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Pivot

The “tallest” expression of the vertical refrigerated display.

Design Giulio Iacchetti

ifi People-centric innovation
The true challenge of the new millennium

No one could have ever imagined that in just a few months’ time, the whole world would be hit with the biggest health crisis of the modern age. It is a sort of World War III, where humanity must fight against an “alien,” just like in the bloodiest science fiction movies. This battle will continue for a long time, and it is already changing the routines of most people; however, it is absolutely necessary to restart the world economy in order to avoid a catastrophe that could be even worse. During these difficult months, we have asked ourselves: how can we help our industry dedicated to confectionary foods? What role can we play? How can we be useful? To answer these questions, we have decided to move forward with ideas and suggestions that are always and in any case proactive. They are never dictated by despair, but rather by hope.

In this edition of the magazine, you will not find the umpteenth investigative report on Covid 19; you will not find statistics and numbers. We will not tell stories about lockdown. Rather, you will find recipes, trends, stories of events, with the involvement of Italian pastry -and restaurant- professionals with the highest levels of expertise. To look towards the future with confidence. Happy reading and above all, hopeful wishes for a successful reopening to all!

Franco Cesare Puglisi
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BEPPO TONON, 
THE FOOD 
CARVING ARTIST

The artist who transforms a piece of fruit or a vegetable into a work of art and promotes Italian flavours around the world. He led the Italian team to two Gelato World Cups

Born in Treviso, a master carver of fruits and vegetables, the gelato artisan Giuseppe Tonon - nicknamed Beppo - is recognized as the person who has won two Gelato World Cups. After winning the first one in 2006, at the ninth edition of the world championship held in 2020 at Sigep last January he led the Italian team to gold. His brilliant career in the world of artisanal gelato began in the 1960s. From the beginning he dedicated himself to research and experimentation in the art of fruit and vegetable carving. The gelato world owes him a great debt. He also has the great merit of having revolutionized the serving of artisanal gelato, transforming simple cups into creations taking on elegant, eye-catching forms. It is now common knowledge that a sweet can be enjoyed both with the palate and with the eyes! Swans, roses, leaves, buds, and fruits have thus been created to decorate frozen desserts. Beppo Tonon was the first artisan to bring an ancient Renaissance tradition back into vogue and use it in the world of gelato, giving this business great visibility.

He has also helped gelato artisans understand that they can be both artisans and artists. Besides his participation in the various editions of the Gelato World Cup, his career has been punctuated by several awards, including first place in the three most important gelato cup decoration competitions in Longarone in Italy in 1996, in Alicante in Spain in 1998, and in Erfurt in Germany in 2004. He has participated in numerous television programs and has written several books, including “Fruttamore intagli per passione” published by Editrade in 2012. In 2011 at Sigep he received the prestigious Comunicando award for his ability to communicate the value of artisanal gelato.
An idea for a centerpiece that is refined, original, and striking. Squashes are the key components of this masterpiece, a true work of art where the carvings will captivate your guests.

Squash, protagonists of splendid, colourful masterpieces, are among the fruits that lend themselves best to the art of carving thanks to their size and compact pulp. They can be worked and transformed thanks to their particular shapes and bring life to colourful centerpieces with a
spectacular effect. The different varieties of squash - as many as 500 in nature - add a unique array of colours to your works. A “young” Delica squash was chosen for this bouquet. It is small and flat with a green skin and pale yellow pulp. The delicate white roses are made with a daikon, also known as a Chinese radish, which has a crisp texture and a strong, pungent flavour.

INSTRUCTIONS
First of all wash the squash very well with fresh running water, rubbing off any soil residue. Place it on a chopping board and cut it in half. With a spoon remove part of the inner pulp, and with a melon cutter collect the seeds and filaments. The upper part must be cut into pieces and placed inside the squash and will serve as a base for the assembly of the piece. Make the bas-relief on the sides of the squash with a cutter used to carve the shapes of the leaves, then remove the pulp from the central area outwards to create the ribs. The leaves will have beautiful shades of green and yellow because the fruit is not yet ripe. To create the central rose use a paring knife and make four semicircular cuts. Then proceed with a circular cut inside the pulp and remove the excess and you’ll have the first corolla of petals. Repeat the same sequence to the central part of the flower. Remove the green peel residue from the petals. To create the roses of the central body, cut a squash into segments and cut cubes from the pulp. Wash and dry the daikon and cut several cubes. Use an appropriately sized paring knife and make four semicircular cuts around the cubes. Continue with this type of cut towards the inside of the circle and remove the excess part. Repeat the operation until you reach the centre. The leaves with smooth edges placed near the roses are created by cutting the squash into segments. Cut a slice from the skin and give it the shape of a leaf using a smooth knife. Once the form is complete, cut horizontally with respect to the axis of the leaf to divide the large leaf in two. Take one of the two leaves made and divide it again. Repeat the operation on the other half as well to obtain four leaves of different colours. First cut the central rib with a V-shaped cutter and then continue with other small incisions from the outside in. Once this procedure is completed you will have leaves complete with veins.

ASSEMBLY
Skewer every single flower and leaf on wooden sticks and place them inside the squash. Carefully alternate the pieces according to their hues to obtain a work of art with balanced colours. Lay the centerpiece on a precious gold tray to bring out the work’s colours.

STORAGE
The work can be “dried” and stored to be used on several occasions, just cover it with a paper towel and then with transparent film. Store it in the refrigerator at a temperature of 4°C and avoid exposing it to the sun and air.
ITALIAN CULTURE CAPITAL

photos by Edoardo Fornaciari e Giorgio Bertuzzi
In 2020-2021, Parma is the Italian capital of Culture, making it a privileged platform for numerous events, exhibits, installations, creations, workshops, music and meetings regarding the theme "Culture is the beat of time."

Parma is the Italian culture capital of 2020-2021. It is the art city of Emilia, the Italian region that is the queen of good food. Parma also carries the title of Unesco’s creative city for cuisine since 2015. Following the success of Matera, the European capital of culture for 2019, the city of Marie Louise, Duchess of Parma, picks up the baton and will be organizing exhibits, installations, productions, workshops, music and meetings with the theme "Culture is the beat of time."

From yesterday to today
The starting point was a reflection on the various time periods of the city. There are many versions of "Parma:" the Roman city and the medieval one; the Renaissance one and
the Baroque one; the Bourbon one and the Enlightenment one; the revolutionary one and the Habsburg one; the farming one and the entrepreneurial one; the city of Giuseppe Verdi - with strong, national emotions of opera - and the city of the barricades - a city with deep, popular traditions; to the old city known as “Oltretorrente” to the innovative and technological Parma. All of these, together, make up the city of today.

Taking inspiration from Bodoni

A wealth of initiatives ranging from art, music, cinema and cuisine find their digital identity in the Parma2020 logo, created by Erik Spiekermann. The designer who isn’t new to the creation of city branding having worked for Berlin, London, and Santa Monica, chose the colour Yellow, which has accompanied the city for years. He chose a slightly modified Bodoni font, as a homage to the typographer and printer Giambattista Bodoni who lived in Parma. The “P” of the logo seems resemble a keyhole from which you can observe the city, and which will remain as a legacy for the future.
Not only art
For those who have never been to Parma, they will have the chance to discover the beauty of its city centre, in particular the Saint Mary of the Assumption Cathedral, with the Assumption of the Mary of Correggio located in the dome above the main altar and Baptistery. Another marvel is the Santa Maria della Steccata Basilica with the “Three wise and three foolish virgins” fresco by Parmigianino on the vaults of the chancel. After a short stroll under the only porticoed street of the city, which has medieval origins, you can visit the Farnese theatre. It is located inside the Palazzo della Pilotta, where the National Gallery is found along with various valuable works. Parma offers numerous cultural options for all ages and all cultural interests.
The Teatro Regio (Royal Theatre) organizes classical music concerts, whereas other establishments offer indie music and clubbing. Being a capital of Italian culture has allowed it to reclaim spaces to organize different events. For example, the Antique Pharmacy of San Filippo Neri, located in the historic centre, was transformed from a pharmacy with Maiolica pottery and glass vases, into a space for book clubs, exhibits, workshops and concerts in the nearby courtyard.

**Culture and gossip as well**

With the help of a good guide, it is possible to discover much more beyond the works of Correggio, Parmigianino, Leonardo da Vinci, Fra’ Angelico, El Greco, Tintoretto, Tiepolo and
Van Dick, and to delve into the personality of the Parma natives. They are known within the Emilia region as bit snobby and a little sly. They consider their city to be a mini-Paris, and they never miss an opportunity to reiterate that Parma is the city of Giuseppe Verdi – a declaration which greatly upsets residents from the nearby Piacenza. Admittedly, Verdi was born in 1813 in Roncole di Busseto, in the province of Parma, but he spent the majority of his life in a peaceful villa located in Sant’Agata di Villanova, in the province of Piacenza. A true passion for the Parma people is to parade the fact that Marie Louise made the city of duchy, transforming it from an indebted and poor town into an opulent and cultured one. Tradition beckons that the area’s typical pronunciation of the letter R with a French accent was acquired by its French-influenced Italian!

