depending on the local tradition, the climate, and the variety. Temperature is also important, set between 45 and 50°C, and the sun is the best heater we can desire. Regarding microorganisms, well... nature does it all on its own, we can do nearly nothing. Some experiments were performed trying to use “starters”, a particular pool of microorganisms, in order to have specific results, but at the end it was found that they were not as good as the natural ones. Fermentation is important because during this step a pool of compounds are generated, compounds that were not present in the raw beans. For example a group of substances, called “pyrazine”, are developed during the fermentation and later transformed during roasting.

ROASTING

Usually the roasting process is performed far away from the harvest place. After fermentation, the beans must be quickly dried to prevent mould growth. Climate and weather permitting, this is done by spreading the beans out in the sun for five to seven days. The dried beans are then transported to a chocolate manufacturing facility. The beans are cleaned (removing twigs, stones, and other debris), roasted, and graded. Like for the coffee, the roasting process is essential to obtain the best quality and the most intensive aroma. The beans are treated within a variable time frame that ranges from 5 to 120 mins, with temperatures not exceeding 150°C. The number of reactions that take place during the roasting process are huge, and every company knows very well how to create the best product.

SYNTHETIC CHOCOLATE?

Yes, they tried, they succeeded and they patented it. It seems



hard to believe but there is an American patent to produce synthetic chocolate. It is not what we would like to receive for our birthday but the smell, or aroma, is obtained combining together a mix of chemical substances. Fortunately we don't usually find it in our stores.

IT HELPS

It is something that we know from experience: chocolate cannot solve everyday problems, but it helps. If you just ask to your girlfriend what she looks for to cheer up on a bad day, in 90% of cases the answer will be: "a chocolate bar (or maybe two)". This because chocolate contains some alkaloids, don't bother their names, that are normally synthesised in mammalian brain. Researcher have discovered that these two substances have an anti-depressive effect and that too much is not good, chocolate gives addiction!

PERCENTAGES

Sometimes in supermarkets we find chocolate with a percentage of cocoa reaching the 70%, inducing the consumers to think that the quality is particularly good. The first question that can arise in our mind is: but what is in the remaining 30%? Good question and easy to answer: sugar. Usually it is saccharine, the normal sugar that we use to sweeten coffee. And if you still have a doubt about that 70%, it is worth saying that 30-40% is cocoa butter and the rest is cocoa fiber. If you want a sugarless 100% cocoa mass... well enjoy it, but it won't be the most exciting experience of your life.

TWO WORDS ABOUT TEMPERING

Chocolate tempering or hardening is one of the most used expression when talking about chocolate. Its meaning is well understood by those who have tried to manipulate chocolate, because without a well carried out tempering process, chocolate is neither good to see or eat.

The tempering process is a thermal cycle that causes the crystallization of the cocoa butter. In other words you melt the chocolate to 40-45°C, cool it down to 27-29°C and then bring the temperature up again to 30-31°C depending on the type of chocolate. It is not difficult but a very useful skill is requested. ●



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 produc-

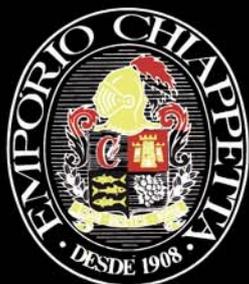
tion of gelato; basic level course for semifreddi and small pastries; basic level course for fruit intaglio; advanced level course for the production of gelato; course for the preparation of filled chocolates, pralines and jellies; innovative ideas and preparation; course for the preparation of sponge cake and meringue; solutions for gelato in relation to the defects and problems of preservation; the tricks of the trade, all the true secrets of the great masters; course for the preparation of gelato on a stick; course for the preparation of granita and cold deserts in a glass, how and where to open up a gelato parlour, pastry shop, yogurt parlour. Other activities: events in collaboration with the most important companies of the sector; participation of internationally renowned masters.



ACCADEMIA BIGATTON



Brasile



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



BRAZIL: SPANNING THREE GENERATIONS



Alfredo Chiappetta



Renato Chiappetta



Adriano Chiappetta

Brazil, that vast and mysterious land inspiring dreams of freedom, is today one of the areas in the world experiencing the greatest socio-economic development. The Accademia Bigatton network could not fail to be actively involved in the development of the gelato sector in this stupendous country. The Chiappetta family, which has had an historic presence in the catering market spanning three generations, has created an Academy workspace in San Paolo. Coordinated by Adriano Chiappetta, an expert in gelato making and creative cuisine, is supported by the President, Alfredo Chiappetta, and his son Renato. In this Academy as in others, the courses for gelato and confectionery are organised according to the rigorous standards of the Accademia Bigatton system, and make natural use of local raw materials produced by Brazil's flourishing agricultural sector.



*Alfredo Chiappetta and Matteo Scarello
at the World Gelato Championship*



ACCADEMIA BIGATTON



Dubai



POLO POINT
INTERNATIONAL

POLO POINT INTERNATIONAL L.L.C.
p.o.box 214525 - DUBAI
UNITED ARAB EMIRATES





Cristina Dalla Mora

DUBAI: EXPONENTIAL GROWTH

In order to help spread the tradition of Italian food in the world, the Accademia Bigatton organisation had been establishing a series of Academies in different geographical areas.

The Bigatton Academy in Dubai has experienced a significant increase in its activity over the last years. This area of the world has developed at dizzying speed, with exponential economic growth due to the massive investments from local and international entrepreneurs, and this has led to soaring demand for traditional products that are typical of other cultures. Italian artisan gelato and patisserie are outstanding examples.

With its local distributor, Polo Point International L.L.C., and its local partner Alessandro Piccin and his wife Cristina Dalla Mora, Bigatton has created a Bigatton Academy in its headquarters in Dubai, open to all local entrepreneurs who are entering the world of artisan gelato. Individually tailored courses and consultancies are continually being organised across the whole region, extending outwards to neighbouring countries.



Alessandro Piccin

ACCADEMIA BIGATTON



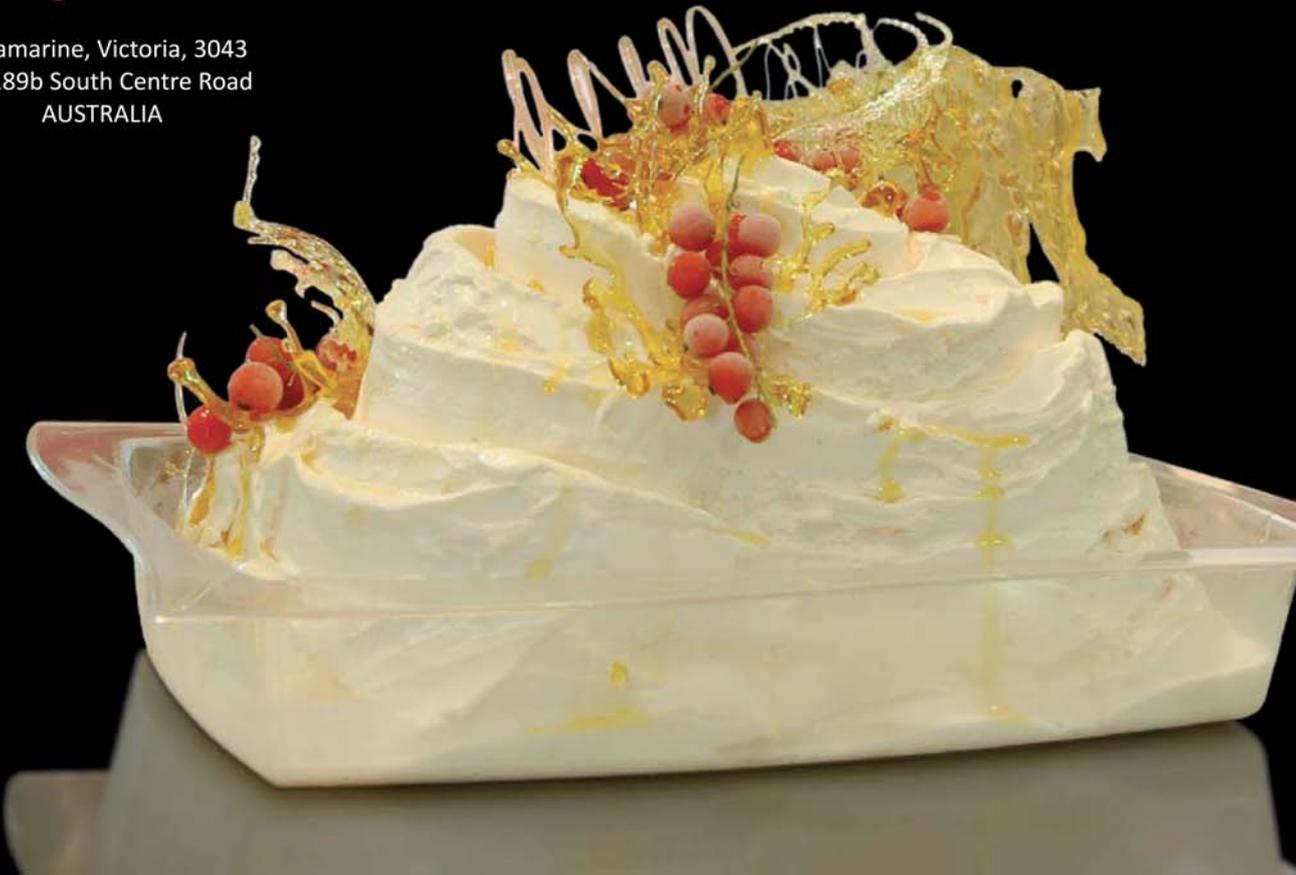
Australia



Bigatton Australia

PTY LTD

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



AUSTRALIA: WIDE HORIZONS

Australia, the distant and marvellous land of the kangaroos, is the setting for the intense activity of one of the dynamic Academies, part of the Accademia Bigatton network, that Bigatton has opened around the world. For Bigatton, Australia has always been an important market for artisan gelato; and today, with the collaboration of Bigatton Australia Pty Ltd, the Italian company can give a creative response to all those gelato makers, of both the older generation and the new, who wish to revitalise or else open new artisan gelato enterprises in this marvellous land. In collaboration with the Manager, Adam Marganis, a highly experienced gelato connoisseur, the Academy offers targeted courses in English, and collaborates actively in the creation of gelato outlets throughout Australia.

Adam Marganis



ACCADEMIA BIGATTON



Tunisia



MONDO DOLCE SARL
Av. du COMBATTANT SUPRÊME
5000 MONASTIR
TUNISIE



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.



Foued Brahem



ACCADEMIA BIGATTON



your partner
in sweet creations



look emotions



mini mon amour

quality and design made in italy

www.alcas.it

Trend is named Mini Mon Amour. This collection is inspired by design and versatility in its use. Creations that distinguish for their strong design impact and give the taste a special beauty. Mini Mon Amour collection is completed by a new range of accessories (spoons, forks, skewers) with a unique style.

YOUR PARTNER IN SWEET CREATIONS

Creativity and innovation have always been the key components of Alcas. Founded in Florence in 1963, the company developed rapidly in the confectionery and gelato market, offering advanced products made of plastic, and today it is one of the most important European companies operating in its sector.

The originality that the company has demonstrated ever since the early 60s has been further developed thanks to the multiplicity of applications offered by plastic and modern biodegradable materials. The company's ability to pick up and run with the ideas coming from the market or from particular customer demands has allowed it to refine its design and manufacture of exclusive products for gelato outlets, patisseries, and artisan or industrial kitchens. Alcas offers a complete range of cups, drinking cups and trays, in plastic or biodegradable material, all coming with their own accessories. This is the case for example with the brightly coloured IceMix Collection, made of thermoformed polystyrene and decorated with vivid stripes. A real trendsetter in gelato and confectionery outlets is the Mini Mon Amour collection, elegantly designed for portability and display.

Respect for the environment is the basic idea behind BioHappy, the first line of eco-compatible products in bioplastic derived from maize, an innovative material that is more environmentally friendly than paper, more transparent than glass, and as flexible and resistant as plastic. The Linea Oro Alcas (the Alcas Gold Line) in-



cludes trays made with an innovative plastic material coated with a thin golden film that lends an unmistakable touch of class. Yeti is the tub made by combining an external casing made of foam polystyrene and a thermosealed inner container for gelato takeaways. The elegant shape, with a particular twist to the lid, makes it unique of its kind, guaranteeing easy serving using the spatula, and extremely simple to pack and store.

Alcas is the perfect choice for undisputed quality, setting off every creation to maximum effect, with designs that are never commonplace but always distinctive.



ALCAS



EXCELLENCE IN GELATO

The Alvena team, with over twenty years of experience in the field, produces raw material and semi finished products, providing the client with the most suitable recipes for their gelato store. All our products are designed with particular attention to high quality ingredients and their simple use during the final production phase of the product.





EXCELLENCE IN GELATO

A new
way of making
Creamy Yogurt Gelato

Presents



The original
Creamy
Yogurt Gelato





THE ORIGINAL CREAMY YOGURT GELATO

YeS Yogurt and Sorbetti is a new way of making top quality frozen yogurt which is truly unique because it contains no flavourings, all thanks to Alvena's research and about twenty years of experience making Yogurt gelato ingredients. The YeS Yogurt line includes a series of complete dry products "with no flavourings"; just add whole or 80% skim fresh yogurt and nothing else. The resulting mix is a Creamy yogurt gelato which contains a wealth of live probiotic cultures and very little lactose, making it highly digestible. The Creamy yogurt gelato is obtained by mixing natural fresh yogurt (80%) of any type (skim, whole or creamy) which is rich with probiotic cultures, with Alvena's exclusive product (20%) with no added flavours, hydrogenated fats or sucrose



sugar, sweetened with fructose. These ingredients are poured into the YeSMatic, a user friendly machine of exceptional versatility, which has the ability to adjust the degree of softness and creaminess directly by the operator during freezing. After about 20 minutes, the Creamy yogurt gelato YeS is ready. YeS Yogurt and Sorbet semi-finished products allow you to produce a great variety of Creamy yogurt gelato flavours by simply adding YeS fruit preparations or YeS cereals. Start by adding 200 grams of YeS fruit or cereal preparation per kg Creamy yogurt gelato to obtain an exclusive product with a delicate flavour, also available sweetened with fructose. The

range of flavours includes: plain, Williams pear, strawberry, pineapple, vanilla, cereal, peach, banana, coconut, apricot, blueberry. Sweetened with fructose: wild berry, strawberry, pineapple.

Prepared at temperatures below zero (-6°C) and refrigerated overnight (+2°C), Creamy yogurt gelato preserves its initial taste and flavour without alteration, reducing the amount of time needed to empty and clean the YeSMatic. The exclusive YeS Yogurt and Sorbetti system allows you to set up a yogurt corner or a yogurt flavoured parlour with a very low initial investment in order to make frozen yogurt in few simple steps.



ALVENA

At school of excellence



Arte Dolce School, twenty years dedicated to learning, training and specialization of pastry, ice cream, bakery and catering arts.



www.artedolce.it

LEARNING THE SWEET ART

Born in 1991, Arte Dolce is accredited as one of the best centres for education and advanced training in pastry making, gelato making, catering and baking. Ever since its inception, the Centre has been directed by Mario Morri, who has been a leading figure in the sector for over fifty years. His personal contribution, his enthusiasm and passion, and the skills he has passed on to the pupils have helped the Centre to grow and its prestige to increase.

Through more than 1,800 courses, Arte Dolce has contributed to the formation of an entire generation of talents, many of whom, first as pupils than as teachers at the school, have won numerous international prizes and are recognised as “stars” at world level.

The highly qualified staff, the meticulous organisation of the courses, and the careful selection of teachers combine to realise the ambitious objective of continuous improvement, in order to ensure that the students are totally satisfied. The intention is for each student to conclude his or her programme of study not only with greater knowledge and a higher level of skills, but also with the sensation of having found a band of friends who are working

every day in support of professional artisans. For many years now, each course has been monitored by means of a questionnaire to gauge the level of satisfaction. The information gained is carefully evaluated, both in terms of the aim of continuous improvement, and also to detect the new needs felt by those operating in the field. The results are extremely positive: more than 90% of new students choose to enrol in a second course.

