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In the third issue of *puntoitaly*, we dedicate the cover to the world's most fascinating city: Venice! In the wondrous setting of this city, we wanted to wave a special flag announcing the first European Day of Artisanal Gelato, established by the European Parliament for March 24 each year beginning in 2013.

A very special event to promote Italian artisan gelato, both inside and outside Italy, in Europe and in the rest of the world. This is a great satisfaction for those who have worked for years to achieve this milestone. The people at Artglace have the gratitude of everyone in the supply chain.

Puntoitaly is now one year old. It has gone around to trade shows far and near, visiting various countries from China to Brazil, from the United Arab Emirates to the major European cities. More than twelve thousand copies distributed and almost one thousand "loyal" international operators. Tens of thousands of kilometres travelled.

This third issue will start its adventure at the Sigep in Rimini in January, then go to the Sirha in Lyon, Gulfood in Dubai, Levante Prof in Bari, Hofex in Hong Kong, Fancy Food in New York, all in search of new contacts, to promote our inimitable Made in Italy in the artisanal confectionary sector and the finest in the restaurant industry.

If you'd like to come and see us, you'll find us at the trade shows making the rounds of the planet, or on our web site: www.puntoitaly.org. See you soon!

Franco Cesare Puglisi





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UNITED IN THE NAME OF GELATO

Ferdinando Buonocore, president of Artglace, comments on the announcement of the establishment of European Artisanal Gelato Day, illustrating the initiatives being planned at European level.

The organising meeting held recently on 2 October at Longarone was the occasion at which to present the programme of initiatives linked to the European Artisanal Gelato Day, also with the objective of actively involving all businesses along the whole supply chain. “As I have emphasised on a number of occasions”, commented Ferdinando Buonocore, president of Artglace, “this prestigious recognition represents a huge resource to all components of the world of artisan gelato. It provides us with a unique opportunity, which must be managed in the best possible way. It challenges us to display, in a coordinated manner and to the very best of our abilities, the full potential of the whole sector. We often complain the fact that artisan gelato is not able to compete with the large industrial companies at a promotional level and to exploit comparable chains of marketing and advertising. But now, finally, we have at our disposal an important, European-wide event that belongs solely to us!”

What initiatives are being taken to help international op-



erators seize all the opportunities opened up by the European Artisanal Gelato Day?

The leading expos in the sector, Mig and Sigep, provide the ideal meeting points for spreading information about the common initiatives to be undertaken both at European and national levels. During these expos, an Info Point has been set up at the stand of the G.A. (National Committee for the Defence and Diffusion of Artisan Gelato) dedicated to the first Euro-

pean Artisanal Gelato Day scheduled for 24 March 2013, with the objectives of providing information, gathering the signatures of those committed to supporting Gelato Day, and distributing the Gelato Day kit containing a rich assortment of advertising material for points of sale. We are also having printed information material, and this will be distributed in all gelato shops supporting the first edition of Gelato Day.

What is in the kit for gelato shops?

The kit contains window transparencies, posters, biodegradable cups and gelato palettes, all customised with the Gelato

Summit meeting

There was widespread participation at the meeting held by Artglace last 2 December, during the Mig in Longarone, to announce the guidelines for the 1st European Artisanal Gelato Day. On hand for the meeting, which was chaired by Ferdinando Buonocore, president of Artglace, were many of the leading professional associations (including Fipe-Confcommercio, Cna and Confartigianato) of artisan gelato makers, as well as the association of manufacturers of machinery and equipment (Acomag), represented by its president, Vittorio Bartyan, and the association of manufacturers of gelato ingredients (Aiipa), represented by its president, Fabrizio Osti. Also in attendance was the specialised press, including the magazines puntoIT and puntotaly, both represented by its editor Franco Cesare Puglisi. The challenge facing Artglace is to organise a program of events to be held simultaneously in Italy, Austria, Belgium, France, Germany, Holland, Portugal, the United Kingdom, the Czech Republic, Spain, Argentina, and Canada (these last two countries, though "non-European", have solid traditions of artisan gelato), in order to send a clear message to consumers on the benefits of artisan gelato. The gelato makers taking part in the initiative have been invited to sell to the consumer a cup of gelato (mis. 16/b) at the same price throughout Europe: 1 euro. They have also been called upon to create, for March 24th, a special flavour made from the same recipe everywhere: "Fantasia d'Europa", a fiordilatte gelato with a melt chocolate variegate and almond pralines.

Day logo. All gelato makers intending to support the celebration on 24 March must sign a self-certification stating that their gelato shops sell artisan gelato.

Are there any restrictions on use of the logo?

The logo is being made available to every business requesting it in order to publicise the event, and everyone is free to organise their own celebration as they think best. There can be events set in piazzas and equally in individual gelato shops. The only restriction is that every initiative must promote solely artisan made in-house gelato, not industrially made ice cream.

Are any initiatives being planned for the youngest consumers?

Besides the common initiatives, each country, region, city or individual gelato shop can organise further events and/or celebrations. In some cities, contacts have already been made with schools, cultural associations, and public bodies, not only in order to publicise Gelato Day on 24 March, but above all to create a better rapport between the world of artisan gelato and all consumers.

How do you think the European Artisanal Gelato Day will boost the image of gelato making and consumption, and



the development of the sector as a whole?

The potential for development is enormous as we can imagine. If we exploit this great opportunity to the full, it will be of enormous benefit to the whole production chain.

What other initiatives has Artglace scheduled to support the development of artisan gelato in the world?

As soon as news spread that European Artisanal Gelato Day had been officially approved, Artglace started receiving proposals to organise collateral events in Argentina, Canada, China and Japan. These proposals have been submitted to the attention and approval of the General Meeting of Artglace which took place on 1 December 2012 in the context of the Mig expo. In this connection, it should be remembered that for two years now we have been weighing up the possibility of creating a World Artisanal Gelato Confederation. We hope that the time is now ripe and that this project will quickly be realised. ●

WHAT A SWEET DAY!

The European Parliament in Strasbourg recently gave its official approval to the establishment of the European Artisanal Gelato Day, to be celebrated by all EU countries on 24 March of each year.



With the signatures of 387 European parliamentarians, the Strasbourg Parliament officially approved the establishment of the European Artisanal Gelato Day to be celebrated each year on 24 March. The announcement, made in the Plenary Session of 5 July 2012, represents a significant milestone for the whole artisan gelato production chain. The aim is to create an event that resonates widely throughout the EU, and serves to inform consumers in a concerted manner of the exclusive properties of artisan gelato that make it unique when compared to other sweet products. To this end, Artglace, the Confederation that brings together representatives of the artisan gelato makers in nine European countries and which has all along promoted the creation of the Gelato Day, is now mobilising consent to define an effective and, as far as possible, unified plan of action.

The first step has been to create an official logo for the celebration, which will be made available to all those who wish

to help publicise the event in the 27 countries of the Union. The logo, which will be produced in various versions according to the language of the particular countries, uses the image of the gelato in its most widely recognised artisan form - gelato in a cone - as appropriate to the European dimension of the event. In addition, the Postal Services have already been contacted to introduce a special franking design to go with the stamp featuring gelato that was issued in 2006.

On the operational side, a meeting was held on 2 October 2012 on the premises of Mig - the International Artisan Gelato Expo (where the campaign to establish the Gelato Day was launched in 2008), attended by many of the trade organisations representing artisan gelato makers, as well as manufacturers of machines, equipment and products. The meeting resolved to concentrate on just a few initiatives, which would be relatively easy to carry out but make a big impact in terms of communicating to the consumer public. ●

The decision of the European Parliament point by point

The European Parliament, having regard to Rule 123 of its Rules of Procedure,

- whereas EU legislation is increasingly geared towards ensuring the quality of food and, of all fresh dairy products, artisanal gelato is a product of excellence in terms of food quality and safety, raising the profile of agri-food products in each individual Member State,
- whereas consumers are increasingly opting for healthy, more nutritious and tastier foods made using traditional methods which do not have an impact on the environment,
- whereas the sector directly employs some 300,000, mostly young, workers in around 50,000 ice cream parlours throughout Europe and the consumption of ice cream is gradually becoming less seasonal, resulting in a year-round turnover of hundreds of millions of euros,

1. Calls on the Member States to support the production of artisanal gelato, a high-quality product, since this is an area in which the EU economy can compete and an opportunity to be seized, given the current crisis in the dairy and other sectors;
2. Establishes European Artisanal Gelato Day, to be celebrated on 24 March, to help promote this product and build on the sector's gastronomic traditions;
3. Instructs its President to forward this declaration, together with the names of its signatories, to the governments and parliaments of the Member States.