Creating a system
The great development of Parma, Capital of Italian Culture, is recognizing the importance of creating an ecosystem of cuisine alongside knowledge; in other words, designing the territory of the culinary excellencies which includes the closest provinces, Piacenza and Reggio Emilia. It is an important challenge for the Emilia Tourist Destination, whose aim is to unite the territory’s hospitality experiences, which are motive for bragging. Pierangelo Romersi, the director of Emilia Tourist Destination, is convinced that “Parma, the 2020-2021 culture capital, can transform into Emilia 2020-2021, representing a once-in-a-lifetime opportunity to visit the region.” A novelty that demonstrates how important it is to network in order to transform an event into a real opportunity for economic development.
Must-see shows
Parma chose a suggestive theme to welcome its visitors: “Culture is the beat of time.” During the event you can visit the cross vault of the Old Hospital where there will be an exhibit intitled “Hospital – the future of memory.” It is an installation that tells hospital’s story, born from the channels, the water mills and the floods. There are two virtual actors who take on the role of the first-person narrative or as a witness to the events. You cannot miss the highly valuable program of Teatro Regio. There are numerous foodie events, with the Parma Ham Consortium, the Parmigiano Reggiano Consortium and the culinary experiences of Academia Barilla at the front line. For those who want to get to know the economic system of the Parma area, they can visit the businesses that participate in the “Open doors” project.
Rich culinary heritage

The culinary heritage of the city is a unique combination of resources and excellencies that constitute the identity and the history of the community. From the Parma ham, appreciated already in Roman times, to the Parmigiano Reggiano cheese, invented in the Early Middle Ages by Benedictine and Cistercians monks, the list goes on to include Culatello di Zibello, Felino salami, the Parma Coppa, the Black Truffle from Fragno, the Borgotaro mushrooms, and the wine from the hills. The entrepreneurial capacity has further transformed the Parma area into the heart of the food conservation, with products such as tomatoes, baked goods and pasta. It has given life to a club of products known as “Parma City of Gastronomy”. As you gather around the table, the menu offers an abundance of flavours that come from a heavy cuisine. It starts with the fried cake “Torta fritta”, similar to the fried breads, or “gnocco”, typical of Modena and Reggio Emilia. It is to be paired with cured meats and “Vécia col pisst” (horse pesto). There is a vast choice of stuffed pastas such as Anolini, Tortelli with a filling made with greens, “Tortél Dóls” (sweet tortelli, made with a sweet and sour filling), potato gnocchi, and a rice bomb with squab. Meat is the star of the main entrees, such as stuffed veal, Parma-style tripe and “Stracotto” beef roast.

Emilia to visit and savour

Parma is known for Parmigiano Reggiano cheese, Parma ham and Culatello di Zibello, but there are many other delicious options shared with Piacenza and Reggio Emilia. Here are just a few numbers:

- 167 cheese producers in Parma, and 99 in Reggio Emilia for Parmigiano Reggiano cheese, and 20 producers in Piacenza for Grana Padano cheese;
- 132 cured meat producers dedicated to Parma ham, 13 specialized in the production of PDO-certified Piacenza-style salamis, 14 for the Felino salami, 23 for Culatello di Zibello and 14 members of the Culatello Consortium and of the Ancient Producers of Culatello and Spalla Cruda;
- 26 members of the Traditional Balsamic Vinegar of Reggio Emilia Consortium;
- 147 wineries for PDO wines, 22 of which are in Parma, 90 in Piacenza and 35 in Reggio Emilia.

The Parma (PR), Piacenza (PC) and Reggio Emilia (RE) area counts seven Michelin star restaurants: La Palta in Borgonovo in Val Tidone (PC), Nido del Picchio in Carpaneto Piacentino (PC), Inkiostro in Parma, Parizzi in Parma, Antica Corte Pallavicina in Polesine Parmense (PR), Ca’ Matilde in Quattro Castella / Rubbianino (RE) and Arnaldo-Clinica Gastroonomica in Rubiera (RE).
Cakes and sweets
The typical sweets are numerous and various: the result of an intersection of tradition and history. Fried foods are a traditional option with the “Chiacchiere” made during the Carnival time together with sweet Tortelli. Another tradition regards the patron saint, Saint Ilario, with typical butter cookies shaped to look like a shoe. There is also an homage to Marie Louise, the duchess of Parma, with candied violets and the Duchess Cake, an elaborate production of discs made with hazelnut paste, pastry cream and chocolate ganache. The influence of the “Bassa Padana” territory leads to the dessert “Spongada,” which is a cake made with nuts and honey.

Reinterpreted cuisine
The Piacenza area, in particular, stands out for its numerous farm-to-table restaurants, many of which are represented by the “Mangiare Piacentino” circuit. This organization’s goal is to offer the various recipes of the traditional Emilia-area cuisine. But they also successfully experiment with more modern dishes and desserts. This is the case of the Strawberry Charlotte, created by the farm restaurant Podere Illica, a building that dates back to the 1600’s which was transformed into a villa in the 1800’s. It is property of the Luigi Illica family, who was the librettist of Puccini and Mascagni.
Strawberry Charlotte

Composition
- Star anise - flavoured pastry cream
- Dark chocolate - flavoured pastry cream
- Ladyfingers
- Whipped cream
- Strawberries

Star anise - flavoured pastry cream
- egg yolks 10
- sugar 300 g
- milk 1 l
- corn starch 100 g
- star anise 1 piece

Separate the yolks and whipped them with the sugar. Add the corn starch and boiling milk. Put on the heat until boiling. Let it cool.

Dark chocolate flavoured pastry cream
- egg yolks 10
- sugar 300 g
- milk 1 l
- corn starch 100 g
- dark chocolate 400 g

Separate the yolks and whipped them with the sugar. Add the corn starch and boiling milk. Put on the heat and add the chocolate (previously melted with double boiler) until boiling. Let it cool.

Assembly
Dip ten ladyfingers in coffee cream and dip another ten ladyfingers in Alchermes liquor. Line a dome shaped bowl with the coffee-soaked ladyfingers, creating a 10-cm tall base. Cover the first layer with the star anise flavoured pastry cream. Proceed with the Alchermes-soaked ladyfingers creating a second layer. Add a 5-cm deep layer of dark chocolate flavoured pastry cream. Finish with a final layer of coffee-soaked ladyfingers. Place Charlotte in the refrigerator for two hours.

Presentation
Turn the prepared Charlotte upside down on the serving dish. Garnish with whipped cream, strawberries and a light dusting of cocoa powder.
TIRAMISÙ, THE MOST LOVED
The most loved Italian dessert in the world, tiramisù, has controversial origins. Its recipe is heavily debated with numerous gourmet interpretations. It appears with its original Italian word in the dictionaries of twenty-three different languages.

Tiramisù is the best expression of Italian desserts. It is the fifth culinary Italian word recognized abroad, and the first one regarding sweets. It is a sweet that even has its own international day, celebrated on March 21st. The most authoritative Italian language dictionary, Zingarelli, describes it as "a dessert made with sponge cake soaked with coffee, filled with mascarpone blended with eggs, sugar and whipped cream, all of which is covered by thin layer of cocoa powder and served cold." But who invented it? The dispute is ancient, but the battle became relevant again in 2017 when the Friuli Venezia Giulia region of Italy requested that the dessert be added to the traditional food products list and be recognized by the Agricultural Ministry as a tradition of the Friulano territory. This request raised heated objections from the neighbouring Veneto region.

From legend to reality
In order to proclaim the birthplace of tiramisù, we must first recount a battle to the last strike... of a spoon! While everyone can agree that this dessert originates in Northern Italy, no one is able to affirm with certainty which is the region...
that witnessed its birth. Up until a few years ago, the birthplace was disputed among two regions: Veneto and Friuli Venezia Giulia. Today, however, the Piedmont region is also suggested as a contender in the battle. According to this declaration, it is said that the dessert was created to “tirare su,” that is, as a “pick me up,” for Cavour, desperate with the challenging feat of unifying Italy. However, if we side with the Veneto region, the word tiramisù comes from the Treviso dialect “tireme su”. Legend has it that the dessert was served in Treviso during the second half of the 1800s by a mistress in a brothel. It was considered an aphrodisiac: a natural Viagra used to reinvigorate clients. The recipe would have been developed by a local inn which would then become a restaurant, “Alle Beccherie.” The legend morphs in 1970 when the mascarpone-loving pastry chef Loli Linguanotto, was preparing a vanilla gelato. He accidently spilt the mascarpone into the bowl where he was mixing eggs and sugar. He tried to fix the error, but he then licked the spoon dunked in his mistake, and he remained enraptured. And that is how the “tiramisù” was born! It was complete randomness, or possibly a stroke of genius while fixing an error. Treviso is absolutely convinced to have created tiramisù, so much so that it dedicated a museum to the dessert in 2018, where testimonies, anecdotes and recipes are gathered. However, Friuli’s claim also exists. Clara and Gigi Padovani, in the book Tiramisù, claim that the first recipes of the dessert date back to the “tirime su” of chef Mario Cosolo of the “Al Vetturino” restaurant in Pieris di San Canzian d’Isonzo, in the province of Gorizia: a dessert made with cream and not with mascarpone. Following these initial experiments dating 1950, there are the reinterpretations of the chef Norma Pielli from Tolmezzo at the “Albergo Roma” restaurant. The dessert would then reinterpret the “Artusi Torino” recipe, substituting butter with mascarpone, liquor with coffee and chocolate with cocoa powder. In fact, to highlight the differences, it was called “Trancia di mascarpone,” up until it was renamed “tiramisù” by some hotel tourists.
The essential ingredients
The ingredients of tiramisù are eggs, sugar, ladyfingers, mascarpone, coffee, cocoa powder, and, for some, Marsala wine. There is no official recipe. Each pastry chef proposes his/her recipe. There is no shortage of gourmet reinterpretations that are more or less original. Modern attention is given to presentation, making way for various forms: as a cake, a single-serving, mignon, served in a glass, in a shot glass, on a baking pan, in a casserole dish, in a jar, in aspic, with chocolate decorations or with fruit.

A dessert with multiple identities
Tiramisù is a dessert with various souls. It recalls the Bavarian crème, the French charlotte, the “zuppa inglese” (originating in the 1700s between Ferrara and Reggio Emilia) as well as the “Dolce Torino” from the Piedmont region, a chocolate-based dessert as described by Artusi. It is also considered the more elegant version of “sbatudin,” a humble yet energetic dessert made by beating egg yolks with sugar. If the origins are truly from the Veneto region, it could be the evolution of a Veneto habit to enjoy zabaglione with whipped cream and simple cookies, called “baicoli.”

The strangest versions
The strangest recipe that recalls tiramisù is the reinterpretation by the Michelin-star chef Niko Romito. He proposed the dessert as street food, becoming “Bombamisù.” It was a true baked “bomba,” the Italian word for bomb, with a mascarpone cream to be enjoyed as you go for a stroll. Lidia Bastianich’s version caused quite the uproar, as she added limoncello for her American guests. There is no limit to who substitutes the coffee with matcha, or who prefers a skim ricotta instead of mascarpone.

Mascarpone
The word “mascarpone” is derived from a Lodigiano dialect, “mascherpa,” which means cream of milk. In the past, it was only produced in the winter. Today, only a few producers actually respect this seasonality. It is a soft cream, and its colour ranges from white to a light yellow. It is a high-calorie food, and it tends to sour quickly. It should be eaten or used when very fresh. But how is it made? The cream used to make mascarpone is obtained by centrifuging fresh milk. The solid part is poured into linen sheets that are then placed in a refrigerator for at least twelve hours. It is then gathered into bundles and placed back in the refrigerator for another twelve hours. It needs to obtain the creaminess that makes it so unique.
A tantalizing reinterpretation of the Italian spoon dessert that is best known and most loved around the world. A dessert made elegant and sweetened for the most demanding palates. The idea single portion for ceremonies and events. A perfect contemporary realization of the pastry chef champion of the Gelato World Cup 2020.

