

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

Year 9 - No. 23 - JULY 2020 - € 1.00

**ITALY**  
punto

**Carlo Cracco**  
*in the heart of the city*

# Vista Showcase

*the glycol pozzetto module where you can see the ice-cream*



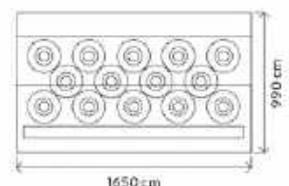
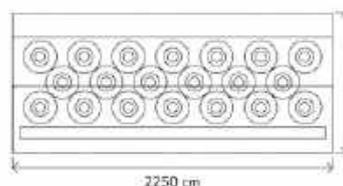
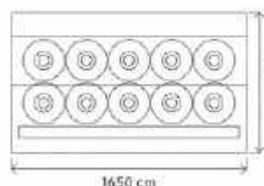
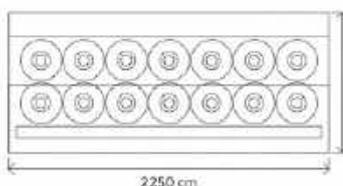
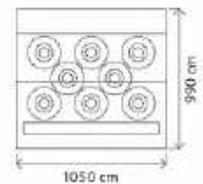
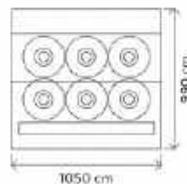
Explore Vista



## ADVANCED TECHNOLOGY REFRIGERATION

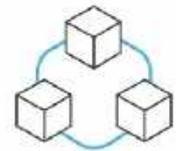
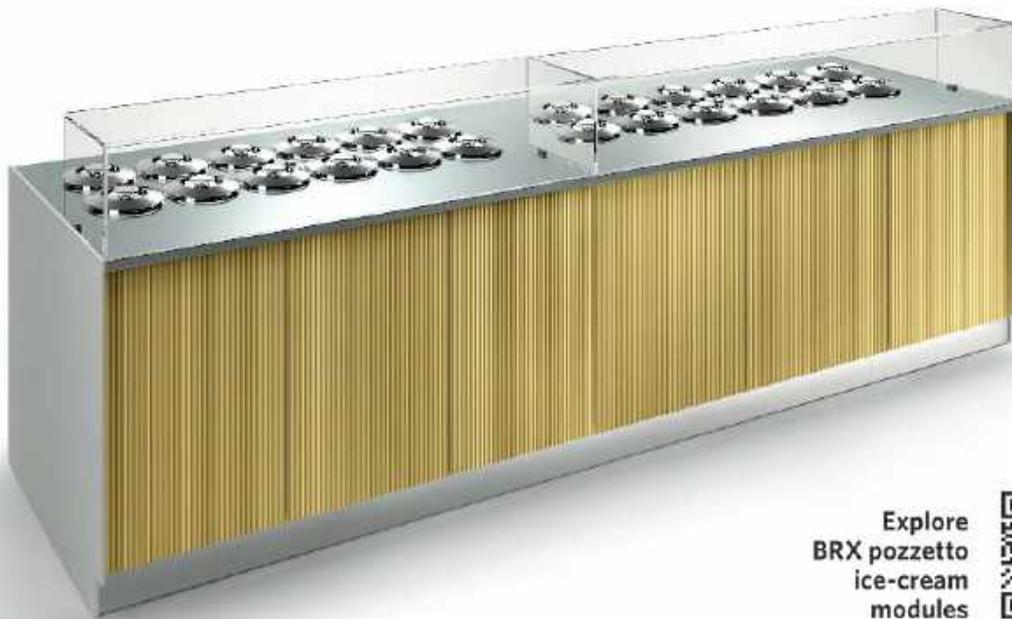
the perfect synergy between the **glycol cooling** and the **ventilated cooling**, thanks to two dedicated condensing units, enables to **showcase the gelato without lids**.

**HIGH VISIBILITY AND INNOVATIVE WAY TO SHOWCASE THE GELATO.** The gelato is contained into **wider carapina pans** (diameter 260 mm) which **improve the visibility and the ease of use**.



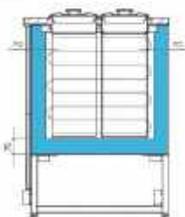
# BRX Pozzetto Ice-Cream Modules

technology clad in choice quality materials



**UNBEATABLE COMPATIBILITY**  
straight, curved and corner, **from 2 to 20 flavours**, with and without spare tub capacity, with 2 or more rows.

Explore BRX pozzetto ice-cream modules



### ENERGY SAVING

Bigger thermal insulation of the counter thanks to bigger foam thickness of the tub 70 and 75 mm.



### DELTA 0 TECHNOLOGY

no difference in temperature between the upper carapina pan and the underneath storage.



### SPACE SAVING

Both air-cooled and water cooled condensing units can be placed under the storage.



**JOY, THE BRX POZZETTO ICE-CREAM MODULES. BEYOND THE ICE-CREAM PARLOUR, THE ICE-CREAM CORNER.**

**JOY, the BRX pozzetto ice-cream and slush modules:** in restaurants, hotels, bakeries and pastry stores, bars, kiosks, in pedestrian areas, in the catering sector. The great BRX quality at a tempting price.



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1960 - 2020

OUR DIAMOND WEDDING BETWEEN INNOVATION AND QUALITY

After 60 years, we are still deeply in love with our idea: to marry the best of innovation with the highest quality! That's why we do our best to be always one cup "ahead": for design, material, choice and customization. The success of our customers is our greatest satisfaction.





STYLE QUALITY  
AND TECHNOLOGY



**SIRIUS - A new way to present and enhance your art.**

With the **Sirius** model, an articulated range of showcases for gelato and pastries was created, the result of a careful study with attention to every detail. This has allowed us to obtain ideal systems to enhance the visibility of the products on display, making them true protagonists thanks to the raised and illuminated display counter. The completely airtight glass chamber guarantees sure energy savings and it allows for you to work in critical climate conditions. In the gelato modules, the pans are displayed in a perfectly horizontal position, allowing you to comfortably scoop the product.

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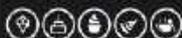
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# TO EACH HIS OWN SHOWCASE



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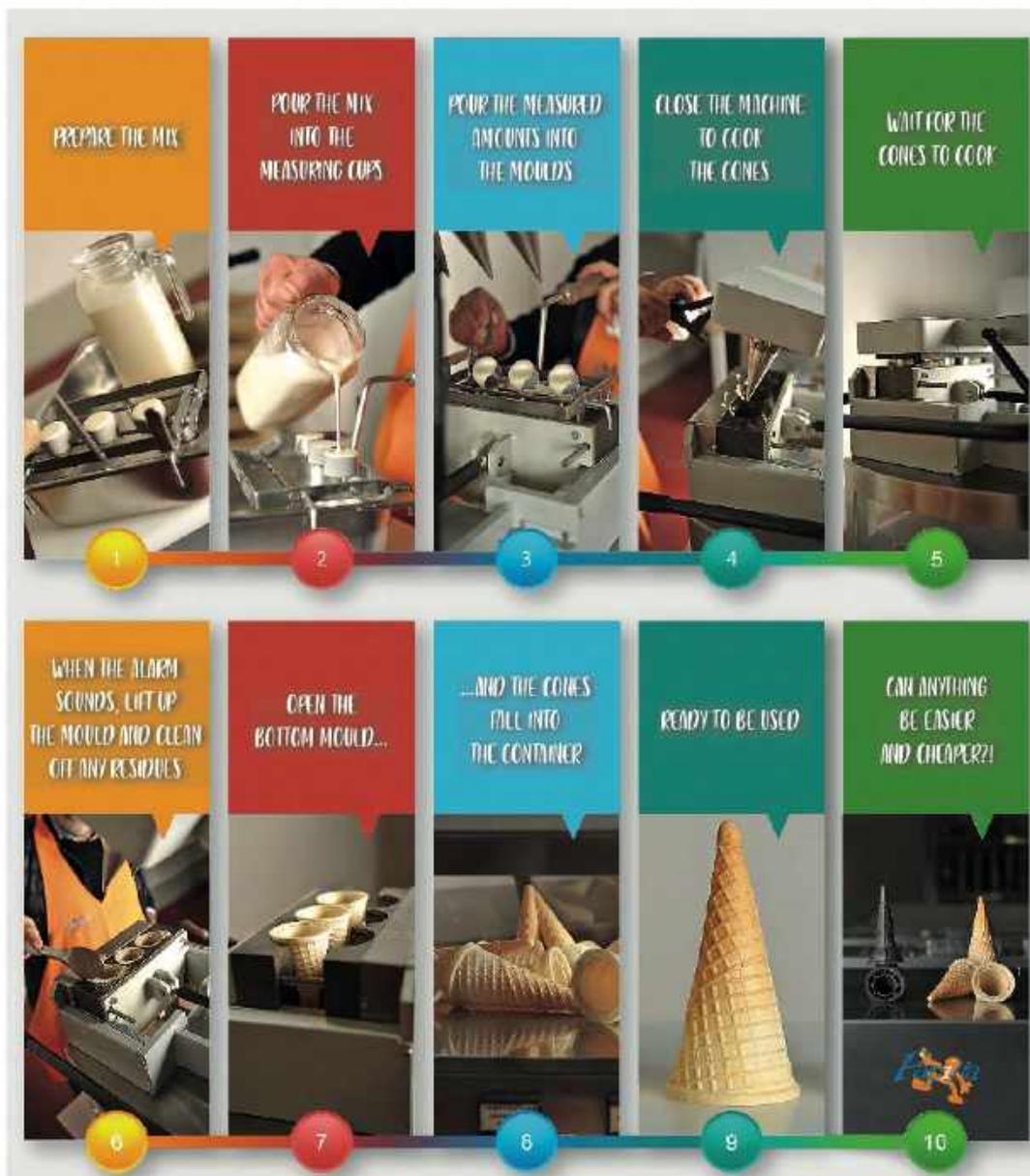


TWIST



BRIO

# A revolution in the gelato shop with Papillina Ti



Finally, you have the possibility to make gelato cones as you need them

This machine has a small footprint that can be easily installed into your point of sales, allowing you to give greater value to the concept of "artisanal" cones.

We are not talking about a machine to make rolled cones, one by one, but rather a machine that makes 3 gelato wafer cones at a time, formed with a mould that is very customized. Above all, you will have the aromas of a freshly cooked, warm and crispy cone.

After having prepared the mix with fresh, natural ingredients, the gelato chef can make as many cones as desired with just a few simple gestures.

With a standard mix, you can produce about 750 cones, with a cooking time of about one minute for 3 cones. The machine requires a normal 220 V plug.

# New, clean and with tasty results



Eco-friendly production is growing in the world of gelato

The watchwords of the gelato world for the entire 2020 year are **sustainability** and **seasonality**.

The times are now mature, and consumers are growingly attentive and critical of the products they want to purchase. The gelato world is not exempt from this, and it cannot escape from the attentive critique of its customers. Today, the gelato world finds itself in front of a client that is more and more attentive to the quality of the final product, the origin of its ingredients, as well as method in which the ingredients are obtained.

Maximum attention is given to seasonality; it is no longer possible to offer a wide range of flavours without considering the seasonality of the main ingredients. To put it simply: no strawber-

ries in the winter. The world of those who habitually consume gelato has evolved, and thanks to the constant connection to the social media world, the potential consumer is always well informed about the latest trends in the market, casting a careful eye on the origins of raw ingredients.

Those who offers a gelato product must also be attentive to the packaging that contains it; it should be produced strictly with a low impact on the environment.

And it is precisely in this new evolution of the gelato world based on sustainability, very short supply chains and low environmental impact that the **PapillinaTi**, is situated, an automatic machine for creating gelato cones.

It is a unique product with maximum flexibility to con-



stantly offer different flavours, starting directly with the cone. Its strong point is its extreme sustainability, thanks to the complete elimination of storage of packaged, boxed, and transported cones, helping both the environment and your wallet. You can also offer the fantastic aroma of a freshly made cone that can be personalized and made to order with a process completely observable by the customer itself. All of this in a very small footprint.

PapillinaTi is the ideal machine to respond to the needs of gelato, pastry and frozen yogurt shops. Thanks to this machine, it is possible to bring a new sensory experience, that is also highly eco-friendly, to the taste buds of the consumer, offering an authentic, fresh and tasty product.

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NOVELTY 2020

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



## BETWEEN UNKNOWNNS AND CERTAINTIES

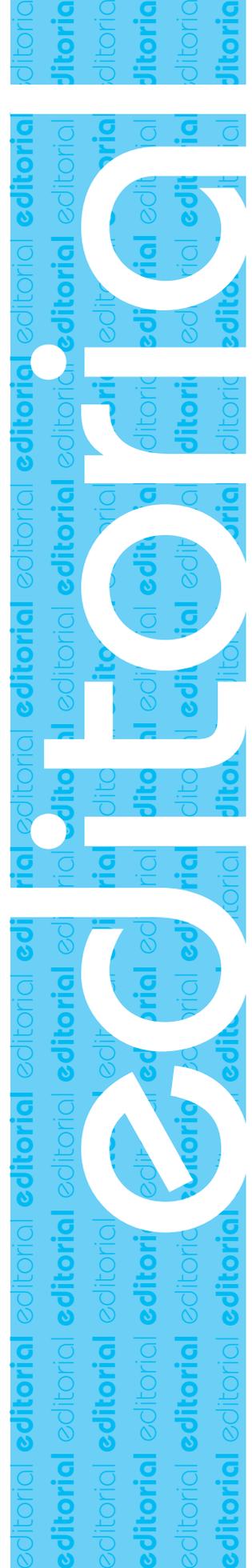
Only a few months have passed since the last issue of puntotItaly in January 2020, and yet the impression is that a geological era has gone by! In the meantime, the world as we knew it has radically changed. Habits have changed; some certainties have “collapsed” and others have emerged.

Our Italy, the first country in Europe hit with Covid-19, is now slowly regaining its balance and it is starting up again, amid a thousand difficulties and along with some hotspots of contagion, even if they are limited and under control. The rest of world, however, is not. Those who referred to Italy and Italians as the virus-transmitters of Europe are now coming to terms with the stark reality, so often underestimated during the initial phase.

During these difficult months, we asked ourselves how we could try and help the food industry. What role could we play, and how could we be useful? We 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 the determination to start again. In this new issue of puntotItaly, we have an exceptional testimonial on our cover, Carlo Cracco: an internationally renowned Italian chef who honoured us with his presence. You will also find many recipes, trends, and stories of events, with the chronicle of the past Gelato World Cup taking the lead. We probably will not be attending any trade exhibitions in the upcoming months, as they have almost all been postponed until 2021, but you will find us online and to our more than 8000 foreign subscribers, we will send, as we always do, a digital copy of our magazine.

Happy reading and see you soon!

Franco Cesare Puglisi





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FIERA MILANO



# Carlo in the

By Franco Cesare Puglisi



Ph. Magarini

# Cracco, heart of the city

An optimistic look at the present and the future of the restaurant sector, in an interview to one of the most influential chefs in the world.

How would you define in a few words the chef Carlo Cracco?

A cook, an artisan.

At an international level, how is Italian cuisine perceived today?

Italian cuisine is one of the most popular. Anywhere in the world, people know at least two traditional dishes of our cuisine. We have a valuable treasure in our

hands and therefore we have the duty to safeguard this “knowledge” and to share it with future generations, product, obviously!

What future do you see for our cuisine in an international context?

I am an optimist. I am sure that it will be in continuous evolution. Starting from the land, from our products, up to our know-how, going towards sustainability.





What did the opening of the Cracco restaurant in the centre of Milan, in the heart of the fashion world, mean to you?

Perhaps it is my greatest satisfaction. For the first time, I was able to design my restaurant from the very beginning. It was a beautiful journey that lasted nearly 3 years, and which gave me a lot.

In these unexpected times, overwhelmed by an unusual need to isolate and to distance oneself, what advice can you give restaurant professionals not to give up, but to try to survive?

I always say that you must never stop. We continued to work. We opened our e-commerce and subsequently developed all of our pastry specialties. We were forced to find new solutions to reach our customers.

How much does quality and originality of your “dessert offer” on your menu affect clients in terms of prestige and appeal?

Being that it is the last course of the menu, it has a fundamental value. It is the last action, possibly in terms of time, that you will remember the most once you have left the restaurant. For this reason, it must be perfectly balanced, never too sweet for my taste.



Was pushed Carlo Cracco to offer artisanal gelato on his menu?

Gelato was still missing from our offer at “Café” in Galleria. For this reason, I decided to start developing this project this year in collaboration with our pastry chef Marco Pedron and famous gelato chef Massimiliano Scotti. It is such a beautiful world that deserves to be explored and I want to develop it.

What is the primary goal in Carlo Cracco’s future?

Now together with my wife, Rosa, we have just purchased a farm. We cannot wait to bring to the table products from our land. We are working also on opening a new establishment in one of the most beautiful places in Italy...



One last question, there is a lot of focus on containing food waste. What do you think about this?

I believe it is everyone’s duty nowadays. It is the first thing that we try to have our young ones follow, as a true method of work.

Practicing true sustainability, sometimes must coincide with small daily acts and with the awareness of that which exists around us, sometimes even just asking yourself the right questions. I am happy to give you this example: in front of the volumes of paper that are consumed within a restaurant, we asked ourselves if



there was a way to reduce our impact on the environment. Thanks to a project developed with Cartiera Favini, all of our new paper is made from creatively reusing agricultural food residues, specifically orange peels that have been dried and turned into powder, which go to substitute up to 15% of the cellulose that comes from trees. It is stance taken, primarily towards ourselves, to understand that defining yourself as sustainable is not only a mental exercise, but it should also be coherent in your day-to-day work.





The Italian team won the ninth edition of the Gelato World Cup, the prestigious biennial event organized by Sigeo - Italian Exhibition Group (IEG) and Gelato&Cultura.

Eleven teams competing, one great winner: Italy. The ninth edition of the Gelato World Cup, which took place during the Sigeo Rimini tradeshow held January 19-21, 2020, saw the Italian team rise to the highest step of the podium: a unanimous victory, confirmed also by the press jury and the artistic jury. Japan took second place with Argentina placing third.

The teams that rose to the podium triumphed over Colombia, France, Germany, Malaysia, Mexico, Poland, Singapore and Spain.

Each team consisted of a gelato chef, a pastry chef, a chef de cuisine and an ice sculptor, and each team had to tackle eight trials: a decorated gelato pan, a single-portion dessert in glass, the mystery box (the creation of



an artisanal gelato with a secret ingredient that was randomly drawn and assigned to the eleven teams shortly before the competition), an artistic gelato cake, a gourmet entrée, an ice sculpture, a brittle sculpture, and a gelato snack, as well as a Grand Finale Buffet, where all of the creations were beautifully displayed together. All of the trials, except for the mystery box, had a common theme that could be freely chosen by each team. The technical jury was formed by the team managers of each team, and a president by Pier Paolo Magni, whereas the press jury consisted of ten specialized international journalists.

### A CLOSE-KNIT TEAM

The Italian team that won the world title was composed of Massimo Carnio for pastry and Marco Martinelli for the gourmet cuisine (both members of the Italian team that won second place in the 2014 edition of the Gelato World Cup), together with Ciro Chiummo for the ice sculpture and Eugenio Morrone for gelato. The team manager and coach was Beppo Tonon,

who already carried out this role in 2014, whereas in 2006 he earned the title of world champion himself (the year in which the Italian team won the Gelato World Cup for the first time).

Heir of two generations of pastry chefs, Massimo Carnio has specialized in working with chocolate for over twenty years, with specific skills in artistic pieces. He trained at the best master chocolatiers in the world, combining elegance and simplicity in his creations. Chef, professional instructor and trainer, Marco Martinelli has considerable experience in various areas, including hotels and restaurants. His resume includes numerous awards earned both in Italy and abroad, such as the

award for the best entrée at the Gelato World Cup 2014.

With over twenty years of experience, Ciro Chiummo immediately after receiving his hospitality school diploma started collaborating with prestigious hotels where he had the opportunity to approach the pastry world, which became his true passion. He is currently an instructor and head of faculty at Aromacademy in Rome and he also teaches at ITS Bio Campus. Eugenio Morrone started cultivating a true dedication for gelato at a very young age. Attentive to the selection of natural ingredients, he is constantly

searching for flavours and features of ingredients. Passion, practice and study make him a champion in various contexts; some of his recent awards are Gelato Maestro of the Year (Reader Award Food and Travel Magazine 2018) and Gelato D'Oro Sigep 2019.

Beppo Tonon's career started at the end of the sixties, with his research in the field of decoration, especially in the fruit and vegetable sculptures that made him famous. Multiple awards have punctuated his career, including first place in three of the most important competitions regarding the decoration of gelato cups:



in 1996 in Longarone (Italy), in 1998 in Alicante (Spain) and in 2004 in Erfurt (Germany). His definitive consecration occurred in 2006, as previously mentioned, with his victory at the Gelato World Cup.

### IN THE HEART OF NATURE

“The secrets of the forest” was the theme chosen by the Italian team as a common thread woven throughout the various trials. It is a subject that is rich with appeal and authentic splendours, and it covered each creation with an explosion of colours, flavours and emotions. The theme offered a spark to give each trial a personality inspired by nature. The decorated gelato pan intitled “The path in the woods” was created with zabaglione and chocolate to symbolize the chiaroscuros of sunlight filtering through the forest; raspberry gelée and chestnut crumble were used to recreate the aromas of the



The Italian team won the first prize with the theme “The secrets of the forest.”