Each year, Arte Dolce introduces new courses into its programme, to offer students the possibility of expanding their range of expertise. In every encounter between teachers and students, particular attention is paid to how the course work is organised and what costs the artisan students have to bear, since these matters are absolutely fundamental if the school is to remain competitive. The programme includes both basic and advanced courses, and has been updated with courses specifically geared to the study of new raw materials, with particular attention to food intolerances and allergens.



Ever since its inception in 1991 Arte Dolce has been directed by Mario Morri (in the middle of the photo), who has been a leading figure in the sector for over fifty years.

His personal contribution, his enthusiasm and passion, and the skills he has passed on to the pupils have helped the Centre to grow and its prestige to increase.

ARTE DOLCE

Pasticceria
Fredda Babbi.

www.babbi.it



Questo piccolo
grande
amore...



BABBI
esploratori di dolcezza

1952-2012
60 anni di dolcezza

GOODNESS IN EVERY SEASON

The search for new solutions to get round the seasonality that is intrinsic to the sale of artisan gelato has persuaded Babbi to extend its product range with specialities dedicated to patisserie in the gelato shop. It thus becomes quick and easy to create a display cabinet that is rich in colourful confections in cups, artistically decorated mono-portions, and cakes, to attract consumers looking for a tasty cold sweet snack in every period of the year. The company is offering two high performance products to make delicious semifreddo-based cakes: "Freddy" and "Montante per semifreddi". Freddy is the natural alternative to producing Italian-style



meringue. It comes as a dense syrup to use just with fresh cream in the planetary mixer, and the result is a semifreddo with a light, silky texture that melts in the mouth. The Montante per semifreddi offers versatility of use while guaranteeing a result that is always stable over

time, solving the typical problems of fresh cream. The semifreddo

is created by mixing Montante in equal portions with milk and fresh cream.

The semifreddo base that is obtained with each of these products can be flavoured with all of Babbi's special pastes, to produce a truly excellent result.



BABBI



Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

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SOFT AND CREAMY

The base that makes Italian gelato excellent throughout the world is Doppia Panna 100 Bigatton (Double Cream 100 from Bigatton), the polyhedric product that makes it possible to create a mixture for a creamy, stable and always smooth gelato. Doppia Panna 100 Bigatton is a carefully calculated mixture of top ingredients, processed in masterly fashion, to obtain star results.

The Accademia Bigatton organisation, a really valuable source of company recipes, is able to advise those who use Doppia Panna 100 in all its applications and processes. Wrapped in practical 2-kg bags, 6 bags to a carton, it has a maximum dosage of 7% as a proportion of the mixture.

Its typical taste of slightly vanilla-flavoured cream goes excellently with the majority of recipes created by the gelatier.



BIGATTON

The art of blending
the flavours of
gelato and confectionary !



The best ingredients for ice cream and pastries since 1946

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KIT Muffin cioccolato cod.3312NM - bianco cod.3311NM

INTRIGUING AND TASTY

The muffin, that well-known American confection, is also now part of Italian culture, and is to be found in lots of points of sale and fast food outlets.

Delicious in both the white version enriched with chocolate drops and the black cocoa version with bilberries, it has now established itself as an alternative to the classic Italian brioche. Bigatton promptly decided to create an intriguing semi-finished product that comes in two versions, each with the appropriate flavouring. Used in a white base with a neutral flavour, it produces the taste and classic look of the American muffin; the bits contained in the flavouring create a blend of tastes that appeal to adults and children alike. The product is also recommended for stuffing cakes and semifreddi.

The Muffin Bianco (white) kit is composed of 2 3-kg jars of Muffin Bianco paste, 2 3.25-kg pails of Muffin Cioccolato flavouring and 1 1-kg bag of Gocce di Cioccolato (chocolate drops). The Muffin Nero (black) kit is composed of 2 3-kg jars of Muffin Cioccolato paste, 2 3.25-kg pails of Mirtillo (bilberry) flavouring and 1 1.9-kg bag of Wfrutta Mirtillo.



BIGATTON

The best yogurt
flavours par
excellence . . .



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 g 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.



BIGATTON



**I can satisfy my cravings ...
and still keep in shape !**

The new taste Yogurt Zero Zero

The best ingredients for ice cream and pastries since 1946

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LIGHT AND HEALTHY

Bigatton's great advance in the world of healthy eating is Yo Zero Zero. The product is formulated without sucrose and is sweetened with Bigatton's "Big Sugar" mix that is a replacement for sugars. The artisan thus has the option of creating a yoghurt-flavoured gelato with glycaemic impact that is virtually nil, reduced calories, and a natural fibre content. Yo Zero Zero is therefore a product that is in perfect harmony with the most advanced trends in healthy eating that are evident throughout the world. The base recipe for obtaining a delicious soft and counter-served gelato, light and yoghurt-flavoured, requires the use of 270-300 g of Yo Zero Zero to one litre of milk. Then mix it cold, leave to rest for ten minutes, and freeze in the traditional way. Yo Zero Zero comes in 2.16-kg bags, in 4-bag boxes.



BIGATTON



b bocchini®

IRONSTYLE

Materia che si fa luce



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Tel. +39 0731 2341 | Fax +39 0731 60861 | info@bocchini.it | www.bocchini.com



IRON STYLE

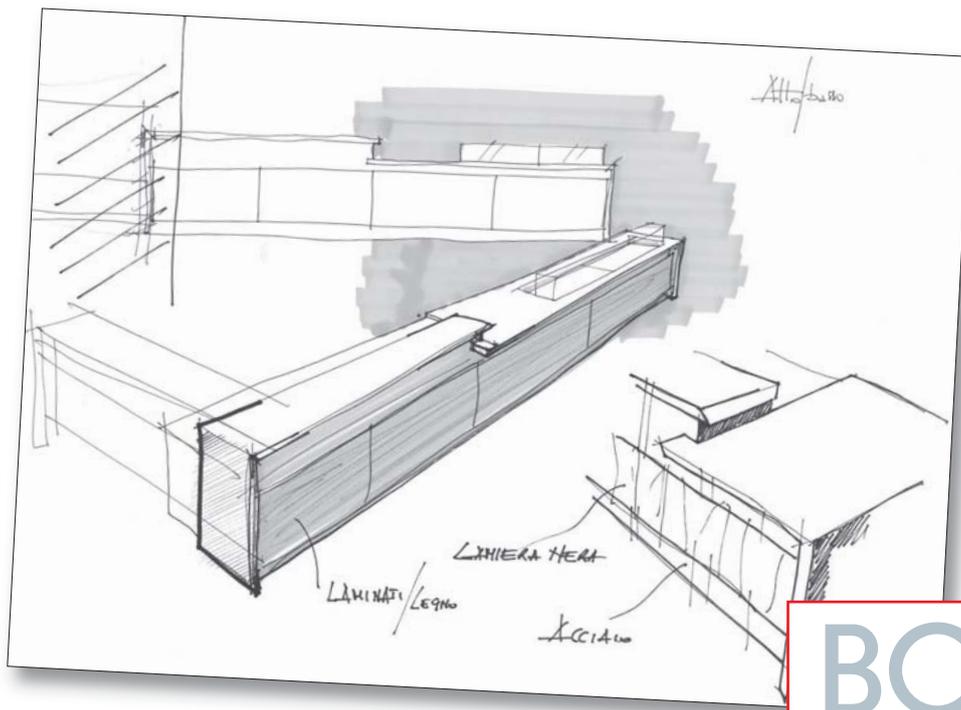
Ironstyle, Bocchini's new bar furniture collection, achieves a stylish understated effect. The design has very clean lines, emphasised by the rigorous clarity of the steel. Material and form combine to suggest new ways to mix and match the component parts. The different elements can be constantly taken apart and re-assembled to create a different look. The design is thus deliberately open to many possible combinations. Ironstyle offers a unique opportunity to combine elegance and practicality, stylishness and rationality.

Bocchini is presenting its new bar furniture collection "Ironstyle". Among its main features, a design characterised by very clean lines, emphasised by the rigorous clarity of the steel.



AN INNOVATIVE SPIRIT

Born of Augusto Bocchini's entrepreneurial spirit in 1963, the company has always been distinguished by its spirit of innovation. The constant research into technological progress, construction materials, light and glass, has meant that over time the company has come to occupy a position of absolute pre-eminence in the international panorama of manufacturers of furniture for cafés, confectioners, gelato shops, delicatessens, banks, hotels and restaurants. The company has closely monitored the cultural, social and economic changes that have impacted on the places where people meet in public, and has successfully combined stylish design and practical efficiency, with stunning results. Bocchini is now present throughout the world, offering customised solutions to satisfy every requirement.



Ironstyle offers a unique opportunity to combine elegance and practicality, stylishness and rationality. Its different elements can be constantly taken apart and re-assembled to create a different look. The design is thus deliberately open to many possible combinations.

BOCCHINI



Ergonomic, Versatile, Dynamic



Soft-serve ice cream any way you want it:
single portions, variegated, double flavored, or swirled.
Or create and decorate any kind of ice cream cake.
EVD. The breakthrough soft-serve ice cream machine.

Carpigiani helps you smile :-)

CARPIGIANI
carpigiani.com

CARPIGIANI EVD: THE SOFT SERVE TRAILBLAZER

EVD (short for Ergonomic, Versatile, Dynamic) is a breakthrough soft serve gelato machine. It was designed based on a new philosophy that for the first time takes into account all the ergonomic, qualitative, and esthetic requirements of professional operators looking for a modern soft serve machine. EVD is ergonomic and mobile. While the machine is immediately striking for its innovative esthetic design, its most revolutionary aspect is the way it moves. In fact, the upper part of the machine - the dispensing head - can be raised or lowered, adapting to the operator's height. The head can lower all the way to the countertop, at 130 cm (50"), to facilitate hopper filling and cleaning.



EVD is versatile. It can produce very different products at the same time thanks to the independent motors and refrigeration systems dedicated to each hopper, pump, and cylinder. The machine can produce all kinds of gelato: classic soft serve, sorbet, traditional twist, variegated, frozen yogurt, swirl, single portions, and gelato cakes.

EVD is dynamic. An innovative air-channeling system makes it possible to place the machine almost anywhere. The absence of lateral air vents permits multiple machines to be positioned next to each other without any space between them. The generous space below the dispensing head offers a very convenient countertop for working.

This extra space is great for making cones and cups, and a godsend for making even the largest gelato cakes.

The "auto-off" aluminum levers make the EVD perfect for self-service locales.

This soft serve machine is available in two versions: EVD1 (one hopper and one serving lever) and EVD3 (two hoppers and three serving levers). Optionals for both include gravity or pump feed, self-pasteurizing or not, with or without variegating apparatus.

There are also a number of accessories, including cone holders, sprinkle cups, and a blender to swirl sprinkles into the gelato.

EVD: Carpigiani's new generation.



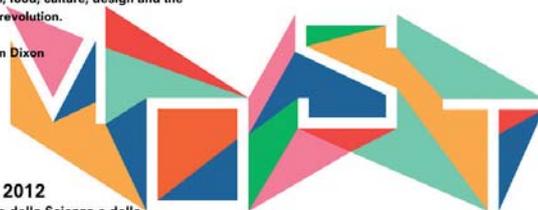
SWEET DESIGN: GELATO AT MOST

Designers from the five continents which visited Most, a new design destination instigated by Tom Dixon at National Museum of Science and Technology Milan during Salone del Mobile Exhibition last April, found a “sweet” workshop organized by Carpigiani Gelato University called “Design Your Gelato (and Taste It!)”. Masters from the world’s most famous and prestigious gelato school taught visitors how to create their own gelato - unique and incomparable as is typical for Italian gelato - using the new Carpigiani EVD machine. The creative experiments concluded with a tasting of the delicious treats.

“In a fit of spontaneous madness we decided that the world’s most important meeting place for global design obsessives needed a new epicentre, a space for quiet contemplation or chaotic energy - a platform for the exchange of big ideas. We have created a place where we can demonstrate the new democratisation and hyper-active innovation of technology in art, food, fashion, manufacturing and communication.” Tom Dixon

An epicentre for the freshest ideas
in communication, food, culture, design and the
digital industrial revolution.

Instigated by Tom Dixon



17-22 April 2012
Museo Nazionale della Scienza e della
Tecnologia
Via Olona, 6B - 20123 Milan, Italy.



CARPIGIANI

Cartoprint makes brands tastier



Cartoprint customized cups: unique and natural

Cartoprint cups are one and only. With all their branding options, their top quality printing, impactful images and colors, your specialties will be even more special.

They are also eco-friendly because they are made in paper, which is recyclable by definition, but manufactured by paper mills that use cellulose, originating only from certified forests implementing an active reforestation system.

So with Cartoprint, will have an extra communication media for your ice cream, together with a top quality and safe container. Cartoprint is a tasteful solution, to make your offer even more appealing and unique!



Via Roma, 107 Caronno Pertusella (VA) Tel. +390296399911 Fax +39029659010 www.cartoprint.com



ual planting, growing and harvesting of trees so that forests can always be healthy and abundant for present and future generations.

The biopolymers are obtained from fully or partially renewable resources and are biodegradable and compostable.

Mater-Bi is the biodegradable and compostable biopolymer based on the new Novamont's "vegetable oil technology". The renewability rate of Mater-Bi is approx 40%.

It's manufactured with clean and environmental effective technologies (low energy and low greenhouse gas emission) and it's GMO free. Mater-Bi do not reduce availability of fields for human food.

NATURAL SOUL

Naturelly Cartoprint is a new packaging range in paperboard and Mater-Bi biopolymer. It's the result of the company's commitment to provide a consistent, sustainable answer to the many environmental challenges of today. Naturelly Cartoprint is produced with sustainable raw materials and environmental effective production processes. It's recyclable, biodegradable and compostable, according to EN13432. The range includes a full choice of paperboard cups and lids for the gelato artisanal market.

Cartoprint has always chosen renewable raw materials, produced with low environmental impact processes. The company purchases paperboard exclusively from suppliers who have a forest management system ensuring the perpet-



CARTOPRINT

The Original
Since 1985

SPEEDY

SIMPLY GELATO



Created by the know-how and experience of Comprital SpA, leading company in the Italian gelato sector, Speedy is a comprehensive range of ready-mixes in powder. Easy and quick to prepare, Speedy is the ideal solution for anyone aiming at offering in his parlour all the good Italian gelato tradition.

More than 50 flavours

Milk flavours, chocolates, sorbets. Many flavours made with the best ingredients for an excellent gelato matching quality and easy preparation.



COMPRITAL
INGREDIENTI PER GELATERIA E PASTICCERIA

**Superb structure,
great stability.**

**Without
hydrogenated
vegetable fats,
without
azo-colours.**

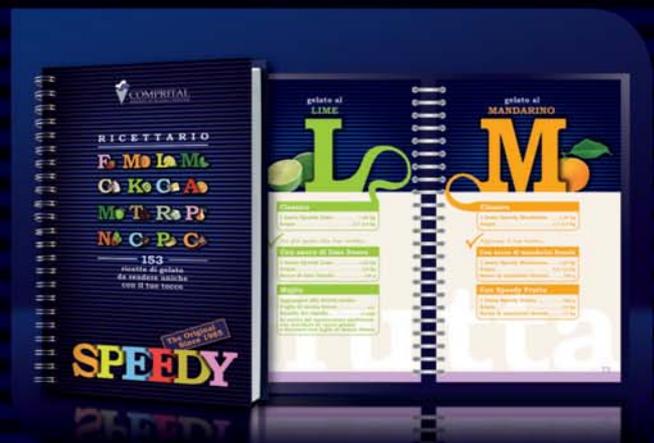


For Soft Gelato

With different dosage, Speedy mixes are perfectly suitable also to soft serve machine, for the production of “express gelato”.

More than 150 recipes

Speedy recipe book is an exclusive and valuable tool with many ideas, in order to offer different flavours every day.