The recipe is taken from the book “Battiti di cioccolato” published by Editrade.
COMPOSITION

• Shortcrust pastry with cocoa and roasted barley
• Chocolate ring
• Mascarpone cream
• Coffee cookie
• Chocolate chablon
SHORTCRUST PASTRY WITH COCOA AND ROASTED BARLEY

- butter  200 g
- sugar   20 g
- sugared yolk  330 g
- weak flour 430 g
- ground roasted barley 50 g
- baking powder 3 g
- salt  1 g
- vanilla pod 1

Mix the butter and half the flour in a planetary mixer with flat blender. Add the sugar, then the yolks with the vanilla seeds extracted from the pod, and finally the remaining flour, barley, chemical yeast and salt. Roll out the shortcrust pastry on a baking tray and leave to rest in the refrigerator until cooled. Roll out to a thickness of 3 mm and cut 8 cm diameter discs. Use perforated baking trays for optimal baking. Bake at 170°C for 10 minutes with the valve open.

CHOCOLATE RING

- Guayaquil coating 64% as needed

Take some plastic single-portion moulds with a cylindrical shape and place them on a baking tray. Pour the previously tempered coating into the cylinders. Wait a few seconds and lift the cylinder moulds before placing them on a baking tray. Allow to crystallize at 18°C for about two hours and then remove the rings from the cylinders.
MASCARPONE CREAM
- fresh cream 500 g
- sugared yolk 150 g
- animal gelatin 10 g
- water for gelatin 50 g
- Blanc Satin white coating 29.2% 300 g
- mascarpone 300 g
- vanilla pod 1

Heat the cream and the sweetened yolk to 55°C in a carafe. Add the vanilla seeds and moisturised gelatin. Combine the white coating and then the mascarpone. Mix well with an immersion blender to obtain a smooth and uniform mixture. Allow to cool for at least 24 hours in the refrigerator until stabilized. Before use, whisk lightly in the planetary mixer with a thin whisk to achieve the desired consistency.

COFFEE COOKIE
- espresso coffee 150 g
- soluble coffee 20 g
- sugar 150 g
- butter 100 g
- fresh eggs 250 g
- weak flour 120 g
- powdered cocoa 10 g
- baking powder 10 g

Dissolve the soluble coffee in the espresso. Pour all the ingredients into a blender. Blend at full speed for one minute. Strain. Pour the mixture into a siphon of sufficient size. Allow to cool for an hour in the refrigerator and then charge it with 2-3 cartridges. Siphon onto trays with baking paper and immediately bake at 220°C for four or five minutes with the valve open. With a part of the mix make small decorative sponges. Siphon 20 g of product into rigid plastic cups. Cook for thirty seconds in a microwave oven at full power. Cool the both the cookie sheets and sponges for a few minutes and then place in the freezer. Store in the freezer. Cut 6 cm diameter discs from the cookie sheets, suitable for single portions.

CHOCOLATE CHABLON
- Excellence 55% coating 100 g
- cocoa butter 50 g

Heat the coating and cocoa butter to 50°C and mix well. Then use at a temperature of 35°C.

ASSEMBLY AND DECORATION
Prepare the shortcrust pastry bottoms on a baking tray and place the chocolate rings in the middle. Start decorating with mascarpone cream, using a pastry bag to fill the mould about a third of the way. Insert a coffee cookie disc. Repeat with the cream and the cookie. Complete with a spiral of mascarpone cream using a 2 cm St. Honoré nozzle and a swivel base. Chill in the freezer for a few minutes to cool the surface of the cream. Finally, before sprinkling the surface with the chablon previously warmed to 35°C, decorate with siphoned cookie sponges and white chocolate sticks.
DESIGNER WINERIES
Today, wineries are not just a place of work, but they are spaces full of charm and perfectly integrated with the rural landscape. We will take you on a journey where wine, art and nature blend together.

The bond between wineries and architecture has recently become much stronger, so much so that vineyards have become a destination for food & wine and cultural trips. Desired by cultured clients and built by famous architects, “designer wineries” often take advantage of traditional materials and repurpose them for the sake of sustainability. The idea that a winery deserves its own architecture which respects the environment has been consolidated. Vineyards are thus transformed into man-made landscapes, and wineries turned into workspaces that are no longer simple warehouses or sheds.

**Today’s evolution**

Until recently, it was believed that wine was produced only by farmers. Then, the importance of the enologist was emphasized, and today, it is understood that also the architecture of a winery should respect the environment.
Cantina Tramin.

Art and environment

Founded in 1889 by Christian Schrott, the parish priest of Tramin and member of the Austrian Parliament, Cantina Tramin is among the oldest cooperatives in the South Tyrol region. The new headquarters, inaugurated in 2010, consistently expresses its life and work philosophy of its 290 producers: precision, dedication, trust and creativity. The winery is an architectural synthesis where past and future, wood and iron, glass and cement, transparency and darkness, all live together. The award-winning project, signed by Werner Tscholl, knew how to insert the new design onto the original structure of the winery without overtaking even one meter of the land from the vineyards. The structure blends harmoniously with the surrounding environment. There are two long green branches that extend from the pre-ex-

The last frontier

Following the search for famous architects for the building of wineries that were supposed to become works of art, there has been a new trend in the past few years: building wineries that are harmonious with the surrounding landscape and that respect nature. It is occurring more frequently that a winery transforms itself into a historic testimony of the various phases it has endured in order to be able to produce the wine that you are tasting in the glass. We propose a brief journey through the vineyards that stand out for their original choices on how they present themselves to the curious eyes of wine lovers, who are more and more attentive to the history and to the cultural and ethical choices of the company. "Designer wineries" is a broad definition. Today, it means a structure that has been designed by an architect that uses his/her talent to create a type of monument dedicated to nature, or a complex built from the history of the winery, which takes on the role of narrator, recounting its evolution. After having overcome the search for the famous architect, the next step for many companies is the orientation towards the choice to build wineries that are in harmony with nature, where wine rhymes with sustainability. Here are a few examples from the past, present and future.
isting structure, which contain
the wine shop and the tasting
room. There is a bright bubble
suspended between the sky
and the land, which allow the
visitors to enjoy the experience
with all of their senses. Werner
Tscholl describes the idea from
which the project was born. It
is the vine, in its morphology
and its function on the land.
The structure is a sculpture: a
work capable of indicating the
presence and the mission of the
winery. Its iconic impact is tied
to the environment, but it wants
to stand out, uniting metal, ce-
ment and glass.

Gravner.
History is the protagonist
A true designer winery: it is very
particular, and the architect is
the history. In order the under-
stand its value, we need to take
a quick trip back in time. Here,
past and present indeed meet,
sketching out together a prom-
ising future.
The “Azienda Agricola Gravner”
was established in 1901, with
the purchase of 2.5 hectares of
land with a house. After a few
years, it becomes known as the
small town “Lenzuolo Bianco
di Oslavia,” (literally translat-
ed “White sheet of Oslavia”).
During WWI, the entire civil
population of the Gorizia was
evacuated. The house was used
by the Red Cross as a first aid
station. In 1919, the vineyards
were replanted, which were
mainly Ribolla. The wine that
was produced was sold most-
ly in the family restaurant, or
in bulk. Starting in the 1950s,
the large wooden barrels were
replaced first with cement vats,
then with steel vats. In 1974,
for the first time, the wine was bottled. During the 1980s, Francesco, known by everyone as Joško, started to handle the business matters. He was the one who decided change directions, and he started to apply both in the vineyard and in the winery what he had learned at school, disowning the teachings of his father and his uncle. Fermentation in steel vats, and aging and fermentation in French barriques started and continued on until the first half of the 1990s. In '96, there are two disastrous hailstorms, which destroy 95% of the yearly production. They were moments of distress, but also for reflection. The small quantity of grapes that were harvested were used by Joško in the first trials of maceration of the Ribolla grape. Since 1997, all of the wines are macerated in large wooden vats, without any temperature control, for a time period that goes from one to two weeks. In 2001, there is a new development: fermentation in amphoras. Joško decides to use the classic Caucasus method, from the Kakheti area, which foresees large amphoras in terracotta placed underground. Today, the winery is just that: without modern technology and without special effects. It is a space that contains amphoras originated from the Caucasus region, cradled by the earth.
Loacker Wine Estates.
The triumph of green building
The Loacker wineries are particularly important. They have a small footprint thanks to the principals of green building. Rainer Loacker, the entrepreneur of the family known for their wafer dynasty, has tried to eliminate chemicals in his vineyards (at least in the vineyards location in the Bolzano and Dolomites Consortium areas). After distinguishing himself for his choice to use homeopathic and bio-dynamic techniques in wine production, he decided to establish wineries in Sud Tyrol, Montalcino and Maremma, all of which respect nature. The goal has always been to produce wine without the intervention of synthetic products. Sulphur and copper are used in small concentrations, whereas to fight the negative effects of freezes, heatwaves and other weather-caused hardships, the vines are supported with homeopathic remedies. Other plants are placed in the vineyard to improve the terrain’s habitat. The Loacker wineries demonstrate that it is possible to win the gamble of producing excellent wines with homeopathic approaches and with the bio-dynamic philosophy, while creating wineries with green building materials.
Cantine Gori.
Green innovation
The Cantine Gori have always respected the environment, so much so that this year, after three years of conversion, they will be certified organic. The architectural style created by the architect duo Massimo Bertolano and Giovanni Croatto is surprising. The main house is erected on the hillside which dominates Nimis. It is united in a single body with the wine cellar. The building is constructed in four stories, two of which are underground in the hillside. The first underground story "encloses" the wine cellar, its production area and the tasting area. The second underground story is destined for the aging of wine in wooden Barriques. The first and second floors are the family's home. The north side represents the metaphor of a medieval bastion. The south side exalts transparency and blends harmoniously with the panorama of the valley. The
interiors are welcoming, which are an expression of the Gori family’s personality. “Objets trouvés” are alternated with more contemporary elements. Remuage 2.0 is to be admired: it is an innovative system for the preparation of “Méthode Champenoise” wines (or in Italian, “metodo classico”). It is a revolutionary way to simplify the “Remuage” (Riddling) operations, which still respects the time periods that the wine requires. The “tool,” which is also a designer object, has an upper pivot that allows for the inclination to be adjusted, whereas the central bracket allows for the management of the inclination and of the rotation. The side wheels move the basket along its axis based on the desired rotation. It is worth noting that the winery was designed to use gravity for moving must and for transferring wine. It has therefore limited the use of mechanical pumps, making for a more natural product that has less impact on the environment.
Cantine Bosca. A game of light and music
In 2015, on the occasion of the International Year of Light promoted by UNESCO, the Cantine Bosca literally revolutionized their historic wineries with a permanent installation of music and lights. During the tour, visitors are guided by intriguing stories of lights and sounds that transport them to unexpected discovers traveling from setting to setting, up until they reach the enormous room dedicated to art and music. It leaves them stunned by the architectural and artistic audacity and by the beauty of the opera arias that are released under the historic vaults. The partnership with light was renewed in 2018, with the patronage of the International Day of Light, declared by UNESCO to be May 16th. While the wine rests and transforms into sparkling wine, all year round in the Underground Cathedrals there are meetings, concerts, cocktail parties, exhibitions, awards, fashion shows, parties and conferences, where the bubbles, which create happiness and give flavour to all of the events, are the true protagonists.
Spiritual destinations