Strasbourg, 5 July 2012



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

The rollout that will be present at all events dedicated to European Artisanal Gelato Day next 24 March.



IRRESISTIBLY ROME

For four days, from 27 to 30 October, the Italian capital city was the setting for intensive meetings and interactions between operators in the food and restaurant sectors at the 17th edition of the Pa.Bo.Gel. trade fair.

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The 17th edition of Pa.Bo.Gel. - the unique international food and restaurant show housed in the pavilions of the Fiera di Roma (Italy) - lasted over four days devoted to

business (27-30 October 2012). Despite the difficult economic situation throughout the world, D.M.P. (Divisione Mostre Pubblicispo) the organiser of the event, succeeded in attracting to the pavilions of the Rome Trade Fair Centre thousands of professional visitors looking for the latest innovations on the market. The stands were the focus of a non-stop succession of visits and contacts made by the numerous exhibitors present. Even those who, in the light of the persistent crisis, had decided to take part at the Rome expo only with some hesitation, were forced to think again when they saw how many contacts they could make. This was helped by the numerous special events that had been scheduled over the four days of the expo, which contributed to an increase in the number of visitors and in media interest - in fact, 70 Italian and foreign media representatives were in attendance.

The exhibitors presented a great number of innovations, and they were also able to benefit from the strong appeal of Rome to attract a large public not only from around Italy but also from around the world. They therefore succeeded in directly reaching a range of professional operators whom it is not always possible to meet at other trade fairs in the sector that do



Mauro Mannocchi, president of the Fiera di Roma and of Confartigianato Imprese Roma, at the prize-giving ceremony of the competition "Manine in Pasta".





Promoted in collaboration with the magazine puntoIT, the 6th international Trofeo puntoIT "Gelato in Mostra" saw Luigi Tirabassi emerge as the winner. Second and third places went to Valerio Esposito and Fabio Aiello.



The success of Pa.Bo.Gel was helped by the numerous special events that had been scheduled over the four days of the expo.

not enjoy the privilege of having the Italian capital as their backdrop. A lot of special events were scheduled in the context of Pa.Bo.Gel. 2012. Among these, Manine in Pasta (Little hands in pastry) was particularly successful - a competitive spectacle promoted in conjunction with Confartigianato Imprese Roma (the Confederation of Artisan Businesses in Rome) involving the youngest bakers in Italy. More than 40 children participated in the competition, and they enjoyed a unique opportunity to play and have fun with bread dough under the guidance of Maestro Fabio Albanesi. Promoted in collaboration with the magazine puntoIT, the 6th international Trofeo puntoIT "Gelato in Mostra" (Gelato on show) saw Luigi Tirabassi, from the gelato shop "Gelato e cioccolato" in Subiaco (Rome Province) emerge as the winner, with an olive oil flavoured gelato. Second and third places went to Valerio Esposito from the "Tonka" gelato shop in Aprilia (Latina Province) and Fabio Aiello from "Candid Cream" gelato shop. The Masters of Bread competition, also organised in partnership with Confartigianato Imprese Roma was a huge attraction. This was the first international competition held in Rome dedicated to natural, high quality bread making. Then there were the "Europe Restaurant Cup" (Coppa Europa della Ris-

torazione), the new competition dedicated to Italian gastronomy by the magazine Ristorazione Italiana, and also the European Pizza Championships and the Roma Prize for pan pizza, two highly prestigious events dedicated to world of professional pizza making. Also attracting a large public were the cooking shows organised by the Chefs Association of Lazio, presided over by Alessandro Circiello - a real spectacle, hosted by the chef of the Rai2 television channel. Among the guests were Alma Scuola di Cucina, the emerging team from Fic (the Italian Chefs Federation), and the well-known television personalities Laura and Silvia Squizzato and Sara Papa. There were also numerous speeches arguing the close link between food and health made by various notables, among them Maurizio Ferrante, director of the Fatebenefratelli Hospital in Rome, and the ex-Minister of the Environment, Alfonso Pecoraro Scanio. Pa.Bo.Gel. 2012 had been place on 25th year of the first edition of the expo. This longevity demonstrates how the Roman event has really built over time, and the expo can now count on a relationship of reciprocal trust both with the companies that exhibit and the visitors. The next edition of the Pa.Bo.Gel. show is scheduled for the spring of 2014. ●

THE WINNING ATMOSPHERE



The viewpoint of Oscar De Bona, president of Longarone Fiere Dolomiti, on the 2012 Mig - International Artisan Gelato Expo.

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The Mig has just ended. Please comment on this year's show.

It was really a fine Mig. So many companies, so many gelato makers attending, a wonderful atmosphere among the stands: what has always made us special, what only Longarone manages to create successfully every time. Several exhibitors told me they worked more than they expected to. A good sign: it means that the Mig has been able to maintain and perhaps even improve its performance as the go-to show for artisan gelato.

What were the most significant events?

For me there were two major events. The first was the European Day of Artisanal Gelato. Longarone Fiere believed in this project right from the start, investing in it along with Artglace in

terms of resources, men and means. The result achieved however is just a starting point for an even more challenging approach: we spoke about that when the Mig opened and then on the other days of the event.

Next March 24th will be the first step in a journey that we hope will lead artisan gelato to earn a much-needed and careful market positioning as an excellent food product, and for us Italians one more symbol abroad of made in Italy quality. Another very current event is the commercial evolution of “gelato for strolling,” which is becoming an area targeted by chains and franchises.

At Longarone we have dealt with this topic, discussed it and in particular highlighted: being aware of the changes occurring is the first step in the artisan category’s taking action, a basis on which we can build concrete efforts and undertake marketing initiatives, including by using the European Day next March as a tool.

What kind of support will Longarone Fiere Dolomiti provide to the European Day?

We have been supporting Artglace since the inception of this great adventure: with the direct involvement of our vice president, Fausto Bortolot, we contributed concretely to organising and managing all the signature collecting at the European Parliament in Strasbourg, until we obtained the necessary quorum. We organised meetings among gelato makers, and with Artglace we also cooperated operationally to create communications and promotional materials; most of all, we implemented relationships and resources that proved to be decisive in obtaining this recognition: one name stands out, that of our former director, Paolo Garna, who has a real understanding of the world of gelato and an organiser of great experience and skill. For the Mig, with the collaboration of other businesses as well, who paid special attention to the European Day, they made themselves available for the gelato-cup kits bearing the European Day logo, which will be used next March 24th to distribute gelato all over Europe. But there are still so many things to do and organise: and the Promotional committee for the European Day, which met at Longarone during the Mig and laid out the programme of things to do between now and March 24th.

What initiatives were undertaken to promote cross-border attendance?

The job of the Mig is to serve as a meeting point with the German market and more generally with Central Europe, and that was further confirmed; Germany is by far the foreign country that sent the greatest number of gelato makers to the show. We also had a visit from a large group of Chinese businessmen from the food industry interested in opening up to artisan gelato: they came to Longarone to get to see the Italian situation up close and establish new business relationships that may translate into new business in the short and medium term for some of our exhibitors.

To facilitate things for foreign exhibitors especially, we also set up a free shuttle bus service operating six times a day between the exhibition and the two international airports at Venice and Treviso, Italy’s third-largest airport hub, serving the time slots most commonly used for European flights. Our exhibition center is an hour away by car, and even from Munich you can get to the Exhibition in the morning and be home that evening.

What role does the Mig play in disseminating gelato culture internationally?

The Mig was set up at the initiative of some Belluno gelato makers who emigrated to various European countries fifty years ago. The network that these artisans were able to establish over time has become a very significant asset: today in Germany Italian gelato makers are key contacts for the domestic market, both with regard to economic and commercial aspects and with regard to relationships with Government institutions in terms of legislation and regulations. And the same could be said for other European countries. It’s also through the gelato makers’ network that the Mig operates to support the spread of artisan gelato; and it supports various promotional initiatives held in various European countries as well. And let’s not forget the creation of the “Artisan gelato documentation, information and training centre”, which Longarone Fiere established in order to educate and inform on this specific topic: the centre got its start with initiatives developed around the Mig, but the schedule of activities is planned towards more open dimensions. ●

ALWAYS BRIGHTEST



Four days of intensive business filled the 53rd Mig-International Expo of Artisan Gelato, in Longarone (2-5 December 2012). The election of the new president of Uniteis took place during the gathering, which featured a full schedule of competitions and contests.