For more information please visit www.speedygelato.com or call +39 02 95770829

SIMPLY GELATO

Simple, quick, always ready to create an impeccable result. This is Comprital's "Speedy" line of mixes in powder form for making a gelato complete in every ingredient, to be diluted in milk or water according to the flavour being produced. The basic feature of the Speedy range is their goodness. They are as good as a good artisan gelato should be, devised to satisfy the customer in every way, and hence they have no azo colours or hydrogenated vegetable fats, milk or milk derivatives in the sorbet preparations.

They are easy to store and use, thanks to the practical single-dose sachets, and are the essential complement for artisan production that requires a final result of absolute quality in double-quick time.



Available in almost 60 flavours, there is no question that Comprital's Speedy range is the widest, most varied line available to artisan gelato makers, and they now come in an attractive new style of packaging.

Their particular feature is the perfect balancing of the ingredients, providing an impeccable structure, flavour by flavour, day after day.

With a different dilution they can be used in a soft serve machine to produce express gelato, mono-portions, gelato cakes, with a simplicity and rapidity unthinkable with traditional methods. At the same dilution they can be used in a slush machine or in small gelato machines such as a granita machine, ensuring a multiplicity of applications, giving maximum satisfaction to the operator.

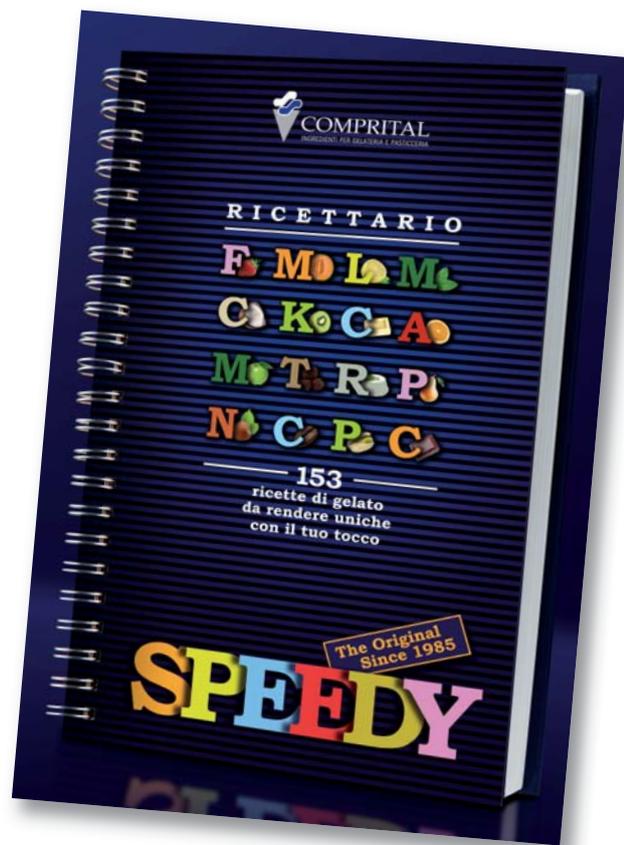
A “TASTEFUL” STORY

The Speedy story began in 1985 with the Lemon flavour which is still a classic in many artisan gelato shops. The sorbet is made with lots of fruit, in some flavours actually exceeding 20% in the final gelato. Today, the number of fruit flavours tops 40.

The great novelty of 2012 has been the Speedy Crema varieties, more than 20 classic tastes, always ready, always perfect, made with highly selected ingredients: true Sicilian pistachio, true Italian hazelnut, and top-quality chocolate, as in the Elvetia line (chocolate and extra bitter dark chocolate), for a water-based gelato with a persistent, creamy, full flavour. Comprital was the first, many years ago now, to use real powdered chocolate in gelato products to replace much of the cocoa, thus per-

mitting artisans to declare on their flavour marker that this was indeed “chocolate gelato” and allowing customers to taste on their palates delicious flakes of dark chocolate. Speediness of use does not however mean that the tastes are standardised. The Speedy products lend themselves to personalised variations with the addition, for example, of fresh fruit, mascarpone, liqueurs, pastes, variegates and anything else that inspires the creative instincts of the expert artisan.

In tune with the creative spirit of the line there is the “Ricettario Speedy”, a book with over 150 recipes devised by Comprital’s master gelato makers, to help those working in the field discover, in a clear and simple way, delicious new ways to interpret a Speedy gelato.



COMPRITAL



*Quality
Foodservice
Ingredients*



www.demetrafood.it

DEMETRA s.r.l.
23018 Talamona (SO) – ITALY
Phone +39 0342 674011 – Fax +39 0342 674011 – sales@demetrafood.it



*Chefs of the team
"Demetra Food Academy".*

Quality Control Internal Laboratory.

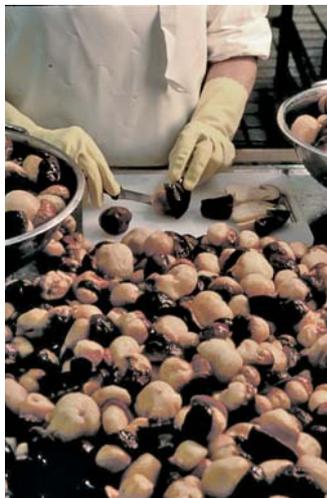


THE FINEST ITALIAN FOOD TRADITION

Demetra's name has been inspired by Demeter, the goddess of the fertility of the earth and the harvest. Started in 1987, the company's range of products combines the Italian and Mediterranean tradition with modern and innovative cooking, presenting over 400 items that are able to meet the needs of all kinds of modern catering professionals (restaurants, pizzerias, hotels, bars...).

Demetra has chosen quality as the principal inspiration for developing its business. It is a comprehensive quality, from the selection of ingredients to the high tech packaging, using the most rigorous production control procedures. The whole company system is certified by application of Uni En Iso 9001:2008 and Haccp standards, providing a guarantee that high quality standards are fully implemented.

Its sales network consists of specialized wholesalers, supported by skilled Area Managers and Chef Promoters, able to



identify each and every opportunity to provide information and advice to users. Strongly oriented toward supporting its customers, Demetra has developed modern marketing tools, particularly the magazine "La voce di Demetra", distributed to a list of over 10,000 subscribers.

Demetra has chosen quality as the principal inspiration for developing its business. It is a comprehensive quality, from the selection of ingredients to the high tech packaging.

DEMETRA

Cotton candy

*Unforgettable
sweet memories...*



FABBRI
1905

Fabbri 1905 SpA Via Emilia Ponente, 276 - 40132 Bologna (Italy)
Tel. +39 (0)51 6173111 E-mail export@fabbri1905.com

www.fabbri1905.com
www.amarenafabbri.com





MORE THAN A CENTURY OF SUCCESSES

INFINITELY GOOD

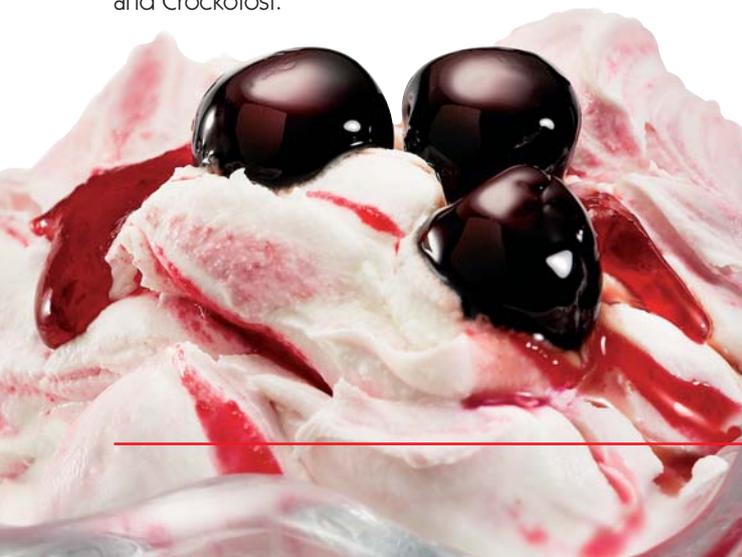
It was 1905 when Gennaro Fabbri took over an old grocery with a vat room at Portomaggiore, (Ferrara Province, Italy) and began the production of liqueurs and cordials. In the 1920s, the famous sour-cherry Amarena was born, entering the homes of millions of Italians also thanks to an intense marketing campaign that saw it take a leading role in “Carosello” - the popular advertising show on the Italian Television. The creation of the first range of compound products for artisan Gelato and Patisserie was launched immediately after the Second World War and it was destined to achieve worldwide success during the following decades. In 2005 Fabbri celebrated its first centenary and, in the same year, instituted the prestigious Premio Fabbri per l’Arte, the Fabbri Award for the Arts, with the participation of artists of national and international renown.

DEDICATED TO THE GELATO CHEFS

Today the company boasts a catalogue of over 1,200 items. For Gelato Chefs a wide range of products is available, from base mixes to special concentrated pastes, from complete products for Gelato and Semifreddo to fruit concentrates for infinite flavours of Granita, and from the inimitable Amarena Fabbri to the superb Marblings and Crockolosi.

Fabbri’s product range is constantly evolving, anticipating the market trends and expectations. Fabbri’s Cotton Candy dedicated to the youngest, brings back unforgettable memories to the adults. With its brilliant blue and its irresistible decoration containing a cascade of delicious colour stars, it will tantalise even those who generally choose more classic flavours. Fabbri is thus carrying over into Gelato shop a flavour that has captivated whole generations of consumers. And now Cotton Candy is also available in a new pink version, specially developed for the youngest “ladies”.

For the most demanding consumers, Crockolosi, Fabbri range of crunchy Marblings, turn any Gelato flavour into a masterpiece of taste. Crockoloso Pistacchio, with its bright green colour and its fabulous crunchiness, joins the range today. Dedicated to Gelato Chefs is Fabbri’s “stick kit”, which contains two moulds for six Gelato sticks and a display tray for 21 Gelato sticks and 50 sticks. No limit to creativity, to enlarge the product offer, starting from the explosion of taste of the Stecco Croccante con Amarena Fabbri, the crunchy stick with Amarena Fabbri.



FABBRI 1905



Nappage

AMARENA FABBRI

*a masterpiece to seduce
the eyes and the palate!*





For Fabbri, confectionery is not only synonymous with refined products, but also with highly professional training. Ever since 1997, the company supports the artisans working in the field with its Fabbri Master Class - the Permanent International School of Artisan Gelato and Pastry Making in Bologna. The School offers free basic training courses for Gelato makers and Pastry Chefs, as well as advanced course for professionals who wish to improve their skill. Every year Fabbri School provides trainings for hundreds of artisans in Italy and abroad, at its premises and distributors around the world.

DEDICATED TO PASTRY CHEFS

There are as many as twenty lines of Fabbri products for professional Pastry Chefs: from the inimitable Amarena

SWEET EDUCATION

Fabbri to the range of baked-proved fillings and glazes, from the countless products for mousses and Semi-freddo to the fabulous decorations.

TRANSPARENT MASTERPIECES

Fabbri's products for confectionery include a wide range of special pastes, preparations with pasteurised egg yolks, almond and coconut pastes, cocoa, fillings with and without fruit pieces, glazes and nappages. With their delicate flavour, Fabbri Nappages lends surprising notes of colour to desserts and Semifreddo. They guarantee a perfect cut, both at positive and negative temperatures. They come in various different tastes, beginning with Amarena, top of the range with its unmistakable flavour of the sour cherry that is the company symbol, Apricot, with its pleasant fruity aroma that speaks of summer, exotic Passion Fruit, great classics such as Strawberry, Caramel with its marked flavour, and Pistachio, in a more brilliant version than ever. The range is completed with Chocolate.

NAPPAGE COTTON CANDY

Fabbri's Cotton Candy, classic and innovative at the same time, is presented both in an intriguing sky blue version and in a new pink version, lending a tantalising touch to cakes and desserts.



FABBRI 1905

"Twin" the combined machines

HIGH TECHNOLOGY the Frigomat machines enclose within a protective steel case its cutting-edge technology, devised to help in your work, last over time, and never leave you in the lurch.

HIGH QUALITY the Frigomat machines meet the top-quality standards your work requires, to bring you results that are certain and constant every time. This is a truly professional investment.

HIGH RANGE Frigomat offers you a wide choice of machines to match your needs. Whether small, medium or large, the machines will always give perfect results, are easy to use, and practical to maintain.

HIGH SERVICES Frigomat is always at your disposal to assist you and advise on purchasing the machine that best suits your work. The company will always intervene speedily and efficiently, to resolve your working needs.



UPGRADE YOUR TECHNOLOGY



FRIGOMAT

GELATO AND PASTRY MACHINES

Via 1° Maggio, 28 - 26862 Guardamiglio (LO) - Tel. +39 0377415011 - fax +39 0377451079 - info@frigomat.com - www.frigomat.com



WHAT A LUCKY COMBINATION!

Frigomat's Twin machines combine both heater and batch freezer in a single equipment, making it quick and easy to create a wide variety of products such as gelato, sorbet, slush ice, pastry cream, mousse,

custard, fruit poché, zabaione, syrup, pudding. There are three heater working programmes (automatic cycle at 85°C/185°F, semi-automatic cycle with temperature selection between 30°C/86°F and 105°C/221°F, chocolate cycle at low temperature) and four for the batch freezer (automatic cycle, semi-automatic cycle, slush cycle with consistency and continuous agitation setting, slush cycle with time and cyclic agitation setting). The Twin LCD combined machines are an extension of the Twin range, and are designed with an LCD panel to offer operators a much wider choice of working possibilities and feature an innovative adjustable pans support system with a wide shelf very easy to clean.



CHEF'S MASTERPIECES

Top-of-the range of Frigomat's combined machines, the Twin Chef LCD line includes a cream-cooker with four quick selection programmes (cooked cream cycle, automatic cycle, semi-automatic cycle and preservation cycle) and a batch freezer with six quick selection freezing programmes (two automatic freezing cycles, two semi-automatic cycles, two slush cycles). As far as the cream-cooker is concerned, both the hot and cooling phases use a bain-marie system (with glycol), which allows to set the temperature up to 115°C/239°F maintaining the organic characteristics of the product. It also allows to set 10 different agitation speeds.

All the Twin machine incorporates an innovative extraction/delivery spigot, which can be completely disassembled for a perfect cleaning; the swivelled position allows to drain the product at the end of the cycle without engaging the freezing cylinder, so that heater and batch freezer can be used separately.

FRIGOMAT

FOOD-AND-DRINK • PASTRY • GELATO

Natural origin

made in italy



www.studioerica.it

Since 1922... Quality is without doubt the slogan that characterizes our production, a full range designed and realized with our customers to follow closely their demands. We use only the finest raw materials available on the market and manufacturing processes that guarantee a higher level of control and hygiene in order to offer a completely natural prime quality product to the makers of artisanal Gelato. We are always careful to our customers needs, we know the importance of being on the forefront of research and in this direction we will continue to work with passion, accuracy and expertise.



...bontà e tradizione nel gelato

FRUCTITAL s.r.l. Prodotti per gelateria - via circonvallazione 20 - BURIASCO (TO) - ITALY - TEL. 0121.56587 - FAX 0121.56597
info@fructital.it - www.fructital.it

EXCELLENCE AND TRADITION OF ARTISAN GELATO

Since 1922 Fructital has represented the Turin confectionery tradition in the context of artisan gelato production relying entirely on high quality ingredients and carefully selected raw materials.