The Underground Cathedrals of Canelli are a complex of historic underground wineries located meters and meters below the ground which extend for the entire city located in the province of Asti. They are considered masterpieces of architecture and engineering, and they are truly a unique feature of the wine history of the Piedmont region. The long tunnels and the large, vaulted rooms with brick pillars are an incredible and unparalleled maze of streets. As an example of the dedication to wine in this region, which is proven by the excellent Asti Spumante and Moscato d’Asti wines, UNESCO has recognized them as World Heritage. Around about the 16th century, the inhabitants of Canelli started to dig into the “tufo” (tuff) rock that makes up the foundation of the village, carving out the underground spaces to store the wine. The tunnels that were created were perfectly and naturally isolated, making the ideal space to produce and store wine. Later, in the 19th century, with the expansion of the sparkling wine market, the underground wine cellars were expanded to contain more and more barrels and riddling racks ("pupitres"). Even though there are numerous tunnels dug into the foundation of the town, only the historic wineries which can currently be visited, Bosca, Gancia, Contratto and Coppo, are identified as the Underground Cathedrals. This is also due to their extensive spaces along with their beauty, where the impressive vaults and the immensity of the spaces make them unique in the world. These four oldest sparkling wine houses also have a historical and cultural importance, which they have fulfilled throughout the decades and in the history of sparkling wine in Piedmont. The Bosca and Gancia families, producers of sparkling wine since the first half of the 1800s, started a project which obtained the acknowledgment of the vineyard landscapes of Langhe-Roero and Monferrato, which is the 50th UNESCO World Heritage site in Italy. This acknowledgment was given in 2014, and it has identified the uniqueness of the decades-long relationship between wine making and the wine industry in these territories.
An innovative cake created by the king of chocolate Ernst Knam, who has always been convinced that chocolate can be used for all kinds of treats, from cakes to candies to sculptures. A pastry chef who dares with bold combinations, often blending sweet and savoury.
COMPOSITION

- Chocolate shortcrust
- Pastry cream
- Chocolate ganache 1
- Chocolate cream
- Chocolate ganache 2
- Decoration

photos by Francesco Mion
CHOCOLATE SHORTCRUST

- butter 150 g
- sugar 150 g
- large egg 1
- vanilla 1 g
- baking powder 6 g
- flour 00 270 g
- powdered cocoa 30 g
- pinch of salt

Cut the butter into pieces and mix it with the sugar by hand, using a spatula if necessary, then add the egg, salt, and a pinch of vanilla. Mix well until uniform. Sift the baking powder and flour together, add them to the butter mix, then work everything to form a compact dough. Form a ball, wrap it in plastic film and let it rest in the refrigerator for about two hours before using it. Roll out the shortcrust dough to a height of 3 mm and then use it to line a buttered mould.

PAstry CREAM

- whole milk 250 ml
- Tahiti vanilla 5 g
- egg yolk 75 g
- sugar 50 g
- corn starch 15 g
- rice starch 8 g

Pour the milk into a saucepan and add the vanilla pulp and Tahiti pod cut in half lengthwise. Stir and heat on the stove. In the meantime, lightly beat the yolks with the sugar in a large bowl and then add the sifted flour. Mix. Add a little warm milk and then mix with a whisk. When the milk boils add the egg mix. Cook for about three minutes, continuing to stir well with the whisk to prevent lumps from forming. Pour a 1 cm layer of the cream over the shortcrust pastry and cook for about 25-30 minutes.

CHOCOLATE GANACHE 1

Follow the same recipe for ganache 2

- fresh cream 35% 200 ml
- dark chocolate 60% 300 g

Bring the cream to a boil in a saucepan and then add the chopped chocolate or chips. Mix with a whisk until the ganache is emulsified.
CHOCOLATE CREAM

- pastry cream 300 g
- ganache cream 300 g

Use a whisk to mix 300 grams of pastry cream with 300 grams of chocolate ganache to obtain a smooth, creamy cream.

ASSEMBLY

Pour the pastry cream into the chocolate shortcrust pastry. Put it in the blast freezer for an hour. Pour chocolate ganache 1 and put it in the blast freezer for another hour. Add the chocolate cream and put it in the blast freezer for another hour. Finish with a thin 3 mm layer of chocolate ganache 2.

DECORATION

Wash 200 g of persimmons well, cut them into quarters and decorate the cake. Sprinkle with cinnamon.
A trip down the road of the last decade’s trends: which will survive and which will be forgotten? It’s hard to predict, but it is certain that the food trends between 2010 and 2020 revealed some unexpected quirks.

2010-2020: 10 years of food trends that could be the plot of a novel with passionate and adventurous complications, capable of keeping the reader on the edge of their seats. This past decade was full of various trends in the food world, also including beverages. The lion’s share was most certainly the re-visititation of ancient recipes, with the proposal of exotic dishes and of techniques that were unimaginable up until some time ago. In the past few years, the necessity to give a cultural semblance to new trends has grown and strengthened. This semblance must now justify the sometimes-excessive attention that is given to a world that has quickly climbed the charts of books, television shows and social media. Food is no longer just what is in your plate with the sole goal of satisfying your taste buds. It is now the starting point for discussions regarding sustainability, health and society. Chefs have become super stars, alongside soccer players, as well as experts. They are being interviewed as if they were scholars, capable of solving the world’s problems.

Presentation is key
In order to understand the decade, one must reflect on the importance of presentation. Social media like Facebook, and especially Instagram, have made it absolutely necessary that any culinary proposal must not only be photogenic, but also particularly attractive and beautiful. In the time of image and hashtag tyranny, presentation has become the true protagonist of the food world, so much so that it seems to be more important to satisfy your eyes before your taste buds. Rainbow food began thanks to the success of cake design and its explosion of colour, fondant, glitter and decorative elements, at times...
excessive. Specifically, pastry chefs have been seduced by food colourings, especially if they are natural. This is how matcha has been transformed from a drink to a natural food colouring; how beets are used to obtain various shades of purple and pink; how turmeric creates yellow decorations; how carrots or citrus fruits are used for orange colouring, or coffee or chocolate for brown. Vegetable carbon met the same success, known for giving black hues to food, spanning from pastry to gelato. The success of obtaining colours from vegetables and fruits made it possible for the pastry arts to be more and more contaminated by the vegetable world.

The flour ferment

Another significant trend concerns the flour world, with the rediscovery of ancient grains. This demand grows as the foodservice world constantly looks for super foods and healthy offerings, especially with baking. 2020 is the year of alternative flours, as well as the use of new production techniques with these flours. The market asks for alternative to standard wheat flour, requesting healthier products that contain more protein, have a low glycaemic index and are gluten-free. This search leads to options such as Teff, a gluten-free African cereal, and Tigernut, an herbaceous plant with edible tubers. Other are plantains and cauliflower. The renewed interest in flours is driving restaurants to produce quality breads, which in turn is an opportunity to promote the business. The most sought-after flours are Maiorca, Khorasan (Kamut), Gentil Rosso and Senatore Cappelli, all of which are particularly fit
for creating bread “like they used to.” Beyond the flavour, they are much healthier since they are full of nutritious properties, are less refined and are stone ground.

**Healthy and eco-friendly**

The true fad, which will probably stick around, is the pursuit of a healthy and environmentally friendly diet. It is a difficult goal to accomplish, and it is full of contradictions. Quinoa is a perfect example of how complex it is to be eco-friendly. It became the symbol of healthy food, as it is gluten-free, but it is turning out to be dangerous for the planet’s health. It is cultivated in Bolivia where there is a perfect microclimate for its growth. It has created various problems ranging from cultivation to transportation costs. In order to reduce the cost, production was sped up and part of the country was deforested, raising the question that will need to be answered sooner or later: is the healthy food fad really sustainable? Ironically, the market maintains two irreconcilable trends: local food, that is, a short supply chain for a lower environmental impact as well as an alleged guarantee of freshness, and exotic products, that come from far away. Another example is the avocado, which quickly became symbol of a generation that prefers a one-plate meal, abandoning extra-large salads. This validated the success of numerous exotic offerings, such as the colourful Hawaiian poke bowls, which was capable of somewhat surpassing the king of ethnic foods: sushi. It is a shame that the environmental impact of cultivating exotic fruits, sought-after and loved, is hurting regions of South America.
Express gourmet
In the past decade, the desire to eat well has grown, but the amount of time to dedicate to cooking has diminished. To solve this apparently unsolvable problem, the food delivery network has developed with offerings that are more and more personalized. Phone apps to order dishes have improved, and they have become a true system for promoting quality cuisine. In 2020, we will be ready for the next step: the development of healthy and gourmet menus. It will no longer be just a convenient system for moments of laziness or lack of time, but it will become a true method to search for your favourite culinary offerings or to try new dishes.