Optimal results were registered by the 53rd Mig-International Expo of Artisan Gelato, an event held in Longarone (Italy) and focussed exclusively on the gelato sector, with exhibits covering the full range of machines, equipment, semi-finished products, ingredients, furnishings and accessories. The four days of the exposition, which ran from December 2nd to the 5th, 2012, drew massive numbers of professionals and delegations, for a grand total of more than 26,000 visitors. Evidence of the increasingly international scope of the Mig was the fact that the professionals in attendance hailed from roughly fifty countries throughout the world, including the United States, Brazil, China, Thailand, Peru, Argentina, Portugal, Ukraine and Russia, as well as the countries traditionally represented at the exposition: first and foremost Germany, Austria, Holland, Spain and Slovenia. These attendance figures demonstrate the widespread recognition of the event, whose renown was further amplified by the attention received from the media, both in Italy - primarily over the Rai national television and Radiorai - and internationally.

Oscar De Bona, president of the Longarone Fiere Dolomiti,

summed up the positive comments made in the course of the event by the exhibitors, who reported doing a noteworthy volume of business: "This year, the Mig reinforced its role as an international event, though without losing that atmosphere of familiarity which has characterised it throughout the years, becoming one of the secrets to its success. Our chief source of satisfaction was the positive feedback received from all the exhibitors, gelato makers and other industry professionals".

The general meeting of Uniteis, by now a traditional appointment held on the occasion of the Mig, brought together hundreds of gelato professionals active in Germany. It also provided the setting for a meeting of the newly elected executive committee of Uniteis, which led to the appointment of a new president, Dario Olivier, who will serve alongside vice presidents Stefano Bortolot and Maurizio Costantini.

Drawing especially intense attention during the Mig were the

competitions held in the course of the event. The 43rd Coppa d'Oro, or the Oscar of gelato, whose theme in this edition was the flavour strawberry, was won by a gelato maker from the town of Camponogara (Province of Venice), Massimo Baldan of the gelato shop Dolce Freddo. He was given the first-place ranking by a jury of supervisors from the Veneto Agricoltura laboratory of sensorial analysis. Coming right behind him in the standings were Daniele Dall'Antonia of the gelato shop Da Nonno Piero in the town of Albignasego (Province of Padua), as well as Marco Vazzola of Birkenfeld (Germany), who also won the special prize as the top competitor in the under-30 young people's division.

The 19th Festival d'Autore, a competition showcasing the art of gelato making, was also a great success. Open to students of hotel schools, it focussed on the theme: "Examples of local excellence". The jury, led by Luigi Dal Farra, and with the participation of, among others, renowned master gelato maker





Drawing especially intense attention during the Mig were the events and competitions held in the course of the expo. A touch of cultural refinement was brought to the fair-grounds with the presentation of Beppo Tonon's new book, "Fruttamore - Intagli per passione" ("Fruity Love - A passion for carving"), published by Editrade.



Beppo Tonon, judged the compositions of the students who had made it to the finals following preliminary competitions held throughout Italy. For the first time, a hotel school from outside Italy took part, with a Vienna institute winding up in a tie for third place. The first place award went to Lucia and Giulia Paolucci of the "A. Einstein - A. Nebbia" institute of Loreto (Province of Ancona), who entered a gelato dish entitled "Antonio Nebbia". The winners also received a professional batch freezer for the production of gelato, offered by the company Telme from Codogno (Province of Lodi, Italy), in collaboration with Longarone Fiere. Finishing right behind them in the judging were Rocco Lamorte and Elia Bettarini of the "Buontalenti" institute of Florence, with their dish "Una dolce fettunta toscana", while third place on the awards podium was occupied by Enrico De Simone and Valentina Spolador of the "C. Musatti" institute of Dolo (Province of Venice), whose preparation was entitled "Carnevale di Venezia". An event of exceptional note was the 11th "Gelaterie in Web 2012" competition, held to judge the leading gelato internet sites worldwide. The entries provided an up-close look at the high levels of technical sophistication and interactive presentation achieved by gelato producers who use the internet as a highly effective showcase for their products.



The winning site was www.bortolot.de of the Gelateria Fratelli Bortolot in Cochem (Germany), which finished ahead of the site www.ilgelatieresantagostino.com by Stefano Dassie, a gelato maker from Treviso, and www.sincerita.jp by Yosuke Nakai of Tokyo (Japan). A further touch of cultural refinement was brought to the fair-

grounds with the presentation of Beppo Tonon's new book, "Fruttamore - Intagli per passione" ("Fruity Love - A passion for carving"), published by Editrade. During the four days of the Mig, the master artist also gave a series of practical demonstrations on sculpting and carving fruit, revealing some of the secrets behind his eye-catching works to the large number of spectators on hand.

The Mig also provided an opportunity to illustrate the initiatives to be taken in Longarone to promote artisan gelato on the occasion of the local leg of the 96th Giro d'Italia bicycle race, scheduled for 16 May 2013. The exhibition booth "Un Gelato per il Giro", organised by the Maestri della Gelateria Italiana, offered advance tastes of the "Maglia Rosa" flavour, together with information on the initiatives to be taken by the regions where the various legs of the upcoming Giro d'Italia will have their starting points.

Right up to its last day, the 53rd Mig was enlivened by a continuous series of events. The exposition concluded with the proclamation of the "Gusto gelato dell'anno 2013" (Gelato

flavour of the year 2013). The star of gelato shop showcases during the next season will be the "Fichissimo" flavour, made from ingredients that include figs, blackberries and walnuts. Promoted by the G.A. (the National Committee for the Defence and Promotion of Artisan Gelato Production, president Ferdinando Buonocore), this exclusive flavour will soon be launched in Italy's gelato shops, which will be given the recipe for its preparation. The flavour was created by Renzo Ongaro of the "Casa del gelato" in Caorle (Province of Venice) and by Giorgio De Pellegrin of Lignano Sabbiadoro (Province of Venice).

Finally, the official flavour of the 2013 campaign by Uniteis to promote artisan gelato in Germany was unveiled. Following hard on the success of the cremino, this year's featured proposal in Germany's gelato shops will be a lemon and basil flavour that combines these two traditional Italian products into a delicate, highly refined taste experience.

The next appointment with the Mig expo has been set from 1st to 4th December 2013. ●



TRUE TO TRADITION



The Carpigiani Gelato Museum, the first museum dedicated to the history, culture, and technology of artisan gelato, was recently inaugurated in Anzola dell'Emilia (Bologna), Italy.

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The Carpigiani Gelato Museum, a center dedicated to the study and research of a world with ancient roots, was officially opened to the public last September, with more than 4,000 people attending the inauguration. The opening day was a continuous ferment of guided tours, gelato workshops, and tastings. Many important guests were present to celebrate the museum's opening. Besides Andrea Cocchi, general manager of the Carpigiani Group, and Romano Verardi, president of the Carpigiani Foundation, there were a number of other dignitaries: Elena Ugolini, under-secretary of the Ministry of Education, who cut the ribbon; Carlo Muzzarelli, councilor for Production Activities in the Emilia Romagna Regional Council; Beatrice Draghetti, president of the Provincial Council of Bologna; Virginio Merola, mayor of Bologna; Loris

Ropa, mayor of Anzola; Angelo Tranfaglia, prefect of Bologna; and Vincenzo Stingone, police commissioner of Bologna.

A RECORD-SETTING MUSEUM

The museum, curated by Luciana Polliotti (history) and Andrea Barbieri (creativity), at once entered the World Record Academy as the first prominent cultural center on the planet dedicated to the understanding of and research into the history and technology of gelato. This important recognition is based on the richness of the treasures held by the museum, including over 20 original machines, more than 10,000 photographs and historical documents, and precious tools and accessories from the past. The museum will be mentioned in the next edition of the Book of Records and in the ebook ed-



ited by the prestigious Academy, which will also soon produce a video about the museum.

The architects Matteo Caravatti and Chiara Gugliotta converted a portion of the company's factory to provide more than 1,000 square meters of floor space. The project's objective was to enhance the industrial character of the building. They thus introduced a garden creating new pathways between the various rooms in the building, thus providing a place for receptions and a fulcrum around which the exhibition spaces are arranged.

The exhibition passes through five large areas. The first contains exhibits that recount the history from snow wells to the birth of the sorbet, covering the 12th century BC to the 13th century AD. The second (from the 16th to the 18th century)

Treasures on display

Among the machines on display in the museum are some manual models worked by a crank handle, such as the small sorbettiera, or by a wheel, as in the case of the old vats. Prominence is given to the introduction of automatic machines at the beginning of the 1900s, all well represented in the collection. Genuine treasures are the Motogelatiera, patented in 1931 by Otello Cattabriga, and the Autogelatiera, designed in 1945 by Carpi-giani. This journey concludes with the horizontal gelato machines, pasteurizers, and soft gelato machines introduced in the second half of the century.