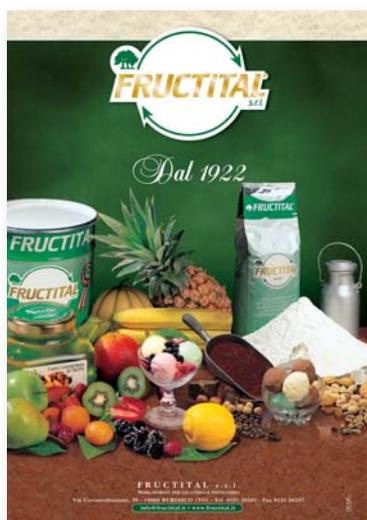
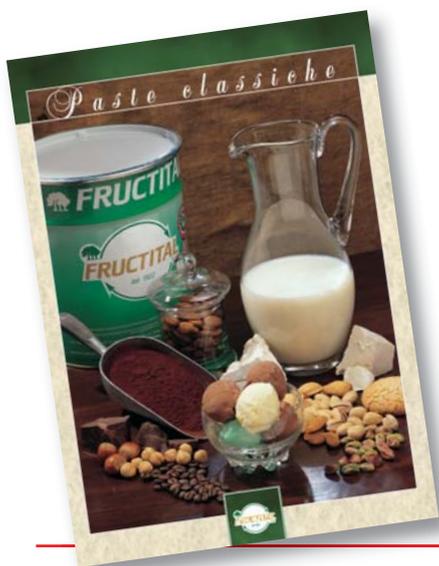
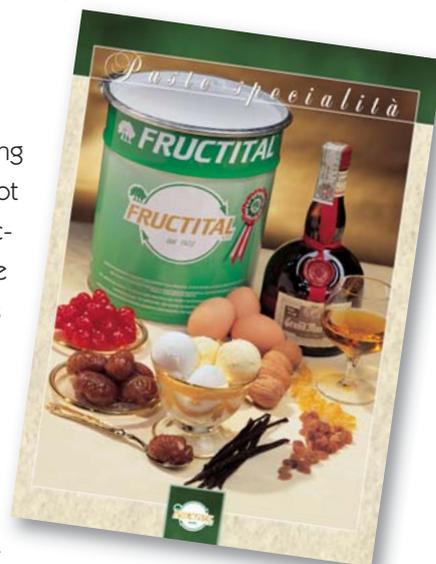
One of Fructital's strengths is undoubtedly the nature of its production: in the catalogue there are no commercialized items because all the products are designed and manufactured within the company. The working philosophy is oriented to spread the authentic Italian gelato, with a continuous research on the ingredients in order to limit the use of additives and to maximize the use of natural food. The last ten years of work have seen an exponential expansion of the brand outside Italy. The investments have successfully enabled to move from a regional area to an international context in a short time and they have made possible to operate in the five continents with selected distributors and qualified partners. Within the next year the area in Buriasco where the plant is settled will double.

The production systems are designed to preserve the artisan nature of the finished product, from the roasting ovens for dried fruits to the refining machines for creams, from the cookers for syrups to the mixing system for powders. The machines are

all designed according to the product and not vice versa. All these factors add up to a simple and flexible business management, which directly involves the customers in developing new ideas and in the creation of customized products.

Fructital offers its clients the chance to create unique items providing the expertise and the creativity of a team of experienced professionals. The company also offers the gelato artisans a full coaching service to open a new ice cream parlour and technical support for the use of products.

Choose Fructital means therefore enjoy a direct contact with the company and rely on a long-standing tradition supplier that improves craftsmanship, ensuring the highest quality standards.



FRUCTITAL

FOOD-AND-DRINK•PASTRY•GELATO



ólvi

the natural revolution
ice-cream meets olive oil on your favorite flavours

FUGAR[®]
PRODUZIONE

COMPANY WITH QUALITY MANAGEMENT
SYSTEM CERTIFIED BY DNV
= ISO 9001:2008 =

www.fugar.it | tel. +39(0)541.679470

NATURAL REVOLUTION

Fugar presents Ólvi, a unique, innovative product devised to make gelato not only good but very special. All of the animal and vegetable fats normally present in gelato have been replaced by olive oil, the principal food item in the Mediterranean diet. This creates a gelato base that is both good and natural, incorporating all the health-giving properties of olive oil, ideal for making cream and fruit flavours of gelato.

Ólvi contains only the emulsifiers that are naturally present in olive oil, necessary for balancing the gelato. Among its ingredients is inulin, a vegetable fibre that regulates the balance of intestinal flora, and helps improve the look and consistency of the resulting gelato. Ólvi contains no allergens, milk or milk derivatives, gluten, polyunsaturated fats, or animal fats or other ingredients of animal origin. It also has no sucrose, being sweetened with fructose, the sugar naturally present in fruit and with a sweetening effect twice as powerful as that of sucrose, and therefore the product has a lower calorie count.

Ólvi is therefore suitable for persons with lactose intolerance,



and as a food source for celiacs and vegans.

It is a complete base, made up of a powder part (Base Ólvi) and a liquid part (Ólvi), suitable for working both hot and cold.

Goodness and healthiness combined: Ólvi has all the goodness of the olive without the taste of the oil!

FUGAR



Geldue piace in tutte le lingue

Geldue sa bene cosa vogliono i Maestri Gelatieri per far felici i loro clienti più golosi. Perciò, mette tutta la sua esperienza, la sua creatività e la sua collaborazione per proporre sempre prodotti di grandissima qualità e versatilità.

Geldue: la casa che porta il gelato italiano in tutto il mondo.



casa dolce casa

Via D. Cimarosa, 33 - 40033 Casalecchio di Reno (Bo) - Tel. 051 6132910 - Fax 051 6132928 - info@geldue.it - www.geldue.it

COMMITMENT AND PASSION

For thirty years, Geldue has been manufacturing semi-finished products for gelato, always combining the quality of its solutions with an equal efficiency in serving the customer. Geldue's technical and commercial staff places its hand-on experience and flexibility at complete disposal of the clientele, never failing in offering premium quality products that meet even the most demanding customers' requests.

Commitment and passion are the everyday fuel of Geldue's engines and the indispensable endowment for satisfying old and new customers. In the ever changing world of business the quality of products is essential but it would not be enough without a careful and punctual service. Whether it comes to transport logistics or technical and commercial problem-solving, Geldue takes pride in being more than just a supplier, but rather a business partner. With its agents and distributors network, the company sells its products on the Italian territory as well as in several foreign countries spread in Europe, Africa, Oceania, North America, South and Centre America, Middle and Far East.



Geldue manufactures its semi-finished products having in mind the best Italian gelato tradition, offering a wide choice of items such as: milk and water base products, either for cold or hot process, already balanced and pre-mixed, thus ensuring excellent results in terms of taste, texture and user-friendly preparation; complete products in powder, ready to be dissolved in water or milk; soft ice cream products (and frozen yogurt); products for slush in many delicious and coloured flavours; flavouring pastes, with a wide variety of pastes ranging from the most traditional to the most original flavours; decorations.



GELDUE

FOOD-AND-DRINK • PASTRY • GELATO

Gelato espresso,
fast and good.



HYGIENE UNDER CONTROL

Gel-Matic's BiB 500V PM express gelato machine increases the guarantee of cleanliness and simplify the cleaning process. As an alternative to the traditional models of machines fitted with conservation hoppers, the new BiB series represents an innovative solution that guarantees high hygienic standards thanks to the use of bag-in-box technology, a widespread system for conserving liquid food. The application makes it possible to eliminate the risk of a mixture becoming contaminated, since the hopper is replaced by a refrigeration cell where the bag-in-box container is lodged, and the liquid product is sucked from this directly into the freezing cylinder by means of

a pressurizing gear pump. When the mix is over, all the operator has to do is replace the container. The BiB 500V PM is fitted with two beater motors, one per flavour, which make it possible to manage production with maximum flexibility. The production capacity is 33 kg/h. The series includes single-flavour and twist-flavour machines, both counter and vertical options, with a 1.7-litre cylinder or a larger 3.5-litre one, in an electromechanical version or else fitted with the In.Co.Di.S. system with touch-screen technology. Customers can choose between models with air or water cooling systems, and different voltages are available, in addition to personalised graphics.



GEL-MATIC ITALIA



GILDA

FOR MORE THAN 50 YEARS
LEADER IN COOLING TECHNOLOGY RESEARCH

WWW.GELOSTD.COM

GELO *Standard*

PURITY OF DESIGN

In more than 50 years of activity, Gelostandard has built up a solid experience in the production of innovative refrigerated showcases for gelato and pastry, which are studied to meet every operational need and furnishing requirement. Gelostandard's products stand out for the extreme care to design, keeping a heart of high technology. In line with market demand, the company has engaged itself to develop ecological display cabinets with an high degree of energy efficiency. The choice of a second seat in Montreal, Canada, besides its headquarters in Italy, allows Gelostandard to follow its strategy of exporting to 80 countries around the world. Among its



most outstanding products, there is Gilda: a range of ventilated and static display cabinets for gelato and pastry. With its innovative and versatile style, Gilda is designed with linear and curved, open and closed modules, which can be joined one with each other and matched in two different heights. Gilda cabinet allows you to display properly, up to the highest professional standards, a wide range of products, from gelato to pastry, from cold and dry heat or bain-marie to pralines with relative humidity control system. Gelato modules are projected with defrosting by cycle inversion and with double air outlet; internal semi-hermetic condensing unit is sound-proof and, upon request, compressor can be extractable. Even more, it can be inserted normal temperature/low temperature function and modulation of the cooling capacity electronically controlled. The lighting system, provided by cold long-life led lighting, improves perfect product visibility with a considerable energy saving.



GELOSTANDARD

Have you got two minutes a day to surprise your customers with an ice-cream like that?

Try

**DUE
SU
TRE**

The layered
ice-cream



Double-quick process

Made of only natural ingredients

A unique experience to delight the palate

Easy

100% Natural

Good



Due su Tre: The Layered Ice-cream

Preparation for layered ice-cream.
Flavours: Strawberry, Raspberry, Tropical, Coffee



Giuso Spa
Via Soprano 107, 15011 Acqui Terme (AL) - t. +39 0144 359411 - f. +39 0144 322964
www.giuso.it - info@giuso.it

Regione Cartesio | 15012 Bistagno (AL) | Italy



LAYERED GELATO: A NEW STYLE OF GELATO

A new style of gelato, innovative for its look, taste, consistency and matching options, is today possible, thanks to DueSuTre ("two-on-three") the new preparation from Giuso that makes it possible to create a gelato in layers. DueSuTre is a preparation with a lyophilised fruit or coffee base which, with just a simple manoeuvre, guarantees the creation of thin layers of sorbet alternating with classic gelato, to offer an enticing new product. Made only with ingredients natural in origin, and with a high percentage of fruit, DueSuTre is available in the flavours Strawberry, Raspberry, Tropical and Coffee (made with Arabica coffee). There are infinite possibilities of creating original flavours for the most creative gelato makers, to offer an very extensive range of truly unique combinations.

The freshness on the palate, given the consistency of the layer of sorbet, is pleasing, but it is especially the alternation of the different compacted components (sorbet and cream gelato) that leaves consumers pleasantly surprised as they savour the enticing mixture of layers.

A series of accessories is available to facilitate preparation: a carafe marked at different points to dilute the preparation precisely, silicon moulds for making the layers, and a polycarbonate tray to move the moulds easily and efficiently.



GIUSO

Chiara & Nerella

THE NEW
COLD CREAM



Chiara & Nerella

Chiara: Cold Cream based on Hazelnut and Milk
Nerella: Cold Cream based on Hazelnut and Cocoa

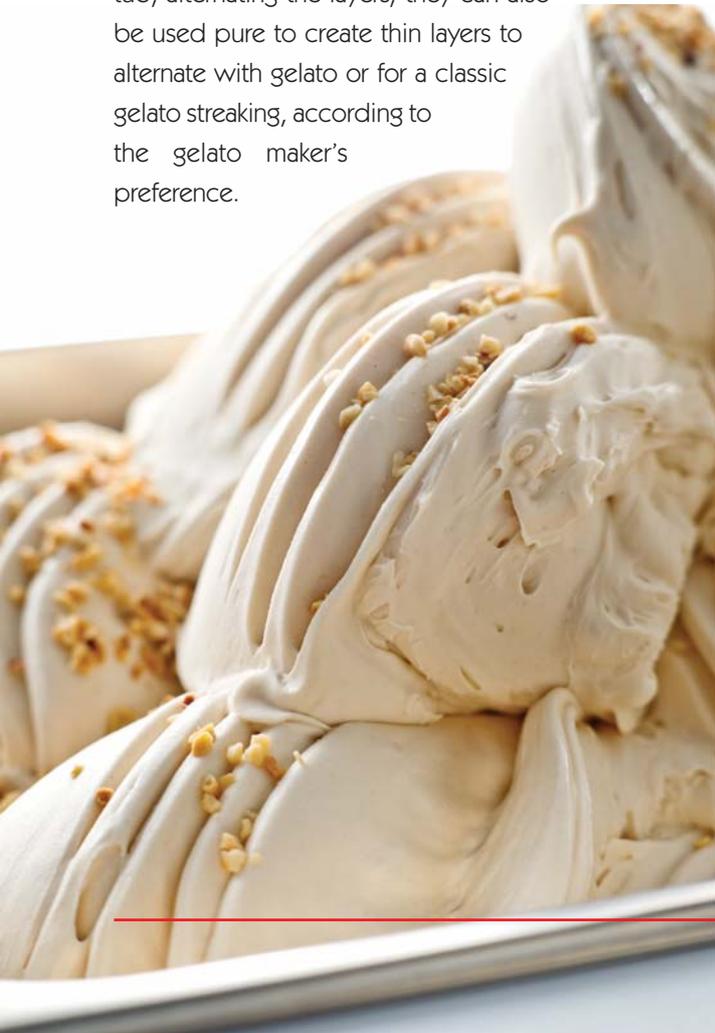
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AS YOU LIKE IT

Chiara & Nerella are the new cold creams from Giuso, ideal for all artisans who want to enrich their display cabinets with a range of products that are distinctive in terms of their consistency and the delight they afford the palate. Chiara has a hazelnut and milk base which is ideal for satisfying the demand for a softer, more sensual taste, while Nerella has a hazelnut and cocoa base, and appeals to those looking for an unforgettably full flavour. They can be used in two ways: either as is, by simply pouring them into a gelato tub and placing the tub in a temperature conservator or chiller until the correct consistency is achieved; or else diluted 50% with milk and then frozen in the batch freezer like a normal gelato mix (e.g. for a standard 4-kg gelato tub simply mix 2kg of Crema Chiara or Nerella with 2 kg of milk). Suggestions for use: they can be used together, or else mixed with milk, to create a creamy effect in the tub, alternating the layers; they can also be used pure to create thin layers to alternate with gelato or for a classic gelato streaking, according to the gelato maker's preference.



GIUSO



TAO
NERO

A dark chocolate without milk or dairy products

All the taste of chocolate,
with all the lightness of water.

Complete the range of flavours with TAO NERO, a plain chocolate of extraordinary quality, made with the addition of water, the purity of which enhances the distinct and full taste of the cacao. An ice cream without milk or dairy products, ideal for lovers of dark chocolate, perfect for those with lactose intolerance.

la

GELATITALIA

www.gelatitalia.it | +39 035 4824335

SWEET EVOLUTION

The winning philosophy of Granulati Italia is encapsulated in its very name. In 1976 Oscar Nesta, together with his partners, founded Solkristal, one of the first companies in Italy to import and study a system for instantizing and granulating food products. The company made its entry onto the Italian market with a line of semi-finished products for gelato and confectionery, bearing the Gelatitalia trademark. In 1982 the company restructured and took the name Granulati Italia. It consolidated its presence in the world of artisan production, and became the first company to use the instantizing process for semi-finished products for gelato. As testimony to the advanced processes introduced by the company, a line of complete granular products under the Gelatitalia label was presented for the creation of fruit gelato, a true precursor of today's series of complete products. In 1985 Gelatitalia presented its first epoch-making base, Granulat 50, which opened up the market to modern concepts of gelato stabilising and balancing, a base that still today retains its loyal customers. The development of the company meant that it soon became urgent to find larger premises, and 1995 saw the shift into today's factory at Boltiere (Bergamo Province). Gelatitalia boasts a complete range of semi-finished products for making gelati and semifreddi, suitable to meet the different requirements of the modern market. Bonfrutta and Friofrutta are two fruit bases for gelato, the first to work hot, the second cold, each making it possible to obtain a creamy and spatula-friendly batch-churned gelato, without fats, milk or milk derivatives. Granulati Italia uses technologically advanced production lines, including its granulating and instantizing plant and a recently introduced ultrasound installation for the microencapsulation of ingredients.