Street foods hold on strong
Street food is a fad that doesn’t seem to fade away and that has experienced only small evolutions. We will keep seeing more and more mini food trucks or “Ape-Cars,” transformed into transportable kitchens that are often monothematic. Street food has certainly saved various traditional Italian recipes, making them very desired. Just to name a few examples: tempura-fried “cuoppi di mare” (a paper cone filled with fried fish) inspired by Neapolitan tradition; the small “mondeghili” (meatballs) from Milan that have been transformed into a food to enjoy on-the-go; or “pinsa”...
Where are the pastry arts headed?
If 2019 was the year of the unicorn, of a thousand colours and of neon-coloured cakes, 2020 promises to rediscover traditions. This is the forecast you can make by scrolling through Instagram, which is seeing a growth in pictures of traditional sweets, especially Italian ones. The distinguished Wall Street Journal recently wrote that the new year will see a strong request for regional Italian food recipes, as predicted for the classic Bolognese lasagne or for the Roman pinsa, a type of pizza with ancient origins. It is also foreseen for Italian sweets, going from tiramisù to the various cakes and pies that vary from region to region. This includes cities that propose the original recipe according to their unique traditions. (a savoury focaccia) with Roman origins. All of these should be consumed al fresco, but are also being enjoyed at wedding banquets.

The beverages world
It was the decade of kombucha, a beverage that is considered healthy: so healthy that it launched the fad of fermented beverages. Bartending has also recorded some important trends. If one must guess the king of cocktails, there are no doubts: gin. Yet, one cannot omit the return of vodka thanks to the Moscow Mule, especially among millennials. In the world of wine, organic and biodynamic wines have worked their way up. The newest trend seems to be "natural" wines, made with production techniques that utilize ancient fermentation and production methods. Even beer has had a small revolution: beers in large scale distribution are less sought after, whereas the purchasing from microbreweries has grown. In the coffee world, cold brew, drip coffee and latte art have taken over. Speaking of lattes, there has been a growth in sales for vegetable-based milks such as almond, soy, rice, sorghum and oatmeal, whereas traditional, freshly squeezed orange juice has had to duke it out with a fearsome adversary: juice blends.
REMARKABLE NUMBERS
Over 200,000 professionals, 33,000 buyers from 187 countries, 1250 exhibitors: these numbers demonstrate the unmistakable leadership of the Sigep tradeshow in the sweets industry.

It may seem strange but at Sigep in Rimini (Italy), last held from January 18th to the 22nd, you can get lost among its corridors, the endless offers and the thousands of booths. The fair confirms itself as a forge of ideas, innovation and discovery of future trends in the confectionary world. To make this even more evident, Vision Plaza was created: a hub for development of the entire food service dessert industry. Here, crowded talks took place, where industry experts discussed how consumption is changing, what are the latest eating-out trends, as well as the latest developments in the industry.

**Internationally speaking**
The percentage of foreign exhibitors, either present by staff or by representatives, is equal to 20%. These foreign exhibitors came from 30 countries, with the most coming from Germany, France and Spain. The presence of international buyers was in constant growth, especially from South East Asia, Arab Emirates, North Africa, United States and South American countries.
The main events

The most anticipated event was the Gelato World Cup, which saw Italy reach the highest step of the podium. In anticipation of the 2021 edition of both the Juniors and the Female World Championship, the "Star of Sugar" competition took place, with the theme "The journey of coffee throughout history and legend." It was a spectacular competition, which foresaw the creation of surprising sugar sculptures consisting in cast, blown, pulled, frosted and pressed sugar, along with the novelty item of the "travel dessert," which, per the competition rules, must have a shelf-life of at least 5 days at room temperature. The new "Sugar King," beating his rivals, is Davide Pisanino, whereas Andrea Restuccia is the winner of the Italian Championship of Senior Pastry Chefs. He stood out thanks to his mermaid ice sculpture, a theme which recurred in his fruit-flavoured gelato cake. He was also recognized for the best recipe development. The best sugar piece was awarded to Lorenzo Puca, whereas the best chocolate piece went to Massimo Pica. There was no shortage of events dedicated to coffee. In the Coffee Arena, the Italian Barista Championships were held, granting access to World Coffee Events. This edition was in conjunc-
tion with A.B.Tech Expo, offering a Bakery Arena which held the fourth edition of "Bread in the City," an international bakery contest. The competition saw eight teams battle each other, each team consisting of two bakers and one coach. The teams came from the Netherlands, Spain, Peru, Japan, China, Germany and Taiwan. The competition was won by the Netherlands, followed by Germany in second place and Japan in third.

In memory of Federico Fellini

The cultural soul of the event was certainly Felliniesque. The would-be 100th birthday of the grand maestro of Italian film, Federico Fellini, born in Rimini, was celebrated in various moments throughout the tradeshow. During the inauguration, a giant cake standing three meters tall entered the scene. It was created by Ampic (Accademia Maestri Pasticceri Italiani - The Academy of Italian Pastry Chefs); the flavour of the cake was nothing less than Fellini’s favourite - zuppa inglese. On January 20th, his birthday, the bakers in the Bakery Arena presented sculptures following this theme. However, the leitmotif for the entire time was a “sweet tasting” of the exhibition dedicated to him, which included unreleased images, unique photographs, and snap shots of the filmmaker’s memories and of his movies.
COMPETITIONS

ITALY

TRIUMPHS
Italy won the Gelato World Cup at Sigep, Rimini. Reaching the ninth edition, this important competition saw eleven countries compete: Italy, France, Germany, Spain, Poland, Japan, Singapore, Malaysia, Argentina, Colombia and Mexico. Second place was taken by Japan, followed by Argentina in third. The Italian team was led by team captain Beppe Tonon, and was composed by members Massimo Carnio for pastry, Ciro Chiummo for the ice sculpture, Marco Martynelli for gourmet cuisine, and Eugenio Morrone for gelato. The team also earned special awards for the presentation of the grand buffet as well as for the best gelato cake.
The works of art, articulated "Secrets of the forest" was the chosen theme, woven as a common thread throughout the various trials. In the forest, nature is transformed. It welcomes, protects and feeds. The single portion entitled “The mystery in the grass” celebrated the mushroom and the chestnut. It took the form of a roasted chestnut, delicately placed on a pistachio sponge cake on top of a chestnut crumble. It was intensified by the floral and caramel notes of a pear, while currants added an acidic note. The entrée, entitled “The leaf in the Dolomites,” was composed by placing Parmigiano Reggiano gelato in the centre of the plate, moulded to resemble the Three Peaks of Lavaredo. It was encircled by potato crisps, pizzoccheri pasta made with buckwheat flour and cabbage with a sage butter in a snow form, cured beef jowl with mountain spices, a mint and apple granita, and a crystalized tree-sap perfume from a Norway Spruce, which was gathered from naturally fallen trees for over ten
years. The gelato snack, inspired by “the secret fruits,” was dedicated to the “wild cherry,” the “acorn,” and the “blackberry.” It was created with an interwoven complexity of consistencies, structures, flavours and colours. The ingredients varied: hazelnuts, various chocolates ranging from white to dark, blackberries, black currants, sour cherries, wild strawberries, Spherifications, glazes, jellies, Malga ricotta, semifreddo on a crunchy crumble, wafer crisps and puff-pastry thins covered in soft chocolate. The gelato cake, which took the special prize, was entitled “the Enchantment in the forest.” It stood out thanks to its colour choice, which was circular union ranging from green to dark red, up to the snowy white. The expert elaboration amazed both the technical jury and the press jury: in the same slice there was a blackberry visible on one side, and a cyclamen flower on the other. Another trial was the ice sculpture, which portrayed a deer made from one, solid block of ice. Before the declaration of the winner, the Italian team set up its presentation table with a grandiose brittle sculpture representing Mother Nature, which held up the three gelato snacks. It was placed next to the other works of the competition.
ALTERNATIVE LIFESTYLE
A landmark ruling was made by the Employment Tribunal in England, declaring that veganism qualifies as a philosophical belief comparable to a form of religion: a ruling that does not allow discrimination.

Veganism is comparable to a form of religion or a philosophical belief, as declared by the Employment Tribunal of Norwich, England. In the first few days of 2020, the judge Robin Postle reignited the never-ending debate on the essence of veganism. It was shocking news for many, and it could set a precedent.

**Ethical dignity**

Ethical veganism that is declared as a form of religion permits that those who follow it cannot be discriminated in a work environment. This is established by the Equality Act, a law that protects those who are discriminated against for their beliefs. The ruling, being that it was declared by an employment tribunal, does not become law, but it definitely gives an ethical dignity to a belief that has been considered a new trend up until now.

**Jordi’s case**

This resounding ruling came after the 55-year-old Jordi Casamitjana, a zoologist of the League Against Cruel Sports, an animal protection charity, reported that his employer fired him because of his ethical convictions. Jordi, in the name of ethical veganism, had raised objections regarding his
retirement plan. This plan involved the League's investment in companies that use animal testing. His ideological battle ended with his layoff, which was justified by the company with Jordi's inappropriate behaviour and not for his ideological beliefs.

The effects of a landmark ruling
Beyond the court case, the Judge Postle's ruling reignites the debate on ethical veganism which rejects all practices that causes suffering of living beings, including animals. This ruling opens up a number of problems, because now vegans could press charges against any industry or institution that uses violence on animals, even indirectly. Another risk is that the ruling is extended to other types of ethical protests. For example, if an environmentalist employee refuses to travel by plane in the name of protecting the environment, no employer could ask him to use this type of transportation for work travel. Of course, an employment tribunal ruling is not the law, but it could open a pathway that up until now has seemed impossible. It is probable that we will see new cases very similar to Jordi's in the near future.
Who is an ethical vegan?

An ethical vegan doesn’t just limit themselves to a diet that does not include eggs, meat, fish and their by-products, following a diet based exclusively on plants. An ethical vegan observes vegan principals in every manifestation of their existence, ranging from their choice of clothing to their financial decisions. Fundamentalists, for example, will walk as their only means of transportation because cars could inadvertently crush insects or small animals. Ethical veganism should not be confused with health-conscious veganism which is limited just to diet choices.
Pastry Collection

by iTALY

Mood
Once upon a flour...

The most beautiful tales are created by wisely blending imagination with reality. Because every story is a mix of prime ingredients and talent: that of the pastry chef. Agugiaro & Figna dedicates Le Sinfonie to them.