What a discovery!

While the Museum was being set up, new recipes of great historical value came to light, such as Francesco Leonardi's recipe for a truffle gelato from 1808 and those for cheese gelato, dating back to the end of the 1700s.

is devoted to the birth of the profession of gelato artisan. The third (up to the 20th century) documents the rise and worldwide spread of gelato. The fourth area (1900-1950) focuses on the shift from the use of ice and salt to newer technologies. The museum tour concludes in the final area which presents the history up to 1985, the theme of which is: "Italian gelato artisans and manufacturers unite: gelato becomes the icon of made in Italy". The evolution of gelato is analyzed from three perspectives. The first considers its transformation as a food, from the consumption of iced drinks to the modern product. The second focuses on the technological aspect, from the first sorbet vat machines to today's automated machines. The third perspective examines the places and methods of consumption, from the royal courts to the opening of the first shops. To involve museum visitors even more in this fascinating exploration of the past, original recipes are recreated in a dedicated production area. Visitors can also enroll in various educational activities, such as comparative tastings, theoretical lessons, and practical demonstrations on artisan gelato, not to mention courses on how to become a professional gelato artisan. The museum also features video interviews with the most significant personalities of the world of gelato, offering direct and in-depth testimonies regarding the items on display. ●

BUSINESS WITHOUT FRONTIERS



The Sigep trade fair is always an event not to be missed for professionals in the pastry, gelato and baking sectors. Patrizia Cecchi, manager of Rimini Fiera's Business Unit, reveals the secret of Sigep's worldwide success.

The 34th edition of Sigep confirms its broad international appeal. What are the reasons for this success?

Sigep reflects the growing entrepreneurial dynamism that for a number of years now has characterised the world of Italian artisan confectionery, gelato in particular. Indeed, I believe that the whole system has definitely taken a qualitative leap forward. We have become aware of the enormous potential represented by international demand, and thanks to a constructive collaboration between great masters of their craft and the modern companies serving them, we have found the right formula. Basically, we are reaping the rewards, in business terms, of the great reputation that Italian products have around the world. At Sigep, we represent this universality, and the know-how and avant-garde technology that underpins it. Every new initiative that we plan in order to enrich the exhibition has been thought through in terms of its international impact, and the constant increase in foreign visitors confirms that this is the path leading to success.

What initiatives have been undertaken to promote Sigep in the world?

The international network of Rimini Fiera agents, who work closely with our foreign marketing department, allows us to increase the international profile of Sigep year by year. The name of the main, specifically international project is "Top Buyers from the 5 continents". This coordinates our work of relating to international markets, and the actions that are undertaken in emerging markets - the Far East, the Middle East, India, South Africa, Brazil, Argentina, North America and Canada, and the Mediterranean Basin. Also, with the project "Sigep around the world", we have, for some months now, been carrying the message of the Sigep trade fair at Rimini to every corner of the world. At Munich, during the Iba exhibition, we saw how much foreign interest there is in Sigep and the A.B.Tech Expo, and in a single week dozens of people signed up to attend.

We will also soon see, in Poland and Latin America, the se-

The public at Sigep

(2012 edition)

Total visitors: 122,697 (+15%)

Foreign visitors: 23,854 (+21%)

lections for the teams representing these areas that will compete in Sigep's World Gelato Cup.

We have already announced the Gelato World Tour project in cooperation with Carpigiani, to be unrolled in 2013 with the objective of spreading the culture of artisan gelato originating in Italy to the wider public throughout the world.

In 2013 A.B. Tech Expo is to be run simultaneously with Sigep for the first time. What are the synergies between the two events?

The agreement drawn up with the Sipan Consortium and other agreements that followed, such as the one with Italmopa, give a concrete form to our project of representing the whole chain of "the white arts" at the trade fair. Out in the field, in our contacts with companies, we have been able to verify the need for a joint event. We are now ready to offer the appropriate context, which will have a high degree of international participation, and bring together all the leading players in the supply chain of "the white arts", from flour mills to processing technologies, and all the way through to actual production.

What support is given to exhibitors who wish to expand their business beyond their national frontiers?

We are organising a new event that will be repeated in future years, but we are also thinking of running it on a 6-monthly basis. This is a seminar that will deal with location, networks and franchising, with great international partners. Discussion will open out to include the question of financing, especially in relation to exports.

For a professional operator, what does it mean to win first prize in an international competition at Sigep?

It is easy to see that, although they are indeed competitive events, they take place in an extremely supportive atmosphere. To a certain extent they are also talent shows. The competitors enjoy meeting their peers and swapping ideas, there is always so much curiosity on the part of the top performers who know that there is always something new to learn, every day. Victory arrives therefore in a festive atmosphere, and for this very reason it is even more valuable, increasing fame and sales for the winners. I am convinced that the high level of the competitions means that the winners derive great practical benefit from a victory. There is a professional advantage to be had, without a doubt, and the prestige of Sigep enhances the victory even further.

What preparations are there for the next Gelato World Cup in 2014?

At Sigep 2013 we are staging the Sigep Gelato d'Oro, the "Grand Prix" for Italian gelato makers, which leads to selection for the Gelato World Cup. The event will enhance the skills, creativity, and capacity to innovate of the professionals working in Italy today. From among these the best gelato maker, pastry chef/chocolatier, ice sculptor and chef will be chosen. The winner in each category will have the right to be part of the Italian team that will compete in the 6th edition of the Gelato World Cup, besides of course winning the Sigep Gelato d'Oro trophy.

What are your forecasts for growth in the sectors represented at Sigep?

I am optimistic. We are talking about sectors in which Italy is a point of reference for the whole world, and the market leaders have plenty of ideas and reasons for stimulating new demand. We are witnessing a gradual change in commercial formats, with new ideas and cross-fertilisation that generate further opportunities. Sigep represents a privileged vantage point. We have contacts with business of various sizes in all the different sectors, and from them we do also receive signals of a worry that consumption is contracting. I think however that the world represented by Sigep is better placed than others and has the resources to generate new paths of development. ●

OLYMPICS OF TASTE

Sigep, the International Expo of Artisan Gelato, Pastry, and Baking, will be held at the Rimini Fiera (Italy) from 19 to 23 January. It is an event showcasing the excellence of the made-in-Italy brand in the world of confectionery and “the white arts”, and an international stage for top-level competitions.

The 34th edition of Sigep will be a showcase of excellence. From 19 to 23 January 2013, Rimini Fiera, the trade fair centre in Rimini, will host the best in the sectors of gelato, coffee, confectionery and baking. This is an event that is thoroughly international, as has already been confirmed by the last edition (a 21% increase in foreign visitors), and which is aiming to achieve important new targets. With the “Sigep around the world” project, started up in January 2012, the team organising the expo began working intensely on a programme of communication and promotion in every corner of the world, participating in trade fairs in the sector, arranging press conferences, visiting leading opinion makers, organising road shows to present Sigep, and attending international competitions and public events. The ambitious objective, in terms of attendance at the 2013 expo, is to exceed last year’s ceiling of 122,000 professional visitors.



The whole event will offer a global overview of the sectors represented. The trends and innovations on display will multiply business opportunities, and this will be helped by the great novelty of the coming exhibition: running simultaneously alongside Sigep will be the A.B. Tech Expo, the 3rd International Exhibition of technologies and products for baking, pastry and confectionery, with the objective of completing and strengthening the whole supply chain of the “white arts”. Rimini Fiera and the company Sistema Leader have also set up the “Sigel Abtech Platform System for internationalisation” which will offer a consultancy service and keep a watching brief throughout the year.

The platform will be launched and will make its first analyses at the next Sigep, with the organisation of a training conference for professional operators in the sectors of gelato, pastry and coffee, divided into two sessions.

WHAT A SHOW!

This year's calendar of world events is particularly crowded, and these will allow the great masters of their craft to vie with one another in top-level competitions. It will be a true Olympics of taste, an opportunity to experiment in crossovers of international styles, encourage the spread of know-how, and produce excellence and innovation.

The Sigep Gelato Gold Cup competition will serve to select the members of the Italian team that will compete in the Gelato World Cup scheduled for Sigep 2014. Selections cover the roles of gelato maker, pastry chef, ice sculptor and chef. In 2013 the team selections will also start in Poland and Latin America. The Star of Sugar is an international competition in which artists in sugar coming from all around the world will present their sculptures on the theme of "The clown girl". The competitors must create a sugar sculpture in a case, an extremely demanding technical test that will be adjudicated by Sigep's international panel presided over by Stephan Klein. There is great anticipation for the Junior World Pastry Championship and for the Senior Italian competition. Representatives of 10 countries will compete in the Junior World Championship, restricted to pastry chefs under the age of 23 (Australia, Brazil, France, England, Japan, New Zealand, Singapore, South Korea, Switzerland and Italy), who will compete on the theme "The circus of the future". Each team will be represented by two pastry chefs accompanied by the trainer who will also be part of the international judging panel.