Japan earned second place with its creations centred on the theme “Flower of music.”

undergrowth. A mushroom with a heart of chestnut gelato, made without adding any sugars, shaped the single portion dessert entitled “The mystery in the grass.” To create the entrée intitled “The leaf in the Dolomites,” a Parmigiano Reggiano gelato was placed in centre of the plate, moulded to resemble the Three Peaks of Lavarredo, symbol of the Dolomites (a celebrated mountain range in the eastern Italian Alps, declared an Unesco World Heritage site). The forest is rich with unique and fresh flavours, to be enjoyed as a gelato snack intitled “The secret fruits” made of wild cherries, acorns and blackberries. The gelato cake intitled “The Enchantment in the forest” surprised the judges with the extreme expertise utilized to create it: the blackberry and the cyclamen flower were presented as two perfect sides of each slice. The ice sculpture had an outstanding scenic impact



as it recreated a deer in ice form majestically leaping over a bush. For the brittle sculpture, a female figure was created evoking Mother Nature.

In harmony with nature, the team used only compostable cups and spoons which could be disposed of as organic waste.

### COVETED AWARDS

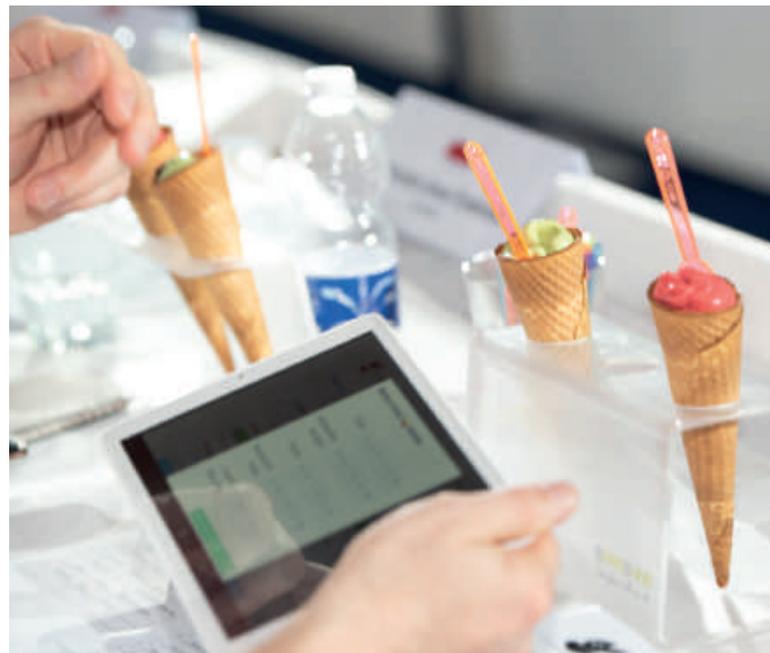
Together with its title as World Champion, Italy also earned numerous awards: the press jury bestowed to the team the best gelato cake award, and the artistic jury voted first place for Italy's Grand Finale Buffet, considering the presentation and the creative vision. The team also won the PreGel award for the best decorated gelato pan.

Japan earned second place with its creations centred on the theme "Flower of music." The Japanese team won the award for best ice sculpture and the Carlo Pozzi award dedicated to excellent order and cleanliness.

Argentina, which earned the bronze medal, was inspired by the "Pirates of the Caribbean" theme. It also won the award from the technical jury for the most innovative flavour in the mystery box trial.



Argentina, which earned the bronze medal, was inspired by the "Pirates of the Caribbean" theme.



## GELATO SNACK

# THE SECRET FRUITS

Blackberry, wild cherry, acorn. The secret fruits belong to the richness that you find in the forest. A sensory journey through some of the recipes created by the Italian team that won the last edition of the Gelato World Cup.

## WHITE CHOCOLATE AND YOGURT GELATO

### INGREDIENTS:

• milk	319 g
• yogurt (whole)	250 g
• Valrhona Opalys white chocolate	125 g
• cream	110 g
• sucrose	80 g
• trehalose	40 g
• dextrose	35 g
• glucose DE 25	35 g
• Neutro PreGel	5 g
• Vanilla	1

*Allergens: milk*

### INSTRUCTIONS

Warm up milk, cream and yogurt up to 65°C, add chocolate, and all the solids previously mixed. Bring up to 85°C. Let cool down and stand at 4°C. Mix and then freeze in the batch freezer.

## MILK CHOCOLATE GELATO

### INGREDIENTS:

• milk	655 g
• Valrhona Andoa Lactée milk chocolate	210 g
• glucose DE25	80 g



• skimmed milk powder	30 g
• cream	20 g
• Neutro PreGel	5 g

*Allergens: milk*

### INSTRUCTIONS

Warm up milk and cream up to 65°C, add chocolate, and all the solids previously mixed. Bring up to 85°C. Let cool down and stand at 4°C. Mix and then freeze in the batch freezer.



## DARK CHOCOLATE GELATO

### INGREDIENTS:

• milk	364 g
• water	225 g
• Valrhona Macaè dark chocolate	160 g
• sucrose	130 g
• dextrose	75 g
• invert sugar	30 g
• milk proteins	10 g
• Neutro PreGel	5 g

*Allergens: milk*

### INSTRUCTIONS

Warm up milk and cream up to 65°C, add chocolate, and all the solids previously mixed. Bring up to 85°C. Let cool down and stand at 4°C. Mix and then freeze in the batch freezer.

## THE WILD CHERRY

### RED GLOSSY GLAZE

#### INGREDIENTS:

- sucrose 400 g
- water 397 g
- glucose DE 40 150 g
- agar-agar 50 g
- pectin 2 g
- red water-soluble food colouring 1 g

#### INSTRUCTIONS

Mix the 5% of sugar with the pectin and agar-agar. Mix the remaining sugars and add to water. Blend and bring to a boil. Keep it boiling for a few minutes. Turn off the heat, add the colouring to the mix.

### CHOCOLATE BISQUIT

#### INGREDIENTS:

- egg white (pasteurized) 250 g
- egg yolk (pasteurized) 205 g
- sucrose 190 g
- Valrhona Macaé 125 g
- melted butter 110 g
- weak flour 50 g
- Valrhona cocoa 35 g
- invert sugar 35 g
- vanilla 1

*Allergens: gluten, eggs, milk*

#### INSTRUCTIONS

In a stand mixer, whip the egg white and the sugars until stiff. Mix together all the remaining ingredients and whip lightly. Add together and gently mix. Spread on a 5 mm thick silicone mat. Bake at 210°C fan oven for 5 minutes.



Hoang Anh Vu-Freemages

### BASE MERINGUE

#### INGREDIENTS:

- maltitol 630 g
- egg white (pasteurized) 370 g

*Allergens: eggs*

#### INSTRUCTIONS

Blend all the ingredients and bring to 65°C. Transfer to a stand mixer and whip until cooled down.

### ALMOND SEMIFREDDO

#### INGREDIENTS:

- semi-whipped cream 355 g
- base meringue 235 g
- Valrhona almond pralinée 215 g
- almond milk 110 g
- almond paste 85 g

*Allergens: nuts, egg, milk*

#### INSTRUCTIONS

Emulsify almond milk, almond paste and almond pralinée. Blend with the meringue and then gently blend the cream. Pour into the molds. Freeze into the blast chiller.

### CHOCOLATE GANACHE

#### INGREDIENTS:

- trehalose 47 g
- pectin 11 g
- cream 352 g
- glucose syrup DE 40 120 g
- Valrhona Equatoriale Lactée 470 g

*Allergens: milk*

#### INSTRUCTIONS

Bring milk and sugars to a boil. Pour over chopped chocolate and emulsify. Let set into the fridge for 24 hours.

## SOURCHERRY SEMIFREDDO

### INGREDIENTS:

• semi-whipped cream	370 g
• base meringue (see above)	280 g
• sour cherry	185 g
• pastry cream	110 g
• concentrated sour cherry purée	55 g

*Allergens: egg, milk*

### INSTRUCTIONS

Blend pastry cream and base meringue gently, add sour cherry and the semi-whipped cream. Pour into the molds and freeze into the blast freezer.

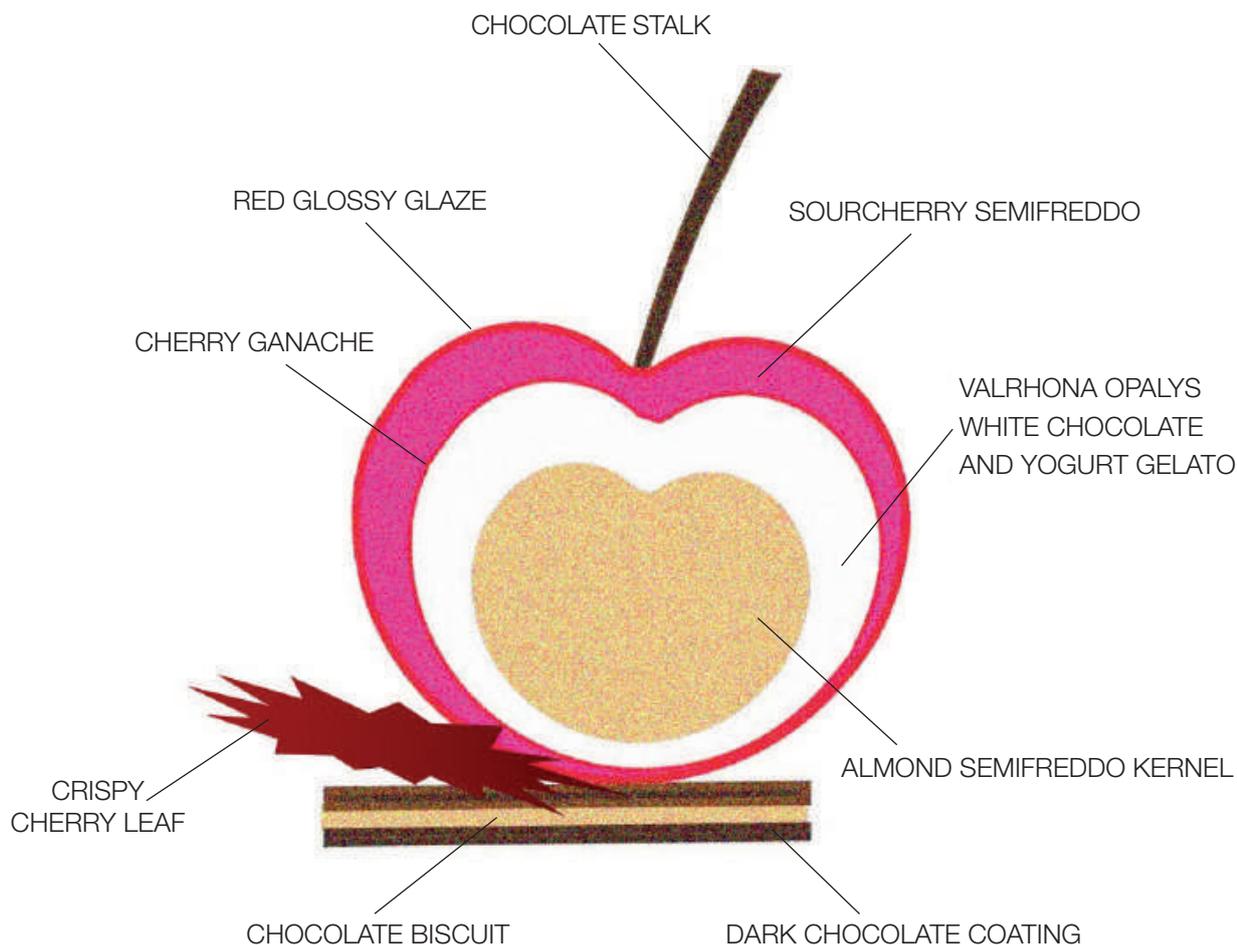
## CRISP CHERRY LEAF

### INGREDIENTS:

• sucrose	200 g
• isomalt	200 g
• sour cherry purée	560 g
• cherry powder	40 g

### INSTRUCTIONS

Heat all the ingredients well mixed together up to 80°C. Pour and let dry for a few days. Cut to the desired shape, heat by means of a lamp and press between two silicon moulds.



## THE ACORN

### GLOSSY GLAZE

#### INGREDIENTS:

- sucrose 220 g
- Valrhona Opalys 220 g
- glucose syrup DE 60 220 g
- sweetend condensed milk 140 g
- gold water-soluble food colouring 1,5 g
- brown watersoluble food colouring 0,5 g

*Allergens: milk, soy*

#### INSTRUCTIONS

Bring water and sugars to a boil. Off the hob, add the gelatine mass and then the condensed milk. Emulsify the chocolate and colourings mixing well with a blender. Use at about 35°C.

### CHOCOLATE CREMINO for the leaf

#### INGREDIENTS:

- Valrhona Macaé 495 g
- Valrhona hazelnut pralinée 360 g
- PreGel hazelnut paste 75 g
- Valrhona cocoa mass 70 g

*Allergens: nuts*

#### INSTRUCTIONS

Melt chocolate and mass at 35°C together. Add the pralinée and the hazelnut paste. Mix carefully together. Mould at about 30°C.



Sergey Klimkin-Freelimages

### PUFF PASTRY (a) for the butter

#### INGREDIENTS:

- butter 475 g
- shortbread flour Molino Dallagiovanna 95 g

*Allergens: gluten, milk*

#### INSTRUCTIONS

Knead butter and flour together in a stand mixer. Square the resulting butter stick well and leave to rest in the fridge.

### PUFF PASTRY (b) for the dough

#### INGREDIENTS:

- flour Molino Dallagiovanna 600 g
- water 280 g
- butter 120 g
- powder milk 25 g
- salt 10 g

*Allergens: gluten, milk*

#### INSTRUCTIONS

In a stand mixer, pour milk powder and salt in the water and mix an elastic and smooth dough is obtained. Put it to rest in the fridge.

### PERFORM LAMINATION

Putting the squared butter into the dough and give three folds. Leave to rest in the fridge and repeat lamination folding three times. Leave to rest. Roll out the dough to 1 mm thick. Cut 3 cm wide strips and insert them inside iron steel rings. Put in the fan oven at 180°C for about 20 minutes.

## WILD STRAWBERRY JELLY

### INGREDIENTS:

• wild strawberry pulp	725 g
• trehalose	155 g
• dextrose	65 g
• PreGel Fortefrutto wild strawberry	30 g
• strawberry powder	15 g
• pectin	10 g

### INSTRUCTIONS

Mix the wild strawberry pulp with the pectin previously mixed part of trehalose. Bring to a boil adding the remaining trehalose and dextrose little by little and mixing. Continue cooking for a few minutes and then add the PreGel Fortefrutto and the strawberry powder. Pour immediately into the molds.

## HAZELNUT SEMIFREDDO

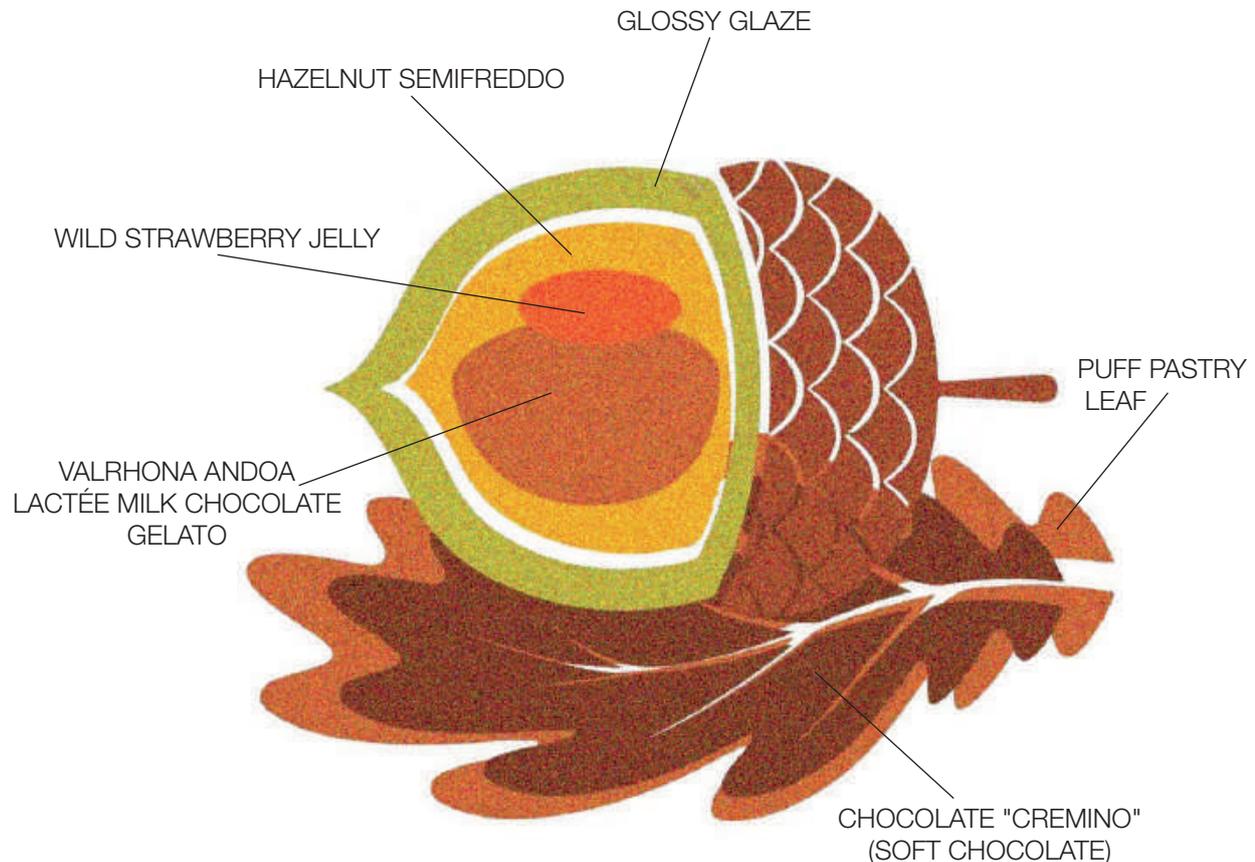
### INGREDIENTS:

• semi-whipped cream	420 g
• base meringue (see above)	215 g
• Valrhona hazelnut pralinée	240 g
• cream	125 g

*Allergens: egg, milk, nuts*

### INSTRUCTIONS

Emulsify the pralinée with the liquid cream. Add to the base meringue and then gently all the ingredients together. Pour into the molds. Freeze in the batch freezer.



## THE BLACKBERRY

### CASSIS JELLY

#### INGREDIENTS:

- cassis pulp 650 g
- trehalose 200 g
- glucose syrup DE 40 45 g
- PreGel Fortefrutto cassis 90 g
- pectin 15 g

#### INSTRUCTIONS

Mix the cassis pulp with the pectin previously mixed with part of trehalose. Bring to 85-90°C adding the remaining trehalose, glucose and Fortefrutto little by little and mixing. Bring to a boil for a few minutes and spread in a silicone mat to cool. Shake slightly before dressing.

### RASPBERRY SEMIFREDDO WITH MALGA RICOTTA

#### INGREDIENTS:

- semi-whipped cream 250 g
- base meringue (see above) 236 g
- PreGel Fortefrutto raspberry 38 g
- malga ricotta cheese 175 g
- pastry cream 75 g
- milk 63 g
- raspberry pulp 150 g
- elderflower honey 150 g
- raspberry powder 15 g

*Allergens: egg, milk*

#### INSTRUCTIONS

Heat the milk to 40°C and add the fruit powder. Dilute the ricotta in the raspberry infusion and add the milk.

Mix the meringue with the semi-whipped cream and add the remaining ingredients mixing gently. Pour into molds and put it in the batch freezer.

### BLACKBERRY SPHERES

#### INGREDIENTS:

- blackberry purée 740 g
- sucrose 240 g
- agar-agar 20 g

#### INSTRUCTIONS

Mix the sugar with the agar-agar. Add to the blackberry pulp and bring to a boil. Use the mixture while it's still hot. With the help of a syringe, create small drops by dropping them in a container of sunflower oil previously brought to a negative temperature of -18°C. Keep the product warm until the spherification is complete. Then drain the spheres from the oil and wash them well with cold water. Keep them in the fridge in a mixture of blackberry juice and blackberry pulp 50/50. Use at a rate of 50/50 with the semifreddo.

### BLACKBERRY, BLACKCURRANT AND VIOLET SEMIFREDDO

#### INGREDIENTS:

- semi-whipped cream 380 g
- base meringue (see above) 230 g
- PreGel Fortefrutto blackberry 40 g
- PreGel Fortefrutto cassis 20 g
- blackcurrant purée 115 g
- blackberry purée 120 g
- pastry cream 95 g
- natural essence of violet 10 drops

*Allergens: egg, milk*

#### INSTRUCTIONS

Dilute the cream with fruit pulps and concentrated pastes. Add the meringue. Gently add the fruit purees and finally the semi-whipped cream. Put in the molds and cool down quickly into the blast-freezer.

Robert Owen Wahl-Freelimages



## WAFER LEAF

### INGREDIENTS:

• water	312 g
• weak flour	375 g
• sucrose	187 g
• egg yolk (pasteurized)	63 g
• starch	31 g
• butter	31 g

Allergens: milk, gluten, eggs

### INSTRUCTIONS

Mix all the ingredients together with a blender until

perfectly smooth. Heat.