DARK CHOCOLATE HEART



Outstanding among the company's most innovative products is its Tao Nero, which offers the pleasure of a gelato with the full taste of dark chocolate. It has the advantage of containing no milk or milk derivatives, and is therefore ideal for all chocolate fans who nevertheless suffer from lactose intolerance. This complete product has a quick and very simple method of working, and requires no pasteurisation. The dosage is two kg of product (equivalent to 2 bags) to 3 litres of warm water. To support sales there is a complete package of merchandising, including t-shirt, bandana, taste marker and totem pole.

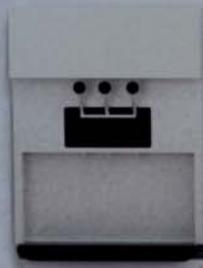
GRANULATI ITALIA

Start your gelato business now!



Your own gelato!

Chocolate Vanilla



Plain Fruit
Yogurt Yogurt



Pistache Hazelnut



**Only 4 actions
required:**

1. Choose your cup size
2. Fill it!
3. Choose your favorite topping
4. Pay at cash desk



ICETEAM 1927 is proud to present



the first format combining
italian gelato tradition
and self-service efficiency



ICETEAM 1927 - ALI SPA - 40011 Anzola dell'Emilia BOLOGNA, Italy
Ph. +39 051 6505330 - info@iceteam1927.it - www.iceteam1927.it



ITALIAN GELATO'S TRADITION MEETS



IceTeam 1927 presents Gelato's way, the first format combining Italian gelato tradition and self-service efficiency.

Gelato's way is a self-service gelato shop concept, avail-

able in different sizes, and it represents an effective and universal business model. Start-up costs are reasonable, and results are assured already on the short run.

This exclusive format does not require trained staff or previous experience. A single employee will take care of routine jobs such as units' refilling and cashier.

Gelato's way covers all sides of the start-up: layout, recipes, training on how to handle both the units and the business.

Gelato's way is your Italian gelato, your experience, your successful future.



SELF-SERVICE EFFICIENCY



INSIDE THE TECHNOLOGY

Gelato's way is powered by ElectroFreeze 180 t-rmte. This unique cabinet style freezer is perfect for stores that want to keep operations behind the scenes with a rear access mix compartment. Ideal for self service buffets and yogurt shops. Thanks to this exclusive self-service project, it's extremely easy to start your gelato business right now, because your client has to do only four actions: choose the cup size, fill it, choose his favourite topping and pay at cash desk.

A TEAM OF BRANDS

Gelato's way is a concept created by Iceteam 1927, the Ali Group business unit managing Cattabriga, Coldelite, ElectroFreeze & Promag brands. These brands represent a great deal of history and innovation in our industry as much as the most complete range available in today's market.



ICETEAM 1927

Italian Style

in the world



Design

Production

Complete furniture made to measure



 **ICETECH**[®]
GELATO MACHINES

Made in Italy

frigogelo
FRIGOGELO.IT

Via Piemonte, 2 - 24052 Azzano San Paolo (BG) Italy
Tel. +39/035 320400 - Fax +39/035 320380
www.frigogelo.it - frigogelo@frigogelo.it



ALL IN ONE

The new Three in One Lcd by Ictech is a complete and versatile machine at the service of even the most demanding operator.

Made with high quality materials, it is the ideal machine for those who have little space available but do not want to renounce to a delightful homemade gelato.

The upper heating and mixing tank and the lower cooling and freezing cylinder operate independently, allowing for a continuous production cycle without any downtime.

The mixture heating phase is fully controlled by an electronic control unit equipped with Lcd touch screen monitor, which allows heating evenly and eliminating any deposit and burning problem through the "bain marie" system. Thanks to the new Lcd system, the machine is equipped with various automatic programs.



Batch freezers Lcd.



Three in One Lcd.

The cooling process occurs after the heating one, when the electronic system warns that the mixture has reached the desired pasteurisation temperature through an acoustic signal.

After pouring the mixture into the batch freezing chamber, the operator uses the boiler tap to start the freezing process, which is automatically controlled by an electronic control unit equipped with Lcd touch screen monitor.

Various functions available, such as: automatic active control, energy saving system, automatic freezing programs, overrun adjustment, automatic diagnostic control.



Pasteurisers Lcd.

ICETECH



BOX-GEL
ICE CREAM PACKING

shaped to perfection!

NEW THERMAL BOX EASYGEL

The innovative design for an optimal grip.



IMBALLAGGI ALIMENTARI SRL

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UNICA is...

- Powder ingredients automatic weighing system
- Recipes, costs and consumption software manager
- Working top
- Weighing scale
- Quality, efficiency and know-how protection

UNICA

Up to 11 ingredients
in 12 & 24 liters silos

UNICA-MD

With 36 liters silos

Automatic bucket
loading/unloading
system

Liquid dosage system
(water milk and
pasteurizer connection)

UNICA-HD

50 liters silos in modular
structure with 8 - 16 - 24
positions



LAWER S.p.A.

Via Amendola 12/14
13836 COSSATO (Biella)

Tel. +390159899511 - Fax +390159842211
sales@lawer.com

www.lawerunica.com

facebook.com/LawerUnica



TOTAL CONTROL

The Unica machine from Lawer, guaranteeing maximum efficiency in the working kitchen, is indeed unique. Unica is a revolutionary automatic dosing system, offering in a single machine all the tools indispensable for optimising productivity: automatic weighing of powdered ingredients, software to manage and control consumption and costs, a work table and built-in scales. Unica is the fruit of know-how that Lawer has built up over 40 years in the business of planning and constructing weighing and dosing systems. The machine was created to meet many of the unexpressed needs of professional gelato makers. One of these is process automation. Unica automatically manages and doses the most important ingredients in recipes, without requiring anyone to be directly present in the working kitchen. It will also automatically repeat the phases of weighing any number of times and error-free, guaranteeing a constant product that maintains the highest quality standards. The correct dosage of prime ingredients brings a series of important advantages, such as the control of costs, fewer errors, and a higher quality end product. Very compact, Unica occupies the space of a normal kitchen work table.



LAWER

LINEA GOLD

Leagel

GOLD LINE,
A SUPERIOR QUALITY CHOICE.



GOLD
VANILLA



COVERING DARK
CHOCOLATE GRAND CRU



PISTACHIOS
PESTO



AVOLA'S
ALMONDS



I.G.P. PIEDMONT
HAZELNUT



PURE PINE NUT



superior quality for artisanal gelato

Leagel

Leagel s.r.l. - Strada delle Seriole, 55 - 47894 Chiesanuova (RSM)
tel. 0549 999435 - fax 0549 999477 - International Phone +378 999435 - www.leagel.com - info@leagel.com



LIKE A WORK OF ART



Each day there emerge from the Leagel factories a stream of products specially devised to transform gelato into masterpieces of taste and tradition. The Leagel gelato experience dates back, through its founder Mr. Leardini Tonino, to 1964. At every stage of its history, Leagel has been able to achieve an admirable blend of tradition and innovation, rightly presenting itself as an expression of the great Italian tradition, but at the same time as an extremely dynamic, outward-looking company. Thus, re-

search and development, carried out with an eye to production technology, have always occupied a key role, since the company is committed to offering its customers the best possible product, based first of all on scrupulous selection of the very best raw materials.

Leagel offers its customers and partners ongoing technical support and direct training, in order to build loyalty to the company and its products, offering any assistance required to help gelato makers personalise their work just as they wish.



The continuous creation of advanced products, coupled with marketing strategies to aid gelato makers in presenting their products, has proved a winning strategy to help customers boost their business opportunities. Leagel is an international company, able to reach into every country in the world.

The constant research aimed at achieving ever higher levels of excellence has culminated in Linea Gold, Leagel's most ambitious achievement yet. Linea Gold offers a selection of "classic pastes" rendered unique through the meticulous selection of exclusive prime ingredients, coming from the areas most renowned for producing them: Copertura al Cioccolato Fondente Grand Cru dell'Ecuador (grand cru dark chocolate coating from Ecuador), Nocciola Piemonte Igp delle Langhe (certified Igp hazelnuts from the Langhe district of Piedmont), Mandorla d'Avola (almonds from Avola in Sicily), Pinolo Puro Italiano (pure Italian pinenuts), Vaniglia Gold con Vaniglia Bourbon del Madagascar (Vanilla Gold with Bourbon vanilla from Madagascar), Pesto di Pistacchi (crushed pistachios). These top-quality ingredients are used to produce a choice of pastes with very particular and exclusive flavours. Linea Gold offers gelato makers a

unique range of refined and quality products, with which inventive artisans can create their own individual masterpieces, providing their most demanding and discriminating customers with a not-to-be-missed opportunity to taste a gelato worthy of true connoisseurs.



LEAGEL

Your client
 will like it like
 this, this, this,
 this, this, this,
 or this?



YOGOMEK FL
 The frozen yogurt with
 the best ever structure.



YOGOMEK
 Classic and
 unmistakable.



YOGOMEK CREAMY
 Creamy and warm
 to the taste.



YO! GO!
 Compact Greek Yogurt
 with a specific taste.



YO!GO! STEVIA
 Greek Yogurt light,
 without sucrose,
 with Stevia.



YOGOMEK TART
 Fresh and acidy, just as
 they like it in the USA.



**YOGOMEK TART
 CHOCOLATE**
 Dedicated to those
 with a sweet- tooth.

Yogomec
 Frozen yogurt

Yogomec: the most complete line of Frozen Yogurt signed by MEC3.

Fresh, light and tasty, frozen yogurt has conquered the gelato-parlour with Yogomec, the line rich in proposals, born from MEC3 experience. From the light version without sucrose with Stevia to the most nutritious, from the classic flavour to the most gluttonous: Yogomec is the frozen yogurt that meets everybody's taste. Each day you can personalize with topping, fruit and grains creating combinations with a difference, full of fantasy. Don't ask yourself too many questions, try them all and come and visit our company to discover with us the new recipes.



Mec3 Prodotti per Gelato



Mec3production



MEC3_Gelato

**MEC3 The leading company in the world
 in Gelato ingredients.**

Via Gaggio, 72 - 47832 S. Clemente (RN) ITALY
 Tel. +39 0541 85 94 11 - Fax +39 0541 85 94 12
 www.mec3.com - mec3@mec3.it



The Genuine Company

FROZEN YOGURT PLAYS A LEADING ROLE IN THE GELATO LAB



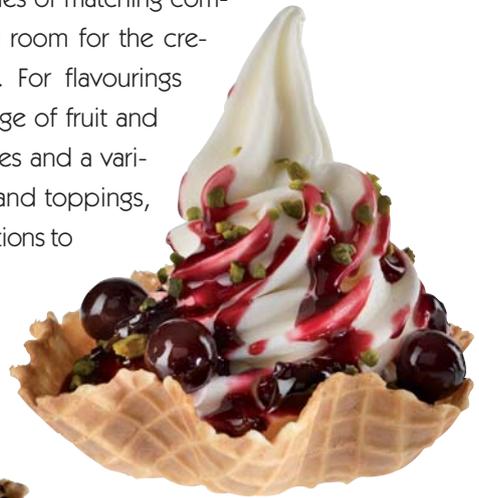
Frozen yogurt has become trendy in gelato stores throughout the world: light, highly digestible, fresh, nutritious and flexible, since it can be combined with fresh fruit and vegetables according to the artisan's individual preferences, with a crowning garnish of tasty granules and sauces.

Over many years, Mec3 has gained a reputation as a benchmark supplier for leading players in the international market for frozen yogurt ingredients, and now it brings all its experience to bear in its Yogomec line. Yogomec is the

most complete range of products for frozen yogurt coming in seven versions: Yogomec, the classic version with a marvellous structure; Yogomec FL, the fluid version; Yogomec Tart, the slightly acid version that is a favourite in the Usa; Yo!Go! the dense, strongly flavoured version like Greek yogurt; Yogomec Creamy, with a creamy texture and warmer on the palate; and Yogomec Tart Chocolate, the version for chocolate lovers.

The great novelty is Yo!Go! Stevia, the light version of frozen yogurt, using Stevia, the natural sweetener containing zero calories, introduced for the very first time into the world of gelato by Mec3.

With these products in the Yogomec line, yogurt is now playing a leading role in the gelato stores, with infinite varieties of matching combinations, leaving room for the creative imagination. For flavourings Mec3 offers a range of fruit and cream concentrates and a variety of variegates and toppings, grains and decorations to use as garnishes.



MEC3

Quella®



The original hazelnut and cocoa cream dedicated to the Gelato-parlour.

If you are already familiar with Quella® no presentations are required. If instead it has never entered your gelato-parlour, prepare yourself for the discovery that will change your daily routine. Quella® is the original, incomparable, hazelnut and cocoa cream that can be used directly in the gelato tray as soft as the creamiest gelato; its consistency doesn't change in the showcase. It can be used as a gelato flavour just as it is and also for filling and decorating your creations or inside the gelato cone to guarantee enjoyment until the very last bite.



-  Mec3 Prodotti per Gelato
-  Mec3production
-  MEC3_Gelato

MEC3 The leading company in the world in Gelato ingredients.
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Tel. +39 0541 85 94 11 - Fax +39 0541 85 94 12
www.mec3.com - mec3@mec3.it



THE CREAM THAT BECOMES GELATO

Can cream also be a gelato flavour?

The answer is Quella®, the original cocoa and hazelnut cream that has sent gelato lovers around the world crazy. As soft as the creamiest gelato, Quella® has been created to be used as a flavour in its own right. Just pour this delicious cream into the display tub, and that's it.

Quella® is phenomenal for its versatility: it is perfect both as a variegate to fill and decorate gelato recipes, but above all it can create a wonderful surprise for customers when inserted into a gelato cone to guarantee a fine taste down to the very last mouthful.



MEC3 VARIEGATES

Quella® can be used as a delicious variegate, giving the gelato that unmistakable and unforgettable flavour of chocolate and hazelnut. Mec3 offers a vast range of gelato variegates, always looking for innovative tastes to astonish the customer. All Mec3 variegates have been especially devised to fill a gelato after it has been batch frozen, and they enrich the taste of the recipe quite remarkably. In addition to this, the variegates can be used to decorate the tubs with tasty waves of chocolate or fruit, enriched with grains and biscuit pieces, giving the display cabinet an irresistible look.

CHOCOLATE AND HAZELNUT NOVELTY

Quella® is the cutting edge of a series of chocolate and hazelnut gelato flavours that make up the rich catalogue of Mec3 innovations: Scoop - the ultimate gelato, with its exclusive taste and sensational creaminess, the result of a marriage between extraordinary hazelnuts and exceptional chocolate, resulting in a unique, overwhelming flavour; Nocciola La Là, the Premium Igp-certified Piedmontese Hazelnut paste, from hazelnuts harvested, roasted and immediately refined, a product that is a hymn of praise to the best in Italian hazelnuts; and Mama Que Buena, a scrumptious new taste, coming in a practical kit of products, in which prized cocoa beans combine with crunchy wafers to harmonise with roasted hazelnuts.

Quella



Quella

MEC3

After the plate and the cup... comes the vertical plate!

When it comes to containers, Medac is truly uncontainable!

Today sees the launch of **Tower**,
the take-away plate that rises vertically.

The **Tower** plate may also be customised with company logos.

Tower: all the quality, versatility and convenience
of a food container
for hot and cold dishes,
from pasta
to fruit.



safeguarding quality, respecting the environment



UPWARD EXTENSION



Medac, an ever-growing market leader in the production of drinking cups, gelato cups and take-away containers, has come up with an original and practical way to serve hot and cold food. It is called Tower and, as the name suggests, it is a vertically elongated "plate", fitted with two flaps closing at the top. Convenient and versatile, it can contain any type of food: spaghetti, fruit, meat, dessert, including of course... gelato. Made in polyethylene coated paper, it has a capacity of 630 ml and can be customised with a minimum order of 5,000 pieces.

SMALL, MEDIUM, LARGE

Further extended with larger and smaller sizes, Medac's range of food containers offers genuine solutions for every sort of takeaway. The range includes an extremely original container for salads, round in shape and with flaps closing at the top; decorated with a bright, fresh image, it lends a note of colour to any snack lunch or picnic. There are also some newcomers in the family of popcorn containers, now completed with new sizes to satisfy the hungriest end consumer.



MEDAC

Medac Lids. Protective by nature.