The tests will involve the creation of one sculpture in sugar and one in chocolate, a chocolate cake and a gelato on a stick in any flavour but glazed with chocolate, three pralines and a dessert served in a glass based on white chocolate and fruit. Thanks to the passion, talent and creative genius of the young competitors, together with the attention to detail and experience of the grand masters, the World Championship creates an opportunity to reinforce the identity of the community of pastry chefs and of all operators in the sector, offering new perspectives and paradigms of artistic production.

The Italian Chocolate Championship, leading to selection for the World Chocolate Masters competition, will have as its theme "The architecture of taste". The chosen tests require the preparation of a large structure in chocolate, a chocolate cake in levels, a praline in a mould, and a plated chocolate dessert. In the last test, each participant must realise a traditional Italian pastry recipe, which will be the same recipe for all competitors. The Italian Gelato Masters Association, in collaboration with the Scuola Italiana di Gelateria (Italian School of Gelato Making) and Sigep, will organise the competition called "The world will be gelato". This project aims to stress the versatility of the artisan product, a food capable of adapting to every moment of the day: breakfast, lunch, afternoon snack, aperitif, dinner and after dinner treat. The event also intends to reflect the high level attained by the Italian school for artisans in terms of quality, creativity, professional-

Secret fascination

In 2013, Sigep is totally changing its publicity image, fusing the fascinating secret agent and the master artisan. Just like the lead characters in those famous American movies, professional artisans amaze us with their mastery, their technique, their ability in the use of special equipment and machines, winning over the most demanding palates and re-launching a sector that is more glamorous than ever. In the campaign visuals therefore, five men appear, full of self-confidence, who with a knowing wink indicate the five trade sections with which the trade fair is most closely identified: gelato, chocolate, pastry, coffee and bread.

ism and innovation. Also on the programme is the Gelato House competition, a model of contemporary gelato making. Italian and foreign professionals will compete against one another in demonstrating their ability to create gelato and gelato matches for every occasion. Among the participants there will also be young gelato makers from the hospitality schools, making their own creative contribution.

MAKE WAY FOR COFFEE

Coffee will feature in the 34th Sigep with Sigep Coffee, an event devoted to the promotion of the culture of this ingredient and its supply chain.

Sigep Coffee will provide an opportunity for coffee to take centre stage, through competitions between professionals which will be unique of their kind. A standout example is the CIBC - the Italian Barista Championship - in which 24 professional baristas selected in competitions held throughout the whole of Italy last year will take part. The competition, which will lead to selection for the World Barista Championship, involves preparing, in fifteen minutes, four espressos, four cappuccinos, and four personalised, espresso-based, non-alcoholic drinks. These will be served to an adjudicating panel of expert tasters.

There will also be the Frozen Coffee competition (which will have no bearing on selection for the Junior World Championship). Each team will have a leading barista attached to it, to produce unique creations combining selected blends of coffee with the dulce de leche flavour of gelato. The adjudicating panel will be made up of master pastry chefs, coffee experts, and journalists working in the sector.

The Cila competition - the Italian Latte Art Championship - leads to selection to compete in the World Latte Art Champi-

onship. Competitors must undergo various tests of their skill and creativity to gain entry to the final, during which the six best professionals will be invited to prepare, in eight minutes, two identical *caffè lattes*, two identical hot *macchiatos*, and two identical personalised drinks to present to two visual judges, a technical judge and a chief adjudicator.

Great anticipation also surrounds the Cics competition - the Italian Coffee in Good Spirits Championship - which leads to selection to compete in the World Coffee in Good Spirits Championship. The competition is structured in two stages: in the preliminary stage, competitors will have five minutes to prepare four drinks (two identical hot alcoholic coffees, and two identical cold alcoholic coffees), to be produced in eight minutes. The six top competitors will proceed to the final stage, in which they will have to prepare two Irish coffees and two hot or cold alcoholic coffees.

Besides the championships there are also scheduled sessions on learning about and tasting coffee and on the art of preparing it. Every day there will be demonstrations, workshops and seminars in the area called Rimini Caffè, and these will be followed up in brief meetings to discuss in greater detail matches, experimentations and tastings in the coffee shop. Notable among these sessions will be the one called Coffee Chat, in which Elisa Molle - the Italian barista champion and the first woman to win this title in Italy, representing her country at the World Barista Championship - will present topics of interest, suggestions, demonstrations and tastings.

LIKE WORKS OF ART

Cake Design at Sigep has always attached equal importance to the look and the taste of a cake, to the beautiful as well as the tasty, in any artisan confection. That will again be the case





this year, as Sigep hosts pastry chefs and cake designers who, through competitions, special events and professional training demonstrations, will show how the art of cake decoration is born and developed. Every day, training courses and discussions on specific topics will take place in the Cake Design Village. Particularly worthy of mention is the workshop dedicated to new openings for cake design professionals in relation to traditional pastry decoration. Technical, professional, and legal topics will be up for discussion, as well as the new entrepreneurial opportunities, in meetings and seminars of great professional interest. There will also be an information point for new entrepreneurs in cake design. In the Village the companies working in the sector will have space to present their products and innovations. Also on the programme is a display of creative packaging, wrapping, and window dressing. Also worthy of mention is the event called “The art gallery of Italian pastry. 580 medals in international and world competitions”, in which grand masters will transform ingredients such as sugar, chocolate, ice and butter into spectacular works of art.

ALL THE GOODNESS OF BREAD

Two organisations with one objective: to bring together the whole supply chain of the “white art” of baking, in order to reinforce the sector and offer professionals solid business opportunities, in a genuinely international perspective. It is with this intent that Rimini Fiera and the Sipan Consortium have decided to organise, simultaneously with Sigep, the A.B. Tech Expo - the International Show of technologies and products for bread, pastry and confectionery.

In collaboration with the Richemont Club Italia, A.B. Tech Expo and Sigep will run the bakery events, four days devoted entirely to bread making. The competitions will be “The bread

Conquering the world

The “Gelato World Tour” is a new initiative created jointly by Carpigiani and Sigep with the objective of spreading the culture of artisan gelato originating in Italy to the wider public throughout the world. Eight countries from the five continents are involved. From 2013 onwards, these will be invited to put forward their best master gelato makers to compete for places in the world final that will be held in September 2014 in Rimini. Each gelato maker will present his own gelato, producing it in public and serving it to a large number of visitors who will be able to vote for their favourite. The votes, both those of the popular jury and of the technical adjudicators, will decide that country’s three best gelato makers who will proceed to compete against those selected by the other countries. The final in Rimini will therefore decide the “World’s Best Gelato Maker” from among all the artisan gelato makers in the world.

of the future”, with baking schools as the leading protagonists; “Bread back home”, with the Italian regional associations and some foreign professionals competing to promote the products characteristic of their particular areas; and “The smell of bread”, two days dedicated to the event for which the “Panino d’oro” or Golden Bread Roll Prize will be awarded.

After six editions of the Sigep Bread Cup, Rimini Fiera has this year decided to bring together the five winning countries in a grand world show. The bread makers of Italy, Germany, Israel, the United States and Hungary will take part in the Golden Bread Cup, an event organised in collaboration with the Arts and Crafts Club. Alongside the competitions, there will be sessions devoted to exploring the theme “Not bread alone”, dealing with matches between bread and confectionery, chocolate, fruit, wine and other beverages. Innovative ideas will also be proposed, and traditional recipes for preparing bread in the kitchen will be rediscovered. ●



AIIPA - Gelato Ingredients Group

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

Associated Companies:

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

AIMS OF THE ASSOCIATION:

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

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

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



Associazione Italiana
Industrie Prodotti Alimentari

For further information:

AIIPA - Gelato Ingredients Group

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

www.italiangelato.info

MILK? NO THANKS!

Sorbet offers the possibility of creating a gelato without milk.

This is a very great advantage, because this ingredient sometimes limits creativity and stops us from realizing new, extraordinary flavors. Let's look at some practical examples.

F

Everybody knows and likes gelato. And everybody knows and also likes sorbet.

Are they two different things or are they the same thing with a different name? Well, both. And this sometimes creates a little bit of confusion. But don't worry, now is the right time to clarify and enjoy learning something new about the sweet world of gelato.