## CRUMBLE CAKE

### INGREDIENTS:

• roasted hazelnuts (ground)	229 g
• weak flour	381 g
• butter	153 g
• sucrose	153 g
• egg yolk	77 g
• baking powder	7 g
• vanilla (beans)	1

Allergens: egg, milk, gluten

### INSTRUCTIONS

Knead the ingredients until a homogeneous, but grainy texture is obtained. Pour into moulds and bake in a fan oven at 155°C for about 20 minutes.

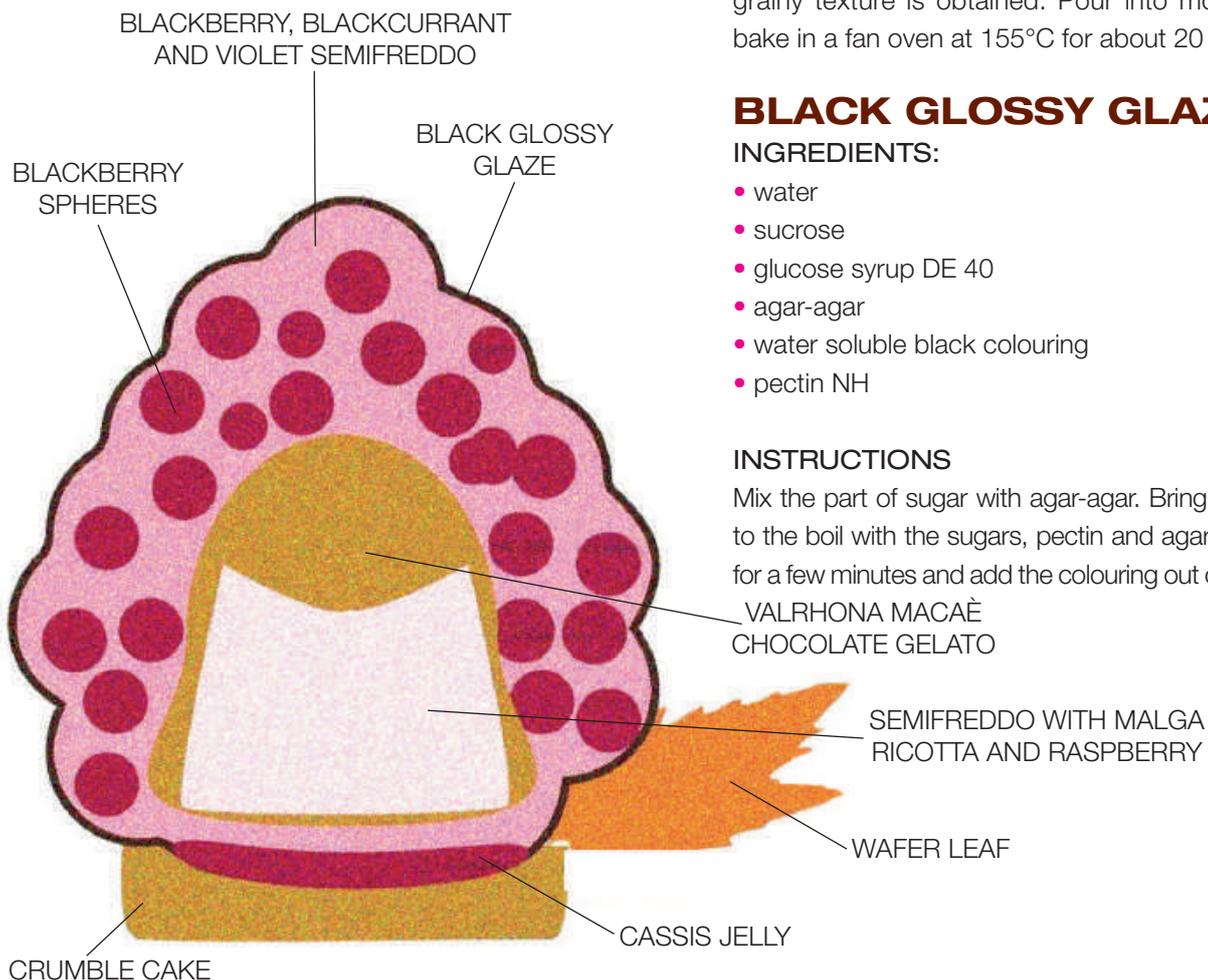
## BLACK GLOSSY GLAZE

### INGREDIENTS:

• water	420 g
• sucrose	417 g
• glucose syrup DE 40	155 g
• agar-agar	5 g
• water soluble black colouring	1 g
• pectin NH	2 g

### INSTRUCTIONS

Mix the part of sugar with agar-agar. Bring the water to the boil with the sugars, pectin and agar-agar. Boil for a few minutes and add the colouring out of the hob.



# PUNTOITALY WIRE

By Davide Pini

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

## SIGEP

Rimini (Italy), January 18 - 22

1,250 exhibitors - 172,200 visitors

The 41st edition of this important event held in Rimini (Italy) took place as it customarily does with its most authentic Italian style, making the artisan dessert industry appreciated in every corner of the planet. Once again, the exhibition registered record numbers. Organized by Italian Exhibition Group, the fair saw the participation of buyers from all over the world, starting with Spain, Germany and France, and also including Asia, United States, Latin America and China. The range of international products on show was displayed on an area of 129,000 square meters.

There were over 1000 scheduled events dedicated to artisan gelato, pastry, baking and coffee. The Gelato World Cup was highly anticipated, and saw its crown awarded to Italy, followed by Japan and Argentina.

To offer an even more extensive perspective on the foodservice industry, the Vision Plaza was inaugurated



during this year's edition. Over the five days of the event, this think tank hosted crowded talks where industry experts shared their visions on how consumer trends are changing, what are the trends of the eating out market, and what are the expected developments in the near future. From this point of view, the Vision Plaza was a valuable compass which gave direction in a global market that is constantly evolving and growing. Now all we have to do is wait for next year's edition, scheduled for January 16-20, 2021.



Ika / Culinary Olympics, and more than 2000 competitions with participation from over 70 countries, this year's Intergastra was more international than ever. Together, the two events were able to further increase their mutual interest and attention within the industry.” For our magazine, participating at the Gelatissimo pavilion is of utmost importance, since our two international publications are also joined by the German-language magazine, puntoDE. This completes our offer and makes our corner attractive for all those who love everything Italian in general, but above all for those who love the magical and childlike atmospheres that only artisanal gelato knows how to create. The next edition will be held on February 5-9, 2022.

### GELATISSIMO-INTERGASTRA

Stuttgart (Germany), February 15 - 19  
1,500 exhibitors - 100,000 visitors

It was a positive edition for this exhibition, which was the last major event in Europe before the forced international stop that interrupted all forms of events, not only in Germany but all over the globe.

“The consolidated visitor and exhibitor presence documents Intergastra’s position as the most important platform for the hospitality and gastronomy industries in the German-speaking region,” emphasized Stefan Lohnert, the President of Messe Stuttgart. “With the





## GULFOOD

Dubai (UAE), February 16 - 20

5,000 exhibitors - 100,000 visitors

For 25 years, Gulfood has been the world meeting point for those who work in the foodservice world: professionals from the most important countries in the world participate in these five days of intense activity as exhibitors, visitors or special guests of numerous events that take place in the various equipped stage areas. The event organizers themselves rightfully declare that “Gulfood is not only one of the most impactful food exhibitions in the world, but it also one of the most forward-thinking.”

The 2020 edition was experienced in a different atmosphere than usual, accompanied by the alarming



news arriving from China which forced the organizers to implement control measures at the entrances to avoid the dangerous spread of Covid-19: the event was regularly held and the inauspicious developments of the pandemic subsequently turned the event into the last great moment of global gathering, before the continuous series of cancellations emptied the calendar of the first half of the year. In our puntoltaly booth, we had the honour to host visitors interested in Italy coming from over 80 different nations, a new testament of how the passion and love with which Italian producers work are recognized and appreciated on a global level.

The next edition, scheduled for February 21-25, 2021, will be highly anticipated by everyone with even greater interest and trepidation.





## EXPOSWEET

Warsaw (Poland), February 23 - 26

170 exhibitors - 21,000 visitors

There is a place in Poland where every year Italian is spoken almost exclusively: it is ExpoSweet, an event where the art of dessert is the absolute protagonist and where a substantial part of the exhibitors and visitors come from Italy.

In fact, in many local sweets, you can see the influence of Italian and French cultures, while the origins of the so-called wuzetka, the most typical dessert of the Polish capital, remain a mystery. It is a square of chocolate sponge cake, stuffed with whipped cream and covered with chocolate.

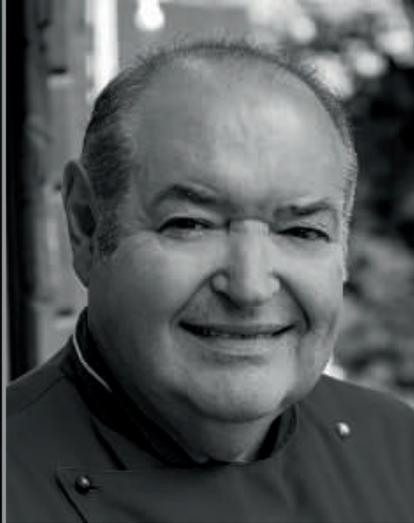


The link between Italian and Polish cuisine is not limited to desserts. Just think that it was the Italians who taught the chefs of the Polish capital how to prepare offal, of which local consumers were previously wary. Today, however, one of the most well-known dishes in the area is Warsaw-style tripe soup (flaki po warszawsku). It is a soup with thin strips of beef or veal tripe and small meatballs.

The Exposweet event is strongly animated by the presence of numerous competitive events: 2nd European Championships in Cake Decoration, Polish Championships in Dessert Preparation, Polish Championship of Confectionary Students and International Championships of Decorative Element.

The presence of puntotally was of great importance, with a stand in addition to the traditional location in the entrance hall of the fair. And once again, the interest in Italian offers was extremely high.





By Beppo Tonon

A close-up photograph of a pineapple slice arranged in a glass cup. The slices are layered and curved to form a flower-like shape, with the bright yellow fruit contrasting against the dark background of the cup and the surrounding area.

# PINEAPPLE BLOOM

This is a visually striking composition, created by a slice of pineapple that seems to be blooming directly in the cup. It is a great alternative lunch idea, thanks to the pineapple's fibre content that helps satisfy your appetite.



Select a medium sized fruit that has reached a medium level of ripeness. The skin should not be too green (meaning it is not ripe enough yet), nor too brown (a sign that it is overly ripe). Its aroma should not be intense, another sign that the fruit is overly ripe. This would make it difficult to cut and to manipulate the slices. Wash the skin with running water, then peel the fruit without going too deep. A little pit of peel left here and there will be useful when trying to bend the pineapple slices. Slice the fruit lengthwise with a slicer set at 2/3 mm thick. This is a fundamental step to create flexible slices that are easy to work with. If they are cut thicker, then they would

be less flexible. If they are cut thinner, they will not keep their form, or they could possibly break. Add fruit-flavoured gelato to the cup and top with whipped cream. With the pineapple slices, create two small bouquets. With one of the bouquets, garnish the cup with the gelato and whipped cream. With the other, add a strawberry to the middle and position it on the plate underneath the cup.

**Chef's tip.** You can use a clear glass cup and layer different-coloured fruit gelato. The whipped cream should always be added because, thanks to its consistency, it helps support the slices of pineapple.



# RENDEZVOUS...

By Claudia Santoro

Thyme-flavoured lamb shank with amaranth grain polenta, dehydrated figs, and a red berry powder, served with spirulina gelato. It is a rendezvous between the salty sea and the mountainside. A marriage of flavours that balances the acidity of the plate with contrasts between sweet and sour, hot and cold.



**Leonardo  
Ceschin**

Master gelato  
artisan



**Stefano  
Buttazzoni**

Chef

## THE INGREDIENTS

### MORETTINA FIG

The “Morettina” fig, which ripens towards the end of the season, is a small, slightly elongated fruit with a blackish-green skin and a red and granular pulp. The fruit is very flavourful and can be used in many different applications. It can be enjoyed as is, or it can be used in jams, sorbets, gelato and desserts. It has fibres, sugars, vitamins, calcium, and minerals.

### SPIRULINA

Spirulina is a blue, single-cell algae that has a thin and long spiral shape. It is particularly rich in proteins, essential amino acids, and lipids. It is abundant in brackish sea waters and it prefers tropical and sub-tropical climates. It is an excellent natural dietary supplement and it has toning, restorative and antioxidant properties.



## SPIRULINA GELATO

### INGREDIENTS:

• milk	1755 g
• sugar	60 g
• dextrose	180 g
• trehalose	240 g
• inulin	75 g
• neutro stabilizer	9 g
• spirulina	45 g
• cream	480 g
• milk powder	120 g
• protein	30 g
• thyme	1,8 g
• salt	6 g

### INSTRUCTIONS

Heat the milk to 80°C and infuse the thyme for 5 minutes. Strain. Mix all of the dry ingredients except the spirulina powder. Add the filtered milk and the cream. Pasteurize to 85°C, then cool to 4°C. Once cooled, add the spirulina powder, and micronize with blender. Freeze in batch freezer. With the extracted gelato, fill sphere-shaped silicon moulds and place immediately in blast freezer. As soon as the blast freezing process is complete, remove from the moulds, place in sealed containers and store at -20°C.



## THYME LAMB SHANKS

### INGREDIENTS:

• lamb shanks	8
• “Morettini” figs	8
• fresh thyme sprigs	2
• celery stalks	2
• carrot	1
• onion	1
• mix berries	200 g
• salt and pepper	to taste

### INSTRUCTIONS

The first step is to dehydrate the ingredients. Slice the figs into 5 mm thick slices and place in food hydrator with fan, set at 56°C for 48 hours. Repeat the process for the mixed berries for 24 hours, saving the juice. Debone the lamb shanks, tie like a roast, and season with salt, pepper, and thyme. Cut the celery, carrot, and onion into a brunoise and sauté in a pan. In another pan, sear the shanks, deglaze with wine and vegetable broth, and once finished cooking, place everything in the blast freezer set at 3°C. Place in vacuum-packed bags and leave at 68°C for ten hours. With the remaining juices after cooking, prepare a sauce with the berry juice and add corn starch to thicken. Finally, create a “polenta” that isn’t too dense with the amaranth grain.

### COMPOSITION

Place the amaranth polenta in the centre of a plate that is 32 centimetres in diameter. Lay the shank on top of the polenta and add the dehydrated figs and the berry powder on the side. Place the spirulina gelato spheres on savoury butter crust spoons and decorate with food-grade silver leaf.



# The post-COVID era

What will the food exhibitions look like in the near future? A look at how the industry is moving.

As the pandemic spreads, tradeshows all over the world have been cancelled or postponed. The losses for the organizers are incalculable, and currently it is still impossible to estimate the economic damage to the entire industry. Professionals are asking themselves how events will be redesigned in the post-COVID era. How can we go back to visiting suppliers and customers? Here is how the tradeshow agencies in Italy are getting organized.



**MIG - LONGARONE**  
Longarone Fiere has decided to postpone the 61st edition of the MIG Mostra Internazionale del

Gelato Artigianale (International Exhibition of Gelato). "Given the tradition and history of this gelato exhibition, it was a very difficult decision for the board of Longarone Fiere," pointed out its president, Gian Angelo Bellati, "but it was dictated by a strong sense of responsibility towards both the exhibitors and the visitors, especially for the foreign ones, penalized by a still uncertain situation that describes several countries." In order to nonetheless offer an occasion for meeting



and discussion among industry professionals, on December 1-2, Longarone Fiere will promote the Gelateria Forum, to which the main players of the artisanal gelato industry are invited to participate.

Among the topics that will be addressed, there will be ideas to expand the offer of gelato shops with the inclusion of pastry and chocolate products, allowing the shop to extend its period of operation. Digital innovation will also be included, to improve the organization of orders and home deliveries. The sustainability factor should not be forgotten, which will involve gelato shops not only with the use of packaging with reduced environmental impact but also with an important focus on the quality of ingredients and energy savings.

The Coppa d'Oro (the Golden Cup) competition is also scheduled to take place, reaching its 51st edition.

## SIGEP - RIMINI

A safe Sigep await visitors from January 16-20, 2021. "Face masks and hand sanitizer are now part of routine prevention, of which we have all understood its importance in our daily lives, as well as a temperature check before entering a building," comments Flavia Morelli, the Food&Beverage division's group brand manager for Italian Exhibition Group. "There are also the cornerstones of the #Safebusiness protocol prepared by IEG. Constant cleaning and sanitation of all the tradeshow spaces will be carried out following the international GBAC STAR standards. IEG is the first Italian company to have adopted these standards. All of this will allow you to work at the upcoming edition of Sigep in full safety."

The tradeshow has traditionally represented a privileged moment to put into direct contact the demand with the supply, and to discover the latest developments of companies. How is the scenario changing? "We confirm this tradition: the direct relationship of the exhibitor with the client is essential for business. Technology cannot replace it, but it can help overcome restrictions on

# Sigep



ORGANIZZATO DA

**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future





some international routes, for example those overseas. IEG has set up a B2B platform that represents an extension of the tradeshow for both exhibitors and visitors, and it will be used in other events before Sigeep.” With these conditions, the tradeshow confirms the schedule of the well-established program of collateral events: “first of all, Vision Plaza for new industry trends; then, the competitions, with a double selection for the Italian and German teams that will participate in the 10th edition of the Gelato World Cup, scheduled for Sigeep 2022; the coffee competitions to select baristas and coffee roasters in sight of the world championship in 2022; and then, special attention to education and to supply chain sustainability with the 30 year anniversary of Sigeep Giovani for the pastry world, and Young Ideas for the bakery industry.”

#### LEVANTE PROF - BARI

“Companies want to getting going again, to show that they still exist,” says Ezio Amendola, president of DMP, the company that organizes Levante Prof in Bari. The

#### LEVANTE PROF



#### Fiera Internazionale International Exhibition

fair is scheduled for March 7-10, 2021 and, to date, numerous exhibiting companies have confirmed their participation. Regarding the adoption of safety protocols, “We are available and ready to put into practice everything that will be requested of us, provided that there is the time and the methods to do so. Also because we are also the organizers of Pabogel in Rome. Among other things, in the various local realities, we find that there is no uniformity in the rules to be followed.”

What if, for contingent reasons, it is not possible to confirm the March appointment? “We hope that does not happen, but there is a possibility that the Bari edition is cut to avoid having Pabogel at the same time. Nonetheless, March is still far away and we are quite relaxed about it.”

For the next edition, a enlargement of the space ded-

icated to the café & bar industry is foreseen, whereas the 2021 schedule of programmed events is still being confirmed. There is definitely a lot of anticipation for the first “I Magnifici del Gelato” convention, a group of gelato chefs (including various European and international champions) coordinated by the journalist and editor Franco Cesare Puglisi, born to “narrate” the quality of artisanal gelato to the general public.



## HOST - MILAN

Everything has already been defined for the next edition of Host Milan, which will take place October 22-26, 2021. “The exhibition is following the guidelines for holding large tradeshow events, integrating them with those regarding the foodservice industry and those for small exhibition spaces, comparable to local shops,” says Simona Greco, Exhibitions Director of Fiera Milano. Preventive measures include temperature checks at entrances and the use of facemasks when it is impossible to guarantee 1-meter distance among those present. Measures also include accurate and constant sanitation of service areas for visitors, such as restrooms, dining areas, sitting areas and conference rooms.

The visitor’s path has been revised to encourage

making use of the exhibitors’ offer while practicing maximum safety. In this scenario, technology will play a key role in every moment of the fair. among the new developments, there will be an infrastructure composed of 80 high resolution LED video walls, adaptable to a large variety of infotainment. Multiple touch points based on new technologies will also be set up. “The tradeshow will become phygital, a dynamic interaction between physical and digital, thanks to the Fiera Milano Platform, an ecosystem of services dedicated to the entire community of the relative industries. The platform provides for the strengthening of website and social media content for events, allowing to narrate trends and products through images and testimonials; a synergy between physical and digital encounters; the production of redesigned catalogues to present and sell exhibitors’ products; a detailed digital map of the exhibition will allow remote participation as well as direct negotiations in real time.” The most important events include the return of “Luxury Pastry in the World” by Iginio Massari with participation of the most prestigious pastry chefs of the world. Cake Designers World Championship and World Trophy of Pastry, Ice Cream and Chocolate have also been confirmed. Last but not least, the Smart Label-Host Innovation Awards will take place, with new developments that are destined to set new trends.





By Antonio Mezzalira

# DELICIOUS HOLIDAYS

Three classic flavours of the Christmas holidays are transformed into irresistible gelato. These unmistakable tastes recall tradition and will make a great addition to any table during the upcoming holiday season.

## CHRISTMAS CRUNCH

(mascarpone cream gelato with puff pastry pieces and hazelnut brittle)

with cream base 50

### INGREDIENTS:

• fresh whole milk	540 g
• mascarpone	120 g
• skim milk powder	35 g
• sucrose	110 g
• dextrose	20 g
• dried glucose syrup 30 DE	50 g
• cream base 50	35 g
• egg yolk	70 g
• acacia honey	20 g

**Total 1000 g**

### INSTRUCTIONS

Mix all of the ingredients, except the honey and the mascarpone, and blend well with an immersion blender. Heat the mix to 85°C and then let cool. When the mix has been cooled down to 4°C, add the remaining in-

with cream base 100

### INGREDIENTS:

• fresh whole milk	540 g
• mascarpone	120 g
• skim milk powder	30 g
• sugar	100 g
• dextrose	10 g
• dried glucose syrup 30 DE	40 g
• cream base 100	70 g
• egg yolk	70 g
• acacia honey	20 g

**Total 1000 g**

gredients and blend well. Pour the mix into the batch freezer and freeze. As you extract the gelato, add layers of hazelnut brittle and puff pastry pieces. Place the pan in the blast freezer for ten minutes, then transfer it to the display case after dusting the pan with powdered sugar.