Well-known for its creativity, Medac is today enhancing its protective care for nature with the market launch of high quality environmentally-friendly cardboard lids with maximum protection. With or without assembled spoon, Medac cardboard lids may be customised with company logos and are produced in the same material as the cups, perfectly suitable for food contact. For all this, Medac **safeguarding quality, respecting the environment**



medac S.r.l.
Industriacartotecnica

ACE OF HEARTS

With its new line of cardboard lids for gelato cups, Medac is leading with its trump card. The elegant 550ml cup thus has its own perfectly fitting cardboard lid. This preserves the contents if consumed at different times, and adds to the pleasure of tasting the perfect combination of the container. The look can also be improved by having a brand name printed on the cup and lid, while the outer ring comes in a wide variety of attractive colours - gold, blue, cream and black. Gelato for the strolling passer-by is perfect when offered in the 165 ml cup with its own cardboard lid, with or without incorporated spoon. It can be customised at the client's request with the usual offset 4 colours print, with a practically unlimited choice of colours, and offering an optimum solution with low environmental impact.



A COMPLETE RANGE

Founded in 1960 in Salerno (Italy), Medac boasts a complete range of gelato and drinking cups, available in a huge number of sizes, together with products for various and occasional use: chips cups, coffee and cold drinking line, crenelated yogurt cups, paper boxes, paper cone sleeves, crêpe paper boxes, popcorn cups, food containers and cardboard lids. Medac has developed the whole production process internally, im-



plementing systems of quality management,

environmental protection and social responsibility in line with Iso 9001, Iso 14001 and SA 8000 standards.

The company has also obtained Coc-Fsc (Chain of Custody – Forest Stewardship Council) certification, to guarantee that the wood used in the production of the paper comes from forests managed according to universally approved principles for safeguarding the environment. This certification also guarantees economic protection of the local workers and populations, in line with the principles of sustainable development.

MEDAC

Nocciolotta

So good

Over The
Top



...or by itself.
Simply Delicious!



A FANCIFUL LINE



Grand novelties from Nocciolotta, the tasty cream from Montebianco which is ideal for enriching and decorating gelato, cakes, and semifreddo. To satisfy the need for different flavours, and to further enhance the image of the display cabinet and gelato cone, Nocciolotta is now available in three different versions. Nocciolotta "La Pastosa" is a cream to be used as a filling or variegate, with a full and balanced hazelnut and chocolate taste, stay-



ing soft even at sub-zero temperature. Nocciolotta "La Morbidona" is a smooth cream with a gianduia taste, ideal as a variegate, which can also be used in the display tub as is, staying creamy down to -15°. Nocciolotta "La Croccante" is a gianduia-flavoured cream with crisp, crunchy biscuits, which also retains its softness and crunch to a temperature of -15°. The three products come in practical 5-kg buckets.

CARAMBA, THAT TASTES GOOD!

Red Jumbo is an exclusive new gelato flavour combining sweet and savoury. It is a paste obtained purely from Argentine peanuts, to be combined according to taste with salted peanuts and with the exclusive, slightly sweet Rippy Red Jumbo tomato topping. Red Jumbo lends itself to the creation of various original recipes, such for example as "Nicky Nickers", with the following ingredients: 1000 g of white base, 100 g of Pasta Red Jumbo Montebianco, 30 g of whole milk, to which the artisan adds the desired quantity of Rippy Mou Montebianco, Arachidi Salate Red Jumbo Montebianco (salted

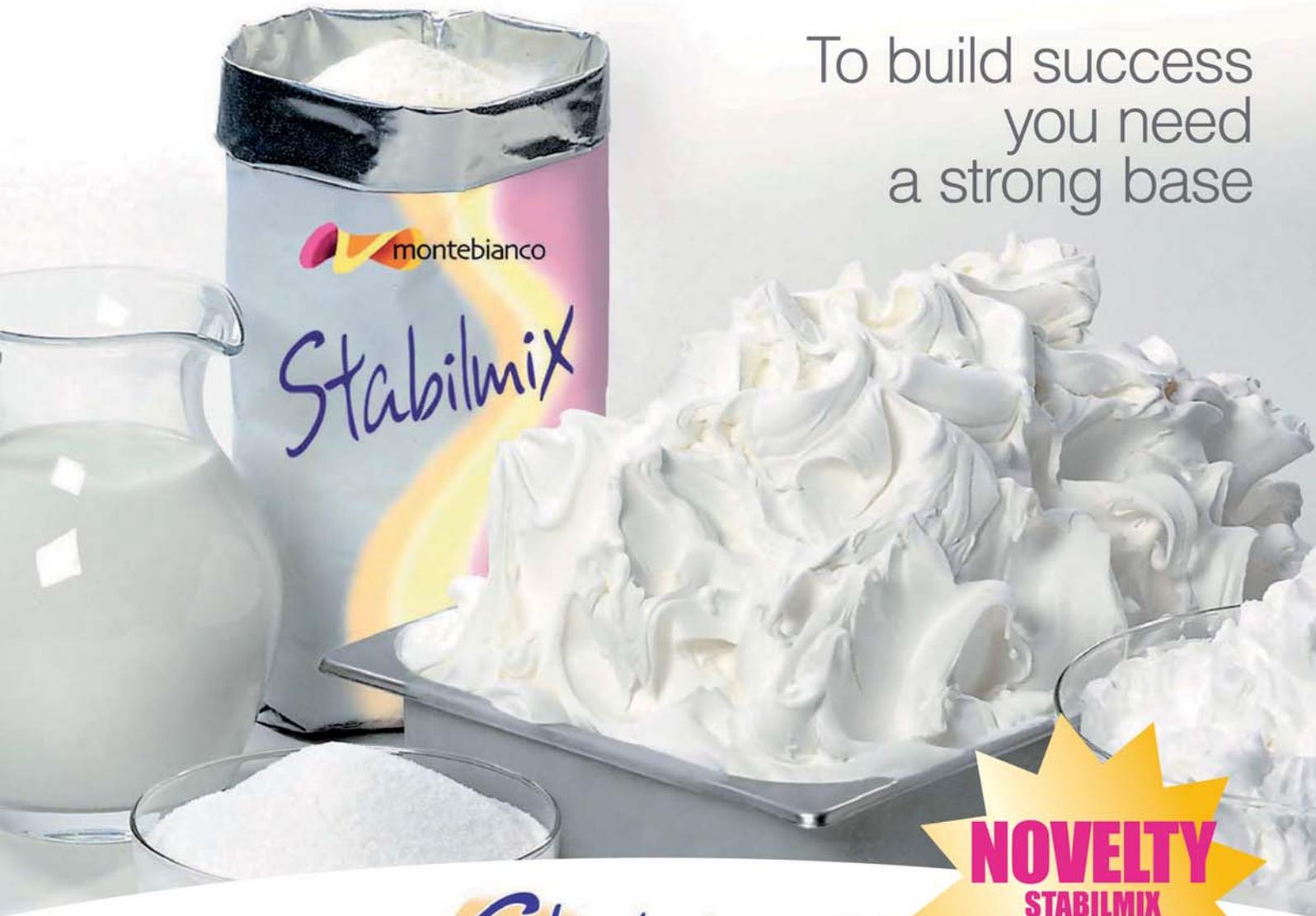
peanuts), and Nocciolotta La Morbidona Montebianco (or alternatively Copertura Speciale Cioccolato al Latte Montebianco - milk chocolate coating). When taken out of the batch freezer, variegate with Rippy Mou, Arachidi Salate and Nocciolotta or Copertura Speciale Cioccolato al Latte. On the occasion of its launch, the product is being offered in an exclusive kit composed of 3 kg of Pasta Arachidi Red Jumbo, 2 kg of Rippy Red Jumbo, 1.5 kg of Arachidi Salate and 1 taste-marker. A kit of materials for the point of sale is also available including 3 rotating advertising signs, 10 crowns and an apron.

Mrs. Jumbo e Mr. Red
JUST MARRIED



MONTEBIANCO

To build success
you need
a strong base



Stabilmix®

NOVELTY
STABILMIX
LACTOSE FREE

The first, the best, the most imitated.

LACTOSE FREE

The High Digeribility powder base

- Useful for lactose intolerant people (<0,01%)
- **1000 flavours**, very healthy, only one base!
 - with fibres
 - fresh milk flavour

montebianco

QUALITÀ NELL'INNOVAZIONE

LACTOSE? NO THANKS!

Innovation has always been a fundamental component of Montebianco's strategy for growth. Ever since its birth in 1966, the company has been intent on creating avant-garde products that have changed the history of gelato. One example was Stabilmix, the very first base that could be customised - a product that is still a benchmark for the sector. Now, 45 years later, Montebianco has created a new base to respond to the demands emerging from the market: Stabilmix Zerolattosio. This innovative, highly digestible base contains less than 0.01% of lactose, and is therefore suitable for the increasing number of consumers who show an intolerance to this sugar. According to figures from international research in the

sector, about 80% of the European population is intolerant (in varying degrees) to lactose. Stabilmix Zerolattosio puts an end to punitive gelato that has little taste and provide little satisfaction. This base makes it possible to obtain a creamy gelato, with inimitable freshness, easy to serve, and able to be prepared with any paste (provided it contains no lactose). Those who are not lactose-intolerant can also have the pleasure of enjoying a delicious gelato full of goodness, with the additional benefit of high digestibility. The Montebianco family of complete products in powder form has been further extended with Desiderio Fior di Latte Senza Lattosio, which is a real winner because it is so simple to use.

INNOVATION AND EVOLUTION

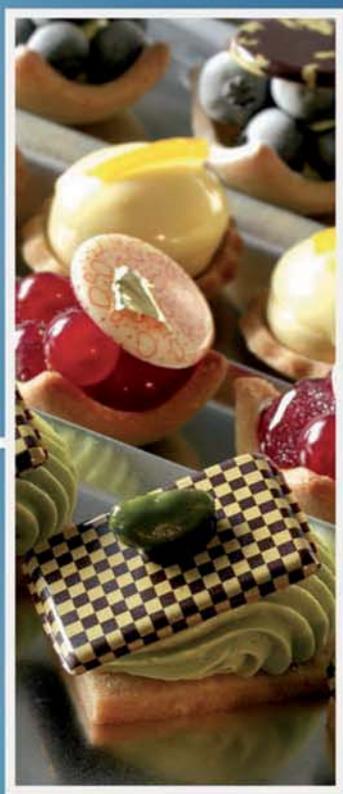
The strength of the Montebianco Group's philosophy is that it has always been strongly orientated towards the future. In this regard, the company has, year after year, made service to the customer a distinctive element of its operations, and has organised its production so to become a complete provider of goods to those working in the field, producing not only the semi-finished products trade-marked Montebianco and Anselmi, but also the Chiaravalle brand of oven products and the Eurobisco brand of biscuits for gelato. The Group offers a

wide and extremely attractive product range, with quality the hallmark.



MONTEBIANCO

Franchise.com



THERE ARE MANY FLAVOURS, ONLY ONE IS NUTMAN

SEMI-FINISHED PRODUCTS AND DECORATIONS FOR ICE-CREAM AND PASTRIES

NUTMAN GROUP SRL - VIALE ITALIA 166/168 - CANELLI (AT) - TEL. 0141 835240 - INFO@NUTMAN-GROUP.COM - WWW.NUTMAN-GROUP.COM

ELITE HAZELNUT

Nutman Group was founded in 1948 at Canelli (Asti Province) by the brothers Teresio and Lorenzo Pernigotti with the name of “I.D.P. dei Fratelli Pernigotti”, specialising in the production of torrone (Italian-style nougat) using Piedmont hazelnuts and amaretti (traditional Piedmontese macaroons). In 1972, the company transferred into larger premises, still at Canelli, and entered the gelato market with semi-finished products incorporating Piedmont hazelnuts, in particular its Hazelnut Paste, which has remained over time one of its leading brands. In the mid-1970s, the company name was changed to “I.D.P. Nutman”, finally to become the “Nutman Group” in 1996.

In the 1980s, the product range was expanded with the Classic Pastes, among them Giandua and Torroncino, the latter produced with the company’s own torrone.

In 1988 the premises were transferred to Viale Italia, which is still the headquarters. In those days the first bases and fruit pastes were produced, and the line of



fat pastes was completed. The company today produces all semi-finished products for gelato making, and includes a great number for pastry, plus items for commercial confectionery and chocolate decorations imported from Belgium.

The company’s pride and joy is its processing of hazelnuts, in particular for its Hazelnut Paste with I.G.P. certification of local origin, and for its Giandua, Torroncino, Coffee, Chocolate and other pastes.

In 1988, Nutman created its own internal analysis laboratory, allowing it to control production directly with sophisticated instrumentation. In 2003 its obtained Uni En Iso 9001/2008 certification from the certifying body DNV. Nutman distributes its products throughout Italy thanks to its extensive sales network. It has also had a presence abroad ever since the late 1980s, and is now active in various European countries, the USA, Africa and Japan. The company’s philosophy is summed up in its slogan: “There are lots of tastes, but only one Nutman”.



NUTMAN

MORETTINA

CATERINA GEMELLI

Nothing goes better
with gelato!

Smooth Gianduia spread cream

Morettina

Gelato





A PERFECT MATCH



Pernigotti's Morettina Cream goes perfectly with gelato. It can be used to make cones tastier, to enrich gelato cakes, or to lend a touch of exclusive creativity to imaginative desserts, snacks, zuccotti, cassate, cakes, mini-portions, crêpes and so on. Thanks to the new silicon moulds, available for tubs both large and small, it is possible to create layers of Morettina quickly and easily, so as to obtain a simple and practical filling for every type of confection. For example, when matched with fresh gelato, these delicious layers can be used to streak and decorate the surface of the tub, or to stuff all chocolate, hazelnut and pistachio gelati.

To enlighten the presentation in the display cabinet even more effective, exclusive taste markers have been created.

Extremely versatile, Morettina can be used in the tube exactly as it is, and can stay in the display cabinet together with gelato. It is available in 6-kg pails.