A sorbet is a gelato without milk. Please, read it again: a sorbet is a gelato without milk. It's as simple as that. Milk is an excellent ingredient for making gelato because it has a nice taste and contains proteins, a wonderful help for the final structure of the product. However, it can become a limiting factor as its proteins can't stand acidic conditions and its taste covers, or at least changes, the taste we want to enjoy. We can make an amusing experiment by squeezing some drops of lemon juice into a glass of milk and watching what happens. A kind of snow will start falling every time a drop of



lemon juice touches the surface of the milk. This phenomenon happens when the milk proteins come into contact with an acid solution and consequently lose their native structure, becoming denatured.

In fact, lemon gelato is always prepared with water and sugar, without adding any milk. Like lemons, there are many others fruits that are processed avoiding the use of milk because their flavors and their colors change. A typical example is strawberry gelato. In many countries it is prepared with milk and you can immediately recognize it because its color is not as red as the strawberry fruit, it's a kind of pale purple, and the flavor is a mix of milk and strawberry. Making a strawberry sorbet we would use 300 g of fresh or frozen strawberry, 250 g of sugar, and water to reach a final weight of 1000 g. Without an adequate stabilizer the structure will be not fantastic, even with the best batch freezer, especially some hours after the production. But if we use milk instead of water, we will

have a much better structure, even without a good stabilizer, with an interesting change in color. Why don't you try to make it directly at home? Even with a low-cost machine you will have a refreshing and tasty sorbet in less than 20 minutes.

NO FAT

This is a very good point for the sorbet: it doesn't have any fat! Its principal ingredients are fresh fruit, water, and sugar. For the lovers of fat-free food this is a fantastic product, delicious for a refreshing break. We can make sorbet out of anything, with any fruit, the most important thing is to choose the right balance of flavors. For example, we can divide fruit into three big families: fruit with strong flavor, fruit with weak flavor, and fruit with a medium level of flavor. Lemon is the best representative of the strong family. In fact, its taste is so strong that a small amount - let's say 10%-15% - is enough to give the sorbet an intense and pleasurable taste. A higher percentage

is not advisable and would not be liked by most people.

On the opposite side of the spectrum we find watermelon, which has a particularly weak flavor. The red color practically vanishes during freezing due to the absorption of air, and the taste is weak if it accounts for less than 55%-65% of the recipe. In practice, a watermelon sorbet is made by adding sugar to the fruit, mixing, and freezing. Fortunately, the cost of the raw material is not high and a watermelon sorbet is not so expensive.

In the middle range we find fruits like kiwi, strawberry, and banana. A level of 20%-40% of these fruits gives sufficient flavor to the sorbet. In this case, it is important to pay attention to the taste prefer-



ences of customers. In certain countries a banana sorbet with 20% fruit would be considered acceptable, maybe even too strong, while in other countries, like Italy, the taste of the fruit must be more pronounced, so 40% would be a reasonable amount.

SWEETNESS

Sometimes sorbets turn out to be rather sweet because there is at least 25% sugar. By not using any dairy product there are no proteins and no fats that increase the final amount of solids, so sugars are the only source of solid matter in the sorbet. Fruit provides some fiber and some sugar for a total amount of 10%-15%. The remaining 85%-90% is water.

WITH VEGETABLES

Yes, vegetables are a great raw material for sorbets because they are very similar to fruit and have a wide variety of flavors. There is only one big issue with vegetables: they can only be used for gastronomic gelato, not served on a cone. The rea-

son is simple and logical: it would be rather bizarre to combine green pepper and hazelnut on the same cone.

On the positive side, when we get into gastronomy the number of possible flavors is large and the possible combinations are practically infinite. How about a celery and olive oil sorbet as a side dish to steak? As explained previously, we can make sorbet with everything, but balancing the flavor requires particular attention.

Another problem is the sweetness. A gastronomic sorbet cannot be as sweet as fruit sorbet because it would be hard to find an appropriate pairing with savory food. In this case technology has provided us with new sugars that are much less sweet than normal sucrose while still giving the final product the expected structure and body. With a final pinch of salt it is easy to achieve the desired taste.

ALLERGY AND INTOLERANCE

Sorbets are also well suited for all those people who cannot

eat any dairy food due to lactose intolerance and allergies to milk protein. Such allergies and intolerances can be the source of great frustration. While people with intolerances can decide to accept an upset stomach in exchange for a delicious, creamy milk-based gelato, those with allergies risk real physical danger from a simple vanilla cone. Sorbet is a fantastic solution for such situations. Have you ever tried a chocolate sorbet?

CHOCOLATE, THE NEW FRONTIER

Chocolate sorbet? Welcome! It is truly delicious. All the intense taste of a cru will be free to explode in your mouth. Also, in this case, milk is a good ingredient but not the best one. Maybe because our mothers used to prepare chocolate milk when we were kids, many of us still think that for chocolate-flavored gelato milk is the best solution. In fact, milk partially overwhelms the real taste of chocolate and prevents the full perception of its true taste. If you are still skeptical about





this, just ask a chocolate expert which kind of chocolate he or she would like to taste to judge the aroma of a certain chocolate. Milk chocolate will certainly not be the answer because milk proteins obscure the chocolate's natural aroma.

STORAGE

Some sorbets sometimes have problems in the display case if they are not well balanced. The problem is principally due to the lack of proteins and fats. Only the use of natural fibers like inulin and a good stabilizer can solve the problem. Inulin is a natural fiber extracted from chicory and artichoke, nothing more. It helps a lot especially with sorbets that don't have enough fiber like lemon, orange and mandarin, but also when creating a beer sorbet is our goal. Inulin is not an additives, but an ingredient and can be used as much as we like, but is always better not exceed 5%-10%. Some gelato makers dedicate a separate show case to the sorbet, this is not really necessary if you don't have at least 12 or more sorbets in your gelato shop, just take some days to adjust the recipes and all the problems will vanish. ●