## HAZELNUT BRITTLE

### INGREDIENTS:

- |                    |       |
|--------------------|-------|
| • peeled hazelnuts | 200 g |
| • sucrose          | 150 g |

Toast the hazelnuts in a 150°C oven for about 8 - 10 minutes. In a non-stick pot, caramelize the sucrose three times, then add the hazelnuts while they are still warm. Pour the brittle onto a sheet of parchment paper that has been lightly greased with sunflower oil. Level the brittle with an angled spatula that has been lightly greased. Let it cool completely. Cut it into pieces and layer it throughout the gelato.

## CHRISTMAS TORRONE

(Italian nougat gelato)

with cream base 50

### INGREDIENTS:

• fresh whole milk	345 g
• cream with 35% fat content	130 g
• skim milk powder	45 g
• almond milk	240 g
• honey	40 g
• dextrose	15 g
• dried glucose syrup 30 DE	30 g
• cream base 50	35 g
• Italian torrone (nougat) pieces	120 g

**Total** **1000 g**

with cream base 100

### INGREDIENTS:

• fresh whole milk	345 g
• cream with 35% fat content	130 g
• skim milk powder	35 g
• almond milk	240 g
• honey	40 g
• dried glucose syrup 30 DE	20 g
• cream base 100	70 g
• Italian torrone (nougat) pieces	120 g

**Total** **1000 g**

### INSTRUCTIONS

Mix all of the ingredients, except the torrone pieces, and blend well with an immersion blender. Heat the mix to 85°C and cool. Add the torrone when the mix reached 65°C. Cool the mix to 4°C, and let it rest at this temperature for 12 hours. Pour the mix into the batch freezer and freeze. Extract the gelato and place the pan in the blast freezer to stabilize it. Transfer the pan into a display case set at -12°/-13°C. Decorate the pan with honey, torrone crumbs, and pieces of small whole torrone.

## CHRISTMAS CAKE

(Christmas cake gelato with caramelized nuts)

with cream base 50

### INGREDIENTS:

• fresh whole milk	560 g
• butter	40 g
• skim milk powder	35 g
• sucrose	110 g
• dextrose	40 g
• cream base 50	25 g
• almond paste	20 g
• egg yolk	50 g
• Christmas cake	100 g
• anise-flavoured liqueur	20 g

**Total** **1000 g**





## CARAMELIZED WALNUTS, PINE NUTS AND FENNEL SEEDS

### INGREDIENTS:

- whole walnut halves 200 g
- pine nuts 100 g
- fennel seeds 20 g

### Sugar syrup

- water 500 g
- sucrose 1000 g

Bring the water to a boil together with the sucrose, obtaining a syrup, and let it cool. Immerse the walnuts, pine nuts and fennel seeds in the syrup, then place them on a sheet pan that has been covered with either a silpat (silicone baking mat) or parchment paper. Place pan in a 170°C oven for about 8 - 10 minutes. Cool and use as decoration.

with cream base 100

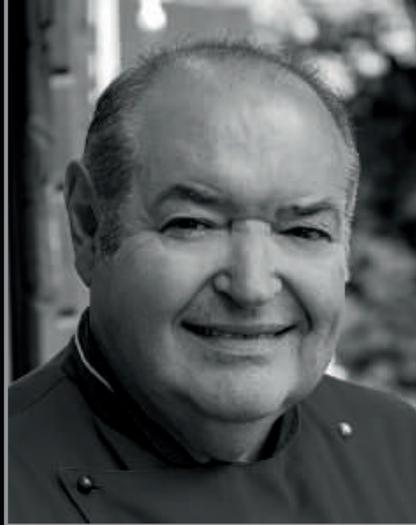
### INGREDIENTS:

- fresh whole milk 560 g
- butter 40 g
- skim milk powder 30 g
- sucrose 100 g
- dextrose 30 g
- cream base 100 50 g
- almond paste 20 g
- egg yolk 50 g
- Christmas cake 100 g
- anise-flavoured liqueur 20 g

**Total 1000 g**

### INSTRUCTIONS

Mix all of the ingredients, except the Christmas cake and the liqueur, and blend well with immersion blender. Heat the mixt to 85°C. Pour the mixture into the batch freezer. While the mix is cooling down, add the Christmas cake that has been blended with the immersion blender. The blended Christmas cake should be added when the mix has reached a temperature that is below 40°C. This is an adequate temperature to ensure that the gluten in the recipe is not reactivated, which would cause the gelato to become too thick and dense. During the final phase of freezing, at about -6°C, add the anise-flavoured liqueur. At this temperature, the liqueur's flavour will remain unaltered in the final product. Extract the gelato and decorate with Christmas cake and the caramelized nuts with fennel seeds that have been prepared previously.



# A magical

By Beppo Tonon

photos by Studio Phototecnica



# ATMOSPHERE

Candied fruit, especially when used during the winter months, are perfect for creating landscapes to put on display in your case instead of using typical Christmas decorations. With a dusting of powdered sugar, the charm of the holiday season will quickly take shape.



To create pine tree shapes with rugged edges, use candied pears (one with a light colour, another with an amber colour), and a candied citron. Slice the fruit with at least one centimetre of thickness, so that they can be positioned well on a slate base. With a sharp knife, cut small, V-shaped incisions into the sides of the fruit. To create small houses and a bell tower, you can use loaves of white pumpkin. With a sharp knife, cut some squares and some rectangles with a few centimetres thickness and arrange them on the base. With a curved paring knife, perfect for creating small and precise cuts, create windows and doors by carving into the pulp. The roofs can be created with slices of orange peel. They must be roughly five millimetres thick so that they do not break and are easy to work with. Dust the arrangement with powdered sugar to give a touch of the Christmas spirit.

**Chef's tip.** Use a rectangular sheet of slate for the base so that the colours of the candied fruit and the powdered sugar stand out.

# Tech- away



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Food to-go represented the only alternative to eating out during months of lockdown. Here is how consumers behaved, with the support of digital technology that is increasingly more advanced.

During the first part of 2020, consumers around the world were forced to spend a lot of time at home. Along with lines outside of supermarkets that kept getting longer and longer, and the delivery of groceries ordered online being delayed week after week, many chose to experience the convenience of a take-away meal during lockdown.

According to Google Trends, the statistics tool that reveals the keywords typed into Google, during March and May the searches that contained terms such as “delivery,” “home food delivery,” “takeaway” and “to takeaway” reached 26.6 million on a global level, with

an increase of almost 300% compared to the same period in 2019.

But which countries ordered more often food to be eaten at home? And which types of food did they order? Pizza topped the international charts and it was the most sought-after food in 55 of the 81 countries for which data were made available. Belarus carried out the most searches per capita for “pizza delivery,” followed by Russia and Ukraine.

Chinese food ranked second among the most popular food, topping the charts in 11 countries including United States, Canada, United Kingdom, Ireland and, of course, China.

Sushi took third place, Japan’s culinary symbol of excellence, with Denmark recording the highest number of requests per capita. Considering that raw, pickled and smoked fish have been the cornerstones of the Danish diet since the Viking era, the popularity of sushi in this country is understandable.



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### HAMBURGERS AT FULL THROTTLE

Given their ubiquity around the world, there is no surprise that fast food giants have dominated searches based on the company's brand. The American giant of hamburgers appears on the top of the list of requests in forty-one countries. The highest concentration of searches took place in Europe, with 26 of the 30 nations in the Old Continent eager to enjoy the world's most famous "big" hamburger.

Takeaway for Kentucky's famous chicken was also in high demand, topping the search rankings in 23 countries, including Malaysia, United Kingdom, Australia and South Africa.

### DIGITAL TRENDS

Take-away services has changed profoundly in recent years. Up until not long ago, you only had a few options to choose from (pizza, Chinese



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food, some ethnic dishes). To place your order, you had to call the establishment and speak with an employee who, after having taking note of the request, organized the delivery.

Today, the offer has expanded considerably. It is possible to have dishes chosen off a restaurant's menu delivered directly to your doorstep, as well as cakes to celebrate an anniversary or gelato creations by artisanal maestros.

Ordering and paying take less than two minutes. All you have to do is download an app onto your phone and type your preferences. However, let's not forget that technology is in constant evolution and the take-away world is changing quickly.

In 2015, an important American chain developed a platform which allowed for ordering its specialties by tweeting the relative "pizza emoji." Today, many companies are developing new creative methods using emerging technologies such as smart TVs, smart watches and Alexa. And in the not so distant future, we could see delivery entrusted to... drones!



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## ABSOLUTELY TO SHARE

Like it or not, the Instagram generation has seamlessly integrated into the social universe, and it seems intent on staying for a while. Experiential images of all kinds are shared between profiles, and in order to communicate an experience, people often post a picture of the food they are about to enjoy, reinforcing that food is often savoured first with your eyes and then with your palate.

Presentation and branding are key. If you can first satisfy the eye, success is then assured: the customers will do the rest, sharing and tagging pictures of the culinary masterpieces on Instagram. But be careful not to make mistakes, otherwise it can be posted on Reddit and it will suffer attacks from internet trolls.

## AN ALL-ITALIAN OFFER

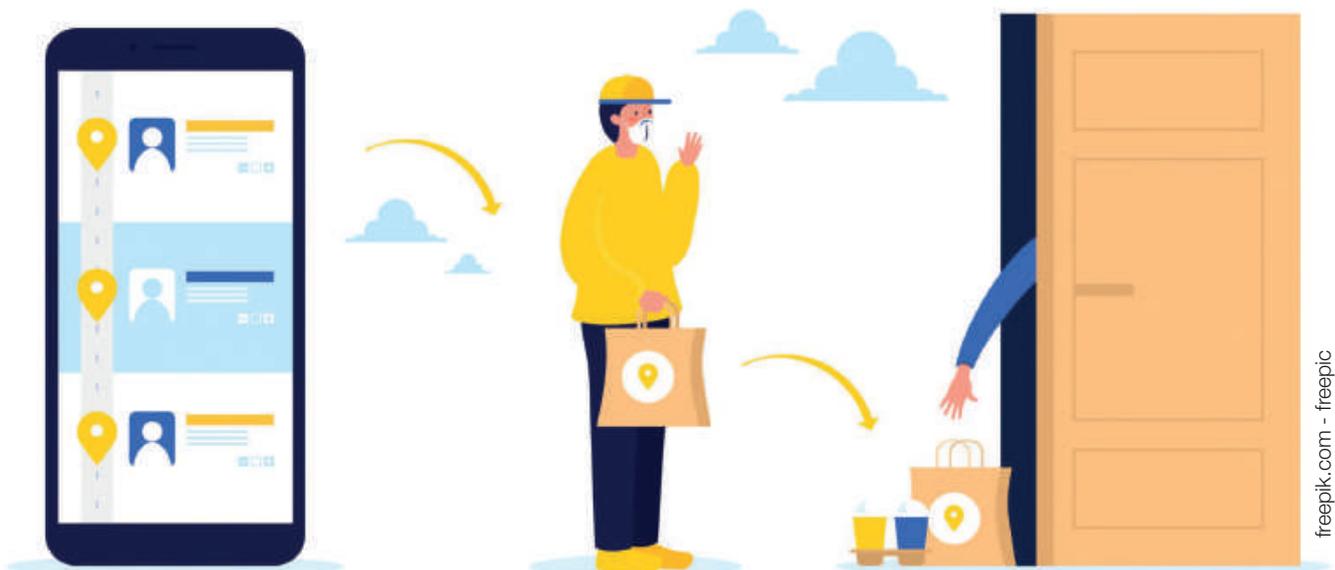
Food delivery services had a significant boost in Italy, and it proved to be crucial not only for establishments that were forced to close but also for the people working from home.

The most requested remained pizza, in tune with the rest of the world, followed by hamburger, sushi, chicken and Italian cuisine. Gelato placed fifth.

For deliveries, establishments that were already

equipped with refrigerated vehicles before the lockdown period only had to focus their attention on this service. Many others however were not equipped and had to rely on services specialized in home delivery, aware of the importance of taking advantage of this emerging channel's potential, even after the emergency period.

Presentation has always played a key role in the world of gelato and semifreddo. And for the joy of Instagram fans and beyond, the artisan professionals concentrate a lot on the aesthetics of their offer, being that it is a determining factor that pushes the consumer to purchase. A sprinkle of nuts and coconut flakes, with glazes, coloured food powders, sprays and liquids increasingly embellish traditional flavours and the most sought-after flavours. In the semifreddo world, the single-portion desserts are appreciated, created in unique forms to stimulate the eyes before the palate. For takeaway options, the classic Styrofoam containers are now joined with products in various materials, including glass which, thanks to its transparency, displays the freshness of artisanal delicacies. And to conclude a candlelight dinner, there is nothing better than gelato sushi, small single portion desserts that stimulate the eyes and satisfy the most demanding palates.



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By Pierpaolo and Riccardo Magni

# ARANCINE TAKEOUT GELATO

An exclusive way to propose a classical creation of the Italian take away cuisine: arancine with a heart of cocoa and chocolate gelato, enriched with semi-candied orange peels.

## COMPOSITION

- Cocoa and chocolate gelato
- Cooked rice
- Semi-candied orange peels
- Batter
- Cocoa butter for frying
- Sponge cake crumbs

## COCOA AND CHOCOLATE GELATO

### INGREDIENTS:

- |                             |       |
|-----------------------------|-------|
| • milk                      | 440 g |
| • cream 35% fat             | 84 g  |
| • cocoa 10-12%              | 66 g  |
| • Arriba dark chocolate 72% | 43 g  |
| • sugar                     | 103 g |
| • dextrose                  | 25 g  |
| • glucose syrup 42 De       | 35 g  |
| • milk base 100             | 75 g  |
| • water                     | 129 g |

### INSTRUCTIONS

According to best practice. After freezing in the batch freezer combine the cooked rice and semi-candied citrus peels, shaping in spherical molds, chill in the blast freezer, and pair as soon as possible. Store at -18°C.

## COOKED RICE

### INGREDIENTS:

- |                           |       |
|---------------------------|-------|
| • Arborio extra fine rice | 100 g |
| • whole milk              | 500 g |
| • sugar                   | 30 g  |
| • dextrose                | 30 g  |
| • salt                    | 1 g   |

### INSTRUCTIONS

Starting from cold water, bring the rice to a boil for 2 minutes. Drain and finish slowly cooking in the milk, adding salt, sugar, and dextrose. Chill.





Photos by Francesca Lazzarini - F2 Studio



## SEMI-CANDIED ORANGE PEELS

### INGREDIENTS:

- sugar 150 g
- water 85 g
- glucose syrup 32 De 35 g
- Ribera orange peels 3
- red natural coloring drop 1

### INSTRUCTIONS

Slice orange peel into strips and parboil in water. Drain. Make a syrup with water, sugar, glucose, and a drop of red natural coloring. Add the peel slices and bring to a boil. Cover with plastic wrap and chill to 4°C. Repeat this operation several times.

## BATTER

### INGREDIENTS:

- flour 200 g
- pasteurized egg yolks 100 g
- potato starch 20 g
- dark beer 200 g
- egg whites beaten until stiff 80 g
- salt 5 g

### INSTRUCTIONS

Combine the dry ingredients and add the egg yolks. Beat thoroughly. Add the beer and salt and mix. Fold in the beaten egg whites.

## ASSEMBLY AND DECORATION

Take the balls of chocolate gelato with rice and semi-candied peel, dip them in batter, cover with sponge cake crumbs, and fry in melted cocoa butter at 160°C for a few seconds. Complete with a touch of powdered sugar and cocoa. Serve immediately in straw paper.





# GOING BEYOND YOUR IMAGINATION

By Alice Vignoli

**Pistachio: a real passe-partout in the preparation of take away specialties garnished as your imagination suggests.**

The pistachio take-out soft gelato recipe can be used for all fatty pastes (hazelnut, almond, pine nuts, peanut butter) to produce all categories of treats: single portions, cookies, cannoli, mini portions on wafers, in jars, and cakes. It is very well suited to be offered in conjunction with milk take-out soft gelato, finished with dark chocolate, or flavoured and garnished with nut crunches and spreadable creams suited for freezing temperatures.



## Pistachio take-out soft gelato with base 50



Ingredients	Qty (g)	Sugars (g)	Fats (g)	MSNF (g)	Other solids (g)	Total solids (g)
Milk	610	0,0	21,4	54,9	0,0	76,3
Cream	30	0,0	10,5	1,7	0,0	12,2
SMP	10	0,0	0,0	9,5	0,0	9,5
Sugar	152	152,0	0,0	0,0	0,0	152,0
Dry glucose	40	38,4	0,0	0,0	0,0	38,4
Pure pistachio paste	125	0,0	81,2	0,0	43,7	125,0
Base 50 creams	33	13,2	0,0	13,2	4,6	31,0
<b>Total</b>	<b>1000</b>	<b>203,6</b>	<b>113,1</b>	<b>79,3</b>	<b>48,3</b>	<b>444,4</b>
<b>%</b>	<b>100</b>	<b>20,4</b>	<b>11,3</b>	<b>7,9</b>	<b>4,8</b>	<b>44,4</b>



Photos by Francesca Lazzarini - F2 Studio



## PRODUCTION

Preparation of the pistachio take-out soft gelato is almost the same as for the impulse version, but the shelf life changes, as does the destination of the gelato once it has been dispensed.

- Pasteurize the pistachio mix at 85°C or use pistachio paste to flavour a cold white base.
- Once the base or complete mix has aged, it can be poured into the soft machine's storage tank.
- If granules or solid lumps appear in the mixture, before pouring it into the tank of the machine it is best to blend it more and filter it with a chinois or fine strainer.
- Set the machine to "Production" mode by configuring the gelato pastry texture.
- Replace the classic star nozzle use for cones with the nozzles used for making gelato treats.
- After a few minutes the gelato will be ready to be portioned into the desired supports.
- For this preparation it is best to use a machine with a pump to add the right amount of overrun to the product.
- All the treats must be made quickly so as not to lose temperature, and then frozen to the core in the blast freezer for finishing and preserving the qualities of structure and flavour.

## IDEAS FOR DISPLAY, SALES, SHELF LIFE

- The shelf life of the pistachio mix in the storage tank is approximately three days (72 hours). For this reason, even if the machine is continuously refilled with new mix, washing is required at the end of three days after the first operation.
- If the soft machine is "self-pasteurizing" the shelf life of the mixes is extended significantly thanks to the regularly scheduled automatic pasteurization, so washing can be carried out every four weeks.
- The positioning of the treats made with the take-out soft gelato method and recipe can be inside a traditional gelato shop as a complement to classic gelato (even in winter), in a pastry shop as an inverse de-seasonalizing option (in the summer), or as a stand-alone format for the purposes of selling them wholesale to other businesses.



- Once portioned and properly frozen in their final shapes, the take-out soft gelato can stay in the display case at -18°C for a few days without suffering in quality and appearance. The take-out soft gelato can also be stocked - well protected in containers - at -18°C in a freezer for a few weeks.

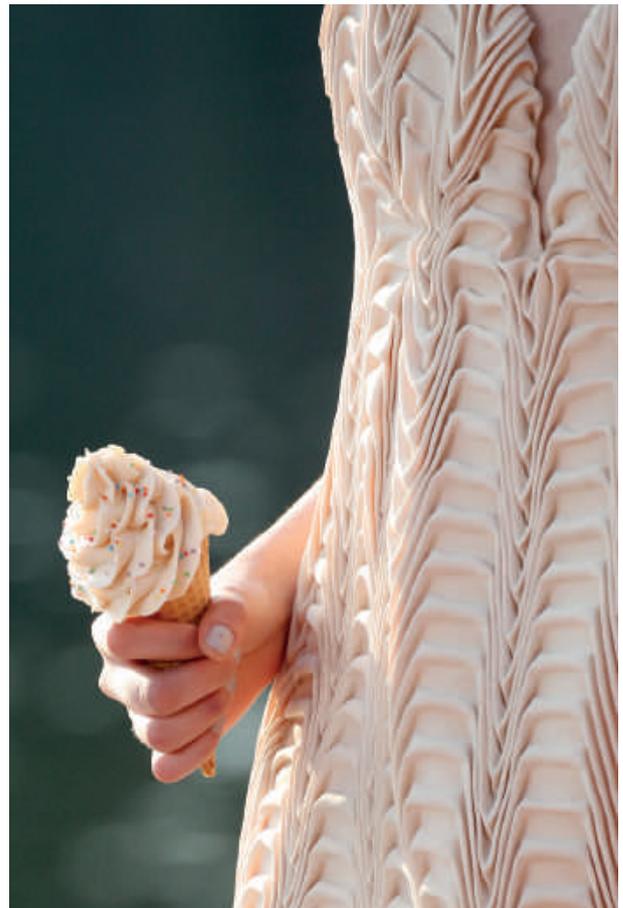
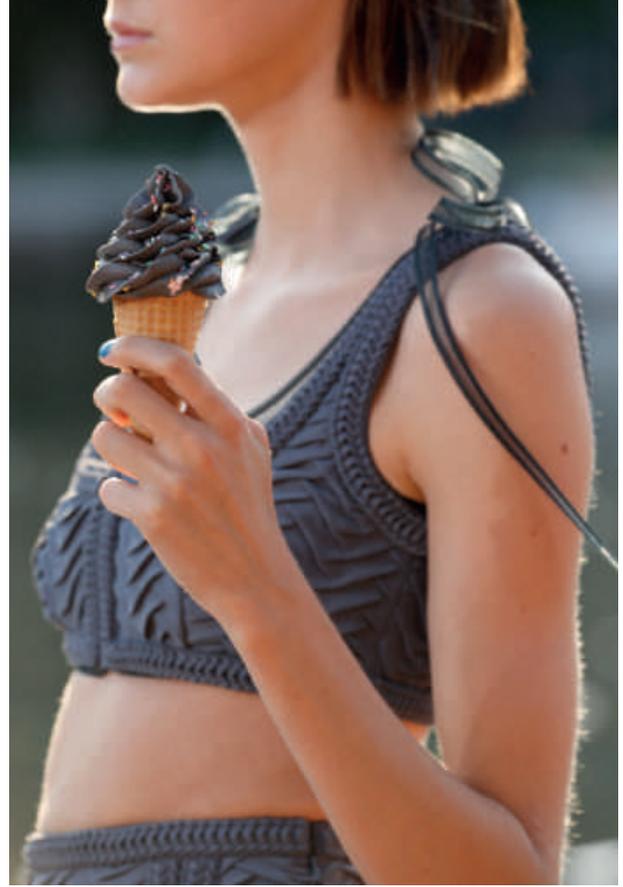


# Eat with your eyes

Gelato isn't just a street food to be enjoyed on an evening stroll, but it can also be enjoyed on the fashion runway. It is growingly interconnected with the concepts of fashion and glamour. From the glossy pages of Vogue, to the pages of Facebook, these original images have made their way throughout social media...