AGUGIAROFIGNA.COM
Faridea is Agugiaro&Figna Molini’s new line of flours and adjuvants presented for the first time at the 41st edition of Sigep 2020. It is a line of products dedicated to all the pastry and baking professionals that seek a high-performance and specific product that can be used for any type of sweet or savoury preparation, with or without leavening agents. They guarantee ease of use and at the same time they optimize production times. This line was created after listening to the needs of artisans. It was developed in sync with Italian baking techniques and with respect for the traditional principles, while leaving space for the baker to express their originality. It is divided into two types of products: technical...
ingredients and special mixes. The technical ingredients are adjuvants which are added to flours to improve the performance of leavening processes that use the cold or the express direct system. The special mixes can be used as-is or can be added to other flours to make both sweet and savoury baked goods. They are separated into three types of mixes: those exclusively for bread, those exclusively for sweets, and those that can be used for both bread and sweets. Faridea is the ideal tool to improve and strengthen your communication to win over every client. The line is based on the technological and organoleptic qualities of basic special flours, mixed with cereals, seeds and, possibly, a few other functional and supplemental ingredients in order to provide the necessary integrative characteristics to improve the baking processes and the final results.

Among these products, the mother yeast in powder stands out: a product created by Agugiaro&Figna over twenty years ago and which is made in their production facilities in Padova (Italy). The wheats are selected in Italy and from other parts of the world where the agricultural year has allowed for the best natural products available. Flavour and biodiversity are guaranteed by the gentle and gradual milling processes, which respect the native qualities of the wheat. The technical performance of the base flours is obtained by directly seeing to all aspects of the milling: selection, cleaning, quality control, and in-depth analysis of the best technological characteristics for each final production. Faridea meets the needs of those who want to improve their baked products in terms of shelf life, ease of implementation, and repeatability, or of those who desire to expand their offer with recipes that are aligned with new flavours and food lifestyles.
Babbi is always focused on the new trend in the growing market of non-conventional ingredients. For example, the Riso Natura are a family of products that can satisfy the demand of a gelato or cold desserts with specific nutritional plus such as the absence of sucrose (replaced with fructose), the vegan certification (suitable for lactose intolerant) and gluten-free. Within the Riso Natura, Babbi launched three products based on the famous sweetener Stevia: the Riso Natura Stevia Yellow Vanilla, Riso Natura Stevia Chocolate and a Riso Natura Base Stevia, a neutral base in order to realize many different "sugar-free" gelato flavours. One of the most successful Stevia flavour of the 2019 has been the "Pesto of Pistachio", a minimally refined 100% pure pistachio paste with a salty touch that make it very long-lasting.

Babbi has always been known, both in Italy and throughout the world, for the quality of its ingredients. It is also known for its strong bond with the flavours of traditional desserts and Italian pastry.

The company, however, continues to look towards the latest trends in the market which are constantly more demanding. Babbi combines its experience with the collaboration of professionals and master pastry chefs, offering a large range of products for the pastry arts. It ranges from stabilizers for semifreddo and mousses, to rice-based ingredients for lactose - and gluten-free recipes; from fruit sauces, to glazes; as well as to the "Golose" pastes, for filling and decorating desserts. It also includes ready-to-use products such as mixes for sponge cake, crepes, or pastry custard, which let you make a delicious cream in just a few minutes without the need to heat or cook.

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BABBI, THE CORE OF YOUR SUCCESS.

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www.babbi.com  #ilovebabbi
A made in Italy technology, fast user-friendly system and an innovative versatility finally available to anyone: those are Trittico One peculiarity, the new Bravo Brand multi-function machine for gelato, pastry and savoury preparations.

Just like the other Trittico series of machines, also Trittico One will impress you with its ease of use and its independent tanks: upper tank for cooking and pasteurizing and lower tank for cooling and freezing, both linked by an easy-to-sanitize internal conduit. Thanks to its 10 pre-registered programmes it is possible to simply and autonomously expand and diversify your offer.

Yes because Trittico One has been designed to be a great assistant, a tireless helper that can guarantee versatility (from small to large batches) consistency and high productive quality.

Not only Gelato and Sorbet, but also custard cream, Bavarian cream, English cream, lemon cream, fruit jelly, bechamel and granita.

Come and find out more about Trittico One on our official Social Networks and keep update on the last news from Bravo World.

For more info visit our website and our Youtube channel:
https://www.bravo.it/detail/product/trittico-one/
https://www.youtube.com/watch?v=2uIRLudClys
TRITTICO QUALITY, AVAILABLE TO ANYBODY

READY TO IMPRESS YOU WITH ITS 10 PRE-SET PROGRAMMES

Diversify, strengthen and expand your production offer! Trittico One will captivate with its ease of use, its flexibility from small to large batches and with its 10 pre-registered programmes.

Made in Italy technology, practicality, speed and versatility: that’s Trittico One.

Bravo’s last multi-function machine for gelato, pastry and savoury preparations is a tireless help in your laboratory that can ensure production consistency and high quality. Unique in its kind, two independent tanks that can respectively cook-pasteurize and chill-freeze the product, Trittico One is the new universal machine!

Bravo S.p.a. - Montecchio Maggiore (VI) - Tel. 0444 707700 | info@bravo.it | www.bravo.it

Scan & watch the video...
Carpigiani Gelato University, the international gelato school with 20 campuses in 19 different countries, has started to provide its instructors’ know-how for a new and enriched catalogue of online courses, not forgetting that, like all culinary arts, gelato making is learnt by experimenting every day in the laboratory. Those who want to start approaching the world of gelato can now begin from the “E-taste” series available in four languages: Italian, English, French and Spanish. It consists of five 1 hour and a half lessons with a downloadable workbook that summarize the fundamental elements of a high-quality artisan gelato. “This project allows anyone to enter our main campus and try out the teaching methodology that has given rise to numerous success stories worldwide since 2003.” – comments Kaori Ito, Carpigiani Gelato University director – “Thousands of former students have changed their lives with gelato and the market still offers many business opportunities. Thanks to technology we are now able to get close to those who haven’t taken the first step yet, but have a great passion for gelato and cooking. Obviously, then, we wait for them for the complete course here in Bologna, as the classroom experience with other aspiring gelato makers and the practical lessons in which to test what was learned during the hours of class are essential. Gelato is fantastic to make and enjoy!”.

For professionals, the online education goes from the current “Home Delivery Solution” in Italian and English for those who want to face the emergency by activating the home delivery service, to advanced and specific courses such as “Gelato for lactose intolerant” or “Gelato with alcoholic drinks”.

For information: www.gelatouniversity.com/en/courses/online-courses
Carpigiani Technology
for Gelato and Pastry
In the NEW countertop batch freezer!

CREATE “YOUR OWN”
GELATO CAKES
AND PASTRY

ReadyChef
Download the catalog
Ask the dealer nearest to you
CARPIGIANI
carpigiani.com
When the going gets sweet, the classic Elenka products get going, but this time, not on their own. The new catalogue of modern cakes, developed by Elenka’s Master Team and successfully presented at the last edition of the Sigep trade fair in Rimini (Italy), offers a true collection of cakes that highlights the versatility of this Sicilian company’s products. In particular, it reaffirms the use of their products in the artisan pastry industry. In terms of flavour, the results are surprising: modern pairings that are inspired by international gourmet patisserie, but with a strong reference to the homeland, both to Sicily and to Italy as a whole.

Their flagship products, such as their nut pastes, pistachio-flavour OroVerde® and hazelnut-flavour “La Nocciola,” along with the Zuppa Inglese Extra Pure Extract and the “Nero Modicano” Chocolate of Modica line, are combined with their other product ranges such as the “TuttaFrutta” fruit pastes, variegates, toppings, flavouring pastes, bases for semifreddo, just to name a few.

“Asya” is the perfect example of a cake that goes beyond the classic flavour pairings, combining elegance and simplicity. This cake consists of a soft chocolate cookie, a white chocolate and coconut cream, a crunchy layer of chocolate and hazelnut, an insert of tropical fruits (passion fruit and mango), all covered in a mirror glaze made with a mango-fruit paste.

The other cakes of this collection, such as the “Principe di Piemonte” and “Equilibrio,” are strongly linked to tradition, whereas “Oronero”, “Bacio Siciliano”, “Trinacria” and “Siciliana” recall the Sicilian homeland. Completing the collection are the “L’Originale” and “Oroverde” cakes, which are a true celebration of the company’s flagship products, respectively the Zuppa Inglese Extra Pure Extract and the pistachio paste OroVerde®.

The catalogue can be downloaded for free from the Elenka website: www.elenka.eu/cataloghi-e-ricettari-elenka
Since 1915, Amarena Fabbri has been an icon of taste and authenticity. It is chosen daily by the best professional pastry chefs in Italy and throughout the world for its unmistakable flavour and for its characteristics: the crispness, which protects its soft pulp, and the traditional flavour, that the Fabbri family hands down generation after generation.

Today, the fifth generation is coming up beside the fourth one, and thanks to constant innovation and research, the company succeeds in keeping alive the Italian tradition and culture which Fabbri1905 represents. For this reason, the iconic white and blue vase has conquered the Moma Museum in New York, becoming part of a special selection of Italian-made humble masterpieces, distinguished by special design and unique history.

These values are shared with the instructor & Maestro pastry chef Francesco Elmi, who has chosen Amarena Fabbri for years and has used them in his pastry shop “Pasticceria Regina di Quadri”, in the heart of Bologna: “Being a pastry chef is like being a magician. It is about transforming a series of ingredients into something that can surprise, gratify and leave a mark on who is tasting our creations. There are ingredients that more than any other have left their mark on the pastry world and on pastry chefs. Amarena Fabbri has always been the best ingredient in both small and large preparations.”

Among his most famous recipes, we remember the “Crema Regina with Amarena Fabbri” and “Pinza Bolognese”, where the unrivalled protagonist is the Colata Amarena Fabbri, which in addition to the unmistakable flavour, it also has a higher quantity of fruit pieces. It is made to satisfy the most demanding pastry chefs’ needs.