EXTRADARK CHOCOLATE AND
MORETTINA



PUROFONDATE AND
MORETTINA



PUREMILK CHOCOLATE AND
MORETTINA



WHITE CHOCOLATE AND
MORETTINA



PERNIGOTTI



Pura & Ricca

Natural Ingredients only



Milk Gelato Base



Fruit Sorbet Base

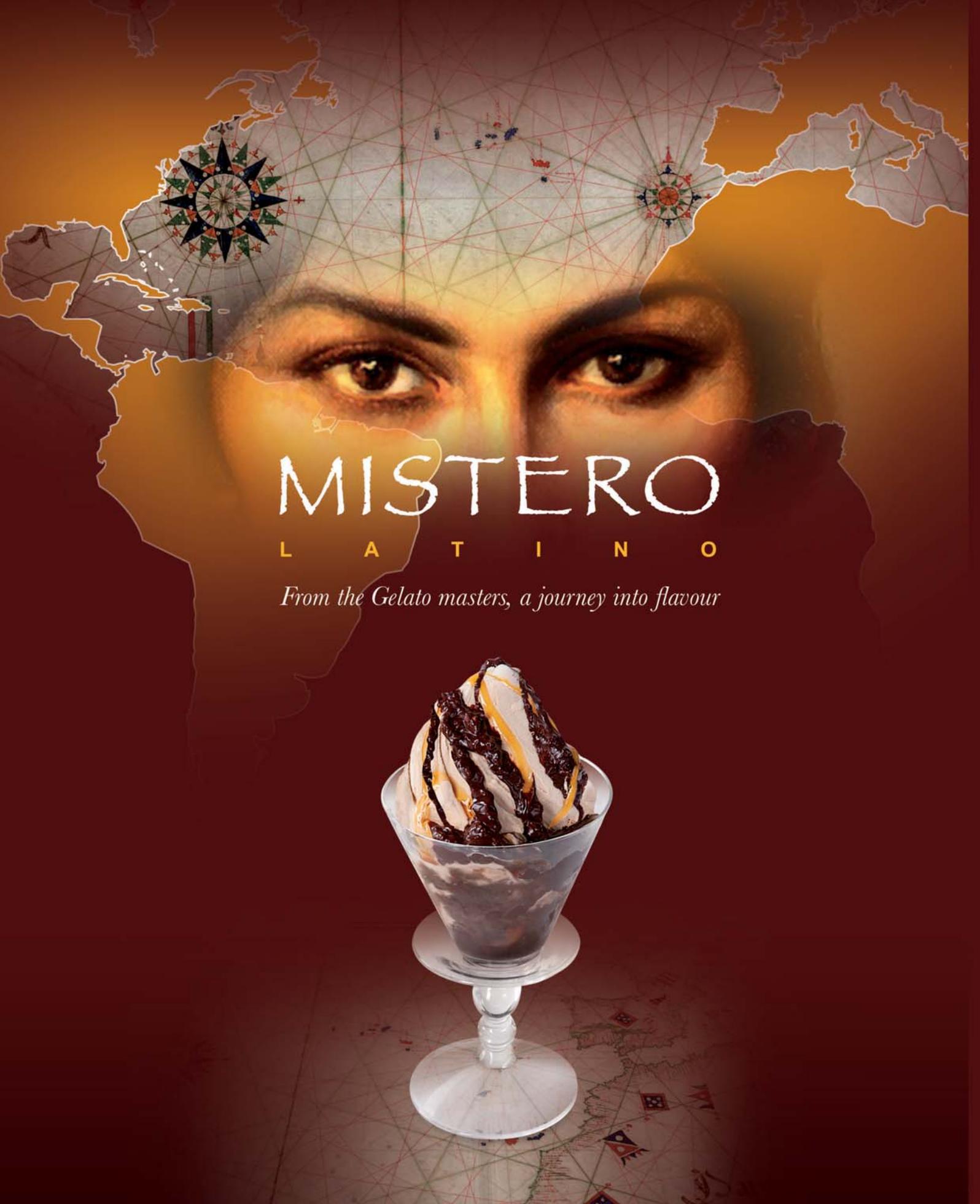
BASE PURA E RICCA: NATURAL INGREDIENTS ONLY

In the gelato business people are asking more and more for healthy and clean products without compromising the smoothness and freshness of gelato. Pernigotti Pura e Ricca (Pure and Rich) product line is the right answer. The Pura e Ricca line consists of two bases that are truly innovative, thanks to Pernigotti's constant commitment to research and development. It is pure because it contains no emulsifying additives, and rich in natural ingredients to create creamy gelati and sorbets with a high fruit content, which bring out the final flavour to the full, and exploit the supreme naturalness of the ingredients. The line includes the Pura e Ricca base for milk base gelati. Pura e Ricca includes fats, milk proteins and latest-generation vegetable fibres. It is a Clean Label base that will create a state of the art gelato containing no added emulsifiers, it has pure carob seed flour.

The result is a gelato that is absolutely creamy and smooth. Base Pura e Ricca works both hot and cold process. The Pernigotti Pura e Ricca line is completed by the Pura e Ricca base for fruit sorbets. It works both hot and cold process (with a dosage of 100g per litre of mixture), making it possible to create sorbets with a high content of fresh or frozen fruit.



PERNIGOTTI



MISTERO

L A T I N O

From the Gelato masters, a journey into flavour





Mistero Latino is a new and unique gelato, the outcome of a skilful selection of raw materials which are typical of Central and Latin America: Dominican Republic Low-Fat Cocoa, Guatemala Coffee, Brazilian Cashews, Mexican Vanilla, Jamaican Rum, embellished by a mix of 100% Italian dried fruits.

From the Gelato masters, a journey into flavour.



OPERA I T A L I A N A



ENHANCING THE GELATO MAKER'S ART SINCE 1936

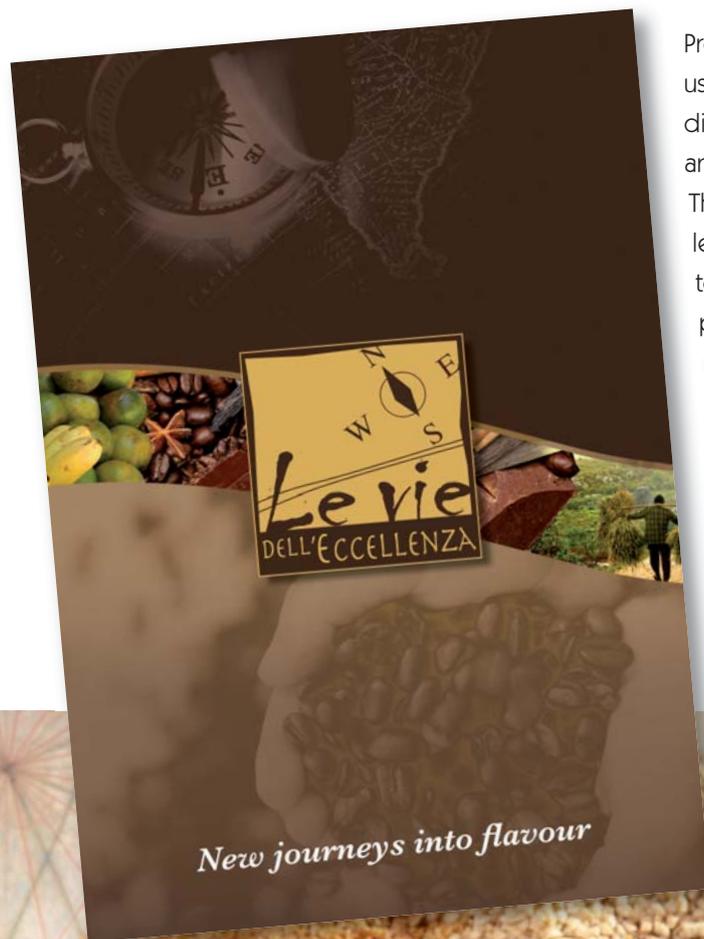
"I want to offer my customers something new and original, something that lures them back to my gelato shop. A gelato taste that once again demonstrates the value of good, traditional artisan gelato. Can you help me?"

Phone calls like these are, for Prodotti Stella, a constant stimulus to continue their researches to improve the company's products. But how is a new gelato flavour born? Behind it there certainly lies constant effort by the company's R&D department to develop new ingredients from selected and controlled raw materials, so that when they are combined they guarantee the maximum yield in terms of creaminess, ease of serving, fine flavour, and so on.

Added to this is the demand that comes not only from individuals but from the market itself, dictated by a new imperative to which we are attuned. Telephone calls like this received from one of our customers have helped us believe in a project that was just forming: that of creating a range of tastes combining the most excellent flavours of Italy and the world. After many trials undertaken to balance the ingredients, and after many olfactory and also visual tests, the first flavour in this new range of excellent tastes was born: Opera Italiana, encapsulating the very best of Italy. The success of this product was such that it convinced us to continue along this path, redoubling our research. The result has been Mistero Latino, a new gelato taste created from the combination of raw materials originating from Latin America.

This is, in practical terms, how we create the value that we add to the products that the artisan gelato maker creates every day. Our know-how is the fruit of 75 years of history, and we put it at the disposal of professionals, simplifying their work and helping them to innovate, leaving them the time to draw on their imaginations and the experience to create their own special gelato. We both share the same common ingredient: passion in our work. That is something that we share with every good gelato maker.

NEW JOURNEYS INTO FLAVOUR



Prodotti Stella's "New journeys into flavour" leads us to explore fresh tastes while respecting the traditions of the noblest ingredients in good Italian artisan gelato.

The new flavours are born out of an intelligent selection of raw materials of proven origin, mixed together with masterly skill and typical Italian expertise. What are the advantages? First and foremost, an excellent gelato: the exclusively natural ingredients bring on our products a quality that results in exquisite gelato, superior to any other. The new flavours unlock the aromas and savours of their places of origin, creating truly novel sensations. All the products are subjected to rigid controls of quality, naturalness and certification of the origin of the raw materials.



PRODOTTI STELLA



TADDIA

la Passione per il Gelato



TADDIA

coccola il Gelato

Per questo ha creato una gamma completa ed esclusiva di accessori per la gelateria. Naturalmente la grande scelta di colori e contenitori è apprezzata dai clienti, come ogni prodotto di TADDIA.

Taddia S.p.A. - Via Viara, 2250
40024 Castel San Pietro Terme (BO)
Tel. 051.944973 - Fax 051.941262
commerciale@taddia.com
www.taddia.com

HIGH TECHNOLOGY

Taddia's roots go all the way back to the mid-1940s, when it began creating its cups for gelato in the post-war period. This move was dictated by the historical context of the time, since the lack of flour, an essential ingredient for wafer cones, drove gelato makers to look for alternatives. The first cups were manufactured in normal card with a wooden disk pressed into the base. In the 1960s, the first semi-automatic machines entered the factory, to render cups impermeable with a thin membrane of paraffin. The technological developments led Taddia to equip itself with completely automated plant, and, starting in the 1980s, the production of cups and drinking cups underwent a total revolution.

In the 1990s, the company shifted to Castel San Pietro Terme, at the gates of Bologna. Today, the Taddia range includes the lines of paper cups for gelato and of paper drinking cups for cold and hot drinks of various types and sizes, with generic or personalised designs.

FRIENDS OF THE ENVIRONMENT

The latest technological advance in Taddia's constantly evolving range is its new line of completely biodegradable, compostable and recyclable cups. In this way, the company is making a concrete response to the most advanced demands of the market, and is increasingly attentive to ecological development in a perspective of ethical and responsible consumption. The new Taddia cups have been devised to respect nature wholeheartedly, thanks to production processes conceived to reduce environmental impact to a

minimum. They are produced with natural materials, such as paper and biopolymers derived from vegetable oils. With Taddia's biodegradable cups, enjoying a gelato has never been so natural!



TADDIA

THE DAWN ALWAYS TURNS PINK



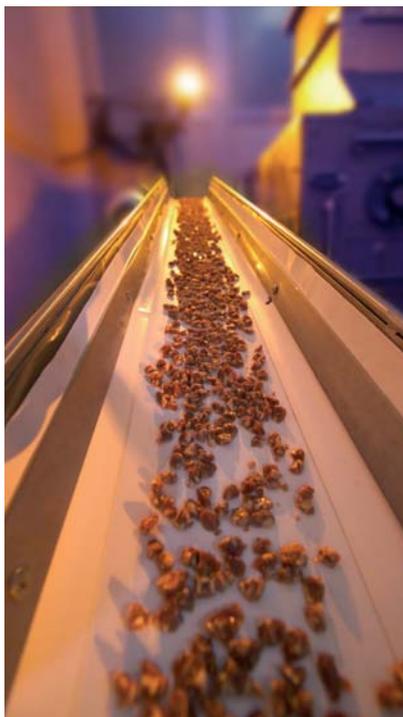
THERE IS SOMETHING DARK UNDER THE SUN



Made of plain
black chocolate:
for a deep dark
fully-flavoured
ice-cream.


TORRONALBA
IL GELATO DELLA TRADIZIONE

A WORLD OF VIBRANT COLOURS



Torrionalba has passed the prestigious milestone of 40 years of activity, following a path of continual growth, quality, and constant research. Created towards the end of the 1960s as a business producing confections and semi-finished products for gelato makers and pastry cooks, it linked its name to that of Alba, its home city, and to the confection typical of the local district, hazelnut torrone (Italian nougat). The first pastes produced by the company were hazelnut, torrone and croccantino (almond crunch).

Over the course of time, Torrionalba increased its business until in the 1980s it felt the need to shift from the historic headquarters in Alba to more extensive premises at Piobesi d'Alba, with a total covered floor space of 6,500 sqm, with a brightly coloured design that gives a good idea of the vibrant environment where the sparkling products are created.

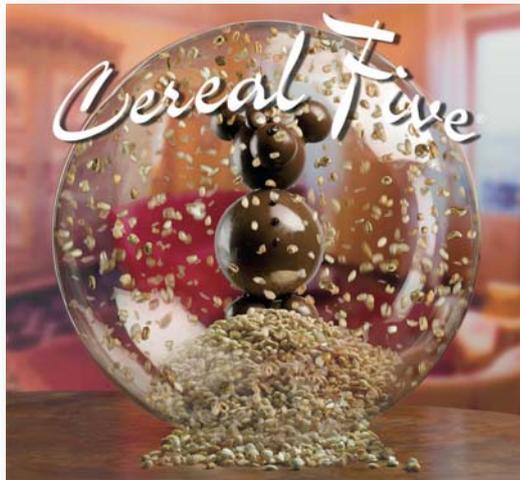
Thanks to the introduction of a new dedicated line of products, the range was widened to include pistachio, amaretto and gianduaia, plus the fruit pastes. Development of the line of powder products came in 2006, when Torrionalba had a purpose-built factory erected in front of the company's original site. Always meticulously attentive to the quality of its products, Torrionalba has created a sophisticated internal laboratory in which



about 1,500 analyses are carried out annually across the whole product range: these include the classic chemical-physical and microbiological tests, and the control of microtoxins by means of advanced technology.

The company today offers a complete line of products dedicated to the world of gelato and patisserie in every form, created with raw materials from the local district. The experience built up over 40 years of activity has allowed it to produce, alongside the more traditional tastes, some fresh and innovative flavours: so, as well as the classic pastes, there are those devoted to fruit, plus the streakings, toppings and decorations with which the artisan can complete his or her own individual creations.

Torrionalba is able to support all gelatiers and pastry cooks - including those who are venturing into this world for the first time - in their choices of ingredients, machines and working processes, in order to obtain products of ever higher quality, and to operate increasingly successful businesses. The professionals at Torrionalba offer support and consultancy on a whole



range of topics: how to balance mixtures, and how to use the company's products, recipes and preparations; training on how to open new points of sale; on-site training, research and investigations into personalised products and special one-off recipes; food and dietary information with an internal nutritionist; and kitchen demonstrations to test and taste the products.



TORRONALBA

FOOD-AND-DRINK•PASTRY•GELATO



Living Yesterday's Traditions Today

trix gomma
produttori di idee

www.trixgomma.it * info@trixgomma.it

WHAT A RANGE OF PRODUCTS!

In the 1960s, the world was changing. They were years that saw an economic boom, and a race to get ahead. But although the decade was one of upheaval, what with cosmonauts, rebels and feminists, there was still time to enjoy a good gelato. Those were the very years in which Trix Gomma was born, specialising in the production and distribution of rubber and plastic items for gelato shops, restaurants and cafés, hotels, and companies manufacturing semi-finished products. With know-how built up over the last fifty years, Trix Gomma has seen the world change and has kept pace with the times, but without losing sight of its roots.

Trix Gomma is an historic company with its headquarters in north Italy. It has been a family-run business, founded on solid tradition, but is always looking to the future thanks to its constant research, technological evolution, and numerous investments in cutting-edge production plant. Trix Gomma produces and distributes accessories for the counter and the table, such as cone-holders of all shapes made of plexiglass and elegant



methacrylate that can also be made to a design by the customer, taste markers, innovative palette spoons of steel and polycarbonate which can be personalised, bowls, the historic spatulas in white food-compatible rubber produced ever since 1968, plastic spatulas and lots more...

These are work tools meticulously designed to be functional. The versatility of its range and the use of innovative materials make Trix Gomma the ideal company to satisfy the customer in every stage of manufacture, from consultation and project planning through to the creation of prototypes and of special or personalised articles.