By Alessandra Poni

Photo from stylist Marco De Vincenzo's fashion show



## EVERGREEN

Gelato has never been so iconic. It is a symbol of childhood memories, an emblem of summer with its joyful colours that are full of life. It is a product that creates happiness for all ages, but it is also attractive and intriguing. It is pleasant to the eyes, given its “instagrammability.” Gelato unites professional knowhow with artisanal creativity, which are characteristics shared by stylists’ collections. It isn’t by chance that “sartorial gelato” is often discussed, that is, gelato that is custom made. This comes to mind especially regarding the attention given to the ingredients. The high-quality raw ingredients used in gelato can be compared to the prized fabrics chosen to give life to clothing.



### AN EXPLOSION OF COLOURS

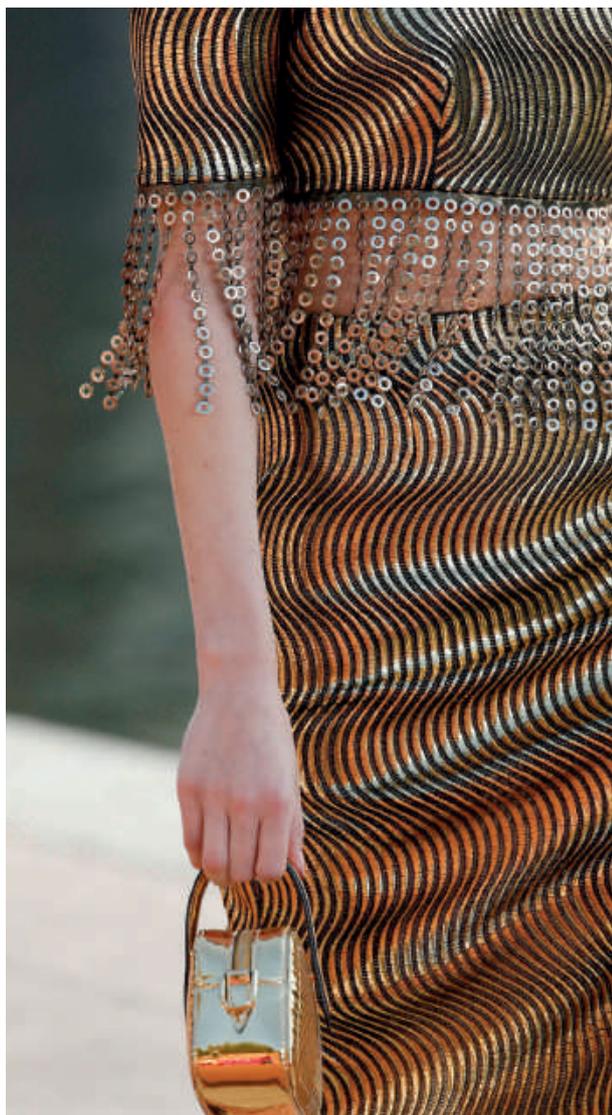
The stylist Marco De Vincenzo presented his Spring-Summer 2020 collection with unusual accessories. Models strutted the runway while enjoying a cone of gelato that matched the colour of their clothes. It was a triumph of linear, monochromatic pieces, ranging from pink, to aqua green, to apricot. It was a true anthem to summer. In this way, gelato literally took to the runway, transforming itself into a true fashion object and a coordinated accessory.



## DEDICATED TO THE FASHION HOUSES

There are many examples of fashion adventuring into the gelato shop. In 2019, Swarovski created a gelato-themed limited-edition line: cones and popsicles adorned bracelets, earrings, and necklaces. For Fashion Week that same year, the Roman gelato shop Steccolecco created artisanal popsicles in various flavours with the Fendi Logo. For the 2018 Fashion week, the Milan-based gelato shop Gusto 17 prepared gelato flavours with colours that celebrated three important fashion houses: pink for Schiaparelli, black for Yves Saint Laurent and yellow & black for Fendi.





### PRECIOUS SWEETS

The copious interconnection between the pastry and fashion worlds isn't a novelty. The confectionary world is an inspiration for many stylists, whereas pastry chefs are intrigued by fashion and jewellery objects. Just think about events such as "Salon du Chocolat," where chocolate is modelled into super-original outfits designed by stylists, creating the stage for a unique fashion show. Cake Design is inspired by crochet and lace, for example with monumental cakes decorated with evanescent lace made of sugar paste. The chocolate rings from Master Pastry Chef Roberto Rinaldini's line "Chocodiamante" are just like refined jewels.





## THE STYLIST

Marco De Vincenzo was born in Messina (Sicily) and when he was 18 years old, after graduating from the Classical Studies High School, he moved to Rome to study Fashion and Costume at the European Design Institute. When he was 21, he joined Fendi's creative offices, where he currently holds a position as the Creative Director of leather goods. In 2009, he launched his eponymous label, and in July 2009 he was awarded first place of the "Who is On Next?" competition organized by Vogue Italy. In 2014, he signed a partnership with LVMH. Today, Marco De Vincenzo is recognized internationally as one of the most original and interesting voices in the contemporary Made-in-Italy fashion world. What makes Marco De Vincenzo's work stand out is his innate tendency to contradict himself, bringing him to experiment and to search for innovation within every collection.



# THE PIZZA YOU WOULD NEVER EXPECT

By Davide Pini

The best Italian pizza topped with... irony

Italian pizza is a point of reference all over the world, up to the point that, in an absolutely provocative way, if you were to ask an Italian pizza chef, they will say with certainty that in the developed world you cannot find anyone that has never eaten a pizza at least once in their life.

Pizza is definitely a symbol of Italian cuisine, possibly even more than spaghetti. The worldwide diffusion is surely thanks to Italian emigrants, but also thanks to the expansion of international chains, especially those born in the USA. For this reason, the further you move away from Italy, you can run into someone that does not immediately associate pizza with Italy.

Over the next few pages, through the contribution of the award-winning World Champion Gianni Calaon, we wanted to ironize this topic, offering two unconventional versions of pizza: one that is an appetizer and the other... a dessert!



For the first one, an appetizing trio is created where the pizza base serves to highlight some of the ingredients that are particularly suited for the beginning of an excellent meal.

The second one is the odd idea of a dessert pizza, which triumphed at the sixth edition of the Pizza Star Competition in Florence.

## CHEFS' MASTERPIECES

The pizzas presented in this article were created by the chefs of Demetra Food Academy, who exclusively use high quality ingredients.



**Headquarters:** Talamona, Sondrio - Italy.

**Products:** high quality preserved food ingredients for Modern Restaurants.

**References:** the catalogue includes over 600 products in different sizes, most of which are made in the company's factory.

**Website:** [www.demetrafood.it](http://www.demetrafood.it)

## GIANNI CALAON

Pizza is a dish that is accessible to all: it is practically impossible to find someone that has never tried to make one themselves for fun, a certainty that doesn't involve just Italians! To make pizzas professionally, however, is another matter. Being able to hold the title of World Champion is a unique experience. Gianni Calaon, hailing from the Veneto region of Italy, has succeeded at just that. Born in 1970, he is a tutor of the Demetra Food Academy: "My passion is creating pizzas with a unique flavor, adding exclusive ingredients" declares Gianni, whose secret is the love with which he cares for his creations, from the preparation of the dough up to the final presentation.

# PizzAPPETIZER

Pizza in an appetizer form: a party of flavours to start a meal with the best of wishes

## Ingredients for 1 plate:

- disks of “pizza alla pala” with a diameter of 6/8 cm 3
- Demetra broad bean cream 10 g
- Demetra yellow mid-dry cherry tomatoes 1
- pecorino cheese shavings 5 g
- peppercorn cuvée to taste
- chili threads to taste
- Demetra cubed tomatoes 20 g
- stracciatella cheese 10 g
- Demetra “Mar del Cantabrico” anchovy fillets 1
- anchovy spherification to taste
- fresh basil to taste
- Demetra 4-cheese cream 10 g
- Demetra sliced sautéed porcini mushrooms “C’era una Volta” 10 g
- crispy guanciale 5 g
- thyme to taste

## Instructions

From a “pizza alla pala”, or Roman-style pizza on a paddle, cut out 3 circles with a 6/8 cm diameter pastry ring. Toast the circles for a few minutes in the oven and once they are well-heated, top them with the ingredients. On the first disk, spread the broad bean cream and top with yellow cherry tomatoes, pecorino cheese shavings, pepper and chili threads. On the second disk, spread the tomatoes and top with Stracciatella cheese, an anchovy, a spoon of anchovy spherification and fresh basil. On the third disk, spread the 4-cheese cream and top with sautéed porcinis, crispy guanciale and thyme.



# TiramipiZZA

Pizza in a dessert version: a classic of the Italian tradition interpreted as a pizza

## Ingredients for 1 pizza:

- Chocolate-flavoured pizza dough
- Demetra tiramisu mix
- Wiberg powdered sugar
- dark chocolate chips
- cocoa powder
- melted chocolate

## Instructions

Bake the dough in the oven, and after it is cooked, cut it into disks and dip them in a coffee syrup. Prepare the tiramisu cream following the instructions on the

package. Place a layer of dough and spread tiramisu cream on top, sprinkle amaretto cookie crumbs and dark chocolate chips, and continue layering each ingredient in the same order for three times. Top the dessert with cocoa powder and melted chocolate.



# THE ART OF INNOVATION



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

The courses, which are all free of charge, are held by Omar Busy for the pastry and chocolate making, Ettore Diana for coffee, Matteo Scarello as a permanent teacher. Course list:

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





# MAURITIUS: THE SOUTHERN-MOST SCHOOL IN THE WORLD



*Alessandro Pitaccolo*



*Denis Goyet*

On the Island of Mauritius the Accademia Bigatton operates out of Executive Destination Management Ltd., managed by Mr. Denis Goyet and with the permanent collaboration of the master pastry chef, Alessandro Pitaccolo.

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





# Mauritius

Ice Cream  
Production Ltd

Route Royal Pointe Aux Canoniers,  
Bâtiment Persand, Ile Maurice  
Pointe Aux Canoniers,  
Pamplemousses, Mauritius



# AUSTRALIA: A COMPLETE SUPPORT



Bigatton Gelati is a Melbourne based business that supports and distributes a range of products, for the gelato industry in Australia. The company is run by industry experts and supported by the best global gelati ingredients brand in the world, that is sourced for Bigatton in Italy.

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

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





Australia

*Bigatton Gelati*

1/56 Kolora Road  
Heidelberg West  
VIC 3081

Phone 1800 842 188  
[www.bigattongelati.com.au](http://www.bigattongelati.com.au)



# TUNISIA: AN HISTORIC PRESENCE



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

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





# Tunisia



MONDO DOLCE SARL  
Av. du COMBATTANT SUPRÊME  
5000 MONASTIR  
TUNISIE



## FAMILY PASSION

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

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



## ONLY THE BEST DOMINICAN COCOA

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

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





Single origini chocolate

# Santo Domingo

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

CARIBBEAN SOUL



WITHOUT MILK DERIVATIVES

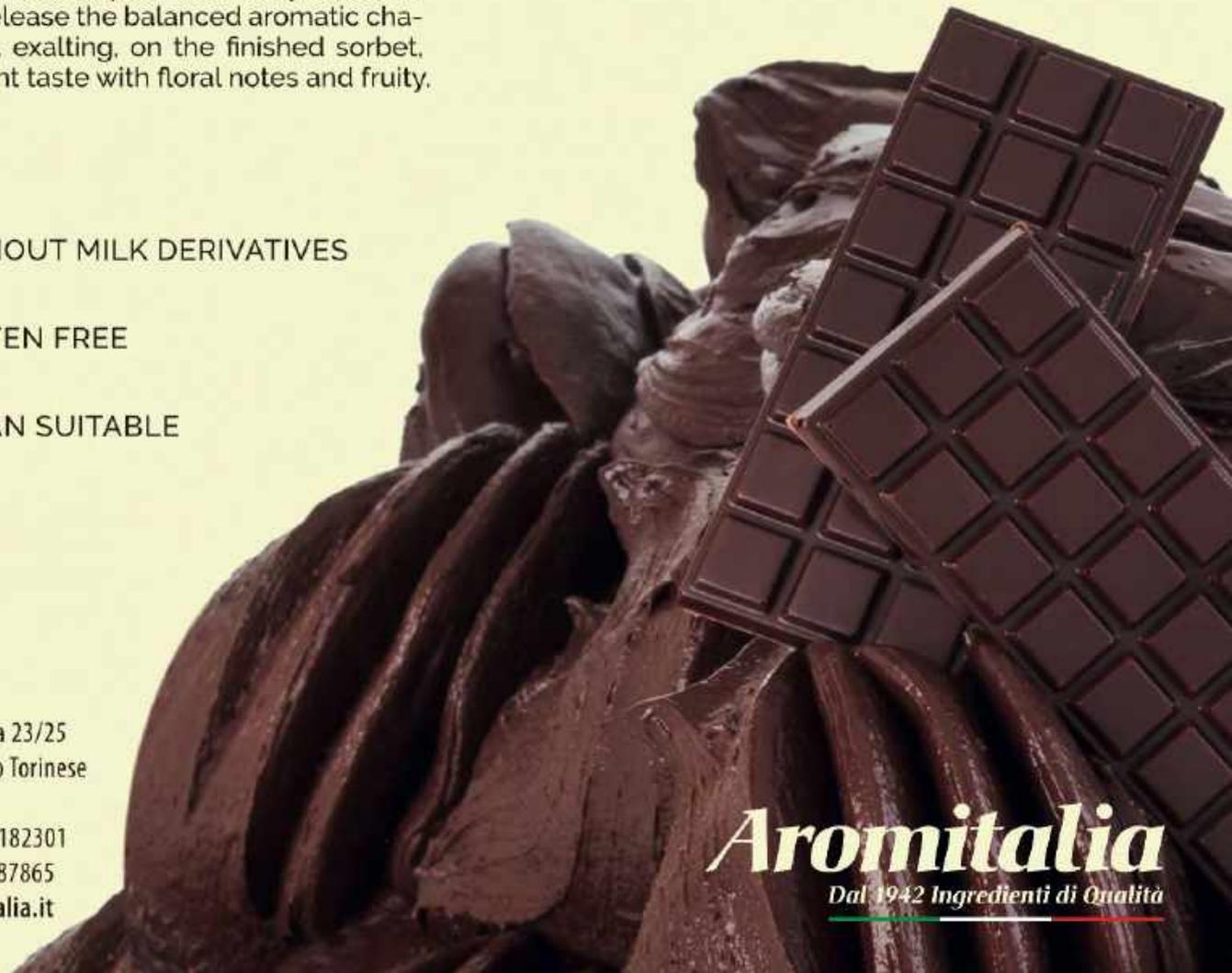


GLUTEN FREE



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Fax +39 011887865  
[www.aromitalia.it](http://www.aromitalia.it)



**Aromitalia**

Dal 1942 Ingredienti di Qualità

## BASES FOR ALL



At Babbi, product quality is a fundamental principle. For this reason, the company implements a constant and precise selection of ingredients, and it carries out all the production processes internally. This is how Babbi Gelato Bases are created, with choice ingredients and designed to satisfy multiple purposes maintaining utmost performance.

The Milk and Fruit Bases belong to this product family, which is a diverse range that can satisfy every need: from the novice client that is approaching the world of gelato for the very first time, and therefore needs an elevated amount of product in their recipe to obtain simple and effective results, up to the expert

gelato chef, who wants to start with a stabilizer blend with which he can balance his ingredients on his own. The Gourmet Specialities line looks towards the future, a future that is more and more a reality: an entrée of steak tartare with Dijon mustard gelato or a cocktail made with a refreshing Gin & Tonic sorbet don't seem like off-the-wall proposals anymore. These bases allow for the creation of savoury gelatos as well as sorbetto with alcohol and they are carefully balanced to enhance the natural flavour profiles of the ingredients with which they are used.





# BABBI

PICCOLI PIACERI QUOTIDIANI

1952

**BABBI, THE CORE  
OF YOUR SUCCESS.**

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[www.babbi.com](http://www.babbi.com) #ilovebabbi



## GLUTEN FREE TASTINESS

Beyond the quality aspect of their products, the company also pays attention to consumers, their eating habits and their requests, which are in constant evolution both for health and cultural reasons. Each message that comes from the market is gathered and analysed to offer an excellent, innovative and quality answer. The new line of Babbi products which is dedicated to baked goods was developed thanks to this commitment: a vast range of ingredients to produce baked desserts that are simple, versatile and Gluten free certified. It is a complete line of substitute flour mixes that can be used by just adding milk/cream, butter and eggs to create delicious gluten-free specialties in a fast and practical way.



The range varies from the most traditional sponge cake, classic or flavoured with pistachio butter, to decadent shortbread and crème diplomat tartlets, and in between including the trendy desserts from the other side of the pond, such as brownies, muffins and cupcakes. It even includes the famous red velvet cake! It is an excellent offer also for those who want to offer alternative products in their shop during the times of year when gelato is in less demand.

# BABBI

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## LEMON AND CREATIVITY

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

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

The fresh lemon taste blends perfectly with

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

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



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



Lemon Pie - cod. 867NM

The best ingredients for ice cream and pastries since 1946

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## SOFT AND CREAMY



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



# Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

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## GREAT BENEFITS, IMPECCABLE TASTE

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

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

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

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



The best yogurt  
flavours par  
excellence . . .



The best ingredients for ice cream and pastries since 1946  
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## A TOUCH OF CLASS



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

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



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



taste - Vanilla

The best ingredients for ice cream and pastries since 1946

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## AUTHENTIC RECIPE



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

The contrast between the bitter cocoa and the delicate mascarpone cream accents its goodness, transforming it into a must among the classic flavors present in the display case. The Tiramisù paste is teamed with the Tiramisù variegato to make treats that are even more attractive, and to add an exclusive taste. The Tiramisù paste is available in cartons of two 6 kg jars or twelve 1.2 kg jars. The variegato is available in cartons of four 3 kg jars. Bigatton also provides the practical Tiramisù Kit that contains one 6 kg jar of paste and two 3 kg jars of variegato. When eating gelato made with Bigatton's Tiramisù paste you can clearly taste all the ingredients and flavors of the original recipe. Give it a try!



Our  
Italian treasure



Kit Dolce Tiramisù - cod. 3309NM

The best ingredients for ice cream and pastries since 1946

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

## TRITTICO ONE: VERSATILITY AVAILABLE TO ANYBODY



Digital control panel



Independent upper tank

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.

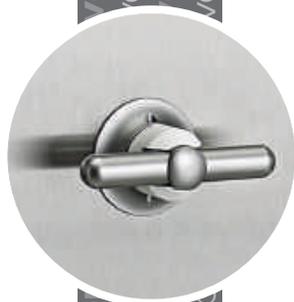
For more info visit our website and our Youtube channel:

<https://www.bravo.it/detail/product/trittico-one/>

<https://www.youtube.com/watch?v=2uIRLudCIys>



Independent lower tank



# trittico<sup>®</sup> one

FOR EVERYONE!



## TRITTICO QUALITY, AVAILABLE TO ANYBODY

READY TO IMPRESS YOU  
WITH ITS **10 PRE-SET  
PROGRAMMES**



*Scan & watch the video...*

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!