Lastly, one of his best creations is the exclusive “Panettone with Amarena Fabbri,” a finalist at the Panettone World Championship 2019. Discover the recipes of Maestro Elmi here: https://en.fabbri1905.com/professionals/pastry-chefs/recipes/list.aspx
Chérie is an elegant expression of Italian design. It is a small but grandiose gem which, in less than one metre in depth, offers to the pastry chef customizable and innovative solutions designed to please the senses. A careful selection of materials makes for a showcase that is particularly appealing to the sense of touch, whereas every little detail such as the “sound” of opening and closing the showcase is pleasing to the ear. Sight is stimulated by the innovative aesthetic proposals, which include the glass case that favours total visibility of the products on display. Numerous technological innovations have been introduced to simplify the operator’s job, such as the workspace counter and the front protection with assisted opening. Furthermore, the closure system protects the products from contact with the external environment, reducing energy consumption.
CHÉRIE
EVERYWHERE

A never-ending trend, an infinite elegance.

FBSHOWCASES.COM
Since 1969, the year of its foundation, Frigomat has been one of the market leaders in the production of professional gelato and pastry machines. Based in a small town, south of Milan, the Italian company has distinguished itself from the beginning for its international activity, supported by a widespread network of distributors and service centres. Its range of products is among the most extensive available and it is a point of reference for master gelato artisans and pastry chefs around the world. In fact, the range includes everything from classic gelato and pastry machines (pasteurizers, batch freezers, combined machines, cream cookers, whipped cream machines, heaters, aging vats) to the most innovative machines for fresh gelato (GX series), not to mention the soft gelato machines. Finally, to promote the Gelato culture worldwide, Frigomat created GPS - the Gelato Professional School. This school offers basic courses for future gelato and pastry makers, as well as advanced and dedicated courses addressed to its partners and professionals. The school is now being structured to offer complete online learning proposals as for dedicated webinars, one-to-one tutorials and show room virtual tours. The purpose is to provide our partners and operators with all the technical and strategic tools to stand out from the competition and to start their business with the best available knowledge on equipment and processes.
Behind a great gelato there’s always a great machine

FRIGOMAT GX
THE FIRST. THE ONE. THE ORIGINAL.
Beware of imitations...

frigomat.com
and store them. In addition, the “Together into the Pastry” recipe book, produced exclusively for Frigomat by the Boscolo Etoile Academy, contains recipes and information aimed to obtain the best performance from the machines. It allows great versatility for the operators in the production and customization of their sweet specialties.

Among the technological advantages that guarantee excellent results there are: the glycol bain-marie system for the maximum respect of the product organoleptic characteristics; the possibility of regulating the temperature of the bain-marie fluid for the treatment of delicate products; the IES electronics (patented) eliminating the phenomenon of thermal inertia and allowing extreme precision at the desired temperatures; the inverter to program up to 10 different agitation speeds.

These machines, developed and designed to support the operator’s daily work, represent the expression in the Pastry world of an important combination between experience and innovation, values that have always distinguished Frigomat.

Frigomat: the power of experience, the passion for the future.

The wide range of Frigomat products includes machines dedicated to the pastry world: the “Twin Chef” series (combined machines) and the “Chef” series (cream cookers).

These machines - equipped with simple and functional technology, solid and strictly Made in Italy - have been designed to expand the operator’s choices and, at the same time, to simplify the production activities inside the laboratory.

In particular, the “Chef 12 LCD” model stands out for its great flexibility that allows the pastry chef to easily create various specialties and obtain an always fresh product.

Pastry creams, ganaches, jams, fruit jellies and puddings are only some of the specialties that this machine can produce - quickly and in moderate quantities - for your pastry shop, in order to offer an high quality and always freshly made product.

The ease of production is guaranteed to the pastry chef by an interactive recipe menu with pre-set working programmes and functions, that allow him to create and/or modify recipes, to customize
So sweet!

KING: the new sweet technology.
KART

YOUR BAR IS EVERYWHERE

KART coffee bar
KART gelati
KART cocktail
KART ice cream

EASY TO MOVE
SANITIZE
CUSTOMIZE
For over 40 years the display cases created by Frigomeccanica Group have been an excellent synthesis of technology and aesthetics. They are genuine jewels designed to deliver cutting-edge performance while being pleasant to look at. With its brands Frigomeccanica, Stiltek, and Officine 900, the Group is completely Italian. In its facilities located on the outskirts of Teramo, a production space of over 40,000 square meters, the Group produces a full range of display cases for gelato, pastry, food and furnishings for cafés, bakeries and restaurants. Solutions developed to meet the needs of its customers, to whom it offers a complete and customized design service. Among its many products, of particular note is Premium, an exclusive line of professional display cases for gelato, pastries, and pralines. The perfect synthesis of technology and design, it is available in two heights and three lengths, all intercon-nectable. The flush display surface without barriers allows a perfect view of the product, even from a distance. Thanks to the All Season function, the gelato shop model offers the possibility of choosing between positive and negative temperatures, thus allowing for use during all months of the year.
With its eye firmly on the future, Frigomeccanica created “Next”, a collection of modular cabinets available in refrigerated, heated, or neutral versions, in different heights. Designed to occupy minimal space, they have glass walls on four sides with a transparent Plexiglass load-bearing structure, providing a 360° view of the product.

Designed for pastry, “Just” is a complete and versatile range of refrigerated, neutral, heated, and hot/cold display cases. The models feature LED lighting inserted into the lateral and upper profiles, facilitating a perfect view of the display surfaces.
Since the 1970s, Fugar has been producing an unsweetened “Gianduia Amara” paste which uses fine chocolate and quality hazelnuts of the “Tonda Gentile Trilobata” variety (officially declared on their label). The hazelnuts make up 70% of the paste, and an infusion of vanilla pods harmonizes the final flavour of the concentrated paste. The “Gianduia Amara” paste is perfect for fillings or for decorations, as well as for flavouring custards, creams, ganache and pralines. It can also be used for a luxurious gianduia gelato, using 100 grams of paste for each litre of white- or cream- base. With this delicious sweet paste, Fugar bestows to Gianduia the dignity of its ancient origins.

The Italian chocolate
Turin, early 1800s: due to the commercial embargo imposed by Napoleon on goods from the British colonies, pastry chefs saw their chocolate supplies diminish. The local artisans from Turin thus needed to prepare their own chocolate, which they did so by “cutting” the cocoa with an ingredient that comes from the nearby Langhe region: hazelnuts. The union of these two ingredients, with the addition of sugar, will be very, very lucky. Only later the product will be called Gianduia, during the 1865 Carnival, taking the name “Gianduiotti” from a typical character of the Piedmont region, who was the first to distribute the little chocolates made from the mixture of cocoa with finely chopped hazelnuts. Therefore, Gianduia really is the Italian chocolate. And Fugar, with its “Gianduia Amara”, is its spokesperson throughout the world.
WWW.FUGAR.IT

THE BEST PARTNER FOR YOUR PREPARATIONS
CERTIFIED VEGANOK

INNOVATIVE MIX FOR

VEGAN CUSTARD

THE BEST PARTNER FOR YOUR PREPARATIONS
CERTIFIED VEGANOK

Powdered mix flavoured with vanilla pods ideal to fill croissants, pies, single-servings and desserts. Easy to use, excellent even for baking.

VEGAN QUALITY BY FUGAR.
When the Golosintese range of fillings meet macarons, elegant masterpieces of colour and flavour, the Macaron Kit is born, creating an indispensable product for creations that combine the latest developments of the Giuso brand with traditional French pastry. The kit allows the pastry chef to easily and very quickly prepare a flawless product with high quality standards. The kit contains Macaron shells with a delicate almond flavour (22% in the recipe) and they come in four different colours – blue, pink, green and yellow. They are packaged in blister packs that maintain their freshness. The shells are ready to fill with one of four products from the Golosintese line, the perfect marriage of fresh fruit and rich, delicious chocolate. They come together in an explosion of bright and inviting colours. The Dark Sour Cherry, Ruby Raspberry, Milky Pear and Tropical White flavours are all in the kit and they allow for endless flavour combinations to indulge the needs and imagination of every pastry chef. The Golosintese line of products stands out thanks to its use of carefully selected high-quality ingredients, using only natural flavourings. They are gluten-free and are produced in a way that maintains the flavour profile of both the fruit and the chocolate. They are smooth, glossy, with a soft yet dense and creamy texture. They are easy to work with and they guarantee excellent results in a multitude of various uses. They maintain their consistencies even when they have been cooked or baked, and they allow for a clean cut when the final product is sliced. They can also be used in cold or frozen desserts, obtaining excellent results. The flavour and colour remain bright, intense and vibrant with all types of use. For unrivalled gluttony, Giuso’s pastry chef recommends stuffing the macarons by alternating a Golosintese filling with different types of creative products, for example, a flavoured ganache cream, or with semi-candied fruit. With the Macaron Kit, the effort is minimum, but the pleasure is immense! For information: www.giuso.it/en
When the surprising mix of fruit and chocolate of the Golosintese fillings meet colourful macaroons ready to be filled, you have a kit which is excellent in terms of flavour, quality and ease of use. Our Macaroon Kit is the innovation that allows every pastry chef to produce in a short period of time a delicious product able to fill their shop windows with cheerfulness.
Since 1952 Granulati Italia is specialized in the production of high-quality semi-finished products in powder for the Ho.re.ca, vending, gelato and pastry branches.

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

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

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

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

sparkling toppings

info@glitty.eu  |  www.glitty.eu
“La Gelatisserie” is a range of products developed for modern gelato and pastry chefs. Its aim is to offer them the possibility to easily create a showcase that is irresistible, delicious, eye-catching and that has constant variety. This is possible thanks to an extensive offer of special products that can be used for both refrigerated and frozen desserts. It is a complete line of products for chefs who want to impress their clients with creativity. It consists in bases, that have a high level of performance and can be used for many different uses; delicious fillings suitable for the preparation of cold desserts as well as baked ones; modern glazes, that are ready-to-use leaving a clean cut when sliced; and chocolate and flower decorations that are enticing and original.

Among the new specialties of 2020, various new products quickly catch our attention. The new glazes stand out, which include the gluttonous Mirror Mango, the artistic Mirror White and the attractive Mirror MissPurple, which has an ube flavour and a vibrant purple colour. The new Gianduja Magic cream is an absolute must. It is a soft, spreadable product that can be used with magical results both before and after being baked. The Instacrumbles are extremely versatile and come in three different flavours: butter, cocoa, and caramel, these crunchy cookie crumbs that are ready to use in various fun creations. Joining the elegant Fruttolotti, which are fun and refined 3D fruits, and the practical Barattolotti, precious treasure chests of endless flavour combinations, there are two new product additions that will strike attention: the Tartelline and the Dripping Cakes. The Tartelline are tiny chests of shortcrust pastry with a creamy and customizable heart. The Dripping Cake is a multi-layer cake covered in decorations and a surprising glaze, that seems to be melting down the sides of the cakes.