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GRUPPO

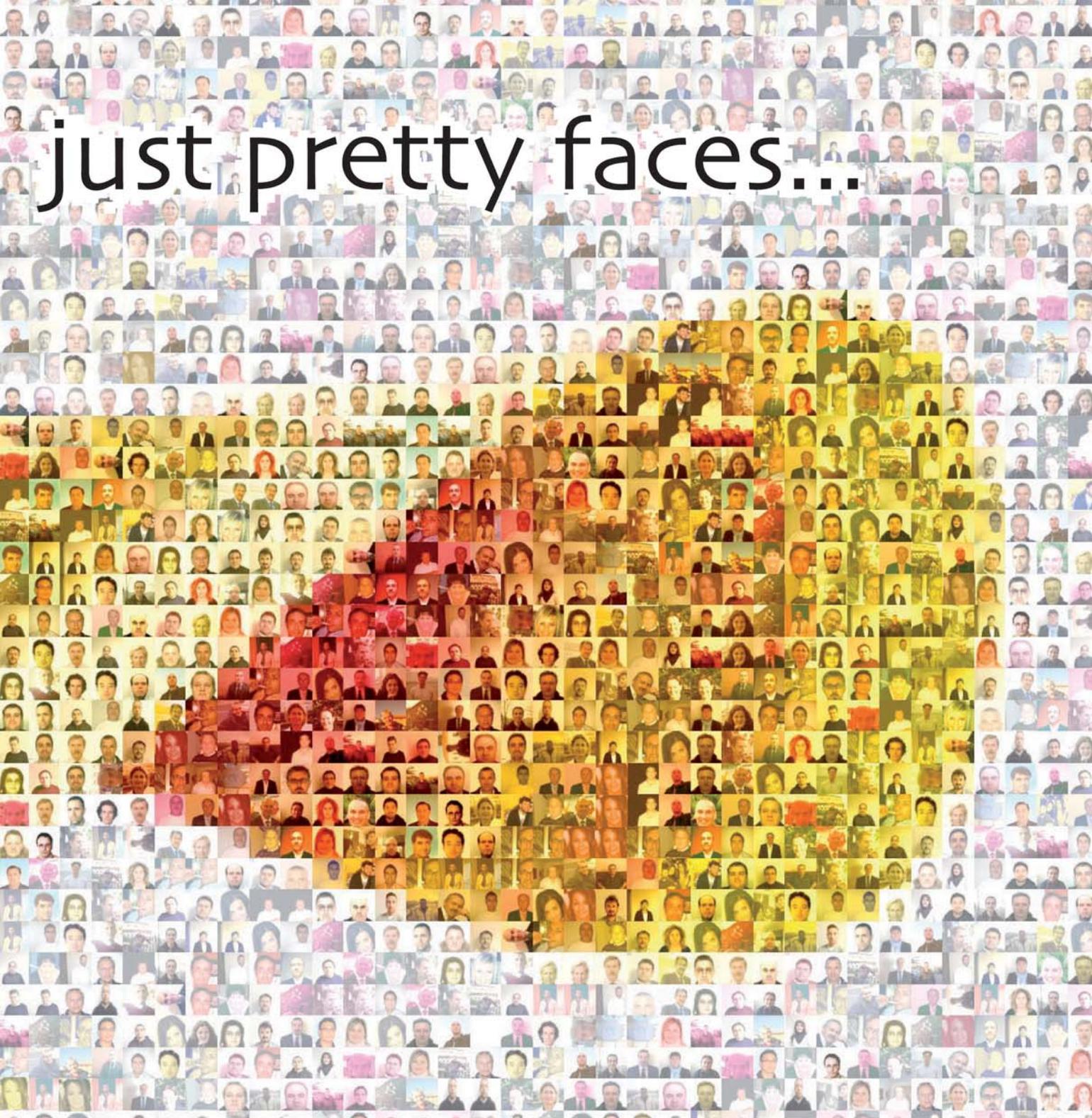




These are more than

... these are people who put their hearts, creativity, experience
excellent dishes, whether you are using our classic and
We at Montebianco are proud of our work,





just pretty faces...

and passion into ensuring that you can create or prepare traditional products or those that are more innovative. and we hope you are proud of yours.

GRUPPO



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le Cremolotte

The Range



Nocciolotta
Morbidona, Pastosa
and Croccante



Pistacchiotta
with 50%
of Pistacchi



Mandorlotta
with 50%
of Almonds



Cioccolotta
Bianca

Includes a wide choice of generous flavours perfect for both ice cream and confectionery.



Recipes



Numerous, tasty, quick and easy to realize gorgeous recipes

Dessert in 3 step

it is possible to realize "speedy desserts in three simple steps"



1. Press Nocciolotta Morbidona out of the dispenser.



2. Pour some cold cream made with our Desideri products (coffee, chocolate, vanilla, hazelnuts, fior di latte flavours) out of the slush machine.



3. Decorate as you wish and present to the customer.

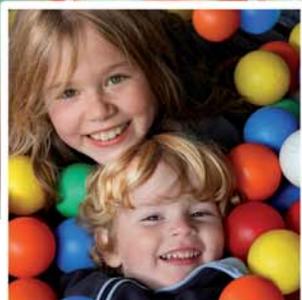
Other recent activities

A versatile product

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Cremolotte can be used as it is and simply poured into a bowl. They can also be mixed with milk and presented in cones, cups or small glasses.



Caramella

"Like"

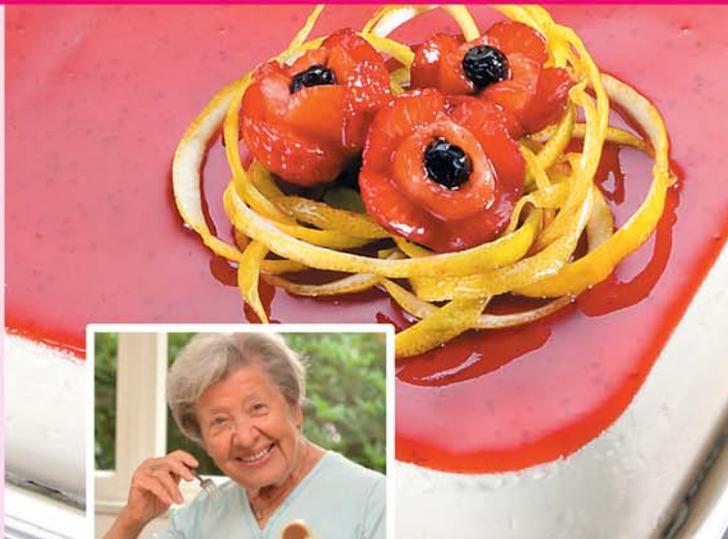
[The Range](#)

A new taste for kids in gelato shops: Caramella/Candy gelato! Thanks to Caramella paste and the three different variegati in three different tastes and colours (love, sky and sun), everyone will find that classic candy taste and live those magical childhood dreams and flavours.

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A MAGICAL PRESENTATION

To suit his own preferences, the **gelato maker** can create inviting effects: **speckles**, **stripes** or layers, making the presentation **magically** enchanting and full of **fantasy**. It is also possible to make inviting layered **glasses** that highlight the product's **vivacity**.



Mirror Glace Decor

The Range



Orange taste



Strawberry taste



Lemon taste



Zabaione taste

Multiple Use

Share

High quality line of mirror glaces decorations, easy and quick to use for icing cakes, semifreddi, dessert ...

Ingredients



Montebianco uses only ingredients of high quality, chosen to make delightful italian gelato



Advantages

- ready to use, no need to warm the product up ...
- excellent spreadability and fluidity ...
- no lumps ...
- when cutting, the glaze do not stick and the piece of cake remains perfect ...
- remains soft and shiny until - 15°C and when unfrozen is not sticky ...

*Unique and
exclusive!*



Yogurt Coating

The range



new



new

Absolute novelty in the ice cream world!
The ideal coating to prepare excellent ice cream sticks, to decorate semifreddi, to make yogurt and stracciatella gelato.

White chocolate paste

"Like"



new

- Paste prepared with 60% of white chocolate
- Amateurs of white chocolate will just love its incomparable taste
- Ideal to prepare either an excellent ice cream with pure white chocolate taste or a variegate

Dulce de Leche

"Like"



new

DESIDERI

Anselmi
1892

- A typical South American dessert with the taste of caramelized milk
- New addition to our Anselmi "Desideri" product range
- A complete and ready to use product
- Creamy ice cream with an excellent stability in showcase
- Can also be used in a slush machine to make an excellent cold cream



le
Cremolotte



Add friends



Caramella



Add friends



Mirror glaze decor



Add friends



Yogurt coating



Add friends



White chocolate
paste



Add friends



Dulce de Leche



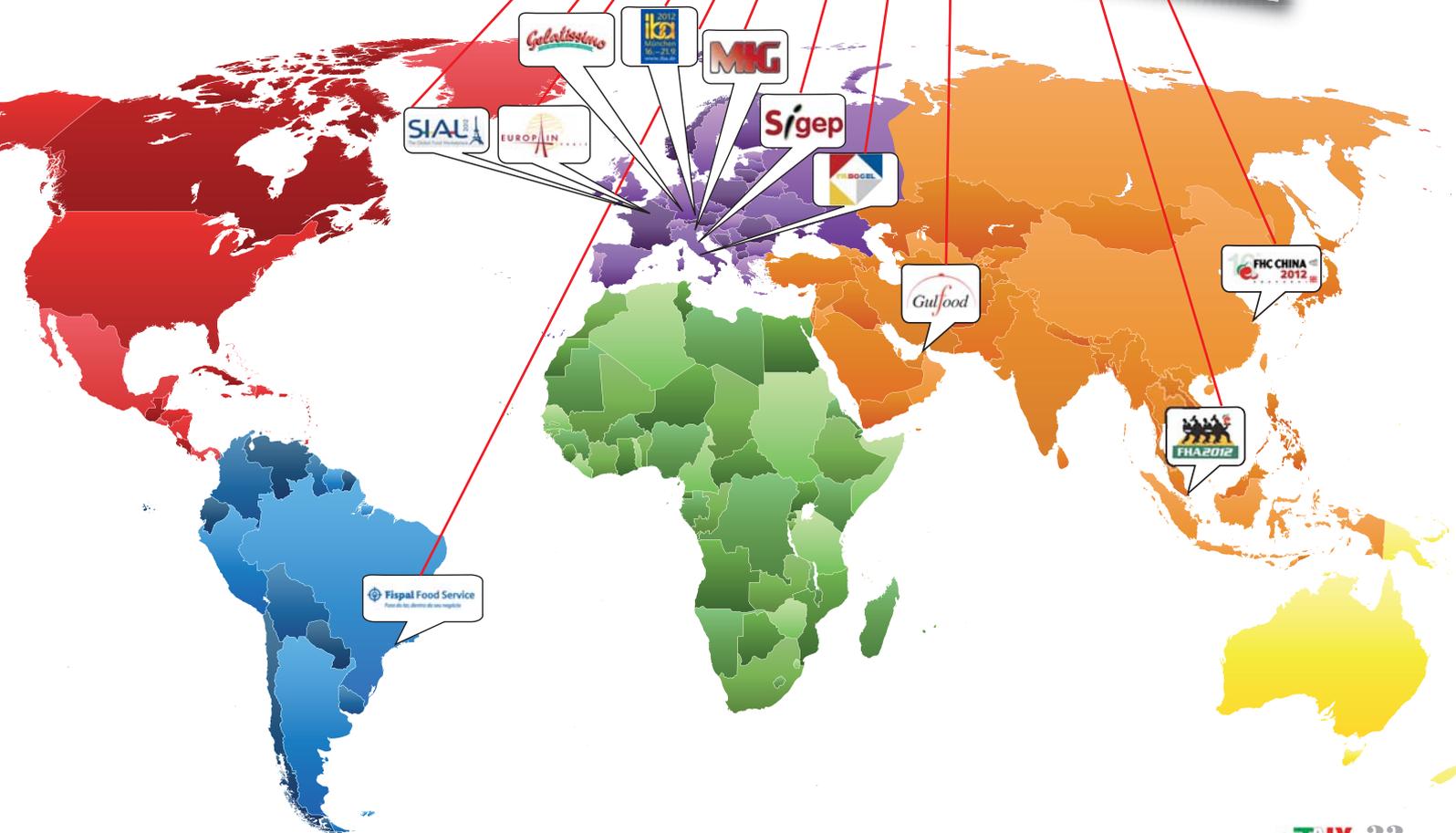
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Montebianco S.p.A.