TRIX GOMMA

yogorino®

that's all ITALY

chi siamo / who we are

Anno di fondazione attività: 1993	Year company was founded: 1993
Anno di fondazione franchising: 1998	Year franchising was founded: 1998
Punti vendita diretti: 0	Direct sales outlets: 0
Punti vendita affiliati Italia ed estero: oltre 300	Franchise outlets in Italy and abroad: more than 300

cosa chiediamo / what we are asking

Fee d'ingresso: No	Sales Royalties: No
Royalties sulle vendite: No	Contract term: 5 years (renewable)
Durata del contratto: 5 anni (rinovabile)	

il nostro obiettivo / our target

creare imprenditori di successo
creating successful businessmen.

marginalità / marginality

oltre 400% over 400%

cosa cerchiamo / what we are looking for

Superficie media del p.u. (in mq): 10/200	Average surface for each outlet (sqm): 10/200
Bacino d'utenza minimo: 10.000 abitanti	Catchment basin: 10,000 inhabitants
Ubicazione ottimale: Centri storici, strade di forte traffico, località balneari, aeroporti, stazioni, centri commerciali, etc.	Ideal location: historic town centres, trafficked roads, seaside resorts, airports, railway stations, shopping malls, etc.
Esperienza nel settore: No	Previous experience: Not required
Personale richiesto minimo: 1+1	Minimum staff: 1+1
Investimento iniziale: Euro 30.000,00/90.000,00	Initial investment: Euro 30,000.00/90,000.00
Fatturato medio annuo: 140.000,00/730.000,00 Euro	Average yearly turnover: Euro 140,000.00/730,000.00

le nostre garanzie / our guarantees

- 1) 18 anni di presenza nel mercato del food-business
 - 2) produttori del semi-finito
 - 3) ricerca costante di sistemi tecnologici innovativi
 - 4) lo sviluppo di prodotti italiani di qualità
- 1) 18 years in the franchising market
2) producers of semi-finished products
3) research of innovative technological systems
4) development of high quality Italian products.

cosa offriamo / what we are offering

Assistenza logistica, commerciale, formativa
e tecnica, esclusiva di zona, know how completo,
aggiornamento prodotti.

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

MASTER:

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Info:

Tel 045-6702521/ Fax 045-6703767
e-mail: info@yogorino.com
web: www.yogorino.com



YOGHURT MADE IN ITALY

Yogorino is a franchising project dedicated to the world of yoghurt shops, gelato outlets, cafés and snack bars. The company's mission is to spread the food philosophy that what counts is quality, and to create a retail network at international level. This is a commitment to spread the made-in-Italy brand throughout the world.

The project involves the provision of functional furniture for premises of any dimensions. The modular elements are easy to fit together and the designs are adaptable and do not require a large space or any particular configuration of the rooms available. 30 square metres are all that are needed to open a Yogorino point of sale. The yoghurt shop is handed over key-in-hand, complete with signs and installations. The backup includes initial training, on-going support, and regular updates on innovations. Personalised materials for advertising and sales promotion is guaranteed.

IN EXCELLENT HEALTH

Yogorino products are prebiotic foods, bringing health benefits by stimulating the activity of the digestive system. That is why they are rightly considered to be functional foods, defined by recent nutritional studies as fundamental for the psychosomatic equilibrium of the human organism. Quite apart from their intrinsic balanced nutritional content (carbohydrates, fats and proteins), they trigger reactions that are essential for life, such as probiotic fermentation activated by probiotic fibres, indispensable for a perfect state of health since they reduce the risks of cardiovascular or infectious illnesses or of those related to the immune system.



YOGORINO

FOOD-AND-DRINK•PASTRY•GELATO

We

**Tradition.
Innovation.
Passion.**

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iba 2012 – the unmissable event for the international baking industry.

Professionals from all over the world will be discovering the newest trends and innovations at iba 2012. More than 1,100 exhibitors will be presenting their current range of products to visitors. Ranging from trade and wholesale bakeries, confectioners and cafés, food retailers, catering firms, hotels, coffee shops and the food service industry – iba 2012 is the most important trade fair for the global baking industry.

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16.–21.9.
www.iba.de

BREAD, PASTRY AND...

Eager anticipation surrounds the next Iba, the international trade fair for baking and pastry scheduled for Munich (Germany) from 16 to 21 September 2012. The expo will as usual showcase the most advanced innovations in the sector, which will play a leading role in the German, European and world markets in the following three years. The public of pastry chefs and bakers will find over 1,100 exhibitors from about 60 countries awaiting them, distributed through 12 pavilions.

It has been announced that the categories of goods in the trade fair will range wider than ever. Besides the traditional sectors of manufacturing equipment and raw ingredients, there will be stronger representation from logistics, shop furniture, process optimisation, coffee and wrapping techniques, to guarantee operators a complete panorama of the market.

Another new feature is that everything relating to coffee will be brought together and exhibited in the A4 pavilion. The area "Kaffee, Kuchen & mehr", extending over



about 250 square metres, will be devoted to manufacturers of coffee machines and roasting machines.

On 20 and 21 September, media representatives, exhibitors and visitors will be able to watch the experts competing for the Iba-Cup, in a series of enthralling challenges between national teams of pastry chefs. Besides cakes and pralines, which are the culmination of the art of chocolate, competitors will be asked to prepare a confection typical of their native country.

The Iba trade fair will be preceded by Iba-Summit, scheduled for 15 September, the new platform for dialogue created by Zdb, the German Bakers' Confederation. "The meeting provides information that will help businesses obtain a competitive advantage", says Zdb president, Peter Becker. "Besides the presentations, participants will have lots of free time to interact with one another, so the summit will encourage dialogue and the exchange of ideas and opinions among bakers and pastry chefs".



IBA

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FOOD FROM AROUND THE WORLD

The 2012 edition of Sial-The Global Food Marketplace, scheduled for 21 to 25 October, has been structured to offer professionals in the agro-alimentary production chain a pathway through purchasing opportunities from around the world. The objective is to optimise visitors' time, allowing them to see more things more quickly.

The exhibition includes 19 sectors with 130 national and regional displays. Over 6 thousand exhibitors are expected, 80% of them from abroad, representing 106 countries, with a balance between small enterprises and large industrial groups. As for the countries represented, France is the most prominent, followed by Italy, Spain, China, Netherlands, Turkey, Belgium, Germany, USA and Brazil. After Europe, Asia is the second continent in terms of representation, with 41% of the participating countries. The 400 most innovative products, selected by a jury of independent experts, will be showcased in the Sial Innovation space. Sial Innovation is a prestigious event in the course of which the Sial Innovation Grand Prix awards will be presented and promoted throughout the world. The Sial d'Or prizes will also be awarded, to recognise and celebrate the food innovations that have become commercial successes on the national markets of the 29 countries involved. La Cuisine, Sial's display of culinary art, with its packed programme of attractive events to display the talents and artistry of professional chefs, has exciting new features. To facilitate encounters between those in the catering business, a space for culinary demonstrations is provided, as are a new Vip restaurant, a showroom of "catering and gourmet" products, and a Vip Club.

In order to offer a fully exhaustive panorama of all the food channels of the world, Ipa-Global Food Factory, the food processing and packaging exhibition emphasising eco responsibility, and In-Food, dedicated to intermediary food products and ingredients, will run contemporaneously with Sial 2012.



SIAL

FOOD-AND-DRINK•PASTRY•GELATO



1987-2012
venticinque anni
di grandi successi



XVII Edizione

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25 YEARS OF GROWTH

In more than 25 years of its history, Pa.Bo.Gel. (the International expo of baking, pastry, gelato, catering, food, pizza, fresh pasta, beer, wine, bars, cafés and other relevant businesses) has consolidated its position as a unique international expo in the agroalimentary sector, held in Rome. Ever since its inception, the exhibition's strong point has been the consideration paid both to the visitors, who are what gives the expo its true value, and the exhibitors. The exponential growth of Pa.Bo.Gel. has culminated in the decision to shift the latest editions to the district of the Nuova Fiera, the new trade fair centre in Rome, an attractive and highly functional exhibition zone that is easily reached from every point in Rome or the world, given that Fiumicino Airport is just a few minutes away. To visit or exhibit at Pa.Bo.Gel. means having the best of two fascinating worlds: the best of the world of products and equipment for the food sector in general and the wheat chain in particular, and the best possible surroundings - for what other Italian trade fair centre can compete with the centrality of Rome, and with its beauty? The 2010 edition of Pa.Bo.Gel. was a resound-

ing success. Visitor and exhibitor numbers were extremely good, and great satisfaction was felt by the organisers, the visitors, and especially the 350 Italian and foreign companies exhibiting.

"The 20% increase in visitors over the previous expo is confirmation of the trend of Pa.Bo.Gel. to grow, and the 2012 expo has everything in place to convince us that further growth is on the way, since particular attention will be paid to Halal consumers with the participation of the Institution guaranteeing the certification of food products according to the procedure that allows the producer to affix the label certifying that the product is approved for circulation and sale in Muslim countries, equating to one billion four hundred million consumers. Companies already benefiting from the certification will be present at the Pa.Bo.Gel. expo, providing the best possible testimony to the significance of such certification", declared Ezio Amendola, the organiser of Pa.Bo.Gel. and President of the organising company D.M.P. Srl, in launching the next expo, scheduled for 27 to 30 October 2012.



PA. BO. GEL.



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China's Global Food & Hospitality Expo

Incorporating:

14-16 NOVEMBER 2012
 Shanghai New International Expo Centre (SNIEC), China



MEETING CHINESE MARKET

Since its inception in 1994, FHC China has established itself as China's largest, longest running and most international food and hospitality exhibition. Attracting distributors and buyers from all over China, it is a unique annual showcase for the world's food and beverage exporters. FHC China 2012, will break all records this year when the show returns to Shanghai for the 16th edition, from 14 to 16 November 2012, at the Shanghai New International Expo Centre. The exhibition will be offering more food and beverage products from more companies and countries than has ever been witnessed before. Currently over 1,100 companies have registered to participate from 70 countries and regions.

The Gelato area, a growing sector of the China market, will include top suppliers of ingredients, product and

equipment. In the past ten years, many Italian companies have been able to help a lot of successful Chinese people to open new companies, gelato shops, cafes, chain stores, and introduce to the Chinese customers the taste of real artisanal homemade gelato from Italy. This further highlights the huge growing demand in this sector. Specialist sectors of the exhibition include a hall for Tea & Coffee, with suppliers of equipment, coffee beans, flavours, and specialty teas. Alongside tea and coffee exhibitors will run a barista competition, coffee cupping seminars and a coffee roasting tutorial and competition. For the first time a dedicated hall has been reserved for wine and spirit companies offering the convenience to buyers of meeting the majority of specialist suppliers in one hall of the exhibition. As a further attraction, this specialist wine and spirits hall will include a series of skilled events, such as a major conference entitled "The wine revolution in China", together with the China Sommeliers Wine & Spirits Challenge, the China Wine Service Awards and Sommeliers lounge and the Magnum Dinner.



FHC CHINA

 **LONGARONE
FIERE**

DOLOMITI

www.longaronefiere.it



MIG

LONGARONE

International Gelato Exhibition

**2-3-4-5
December
2012**

Longarone (BL) Italy

Opening hours
from 10.00 to 18.30

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Longarone - BL- Italy
Tel. +39 0437 577577
Fax +39 0437 770340
fiera@longaronefiere.it

www.miglongarone.it





HALF A CENTURY OF GELATO

Among all the other trade fairs dedicated to the world of gelato, Mig, the International Artisan Gelato Expo, stands out as an exhibition of historic importance. The first Expo was held in December 1959 at Longarone (Belluno Province, Italy), transforming the city into a true gelato capital. The event was organised at the wishes of the artisans in the district, at the meeting point between the gelato makers of Valle di Zoldo and Valle del Cadore, who would return to their homes at the end of the season of work in the gelato shops in Germany, Austria and other European countries. Over time, the Expo has assumed an increasingly important role, as witnessed by the 30,000 people attending annually, almost half of whom are made up of foreign operators representing about fifty countries. Particularly significant in this sense is the fact that Artglace, the European Confederation of Artisan Gelatiers, has chosen to establish its headquarters at the Longarone Fiere centre. During the opening days there are conferences on the most pressing issues of the day, meetings, and some international competitions that are now part of the history of the Expo, ranging from the Gold Cup to the Festival of Original Creations. A notable event is also the award of the "Gelato Outlets on the Web Prize" for the best gelato shop websites, and of the "Master Gelatiers Prize", awarded to a family or person who has contributed to the promotion of artisan gelato in the world.



STUDY AND TRAINING CENTRE

Besides the Mig Expo, Longarone Fiere is the promoter of a series of initiatives at the service of the world of gelato. A project has recently been approved to set up, at the trade fair centre, the "Documentation, Information and Training Centre for Artisan Gelato." In particular, the Centre will promote the regular collection and dissemination of news relating to artisan gelato, and will process the statistical data valuable for understanding developments and trends. Conferences and meetings for the exchange of information will also be organised on topics relating to the entrepreneurial growth of the work of gelato makers. In addition, at the premises of the Conference Centre of Longarone Fiere, a new gelato kitchen has recently been completed. The space is available to all those – trade associations and gelato businesses first and foremost – who wish to organise professional refresher courses and events at Longarone during the year.

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ALL NUMBERS OF SUCCESS

The history of Sigep is one of exponential success ever since its inauguration on 17 January 1980. Created at the suggestion of gelato makers belonging to the associations of artisans, who were pushing for an event to support their work, the first Sigep witnessed the participation of 180 enterprises from the gelato and confectionery sector, displaying over a surface area of 9,500 sqm, with 30,000 professionals attending. At the very first edition, the idea of having a rich programme of spectacular events running parallel with the main exhibition immediately proved to be a winner. Thus, at that first expo, master pastry chefs took part in a competition that saw them produce monumental confections depicting the major architectural monuments of Italy, while 138 gelato makers vied with one another to elect the new tastes of the summer of 1980. Now more than ever, the secret of maintaining the very highest standards in the collateral events is the superb organisation, which ensures the whole-hearted, active collaboration of the most important artisan associations for the various sectors. The statistics have continued to demonstrate the success of Sigep. Thus the 33rd Expo, held in 2012, welcomed 122,697 professional visitors (+ 15% compared with 2011), with 850 enterprises exhibiting over an area of 90,000 sqm. The number of foreign visitors, 23,845 from 138 different countries, represented a 21% increase over the previous edition. A tremendous amount of work is done on the communications front. Advertising pages and publicity material are printed in dozens of languages. Sigep also communicates through viral marketing, an effective means



of passing information by word of mouth via the web through its own internet website www.sigep.it, and newsletters, but also by using the social networks - facebook, twitter, linkedin, youtube. International relations are maintained through a network of collaborators involving almost 40 countries. To match supply and demand as best as possible, the Top Buyers from 5 Continents project has been in operation for some years now. This allows foreign exhibitors and distributors to draw up their schedules of meetings well before Sigep actually starts.



SIGEP

LEVANTE PROF

III Edizione



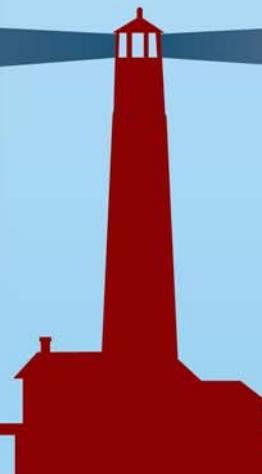
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ANNOUNCED GROWTH

The second edition of the biennial Levante Prof trade fair specialising in the agro-alimentary sector was held in Bari (Italy) in March 2011, and registered a marked growth over the first exhibition. There were more than 25,000 professional visitors, who viewed a wide range of products for bread making and for all wheat-based operations such as the making of pizzas, pastries, gelato and fresh pasta. Particular attention was paid to the needs of caterers, retailers and hotels, with ample space devoted to the display of beers, wines and related articles.

Levante Prof also included numerous demonstrations in real time. Skilled master chefs set up gourmet kitchens, allowing the professional visitors to gain first-hand acquaintance of new products, the most recent preparation techniques, and the most important aspects of the production of bread, pastries and gelato.

The 150th anniversary of the unification of Italy was celebrated with the collaboration of flour mills and numerous associations of bakers, pizza makers and pastry chefs. The celebration, which saw the participation of a sizeable force of Bersaglieri on bicycles, was the setting for the creation of a lozenge-shaped "Italian loaf" made from an expert blend of flours coming from every corner of Italy. Levante Prof confirmed its role as a point of ref-



erence for all companies in southern Italy operating in these particular sectors and aiming to extend their business to include developing countries such as those in Eastern Europe and the Middle East.

There is already considerable anticipation for the next exhibition, which by a resolution of the Puglia Regional Authority of last 10 May has obtained the title of "International Expo". The next Levante Prof exhibition will take place in the new buildings of the Fiera del Levante from 16 to 20 February 2013, with an extended scope and range of objectives to meet the new challenges stemming from the heightened profile resulting from this new accolade.



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