La Gelatisserie is a wide range of highly innovative and practical solutions that facilitate the work of professionals while increasing the appeal of their creations. These new offers help create an attractive, eye-catching display case filled with palate-pleasing cakes, semifreddo and single-portion desserts. These items can be sold at any moment throughout the day and are appropriate for any type of consumer. They are fuel for a myriad of ideas which unleash the chef's creativity and help the business of every sales point grow in an intelligent and innovative way.

For information: www.mec3.com
La Gelatiserie
The creative evolution for your gelato shop

Quick and easy pastry making to increase your offer.

Dripping Cake  Tartelline  Frutto Lotti  Baratto Lotti

For further information contact us at:
+39.0541.859411  mec3@mec3.it  mec3.com
With 60 years of experience in the production of take-away containers for sweet and salty foods, Medac has always been a top market player with a complete range of practical and innovative products in terms of material and design. The products are in constant evolution and they are especially appreciated for the sophisticated look and for the cutting-edge design solutions. Medac’s goal is to offer a concrete support to the daily work of the sector’s professionals, contributing to optimize their product management. Among the most significant examples, the Flower range stands out. Designed with a top flap closure system, the container behaves like a springtime flower, blooming at every opening. Flower doesn’t need a separate lid and it’s easy to open and close, keeping the temperature of the food.

The idea behind this range, is to reduce the number of accessories needed for take-away and decrease the trash released in the environment. This concept has allowed Medac to win the Comunicando award for two separate editions, once in 2012 in the Unique category, and again in 2019 in the “Readers’ Choice” category.

This advanced closing technique is applied also on the vertical Tower containers, designed specifically for the pastry segment and conceived to avoid using any tray, paper or ribbon to pack the pastries. The range has been recently expanded with the inclusion of the Tower in Brown, that recalls the most authentic traditional delights with its original “kraft” paper colour.

Medac’s creativity doesn’t stop here, as shown by the latest products added to the range: a sweet bun box and a crêpe container, perfect for carrying your products while maintaining the fragrance. The catalogue also includes waffle and snack containers and a small suitcase shaped take away box. All Medac’s products are available in white or with an original graphic design. With a predetermined minimum quantity, they can be personalized with any graphic you desire.
Medac Tower in Brown.
The sweet taste of tradition.

Medac has created the new vertical container, exalting your patisserie specialties: Tower in Brown. Its "kraft" colour reminds the taste of old desserts, of handmade cakes, of the natural ingredients. Even more, it is very practical: suitable for hot and cold food, without lid, closable with a simple touch on the upper wings. Tower in Brown next to its white version, to give a touch of authenticity to your goodies.
Calybra is the innovative weighing system designed specifically to meet the needs of laboratories of confectionery and gelato craft. It allows the precise measurement of the ingredients, ensuring the constant quality of the recipes. The possible change can be made by operators, if authorized by the code. Calybra may also be used by less qualified personnel, thanks to a simple and intuitive interface video. The operator is guided through every stage of production, any problems will be corrected by the system. Calybra comes with a USB stick to make the export of data and software update released by Naonix. Its use in franchise outlets, simplifies the management of recipes and ingredients, ensuring quality and control productive process.

Calybra Smart Scale ensures step-by-step assisted weighing, management of ingredients, recipes users, and preparations log. Easily exports detailed production statistics and printouts. Percentage weighing can ensure recipes remain confidential. It may suspend and resume recipes and recalculate a recipe starting from any ingredient. Recalculation of balancing parameters and nutritional values. Display production procedure and notes for each individual ingredient in the recipe. Finished product packaging function with printing of labels with ingredient list (EU Reg. 1169/2011) and nutritional values.

Calybra Box Cloud
This expands Calybra’s potential, synchronising all information between Calybra and the Calybra Box on the cloud. You can securely manage all processes and the stages of production, storage and sales from anywhere at all and with any Windows PC/Apple device or Android/iOS smartphone/tablet. The Calybra Cloud contains artificial intelligence that helps you easily and intuitively manage and process all information, thanks to software developed by Naonix’s programmers according to an approach that’s purely dedicated to the needs of the world of craft cakes and gelato laboratories, and can be expanded as you want to personalise it.

The preparation process
During the preparation process Calybra indicates to operators which lots that are currently available on stock on your warehouse. Operator need only to check the use of the correct batch, if lot is not present is possible to add it manually, also with a barcode reader. As standard there are the basics features to ensure the correct weighing of each ingredient.
A year after the launch of Nine, Orion presents the new version, Nine Plus: a display case dedicated to professional designers and developed to satisfy the needs of contemporary projects. Nine Plus’s visual design is coordinated with the standard version, which stands out for its clean lines and contained proportions. These elements increase the possibility to insert the case into any space. Its side panels are only 12 mm thick, a characteristic that makes this case easy to integrate into a variety of environments. The visual impact of the side panels with personalized double-glazed glass make it particularly eclectic, without forgoing functionality. Nine Plus offers more freedom because it is not necessary to work around the edges of the display case: this is a solution designed to favour the maximum customization of the front panel. The front glass panel opens thanks to a central aluminium profile, guaranteeing the maximum continuity of the finishes that encircle the case. All of this less than 90 cm of depth. Nine Plus is available in pastry and gelato versions.
FEEL FREE TO EXPRESS YOUR DESIGN

Your Cabinet, Your Style, Your Premise.
With its sweet and acid flavor, mango is the new component of the Five Star Chef by PreGel. Three new products with a unique flavor and unlimited applications possibilities are the secret of a line that focuses on quality and versatility.

The first novelty belongs to the Pastry Fillings range, with a sauce full of chunks and with a high percentage of pure mango (60%), vegetal aroma and plant extracts. The Mango Pastry Filling is indicated to fill every kind of dessert, as it remains stable even when it is baked. You can try it in combination with chocolate, for example in a sacher cake, to add an exotic touch or as tasty filling for a vanilla tartlet. The Mango Pastry Filling is available in 2 tins of 3 kg each.

The second novelty of the Five Star Chef line is a new flavor of the forty that characterize the Pannacrema-Pastry Compound range. It contains all the concentrate mango aroma in an anhydrous basis paste or hydrate-based paste a low dosage, perfect to flavor cold and baked pastries or, more in general, it is perfect to be mixed at every kind of dough, whipped creams, buttercreams or dessert. We suggest to apply Pannacrema-Pastry Compound Mango in contrast with strong flavors as coffee, for example to give a tropical touch to a traditional tiramisu. The Pannacrema-Pastry Compound Mango is available in 6 jars of 1,1 kg each with gold leads.

The smART Glaze completes the offer about the traditional mango aroma and flavor. A glossy and shiny glaze ideal to cover single-serve portions, mousse and semifreddi. Ready to use, the Mango smART Glaze is perfect to have a neat cut, without smudges and it gives to your pastry creations the classic yellow color that is typical of this fruit. The Mango smART Glaze is available in 2 buckets of 3 kg each. An idea to conquer your clients with a fresh and delicious dessert is to apply all the three mango novelties of the Five Star Chef line in one single recipe, for example to flavor, fill and glaze a classic bavarian cake.
Mango Pastry Filling

A sauce full of chunks and with a high percentage of pure mango, vegetal aroma and plant extracts. The Mango Pastry Filling is indicated to fill every kind of dessert, as it remains stable even when it is baked.
Serve it from your batch freezer!

Gelato Live Show (GLS) is the new idea of making and serving gelato branded Staff Ice System. GLS let you produce, display, store and serve gelato in front of your clients, directly from the batch freezer! Every business could get benefits from this cutting-edge machine, which is easy installable in small spaces without the need for a laboratory and for specialized employees. The quality of the components and its versatility make Gelato Live Show an exclusive product, that can give you endless possibilities. GLS offers 5 different batch freezing programs, each of whom can work in a simple and automatic way with preprogrammed parameters or manual mode. The electronics and the inverter help you get the best result from your recipes. You can even produce sorbet and granita. Furthermore, different temperatures can be set, keeping the perfect scooping consistency of every flavour without having to adapt your recipes. Gelato Live Show offers 6 litres of artisanal gelato per tank, and it has 800 cm² of visibility which can attract clients from far away! So powerful that it can keep the consistency and the structure of your recipe all the time necessary! GLS is also eco-friendly. Thanks to its over-night storage program, you will optimise energy consumption. Increase your Gelato sales with this wonderful creation! With a modest investment, every shop can have it! To find the version that suits best your business contact us. For information: www.staff1959.com
Fresh Gelato, made... and served!

GLS Gelato Live Show

- 800 cm² for tank
- 6 litre for tank
- Constant Gelato texture

Via Anna Frank, 8 - Rimini - office@staff1959.com - Tel. +39 0541 373250 - www.staff1959.com
There are four exciting days for the bakery trade in autumn: südback 2020 will be held from 17 to 20 October 2020 in Messe Stuttgart (Germany) and will also make a great impression with its unique mixture of a product show, information and an accompanying programme. Literally everything relating to baking will be found on an exhibition area of around 55,000 square metres – from workwear, coffee and snacks through to complete furnishings and digital solutions for all company sizes. The sheer range of products and services also attracts an ever increasing number of visitors to Stuttgart from restaurants, hotels and catering companies. The organisers are delighted with the expertise and purchasing power of the visitors: on average, two thirds of visitors are involved in purchasing and procurement decisions, while many of these visitors are responsible for these decisions. More than half of visitors are planning investments in the near future.

Accompanying programme containing numerous highlights. One of the mainstays of the event is its wide-ranging accompanying programme which offers various opportunities for technical discussions and networking. New technologies are demonstrated, ideas are examined and tasty recipes are presented in both the bakers’ forum and the confectioners’ trend forum. The undisputed highlights of every edition naturally include the südback Trend Award: in 2019, more applicants than ever before entered. This is a clear indication of the importance attached to this award within the industry.

Since its première in 1978, the exhibition has become one of the most important meeting points for the bakery and confectionery trade. Its appeal has long extended beyond the borders of Germany. With 708 exhibitors and 37,504 visitors from 98 countries, the 2019 edition of the popular trade fair set new records – and received, as confirmation of the overall concept, top marks from the totally satisfied visitors and exhibitors.
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