HEAT  
TREATMENT

hours with the system

# 5 easy

NIGHT

MORNING

AFTERNOON

2am

10am

12pm

1pm

2pm



**2** Batch  
freeze  
12  
flavours  
Hours



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



Sell  
gelato



Static  
and  
dynamic  
aging



+4° C



Static  
and  
dynamic  
aging

# way

EVENING

NIGHT

🕒 4pm

🕒 11pm



+4° C



THE ENTIRE  
GELATO PRODUCTION  
PROCESS IN  
ONE MACHINE

*Ready*



  
**CARPIGIANI**  
carpigiani.com

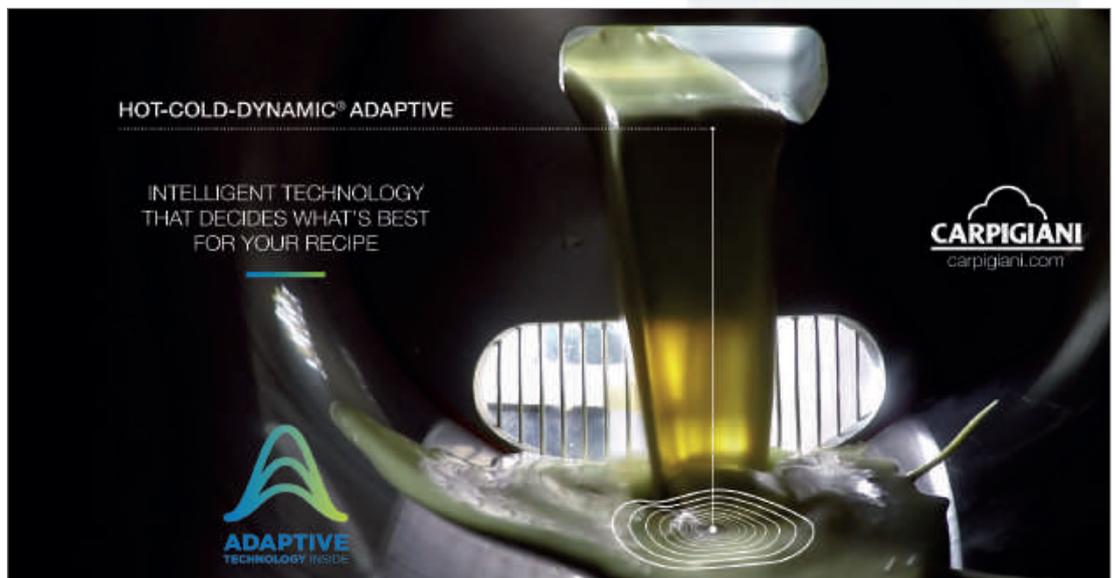
## INTELLIGENT TECHNOLOGY FOR YOUR GELATO

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

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

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

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



# CARPIGIANI GELATO UNIVERSITY TRAINING AT THE TOP!



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

The School headquarters are located in Anzola dell'Emilia (Bologna) and 20 other satellite campuses are situated worldwide, specifically in: Argentina, Australia, Brazil, Colombia, Chile, China, Indonesia, Japan, Mexico, Poland, Russia, Singapore, South Africa, Taiwan, United Arab Emirates, Benelux, Germany, UK and USA (two campuses, North Carolina and Illinois).

In 2020 the Gelato University has expanded its online education with new courses for beginners and professionals. For more information: [gelatouniversity.com](http://gelatouniversity.com)



# For eighty years we have been living the v



## Cartoprint. Mature by experience, youthful by passion.

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

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

THE PACKAGING OF GREAT ICE CREAM MAKERS SINCE 1939

world of ice cream with the same passion.



 **Cartoprint**  
SEDA INTERNATIONAL PACKAGING GROUP

WWW.CARTOPRINT.COM

## NATURAL INSPIRATION



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

The “Fruttart” design, a mix of colours and brushstrokes with striking, bright nuances, and the “Panarea” design, which, with its pattern of different shades of blue, recalls the vast horizons and the crystal-clear water typical of the Sicilian coastline.

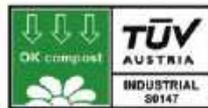
It is not just the new designs that focus on harmony with nature. Cartoprint has always placed great focus on researching materials and all of its products are in fact made with FSC®-certified paper, which guarantees safety, quality and responsibly sourced materials.

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

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



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



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

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

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

THE PACKAGING OF GREAT ICE CREAM MAKERS SINCE 1939

 **Cartoprint**  
SEDA INTERNATIONAL PACKAGING GROUP



# Refrigeration solutions



with a design focus

## SINCE 1977, TAILOR MADE TECHNOLOGY AND ITALIAN DESIGN



Ciam is ambassador in the world of Italian design and technology. Ciam's headquarter and production facilities are in Assisi, in the Center of Italy, not too far from Rome and Florence. Ciam activity began with production of bar furniture for the local market. The success

thirtieth Anniversary with Space, a showcase line characterized by sinuous forms and high performance, and 6040 G1, a beautiful squared showcase with a new-patented sliding system of the glass structure that becomes quickly one of its most representative model. In 2010, Ciam presents Mya and Mya Plus, a fantastic new line of professional showcases with exclusive finishing, high flexibility, perfect visibility of product displayed and the possibility to control the temperature all over the display volume. Mya Plus introduces a new Led lighting system that offers low consumption and a great enhancement of the product displayed. In 2011, Ciam proposes Ciao, followed by Vertigo to satisfy respectively specific request from artisanal and professional pastry sector. In 2013 Ciam is again one of the most interesting company, ready to fascinate its customer with a large range of new proposals: Ice Queen, Tortuga, the new line of total refrigerated showcases, available for fresh or frozen food.

achieved led the company to increase its dimensions extending quickly range of products with refrigerated display counters. In few years, Ciam gains a leadership position on professional refrigeration and shop fitting sectors in many European countries. In 1997, the company focuses its attention to artisanal gelato sector and proposes Maxigel: this date signs the beginning of a story rich of success and innovation. In 2001 Ciam presents Spherika, in 2003 Prodigie and Amika, in 2005 Ice Window with its tubs in transparent polycarbonate. In 2007, Ciam celebrates its

In 2016, Ciam continues the innovation program started in 2015 launching Tabula Rasa





concept, the new materials and new design solutions; Mya Narrow showcase; 6040 R5 with the innovative double opening glass structure; the new display case Move 16, with the motorized opening system of the glass on the operator side; Murozero: a vertical display fully customizable and perfectly integrated in the shop furniture. In 2017, Ciam celebrated its 40th anniversary renewing the corporate brand and launching a new breakthrough product: Mirror. Mirror is a showcase entirely covered with mirrored elements and retro-painted glasses, its elegance and delicacy make it a unique piece of furniture, free from all the other elements in the room.

In 2018 the new version of the refrigerated wall cabinet Murozero, called Murozero Slide, has been selected by ADI Design Index. This product, together with Ice Design Live Station, currently compete for the awarding of the next Compasso d'Oro, the highly coveted prize that ADI gives to the excellences of the Italian industrial design. Federico Malizia, Ceo of Ciam, describes the secret of



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



## FAMILY PACKS: TO BE TOGETHER ALWAYS



Coni Norge, a leading Italian company in the production of cones, wafers and ingredients, has never stopped entering the homes of Italians even throughout the difficult period of lock-down. We have developed new family packs for to-go orders, dedicated to those who associate the idea of a gelato only with a cone, and are never happy to just eat it in a cup, unless it is accompanied with a couple of crunchy wafers.

We wanted to offer our clients with the largest range of specialities possible: cones, wafers, large wafers, wafer cups. All you have to do is decide which ones to try and then you can purchase them directly at your favourite gelato shop. There is an incredible assortment of takeaway packs: delicate cocoa and vanilla wafer sticks, available in packs of 20 pieces; crunchy fan- or heart- shaped wafers, available in packs of 25 pieces; or the unmistakable Cialdoni Romani, available in packs of 11 pieces. Lastly, the assortment wouldn't be complete without Mini Coni, in packs of 24 pieces, to decorate cones or cups, or to enjoy various gelato flavours one bite at a time.

For those who love to enjoy gelato at home without having to use glass or plastic cups, Norge offers Mini Piatto del Re, available in practical 9-piece packs. Thanks to its crunchiness, the Mini Piatto del Re will exalt the gelato flavor, making it even more delicious to savour until the last bite. It is also an elegant way to present the gelato when we want to share this delight with friends and family.

And to end on the sweetest note, we have our fragrant cones, always unique and unmistakable, available in packs of 6. The family-pack of the cocoa-flavoured New Wafer is not to be missed, an exclusive cone by Norge. It is a crunchy, double-wafer cone with a layer of chocolate cream in the middle, available in packs of 6 pieces. They are a must-have, especially during warm weather. The family packs will bring joy into your home when you enjoy a delicious artisanal gelato adorned with Norge products. You really will start thinking that everything will be alright.

For information, contact Italnorge by email at: [info@italnorge.it](mailto:info@italnorge.it)



# loni NORGE

New take-out accessories

Cones, Mini-cones, fan-shaped wafers,  
chocolate/vanilla wafer sticks,  
small wafer plates, New wafer cacao

Taste them all  
at home with  
your gelato



ITAL NORGE s.r.l.  
Via Morolense Km 2,800 - zona industriale Anagni (FR) - (Italy)  
Tel. +39 0775 769438  
info@italnorge.it • www.italnorge.it

## INNOVATIVE TRADITION

Classic or super-modern, health-conscious or pleasure seeking, searching for new flavours or yearning for comfort food: whatever type of gelato you are seeking, Fabbri 1905 has the perfect solution.

During Sige 2020, the most important international tradeshow dedicated to the Gelato and Pastry arts, this Italian company presented many important new products for industry professionals. In particular, Fabbri followed two main topics which represent the most important trends of the year: the comeback of classic flavours, which have been revisited in a modern light, and the growing interest for exotic flavours, which have a high health-conscious element and are now present across the culinary world.

The latest sauce "Citron and Tumeric" falls into the second category. It is a refreshing treat which paired the "most loved spice of 2019" with a citrus that is rich in Vitamin C and antioxidants. Avocado also entered the Gelato scene, a fruit with various health benefits. It is bound to be the trendiest flavour of the summer. Fabbri 1905 proposes it

in the Simplé version, that is, an ingenious range

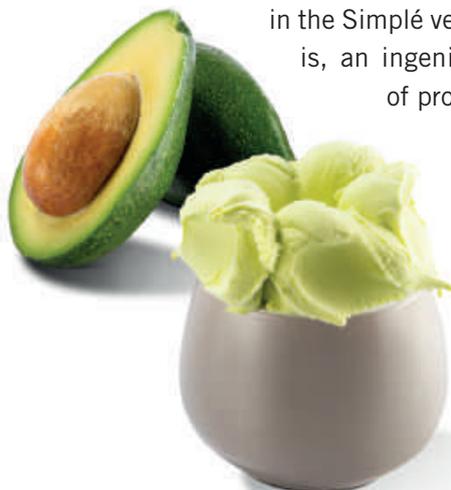
of products that

allow you to create perfect artisan



Gelato - but also smoothies, granitas and soft-ice - in just 10 minutes. Along with the Avocado comes Simplé Yogogreco, which is a perfect meal substitute, and can be paired with Strawberry "Fragola Frutto," honouring the flavour that has been chosen for the World Gelato Day 2020, or with the timeless Amarena Fabbri Wild Cherry.

The "Queen" of the Fabbri products, the Amarena Wild Cherry, presented herself in the new Simplé outfit: an innovative product that summarizes the capability of the company to carry on innovation within tradition. Regarding the rediscovering of classic flavours with a modern reinterpretation, a few products come to mind: Delipaste Nonna Rachele, a versatile product that allows for the recreation of a traditional cake flavour; Tutti Frutti of Sicilian Cassata marbling, which reinterprets a classic dessert of Italian pastry tradition; Snackoloso Bom Bon, a tasty hazelnut and chocolate cream with fragrant additions of wafers and crunchy hazelnut pieces; the three new soft-ice flavours: Strawberry, Nutty and Salted Butter Caramel.



**BEST  
SELLER**



## The recipes of Nonna Rachele in Gelato version

Not too long ago, making a cake was something special. **Nonna Rachele, Gennaro Fabbri's wife**, made her cakes with love and dedication. Since then, her recipes have been **handed down** to the family's **fifth generation** and transformed into new products that evoke the same unmistakable taste and atmosphere.

"Nonna Rachele" is a perfectly balanced **paste** to create the basic flavour for all **confectionery preparations**. Perfect for the **Gelato version** of traditional desserts.

With "Nonna Rachele", every professional artisanal Gelato maker can transform the best pastries of **their family tradition** into Gelato to continue the story of **passion and love** which inspired Nonna Rachele so many years ago.



### ..... Why choose it

- From a family company, the recipes of the Nonna
- Innovative and versatile
- Perfect for recreating in the showcase the puddings and cakes of your own tradition

Discover the new  
**winter flavours!**



For further information please call +39 051 6173111

FOLLOW US ON FABBRI INSIDE   • [www.fabbri1905.com](http://www.fabbri1905.com)

## GX: THE FIRST & THE ORIGINAL



The GX series features innovative characteristics that respond to emerging environmental and professional needs, and confirm its pole position on the market for professional machines for fresh gelato, produced in front of the customer. Extractable refrigeration units allow simplified maintenance and installation flexibility; the insulating ring prevents the formation of ice in the cylinder; the version with remote air-cooled units also meets current regulatory and environmental sustainability requirements, avoiding water consumption; finally, the renewed design improves comfort and performance of use. The “anti-fog” system avoids fog and condensation, allowing the customer to live the “show” of the gelato creation; the cylinder washing system features also an internal drain which could be directly connected to the water network. A very important plus is the dedicated, patented spatula, unique on the market, able to protect the gelato from any kind of contamination. With its practical quick release system, the part of the spatula in contact with gelato is placed in the area of the freezing cylinder at a negative

temperature, remaining protected from any type of pollutant through the transparent lid. The handle, remains outside the food zone, at room temperature. Beside the revolutionary GX machines, the entire Frigomat range of advanced and tailored solutions, featuring the highest quality and safety standards, continues to widespread innovation Made in Italy throughout the world, by the tradition of Italian artisanal gelato and pastry. The Frigomat 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, it includes everything from classic gelato and pastry machines (batch freezers, combined machines, pasteurizers, cream cookers, whipped cream machines, boilers, aging vats) to the most innovative machines for fresh gelato (GX series) and also a wide series of soft gelato machines. Designed to expand the professional’s possibilities and to simplify production activities, these machines are the result of experience and innovation, values that for over 50 years have distinguished Frigomat.



Behind a great gelato  
there's always a great machine

 **FRIGOMAT**  
macchine per gelato e pasticceria

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



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



## KING, THE NEW CREAM WHIPPER

Frigomat includes in its wide range of product specific equipment designed and developed to support pastry chefs in their daily work. These machines have been dedicated to expand the professional's possibilities and simplify the production activities. Indeed the Twin Chef series combined machines and the Chef cream cookers allow the pastry

chefs to create their own specialties quickly and in moderate quantities, so to offer always freshly made products. These extremely flexible machines, thanks also to the interactive recipe menu and the "Together in the Pastry Shop" recipe book, allow to produce a wide range of sweet specialties: creams, ganaches, jams, fruit jellies, puddings and more.

The Frigomat range for pastry is completed now with the new cream whipper model "King." This new machine stands out on the market for its specific cleaning and sanitizing performances, simplifying the operator's activities and, at the same time, guaranteeing the best product hygiene standards.

The main characteristics of the new Frigomat cream whipper consist in two washing and sanitizing modes: the whole circuit washing and sanitizing function through a passing-by liquid that allows to speed up and simplify the ordinary cleaning and sanitizing procedures of the food-contact parts; the possibility for the operator to completely disassemble all food contact parts for cleaning and individual inspection of each component.



Beside that, the other pluses: a self-priming rotary pump of new generation; a solenoid valve pressure dispenser which permits to have excellent product structure and no residue at the end of delivery; a removable stainless steel tank with a 2-litres capacity; the possibility to adjust serving dosing; the refrigeration system with "anti-ice" technology for the tank and low temperature dispenser for an optimal product maintenance; the dispensing

head with stainless steel nozzle which enables a high quality of the product appearance.

Moreover this new generation machine allows to obtain high performance with fresh cream, UHT and vegetable-based products and allows wide overrun adjustment, perfect for whipped cream, mousse and semi-mounted cream.

Finally, the clean and essential design, makes it ideal for placement in both public and laboratory environments.



So sweet!

**FRIGOMAT**  
macchine per gelato e pasticceria

KING: the new sweet technology.



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



# TECHNOLOGY ON STAGE



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

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

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

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

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



# GHOST

ELEGANCE IS A PERCEPTION

frigomeccanica 



FRIGOCONNECT®

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tel. +39 086 80793  
fax +39 086 8071464

www.frigomeccanica.com  
info@frigomeccanica.com

Numero Verde  
800-312302



## INNOVATION IN THE SERVICE OF TRADITION



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

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

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

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

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

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

Being better every day is the goal we pursue since more than ninety years, always with the same passion.



*Vega & Stevia  
Line*

**WE**

**L<sup>🍏</sup>OVE**

**vegan**

For your Gelato  
ZERO MILK & DERIVATIVES | ZERO ADDED SUGARS

## INCREDIBLY RED

Fructital Variegati line is enriched once again with a new irresistible reference.

Among the innovations proposed, the new range of Gluten Free ripples, and especially we find the Variegato Red Velvet, which thanks to

its peculiar taste and structure, will reproduce in gelato version the typical dessert of which it takes the name. This variegato is rich of gluten free sponge cake with a delicate fruity note that will stand out in any showcase for its spectacular bright red colour. We suggest to propose it in combination with gelato made with Mascarpone Più.



### THE LINE IN SHORT

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

## CRUNCHY AND VEGAN

The Variegati line is also enriched with a new proposal which for the first time is both vegan and also without added sugars: the Variegato Gran Pistacchio.

An exclusive product for the gelato maker who wants to propose his clients a tasty artisanal gelato, keeping the caloric intake under control and at the same time eliminating the consumption of milk and derivatives.

Variegato Gran Pistacchio is made of a pistachio cream enriched with roasted pistachio

pieces which give it an extraordinary crunchiness and versatility.

The big amount of pistachio in paste and in pieces, 48% inside the product, make it perfect both as a variegato and as a filling for frozen desserts.



### THE LINE IN SHORT

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





bontà e tradizione nel gelato dal 1922

# Più Che Perfetta *pistachio*



For your Cremini and all your creations  
ZERO MILK & DERIVATIVES | ZERO ADDED SUGARS

## QUENELLE: SIMPLY IRRESISTIBLE



Quenelle is the Fugar's new creation which is inspired by the eponymous natural French semifreddo. It is simple and easy to make, needing just a counter-top mixer. Its soft and creamy texture is pleasantly enjoyable. It is perfect when paired with fruit, creams and decorations to create a true, voluminous gourmet gelato that can tantalize even the most refined and demanding palates.

By adding fresh cream, you can obtain a creamy result, with a clean and rounded flavour; by adding flavour pastes, you can invent infinite

flavour pairings that will also please the eyes. This unique specialty allows you to have a display case that is in step with the times, that follows the seasonality of flavours and the preferences of your clients, with an airy product that is glamorous and attractive. The gelato pans can be filled over the brim, without having to use excessive stabilizers, vegetable fats and sucrose.

Quenelle is available in 3-kg bags.

Discover how to make 12 recipes with Quenelle at [www.fugar.it](http://www.fugar.it)





# quenelle

one product, thousand possibilities.

From Fugar research comes Quenelle: the product which makes life easier and offers thousand possibilities. You can always have an ice-cream showcase up with the times, following seasonality, the current trend and customers' tastes.

Quenelle is the product which perfectly commits to fruit, creams and decorations to create a soft and delicious ice-cream.

**QUENELLE, PLEASANT SENSATIONS OF TASTE FOR YOUR PALATE.**

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

[WWW.FUGAR.IT](http://WWW.FUGAR.IT)

## COMMITMENT AND PASSION

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

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





# THE SWEET LIFE



New MANGO  
flavour in our  
Softygel line



*GELDUE makes perfect  
treats for Gelato Lovers!*



**gelDue**  
GELATO INGREDIENTS

Via D. Cimarosa, 33  
40033 Casalecchio di Reno (Bologna) ITALY  
T +39 051 6132910 - F +39 051 6132928  
info@geldue.it - [geldue.it](http://geldue.it)

## A HISTORY OF QUALITY AND SUCCESS

Passion, innovation, quality, attention, and integrity: since its beginning in 1982, the Gelatitalia brand has offered an extensive range of products for gelato and pastry, using the most advanced and updated technology while carefully studying its products. Gelatitalia offers solutions to satisfy every palate by interpreting market requests and anticipating trends. In Italy and throughout the world, food is becoming more and more willing to explore. It is curious to uncover original and unique pairings, creating a trend that clearly outlines the desire for new encounters and new spaces for food consumption. This is not only among younger age groups, but also among those who are attentive to the quality of the ingredients and are open to new experiments.

Gelatitalia always puts the consumers first, along with their preferences and their needs, a position that has led to the creation of the Gluten-free, GMO-free, Lactose-free and the organic product lines.

The company's objective is to preserve Italian flavour tradition while strengthening it abroad, thanks to a constant commitment to Research and Development.

Gelatitalia products offer to the market a competitive and extensive range of products that are most importantly innovative.

By focusing on the consumers' preferences and on new trends, in 2020 Gelatitalia launched a new line of complete products called "The Tea Road," made for tea connoisseurs and lovers of particular and unique flavours. It has four offerings: Black Tea with Mango and Passion Fruit, Green Tea and Mint, Rooibos Tea and Vanilla, Hibiscus Tea and Cranberry. "The Tea Road" was created by the perfect union between a gelato with indisputable quality, and a refined selection of prized infusions.

But this line isn't the only new item that grabs our attention among Gelatitalia's 2020 addi-



tions. The already extensive line of products known as "Completo" has grown. These products are ready to batch freeze after only adding water or milk. The new additions include Completo Chocolate with Tonka Beans, and Completo Almond. Both flavours are obtained from the best mix of quality ingredients, creating a product with full flavor and a creamy consistency. Other additions were made to complete the Tao Nero family, one of the core products produced by Gelatitalia for years now. Joining this dark chocolate product are Tao Bianco (white chocolate) and Tao Ruby (pink chocolate); they are the result of a detailed study which aims to respect true flavours and their sophistication. There are also new fruit flavours joining the Completo fruit line: mango, raspberry, and blackberry, all of which contain dehydrated fruit. They have a unique and extremely intense aroma, in addition to the typical flavour of fresh fruit that was harvested at the perfect time. They offer an authentic sensorial taste experience. Gelatitalia is a division of Granulati Italia. For information: [www.gelatitalia.it](http://www.gelatitalia.it)





# LA VIA DEL TÈ

The perfect combination between an high quality ice cream and an exquisite selection of fine infusions. A line dedicated to connoisseurs and lovers of original and unique flavours.



GREEN TEA AND MINT



ROOIBOS AND VANILLA



BLACK TEA, MANGO AND PASSION FRUIT



KARKADÈ AND CRANBERRY

## A COMBINED MACHINE FOR TRUE CHEFS



Compacta Vario Chef by Icteam 1927 was created to complete the Compacta Vario line. It was already successfully proposed as a combined machine for artisanal gelato, and it is now ready to unleash the creativity of chefs du cuisine and pastry chefs.

Thanks to the Vario system, strengthened with the introduction of a third inverter in the boiling chamber, Compacta Chef maintains a significant amount of flexibility in the management of the minimum quantities; therefore, it allows you to utilize very complex recipes with the same ease-of-use for which the Icteam 1927 range is famous. The boiler door, which has been completely renovated, allows for the completely safe extraction of the mix directly from the boiler thanks to a double extraction opening.

Compacta Vario Chef is currently available with only the top-of-the-line configuration: steel beater, multifunction beater, silver scrapers, insulated steel door (patented by the company), stainless steel sprayer, and ergonomic shelf.

## A COMPLETE RANGE

Since 1927, the company offers the best technologies for the production of traditional, Italian-style gelato. Its range of products include easy-to-use pasteurizers that are trustworthy and capable of guaranteeing the maximum levels of food safety. Our horizontal and vertical batch freezers stand out thanks to their ease of use, and they always guarantee an excellent quality of the final product. For those who are looking for a flexible solution which is highly technological but also saves space, Icteam 1927 presents its combined machinery, which unite the pasteurizer and the batch freezer in a single structure, giving life to the solution for the future.

The Icteam 1927 whipped cream machines store fresh cream in perfect conditions and at the ideal temperature. They ensure easy cleaning and high performance.

The product range of the company is completed by blast freezers and chillers for gelato and pastry, a work instrument which has a high technological content. They are easy to use and are quality products for industry professionals.



1 9 2 7



# THE WIDEST RANGE OF MACHINES

The top Gelato Chefs' choice



**cattabriga**

**COLDELITE**

**PROMAG**



## AN AUTHENTIC HEART

Authenticity feels at home at I.CO. Cialde. Founded in 1979, this Italian company offers to the international market a complete range of cones and confectionary specialties inspired by the recipes that follow excellent artisanal traditions. Each creation is the result of an accurate selection of ingredients, such as the golden wheat from the Upper Irpinia, rich in nutritional properties and easily digestible. This authentic gift from Mother Nature is stoneground following ancient traditional

grounding processes, becoming the most valuable ingredient in I.CO. Cialde products. The company's range of cones is divided into two main families: wafer cones with a simple and delicate flavour, and rolled cones that are crunchy and flavourful. These proposals are developed by the company's Research and Development team which is in tune with emerging market demands. For example, the *Giulietta* Gluten free cone is gluten-free and 100% vegan.

## IRRESISTIBLE FRAGRANCE, GLUTEN-FREE

*Giulietta* Gluten Free is the result of a study which lasted several years aimed at creating a gluten-free product that has the same flavour and fragrance of a classic wafer cone. *Giulietta* Gluten Free is exactly that: a cone with an irresistible flavor and a pleasantly crunchy structure, so much so that it is ordered by those who do not suffer from a gluten intolerance but are rather just health conscious. It is available in 42 mm, 44 mm and 50 mm diameters, and the *Giulietta* Gluten Free is

made in a dedicated production line within the I.CO. Cialde factory. It is certified VeganOK and it has obtained the approval from the Italian Healthy Ministry to be labelled as a "Gluten-free food specifically formulated for people who suffer from celiac disease or who are intolerant to gluten."



# Giulietta

Gluten free and 100% vegan



## Cones for true gelato lovers

Fragrant, sweet, crunchy. Exquisite with fruit, sublime with creams. Giulietta, the rolled cones of I.CO Cialde: made with love, to enhance the taste of every gelato.

*i.co.*  
cialde  
Authentic goodness

## THE ORIGINS OF TASTE

Discover the intense Leagel dark chocolate gelato and taste the aromas of the finest Monorigine cocoas with our new ready-to-use, vegan and gluten-free powdered products. Pungent, rich, fruity: each variation inspires a journey to the origins of taste to tell the excellence of a product with an authentic character.



## GHANA, ECUADOR, SANTO DOMINGO

Coffee, tobacco, chili pepper and... Enjoy the uniqueness of dark chocolate gelato with Ghana single origin cocoa and experience an incredible journey through the flavours and aromas of deepest Africa.

Fresh, tannic and with an extraordinary aromatic profile: the dark chocolate gelato with single origin Ecuador cocoa surprises with its strong vegetal and fruity aromas.

From the fine single origin cocoa of Santo Domingo comes a rich dark chocolate gelato with an intense and persistent taste and delicate hints of toasted dried fruit.

## MARKETING TOOLS

Three prints on canvas (30 x 40 cm) designed for your gelato parlour that tell the world of cocoa from harvesting to processing. This is how to convey excellence and elegance in your shop in a new and emotional way.



MONO  
RIGI  
NE

A true  
masterpiece  
for your  
gelato  
parlour.



**Ghana . Santo Domingo . Ecuador .**

Discover the intense Leagel **dark chocolate** gelato and taste the aromas of the finest **Monorigine** cocoas. **Pungent, rich, fruity:** each variation inspires a journey to the origins of taste to tell the excellence of a product with an authentic character.



leagel.com

# 13 LOCATIONS IN THE WORLD, ONLINE COURSES: WHY CHOOSE CASA OPTIMA



A high-performance training and research hub that is unique in the world and entirely dedicated to the “Sweet Arts”: Casa Optima offers courses that range from gelato and pastry making (both traditional and modern), to professional decorations, from coffee specialties to cocktails, and it has dedicated programs both for beginners as well as for qualified professionals. The courses were born from the experience and know-how of companies such as Mec3, Giuso, Modecor and Pernigotti Maestri Gelatieri Italiani.

The teaching method is “one-to-one,” allowing students not only to pass immediately from theory to hands-on practice, but also to interact directly with the instructors. There are 13 locations around the world, of which three in Italy, in San Clemente (Rimini), Bistagno (Alessandria) and Cuvio (Varese). There are ten locations abroad, including Munich, Prague, New York, Miami, Guadalajara (Mexico), Santiago (Chile), São Paulo (Brazil), Dubai and Shanghai.

In order to always be at the customer’s side, the traditional courses are supported by a new format of lessons online, where the student can participate via computer, tablet, or cell phone. The student can pick between collective or individual made to measure classes with a specialist available during all the preparation phases of the recipe.

For the second year in a row, the virtuous collaboration with the Gambero Rosso Academy, the largest professional platform in the gourmet world continues, with courses dedicated to the gelato and pastry arts: real full-immersion classes during which all of the practical and theoretical aspects of the profession are addressed, until excellence has been achieved.

With Casa Optima - Higher Education in Sweet Arts & Innovation, passion, innovation, and professionalism made in Italy no longer have any boundaries!

Information and enrolment:

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

[info@casaoptima.com](mailto:info@casaoptima.com)





## *Learn. Experiment. Innovate.*

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



From the experience and Know-how of the group **Casa Optima® Spa**, of which MEC3, Modacor Italiana, Giuso Guido and Pernigotti Maestri Gelatieri Italiani are part, the **Casa Optima® School** is born, a **high performance school** unique in its kind which aims to strengthen the businesses of professionals as well as provide a basic training for those approaching the sector for the very first time. **Welcome to your Future.**

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



THANKS TO THE UNIQUENESS AND ABILITY TO INNOVATE, OUR TRAINING OFFER HAS BECOME PART OF THE **100 TOP PRODUCTS OF 2020** SELECTED BY MILANO FINANZA. **SIGN UP FOR OUR COURSES, SUCCESS AWAITS YOU!**

## QUELLA COFFEE & CRYSTALS: THE SUPREME TASTE OF COFFEE

With Quella Coffee & Crystals, the newest member of the spreadable cream family for gelato, the coffee flavour comes in a supreme, unprecedented, and irresistible version.

A shower of coffee grains and crystals dive into a smooth coffee cream, enhancing the coffee flavour to the maximum. It transfers to the palate a persistent flavour and a unique, enveloping, and crunchy texture, capable of awaking all the senses!

Thanks to its versatility, Quella Coffee & Crystals lends itself to multiple uses, giving free reign to the gelato chef's imagination as well as enriching the display case with a burst of energy.

When the temperatures drop, it's perfect to give life to delicious treats such as



Cremino Energy, where the tastiness of coffee is combined with the energy of zabaglione, the crunchiness of the 5 Cereals White ripple variegated sauce, and the delicious sweetness of the caramel-flavoured cream Quello.

Sublime in the Cremino version, Quella Coffee & Crystals is also perfect when batch frozen, as a variegated sauce, or when used to create cakes, bringing a true explosion of coffee into the gelato shop.

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



**Quella®**  
The original

*Coffee & Crystals*

**AWAKENS  
YOUR  
SENSES**



## **NOVELTY**

**A SHOWER OF CRYSTALS AND  
GRAINS OF COFFEE THAT DIVE  
INTO A SOFT COFFEE CREAM:**

**Quella® Coffee&Crystals** will amaze you with its persistent flavour and its embracing, crunchy and unique consistency. Ready to serve your creativity and become protagonist of your delicious creations, **Quella® Coffee&Crystals** is the new cream of the Quella® family that will give your showcase a boost of energy!

## COOKIES COCOBOOM: EXOTIC PARADISES IN THE DISPLAY CASE



Cookies Cocoboom, the new, super-crunchy addition to the Cookies family, transports the senses to an exotic paradise, giving the palate an explosion of unique sensations... during every season!

After the extraordinary summer success of this exclusive gluten-free recipe, proposed in a kit where an irresistible variegate consisting of coconut cookies enriched with toasted coconut flakes embraces a special coconut-flavoured gelato all decorated with a shower of fragrant crumble, Cookies Cocoboom presents itself to its fans in two new versions, each with a very evocative name.

It will take just one taste of "Spiaggia e Palme," Italian for beach and palm trees, where the freshness of Granfrutta mango joins the variegate and the crumble in the Cookies Cocoboom kit, to transport your mind to a far-off, unspoilt location to enjoy a relaxing and refreshing break.

From the encounter with the sweetness of meringue paste and the FiordiLampone raspberry variegate comes a flavour that has an original and enveloping taste, and whose name could only be "Cocoboom Paradise."

The particular composition of Cookies Cocoboom, in addition to making it perfect in countless combinations and applications, allows you to propose the flavour in the display cabinet both in the classic version, sitting high in the gelato pan with abundant variegate and topped with crumble, as well as in the new cremino version: filled to the edge of the gelato pan and levelled flat, then topped with a layer of crumble.

Whichever version you choose, with Cookies Cocoboom the showcase will be... the bomb!



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

TOASTED COCONUT FLAKES  
AND A TOUCH OF COOKIES®

CRUMBLE

THE  
SUPERGELATO



COCOBOOM!

COCONUT

BANG!

A FLAVOUR LIKE THIS HAS NEVER BEEN TASTED BEFORE!  
THE EXCLUSIVE RECIPE, THE INTRIGUING MIX OF  
CONSISTENCIES AND THE IRRESISTIBLE CRUNCHINESS OF  
COOKIES® COCOBOOM CREATE AN EXPLOSION OF UNIQUE  
SENSATIONS. TO BE PROPOSED BOTH IN THE CLASSIC VERSION  
AND AS A CREMINO. WITH COOKIES® COCOBOOM,  
YOUR SHOWCASE WILL BE... A BOMB!

GLUTEN  
FREE



MEC3

The Genuine Company

## DESEASONALIZE THE OFFER IN YOUR GELATO SHOP



Each season has its preferred flavours, even in the gelato shop! During the winter months, the display cases can leave more room for creams and chocolates, and next to the essential gelato, the offer can be expanded to include specialties that can be plated or served in a cup, and that will satisfy the desires of those looking for a warm treat.

To warm even the coldest days with delicious goodness, Mec3 proposes three products that are easy to prepare and great to enjoy: Mec Gauffres and Mecrepes are powder preparations to be diluted with water or milk, depending on your needs, for the preparation of fantastic waffles and crepes. They can be paired with the tantalizing proposals of Mec3 in Cups, a line for cafés that is a perfect partner for this kind of application, thanks to the wide choice of flavours that can multiply business opportunities with the best products.

A perfect companion for snack time, especially when the colder temperatures roll in, is certainly hot chocolate: with Mec3's Cioki, a delicious powdered mix for making a tasty cup of dense and embracing hot chocolate, this desire can also be satisfied quickly and with extreme simplicity.



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



# YOUR GELATO SHOP AT ITS BEST IN EVERY SEASON



Transform your gelato shop into the favourite destination of those with a sweet tooth, all year round!

With **MECREPES**, **CIOKI** and **MEC GAUFFRE** by MEC3 you can enrich your offer with specialities, perfect even on the coldest days of the year: soft **crepes**, creamy **hot chocolate**, and delicious **waffles**. And if you want to exaggerate in yumminess, add an irresistible touch from the **Line MEC3 IN CUPS**: lots of different flavours to seduce every palate at first taste!

## TAKE-AWAY? OF COURSE!



To preserve the freshness of the artisanal gelato to-go, Medac has created a full line of eco-friendly paper cups, both in single-portion and larger capacity sizes, that can be sealed with a lid made of the same material. This way, the quality of artisanal specialties is naturally protected, making possible to enjoy it at home. Among the product's line, the E-cup line stands out: it consists of cups, lids and ice cream spoons completely biodegradable, compostable and recyclable. The cups are FSC® certified, and, like the lids, are made of pure cellulose paper coupled with a bioplastic film. Once the product has been used, it can be thrown away in the organic waste, going back to nature. Developed in accordance with EN 13432: 2002 standards, the E-Cup line is "OK Compost" certified by the independent agency TÜV Austria.



For gelato makers that want to take their customers on an imaginary journey around the world, the Ice & City line is the right choice. It's made of multi-layered pure virgin cellulose paper and it's available with capacities that range from 66 ml to 1176 ml. The cups feature printed images of monuments, a symbol of the most famous international cities. The destinations are periodically renewed so that

you can continue to travel together with Medac in company of a great gelato. But that's not all. With its various offer

of takeaway containers, Medac provides marketers with an effective means of advertising.

On each cup and lid, it is possible to print the business's logo and a desired message.

And if you wish to have a highly personalized graphic, the company's creative team is available to provide many useful tips.

Since 60 years Medac has been at the customer's service, in harmony with nature.



# Medac cardboard lids, created to protect more than just your ice cream

The true Medac spirit is not only about protecting your food and drink products but also about protecting the environment. With perfectly fitting and environmentally friendly lids to suit your tubs, Medac has a wealth of experience in creating complementary products using only high quality and food safe materials. With or without spoons, we have small minimum quantity print runs - ideal for serving and storing your lovingly crafted ice cream in your own unique tubs. **Medac protects quality of your product and respects the environment.**

**From today a more complete range**

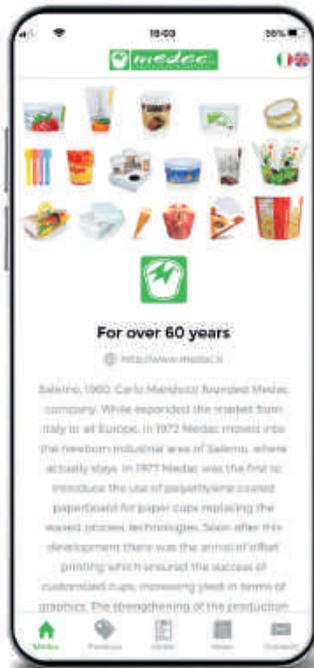


Medac S.r.l. - Via R. Wenner, 52 - 84131 Salerno - Italy - Tel. +39 089.301.466 - Fax +39 089.302.069



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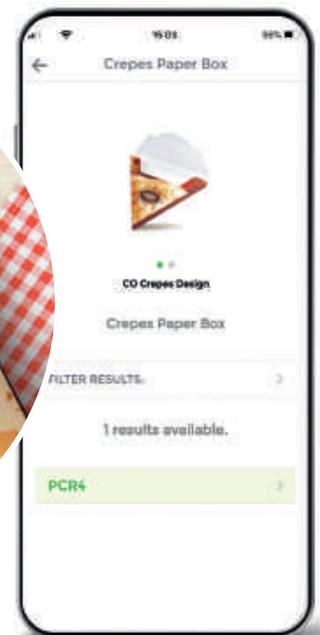
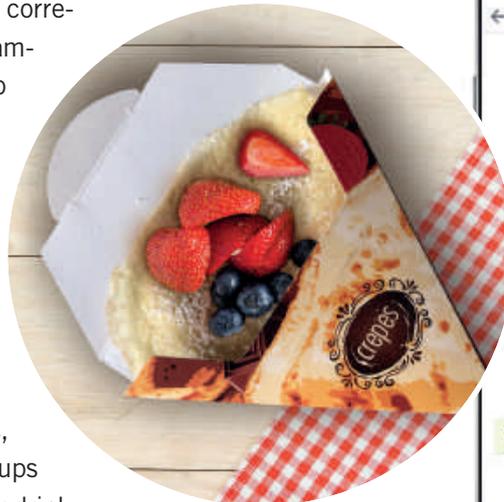
## SMART CONTACTS



MedApp is Medac's innovative App for all food and beverage marketers. It is a digital platform for Android that can be downloaded for free directly on your device, allowing to get in direct contact with the Italian company. It is a small gem of web design, and it offers instant and intuitive experience.

By interacting with the menu bar, you can access the product category of interest, choosing between ice cream, drinks, E-cup and food. An advanced filter function allows you to set a customizable search: you just need to type the values of the desired product, such as minimum and maximum capacity, bottom and top diameter, and height, and you will see a selection

of the Medac products that correspond to those specific parameters. In this way, it's easy to discover the technical characteristics of the complete line of highly-innovative containers: from Tower, an original space-saving idea developed vertically, to Flower, which blooms like a flower revealing its content. The offer is endless, with eco-friendly ice cream cups with lids and spoons, cups for drinking, tray carriers, containers for crepes, snack and sandwich ... and to safely make an order, just follow the simple procedure.



MedApp is an engaging tool to explore the universe of a company that, since 60 years, offers to its customers exclusive solutions designed to meet every need: creative and charming ideas, allowing you to stand out, always.



# Medac presents *med*App



## Medac world in your hands!

Welcome to MedApp, the new App that makes life easier to professionals! Chose the right type immediately, thanks to the dedicated software that filters all the catalogue products on user demand. Gain time, order in safe way and be always informed about news, exhibitions and events!

**medApp is free, download it now!**



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**THINK CHOCOLATE  
PINK DIFFERENT**



**COCOCA RUBY: FROM NOW ON CHOCOLATE IS ALSO PINK!**



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# SONO BUONI, NÉ?

CREATED FOR CONFECTIONERY,  
MADE FOR ICE CREAM

nougat

almond

hazelnut

pistachio



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## A HAZELNUT HEART



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

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

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





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

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

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

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

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



## NINE PLUS: MINOR DEPTH, MAJOR IMPACT



A little more than a year after the launch of Nine, Orion presents the new Nine Plus version, a display case dedicated to professional designers and developed to satisfy the needs of contemporary design.

Nine Plus's visual design is coordinated with the standard version, which is characterized by clean lines and limited proportions. These elements increase the possibilities to insert the case into any space. The 12 mm wide end side panels make this case easy to integrate into a variety of environments. The visual impact of the side panels with personalized dou-

ble-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 in less than 88 cm of depth.

Nine Plus is available in the pastry, gelato, food and chocolate versions.



# ORION

www.orionstyle.com



orionstyle.com

9<sup>+</sup>  
NINE  
PLUS

FEEL FREE TO EXPRESS YOUR IDEAL DESIGN  
Your Cabinet, Your Style, Your Premise.

## FIVE NEW SAUCES TO ATTRACT YOUR CLIENTS



Attract your customers with our new flavors from the Arabeschi® line. Five new variegates with an intense flavor and a unique consistency that allow you to make a variety of new recipes and give a touch of creativity to any classic gelato flavors.

The first new flavor has the irresistible aroma and the juicy taste of apricot. Tempt your customers with Apricot Arabeschi®, a tasty sauce with generous pieces of this delicious fruit. It will give a nice visual appeal and creative touch to your creamy yogurt gelato and in combination with PinoPinguino Nero, it will be your secret ingredient to create a delicious sacher cake flavor. Apricot Arabeschi® is gluten free, which makes it the perfect fruit sauce for your gluten free gelati.

Indulge your clients with Choko Rice Arabeschi®, a creamy milk chocolate sauce with puff rice inclusions, offering an irresistible texture that will be the star of your display case. Use it to variegate a coconut gelato to make this exotic flavor even more delicious, or combine it with a peanut or hazelnut flavor to create a memorable experience.

We also created a gianduia sauce for all the hazelnut lovers! This variegate contains a large amount of carefully selected hazelnuts that

were processed with care to enhance the delicate aroma of the nut. Add Nocciolone Crock™ Arabeschi® to obtain an irresistible crunchy consistency in your recipes and enhance visual appeal to impress your clients at every bite. Add it to hazelnut, almond or chocolate gelato.

Pistachio has always been one of the classic flavors in the world of gelato. This year, its intense flavor can be found in our new delicious sauce filled with crunchy inclusions called Pistachio Crystal™ Arabeschi®. This product is ideal to give a touch of creativity to one of the most classic gelato flavor or to variegate a ricotta, pistachio or almond gelato.

Finally, offer a gelato flavor that pays tribute to one of the most popular British dessert: butterscotch. Reproducing the delicious flavor of caramel and toffee, the new Butterscotch Arabeschi® will give a touch of sweetness to your gelato. This sauce offers a fluid consistency, a shiny finish, and the typical flavor of brown sugar and butter that will impress even the most demanding palates. It does not contain food coloring. Combine this new sauce with our new Butterscotch Sprint to bring the aromas of this dessert to your gelato shop.



NOVELTY 2020

## A WORLD OF CRUNCHY HAZELNUTS



Nociolone Crock™ Arabeschi® is a sauce with an intense gianduja flavor filled with whole crunchy hazelnuts. Ideal to variegate hazelnut, almond or chocolate gelato.

## A UNIQUE AND INSPIRING TRAINING EXPERIENCE



Training is a fundamental service in our industry - a service that PreGel has been offering for years to its business partners and investors around the world. In fact, PreGel's primary goal is to support its partners by providing them with the knowledge and tools they need to develop profitable, successful businesses. Quality products and innovations are not enough anymore. It is also necessary to offer comprehensive and relevant training - both practical and theoretical - on product uses and their various applications. PreGel International Training Centers (ITC) were created as a network of gelato schools around the world with the intent to provide its students with both the theoretical and practical knowledge needed to create a successful career.

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

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

In Italy, the ITC is located at PreGel headquarters in Reggio Emilia. All other locations are housed within PreGel's main subsidiaries, which provide training courses adapted to each local market and include trends related to the different geographic areas.

PreGel ITC are located in United States, Australia, Austria, Benelux, Brasil, Canada, Chile, Colombia, Ecuador, France, Germany, Greece, Hungary, Mexico, Polska, Spain and UK. Visit the official website: [www.pregeltraining.com](http://www.pregeltraining.com)





Italy *Courses* 2020



- October 22-23 Alternative Solutions for your Gelato
- November 9-11 The Fundamentals of Gelato & Sorbet Production  
12 Display Decoration and Presentation
- December 4 Healthy Gelato



SCHOOL OF  
**GELATO**  
AND  
**PASTRY**

## PreGel International Training Centers

An international training network with more than 25 gelato and pastry schools and one single objective: your success. In the PreGel International Training Centers courses, you will learn basic techniques, improve your skills, and upgrade your business by learning how to properly use PreGel products from highly skilled, international chefs.

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## TAILOR-MADE INGREDIENTS



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

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

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

For more information:

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



# WHEN THE RAW MATERIALS ARE GOOD



Foto Ed Clark

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

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



# Reire

Reire srl - via Rinaldi, 95 - 42124 Reggio Emilia

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

## FRESH EVOLUTIONS



The lockdown period did not stop the production of F.A.R., a cooperative business that in Piedmont (Italy) works every day transforming fresh, seasonal fruit into a series of market-leading frozen products for the gelato, pastry and food industry.

The months of compulsory reduction of operating speed, which involved all production sectors, were utilized to their best to identify new lines as well as development possibilities for the fruit world, giving way to market demands and to the needs of the more advanced industrial production sectors.

Very many new ideas to be developed were thus born and over the weeks, they slowly took shape thanks to internal ideas and industry inputs. First of all, the need to offer foreign markets specific custom products with particular organoleptic characteristics led to the decision to install a selection of innovative equipment. This included an Ohmico pasteurizer, an excellent alternative to traditional pasteurization methods. This system, which generates heat directly

within the product, guarantees the conservation of the flavours and aromas of fresh fruit, without sacrificing the benefits of heat treatment for the elimination of pathogenic microorganisms.

Furthermore, new industry developments brought out numerous needs on several fronts, therefore the company considered it useful to start some research and development projects with special regards to a selection of fruit grown in Italy.

This trend has revealed itself to be more interesting considering the market demands, and it has led to internal research of different varieties of fruit grown on Italian soil, with the aim to satisfy even the most demanding producers. At the same time, the constant growth of demand for health food items has allowed for the introduction of a product such as the avocado, a tropical fruit that is commonly consumed on our tables. With its particular flavour and exceptional health benefits, it is processed when completely ripe, cubed and ready to use for both the professional foodservice industry, to be used in Asian and tropical cuisine recipes, as well as the artisanal gelato industry, thanks to the vegan trend.

Learn more by visiting [rogelfruit.com](http://rogelfruit.com)





Good things happen  
to those who eat  
avocado

*Our world of IQF frozen fruit is enriched with new additions that are good for you. The avocados are harvested, cleaned and cut into cubes when they are fully ripe. A product that is just perfect for your finest preparations. Find out more at [rogelfrut.com](http://rogelfrut.com)*

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

# THE QUEENS OF YOUR LABORATORY



Born in 1959, Staff Ice System, a stronghold in the market of cold equipments, has specialized since 1984 in gelato, pastry and restaurant machines.

Our mission is the research of reliability, which makes our equipments a reality acknowledged and appreciated in the international scene.

Its eco-friendly attitude and steady investment in research and development, planning and latest design, have always characterized the company approach to the modern gelato, pastry and restaurant field.

RHB / RHS machines, from our SmartMix range, are two of the latest multifunction machines created by Staff Ice System and they are ready to become the “queens” of every pastry laboratory, thanks to their different advantages.

Two separate and independent tanks which can work together: the upper part is a full-fledged pastocream with the same working of a multi-function machine, the lower part is an horizontal batch-freezer with a

specific adjustment to make the perfect gelato consistency.

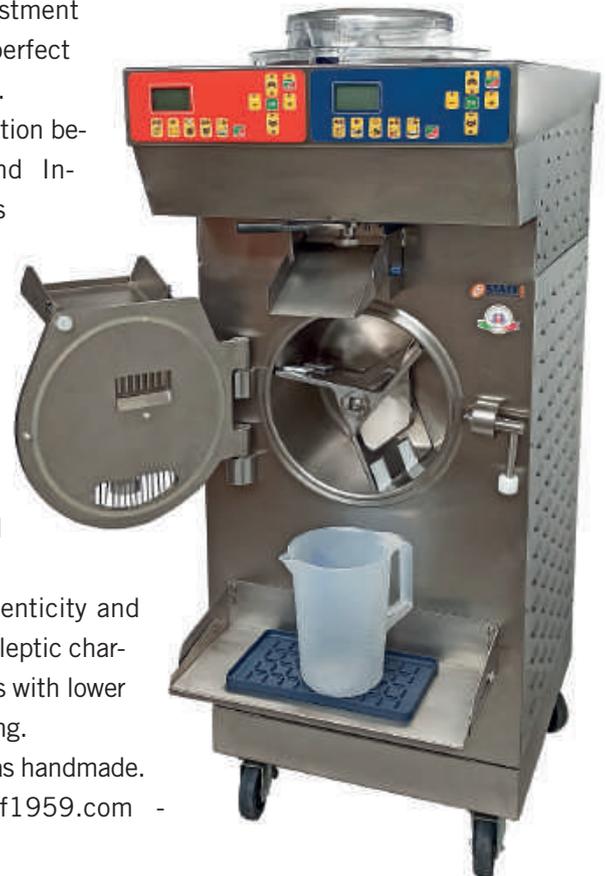
The perfect combination between electronics and Inverter technology allows you to control the agitator speed, the right gelato texture and to realize every recipe.

Robotcream is the dessert leading machine in the restaurant world.

Composed by 10 models, from the bigger to the table ones, “R” range is our flagship and is able to fulfill the needs of artisanal gelato, pastry and restaurant field.

These models represent the concept of authenticity and craftsmanship, highlighting the recipes organoleptic characteristics, since the pasteurization cycle works with lower temperatures, compared to the classical boiling.

This will let you realise every type of mix as it was handmade. Contact us for any question: [www.staff1959.com](http://www.staff1959.com) - [office@staff1959.com](mailto:office@staff1959.com)



*Fresh Gelato,  
made...  
and served!*



## GLS Gelato Live Show

- 800 cm<sup>2</sup> for tank
- 6 litre for tank
- Constant Gelato texture



## PERFECT TEMPERATURE

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



## THE VALUE OF EXPERIENCE

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



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



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

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



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



# TADDIA

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

## A REFRESHING FLORAL TASTE

Among the many new additions to Torronalba's offer this year, there is one that stands out for its unparalleled freshness: Elderberry paste.

This paste is developed to create a refreshing gelato with intriguing aromas, an irresistible choice for the growing number of consumers who are looking for new options inspired by nature. A gelato made with Torronalba's Elderberry paste can be served as a dessert at the end of the meal, and it is irresistible and particularly thirst-quenching at any time of the day.

The paste is perfect in combination with the Torronalba pomegranate variegate with seeds: a variegate with a naturally bright colour, rich in whole pomegranate grains with natural flavours.

## DELICIOUS PROPERTIES

Elderberry grows spontaneously in the woods and it is known for its clusters of small white flowers, which bloom in May and June. These flowers then transform into berries that can be harvested starting in August and for the whole month of September. The fresh flowers can be used as an ingredient in refreshing and quenching drinks, perfect during the summer season. They can also be used in recipes for delicious fritters and pancakes to enjoy at breakfast or for a snack.

Elderberry is also one of the most commonly used medicinal plants in the world. Traditionally, Native Americans used it to treat infections, while the ancient Egyptians used it to improve their complexions and heal burns. It is still gathered and used in folk medicine across many parts of Europe. Today, elderberry is most often taken as a supplement to treat cold and flu symptoms as it is rich in vitamin C, dietary fibre, anthocyanins. Furthermore, elderberries are a low-calorie food packed with antioxidants.



PACKAGING N. 2 TINS OF 3 KG.

# ELDER FLOWER

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AND FRUITY TASTE WITH  
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## GELATO SPECIALISTS



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

trial ice-cream producers. Nordpol® is a historic brand, registered in Milan in 1936, deeply linked to a strong craft tradition in Italy. Its product range includes neutrals, bases, pastes, ripples, products for soft ice cream, toppings, ready-to-use products etc. and has been specifically developed for artisanal laboratories. The brand Unigumm® offers a wide range of stabilizers, conceived and created to meet the diverse technical requirements of great food industries, by developing ad hoc mixtures and easy-to-use products for various applications. The continuous search for customised and innovative solutions, which is one of Unigel's major strengths, is carried out in a technologically advanced laboratory by a technical staff boasting decades of international experience; these assets have played a key role in increasing the company's penetration into international markets. Nowadays, Unigel is in full expansion: while consolidating the existing commercial relationships, the company is constantly seeking new partners, with the aim of increasing its customer base and business volume even more.

## SWEET TREAT

The delicate, harmonious taste of coconut in a cold-process flavour enhancer: Coccopluss is a compound ingredient in powder form conceived to offer a valuable alternative to a traditional coconut paste, also in terms of storage and shelf life. Thanks to the high percentage of dried coconut milk and to the addition of coconut flakes, Coccopluss is a precious ally to create a perfect blend of pleasing consistencies, while fully unleashing the unique taste of the exotic fruit. With its well-balanced milk flavour Base Lorena is an ideal base to complete the flavour profile of a coconut gelato, while conferring a creamy, compact structure to the finished product. Complete the presentation with Variegato wafer for an intriguing, crunchy explosion of taste or opt for other ripples to reproduce interesting variations on coconut taste. Base Lorena is available in 10 kg cartons (5 bags x 2 kg), Coccopluss is sold in 6 kg cartons (4 bags x 1.5 kg) and Variegato wafer in 2.5 kg pails.



# Unigel's fabulous world

Our world in short? It's like a fairy tale.  
We produce top-quality compound ingredients for ice-cream shops and confectioneries.  
For more than eighty years we have always been trying to find a way  
to amaze ourselves and our customers while looking for that magic, special touch.  
There is always a happy ending in our tales of taste: join us to share the delight.



UNIGEL spa - Via Torino 24 - 24040 Ciserano (BG) - P. +39 035.88.31.54  
info@unigelitalia.com - [unigelitalia.com](http://unigelitalia.com) - [nordpol.it](http://nordpol.it) - [unigumm.it](http://unigumm.it)

uni  
GEL

# EXCELLENCE IN RESEARCH



Founded in 1987, Valmar Global is an international company specialising in the manufacture of high-tech machines for the gelato, pastry and HoReCa industries. Today, the company is present in over 60 markets around the world, where it is universally appreciated for the high quality of its products which offer excellent value for money. The company's highly professional team constantly focuses on the customer, allowing the brand to have established itself in a global context.



At the heart of its success is the continuous investment of time and resources into research and development. This is a commitment that qualifies Valmar as one of the most technological companies in the gelato machine industry, and it

has been crowned with the achievement of over 20 patents.

The Valmar range includes base models, M; intermediate electronic models, Quick; and the latest generation models, TTi, which represent the best of technological development.

## A WINNING COMBINATION

The innovative batch freezing system Valmar Combisystem, present on all machines in the new line of TTi batch freezers, allows for optimisation in all conditions. Each recipe has the most appropriate batch-freezing process, ensuring maximum quality of the final product. It is possible to obtain a perfectly creamy, soft, drip-free, easy-to-scoop gelato that is never compact, even with extraction temperatures that can reach -12°C at the heart of the gelato, and with an overrun that can reach up to 40% of the weight of the mix.

Each detail of Valmar's technology is carefully designed to make a difference to the final product, as well as to provide tangible support to the professional operator in his or her daily work.

Find more on: [www.valmar.eu](http://www.valmar.eu)





# MEET OUR NEW STAR **DOSY 3**

automatic adjustable  
cup filler for professional  
gelato production

Increase your sales of  
artisanal gelato through  
new sales channels and  
expand or create a new  
business.



[www.valmar.eu](http://www.valmar.eu)



## 2021: A NEW CONCEPT STORE



Yogorino is a franchising project dedicated entirely to the world of frozen yogurt and gelato. The brand celebrated its 25th birthday in 2018, and today counts over 250 active stores in 21 countries around the world: in Europe, Asia, Africa and North America.

Throughout the years, the brand has become a reference point for all frozen yogurt lovers, thanks to its unique, genuine, irresistible and inimitable flavour.

Yogorino has always invested and believed in the quality of its products, guaranteeing a high level in all of its branded stores. The franchise produces and supplies directly worldwide, including not only its top products such as frozen yogurt and gelato, but also semifreddo, crepes, pancakes, waffles, milkshakes, frozen creams and coffee. Starting next year, they will also include bakery products. The brand also handles the realization of every single store, following the turnkey model and using a precise brand image that is constantly renovated. The packet for opening includes an initial training to start the business, ongoing support from the company and updates on food, technology and store styling. For 2021, Yogorino developed a new concept store with a renewed image that is fresh and contemporary. New items are joining the product line and there is a new, lighter version of the opening packet, which gives the possibility to those who want a more limited investment to open their own Yogorino store and to start up their own business.

As always, the brand plans to continue with its philosophy of supporting and sustaining its affiliates during every stage of the process, from the undersigning of the contract to the opening of the store, with constant updates even after opening.

Also in 2021, Yogorino will continue to support their ideal of quality in food, in retail and in technology.





**THE BEST TASTING FROZEN YOGURT AND GELATO SINCE 1993**



## Why choose Yogorino?

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

## What we are looking for

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



e-mail: [world@yogorino.com](mailto:world@yogorino.com)  
web: [www.yogorino.com](http://www.yogorino.com)

## A CHANCE IS COMING, GRAB IT!

10-12 NOVEMBER 2020 - WWW.FHCCHINA.COM



The 24th edition of FHC Shanghai Global Food Trade Show will present multiple upgrades at Shanghai New International Expo Centre on November 10-12, 2020 to showcase the highest quality food and drink products to international buyers and visitors.

The exhibition will be leading the trend of industry development and offering unlimited opportunities to multinational companies, importers and distributors. It is expected to attract 3,800 industry-leading companies and more than 140,000 domestic and overseas visitors this year.

Fully analyzed the trends and demands of catering market, through scientific optimization and big data, the exhibition categories will be divided organically. You'll see Bakery & Gelato, Sweets & Snacks, Tea & Coffee, Catering & Store Design, Gourmet Food & Beverage, Meat, Seafood, Dairy, Oil segments onsite.

At that time, exhibitors from nearly 50 countries will be on stage, including Italy, Turkey, the United States, Canada, Germany, Spain, Russia, Japan etc. More than 20 pavilions, such as the UK pavilion will joint appearance again and display the unique high quality food. Among the events, it will be held FHC China International Culinary Arts Competition, the

only certificated international culinary competition in China by the World Association of Chefs Societies (WACS). Its purpose is to train young chefs and strengthen western food in China.

There is great expectation for FHC China International Young Chefs Competition, an international team cooking competition which young chefs from domestic and abroad will be invited to participate. Senior judges from WACS will be selecting the outstanding team. It will also be held China Latte Art Championship - East China Division, the second-largest coffee competition in the world and the elite arena of latte art.

Last year, FHC attracted more than 3,500 exhibitors from 49 countries and regions. A total of 133,751 trade visitors were gathered in the three days. Among them, 40% of the professional visitors are import and export dealers, 79% of the professional buyers found their target products, and the satisfaction of the visitors reached 96%.

FHC has always been committed to leading the new trend of international food exhibitions and shaping the future of food business. We welcome you to join us in this golden autumn for finding shining business.





# Shanghai Global Food Trade Show



## SHAPING FOOD'S FUTURE

Secure your business in China!

10 -12 NOV 2020

Shanghai New International Expo Centre (SNIEC)

The 24<sup>th</sup> International Exhibition for Food, Drink, Hotel, Restaurant, Foodservice, Bakery & Retail Industries

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

## Snapshot of FHC 2020

200,000m<sup>2</sup>

Exhibition Area

140,000+

Trade Visitors

3,800

Exhibitors

### Exhibit Categories



SEAFOOD



DAIRY



TEA & COFFEE, BAKERY AND GELATO



OIL



MEAT



SWEETS & SNACKS



CATERING AND STORE DESIGN

## Order a booth

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Alex.Ni@imsinoexpo.com

Hongkong Office:  
Gladys.Lui@imsinoexpo.com

International Office:  
Simone.Tanda@informa.com

Asean Office:  
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Follow us on @FHC - Shanghai Global Food Trade Show

# 7<sup>a</sup> edizione LEVANTE PROF salone internazionale



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# LEVANTE PROF



## Fiera Internazionale International Exhibition

# 7<sup>a</sup> edizione

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## BARI

## 7 - 10 MARZO 2021

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# A COMPLETE PARTNER FOR TRADE FAIRS

The Organizzazione Vittorio Caselli operates in the following product sectors: agriculture - food and wine - interior design and furniture - catering and hospitality equipment - consumer and producer goods - communications - packaging, food processing - wood (machines and technology) - plastics and rubber - health - print machines and products - textiles (machines and equipment) - transport; etc.

## SERVICES OFFERED

Booking of exhibition area and sale of display spaces - Stand set-up: standard set-up, personalised set-up, Italian pavilions - Arrangements for travel and accommodation, hotel bookings, visa information - Arrangements for transport of merchandise - Internationalisation services.



## COLLECTIVE REPRESENTATION

On numerous occasions the Organizzazione Caselli has privately managed collective Italian trade fair representation, grouping together Italian companies with key-in-the hand services. There are numerous advantages to collective participation in an international exhibition, especially in trade fairs where the majority of exhibiting countries are grouped together under the same flag. These advantages include: enhanced visibility in the display pavilion; support before and during the trade fair, with minimal stress for the client; quality



of the display set-up, superior to the standard arrangements provided by the trade fair organisers.

## PLUS

The Organizzazione V. Caselli is involved in the organisation of numerous trade fairs for the agro-alimentary, catering, and hospitality equipment sector. Some of these events take place in Europe, but most of them are concentrated in the Middle East and South-East Asia, where the greatest growth in Italian agro-alimentary exports is anticipated. A Trade Fair agent ensures efficient service through all stages. This is tangible benefit accruing to the client through every action performed by the Organizzazione Vittorio Caselli.





**ORGANIZZAZIONE  
VITTORIO CASELLI SPA**

## **TRADE FAIRS AROUND THE WORLD**

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

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

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



**ORGANIZZAZIONE  
VITTORIO CASELLI SPA**  
Via Magenta, 19 50123 Florence - Italy  
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