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www.montebiancoweb.com

PUNTOITALY REPORTAGE

Chronicles of the trade fairs visited by puntotaly on its journey around the world. A reportage of first-hand meetings, impressions and experiences. The journey continues...



Testimonials

FISPAL - TECNOSORVETES

São Paulo (Brazil), 25 - 28 June

1,400 exhibitors - 60,000 visitors

The Tropic of Capricorn, rich in fascination and mystery, is the destination for puntotItaly's third time of venturing outside Europe. After the Arab Emirates and Singapore, it is time to visit the Fispal Expo in São Paulo, carrying the magazine far from the heart of Italy where it was created.

To tell the truth, I do not feel I am in a totally foreign country. After all, of the approximately 11 million inhabitants of the city, it is estimated that at about 5 million have at least one Italian ancestor in their family.

It is no surprise therefore that many of the products dominating the scene in the expo are classic elements of the Italian diet such as coffee, bread, pizza, gelato, and a whole specific area, named TecnoSorvetes, was devoted to gelato.

Logical then that Italian operators are also participating in large numbers, ready to offer potential local clients not only their products, but especially the recipes and styles of presentation typical of the gelato that makes the Italian variety unique in the world.

Two areas of the expo have been catalysts for drawing public attention: Vila do Pão and Vila da Pizza. The first area, created in collaboration with a local baking magazine, has become a focal meeting point for the public, intent on tasting different types of bread prepared by the chef Roger Shimura. The second area on the other hand has allowed all visitors to learn the basic notions of preparing pizza, and each day they have been able to watch absolutely top-notch pizza being produced.



In such a strongly Latin context, the first number of puntotItaly has had a strong appeal for lots of visitors and allowed them to meet many operators interesting in collaborating on expanding the "Italian product" par excellence.

IBA

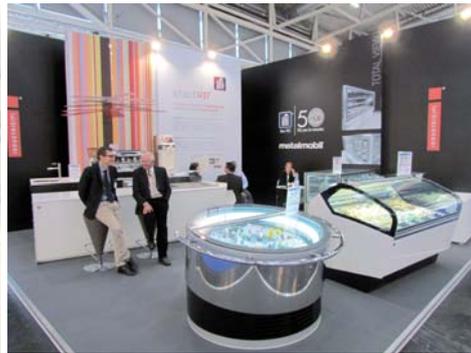
Munich (Germany), 16 - 21 September

1,250 exhibitors - 70,000 visitors

Seven months have passed since puntotItaly began its foreign tour project with a visit to the Intergastra trade fair held at Stuttgart in Germany; and now our schedule takes us once again to this country, to attend an absorbing triennial event that excites the whole world of breadmaking and draws into its grand orbit the planet of food artisan products, from pas-



The international Press Corner where puntotItaly has been a real star.



Some of the Italian companies attending the 2012 edition of Iba.

try to gelato, as well as related savouries, first and foremost the pizza. The final fling of summer makes our stay here much more comfortable than did the glacial temperatures of February in Stuttgart, and induces many visitors to enjoy moments of relaxation in the green areas out in the open, where the smells of wüstel and sauerkraut waft through the joyful atmosphere. In this 6-day marathon, which puts a big strain on all exhibitors, puntoltaly is introducing a new formula for participation, entering the area dedicated to the international press, and it turns out to be a huge success. The new number of the magazine, with the Tower of Pisa on the cover, is displayed on the shelves in this area, side by side with the previous edition, on which the cover has the famous shot of the Spanish Steps visited by Gregory Peck and Audrey Hepburn in the film "Roman Holiday". Attracted by the exclusive look of the magazine, the visitors crowd round the two magazines and as they browse through them they discover further points of interest in this product of the "real Italy". The magazines thus sold out before the expo is over.

At a time when many trade fairs in Europe are showing signs of "fatigue", Iba continues to arouse great interest, as shown by the 12% increase in the number of visitors over the 2009

edition, and this justifies the enthusiasm with which Claudia Weidner, the event's project manager, promises a great show at the next Iba scheduled for September 2015.

Attention to the visitor comfort is in evidence more than ever, with various areas in which to linger and rest in all pavilions and also outside. Some of the rest areas have free Wi-Fi, which makes it extremely easy for the managers who are visiting to keep in touch with their businesses.

SIAL

Paris (France), 21 - 25 October

5,800 exhibitors - 150,000 visitors

The organisers call it "the biggest trade fair of the food planet in the world": we are referring to Sial, which was held last October in the Exhibition Quarter of Paris Nord Villepinte. Official figures indicate an increase in attendance of 10.2% over 2010, 62.8% of this increase coming from abroad, with about 200 countries represented.

For puntoltaly, which in general prefers exhibitions aimed at specific targets of the ho.re.ca sector over those that deal with food in general, Sial is nevertheless an obligatory port of call: the high profile of this event requires us to display our



The Press Corner of Sial, one of the most sought after by visitors.

wares, as we did in the press corner, situated in a very strategic position in the general layout of the exhibition space. Here too, amid the competition posed by numerous other publications displayed in their hundreds alongside, the great appeal of puntotaly has generated strong interest, and a very diverse public have browsed the copies of the magazine and taken them away. Paris has given us an autumn that is out of the usual, with mild temperatures that have made it uncomfortably hot inside the pavilions, perhaps taking the organisers themselves by surprise since they do not expect it to be so warm at the end of October.

To walk along through the aisles of the Sial pavilions is rather like taking a symbolic journey round the world, in contact with very different food cultures, sometimes surprising aromas, and greeted by smiling faces of every ethnicity - it's almost more a sociological experience than a marketing one. Very interesting are firstly the Sial Innovation space, where 400 products have been brought together for display, selected for their innovative character by a jury of independent experts, and secondly the adjacent Sial d'OR, a display of food innovations that have become commercial successes in the national markets of the 29 countries represented.

The Italian presence is widespread and diverse, both in the areas devoted to group presentations and to the many individual display in the various pavilions. This confirms yet again the strong tendency of Italian business managers to look beyond national borders.

Outside the walls of the exhibitions, Paris once again reveals itself to be a city full of fascination, one of those ideal places



Some moments during Sial 2012.



for recharging your batteries after a hard day's work, with its wonderful food and wine, and romantic atmosphere.

FHC CHINA

Shanghai (China), 14 - 16 November

1,100 exhibitors - 29,000 visitors

I am on a journey of 9,000 kilometres bound for Shanghai, the most populous city in China and indeed in the worlds, with 23 million inhabitants; to be more precise, to the area of Pudong, where the high-rise buildings of the modern financial district dominate the skyline and where the pavilions of this exhibition are located.

There is an almost direct link between the two cities in this leg of puntotaly's journey, Paris and Shanghai, since only one month separates my visits, and Shanghai, the most chic city of China, is known not only as "the queen" and "the pearl" of the Orient, but also as "The Paris of the Orient".



Our magazine featuring international twinnings.



The exhibition, just like the whole area of the city in fact, is a continual contrast of opposites - way-out technology often juxtaposed with the backwardness of some support services, discipline in curious harmony with disorder. As opposed to the experiences of people visiting this city as tourists and who therefore interact with people used to talking in English and putting guests at their ease, the contact with operators within the context of the trade fair often leads to the need to use mime and gesticulation to communicate, so that absolutely delightful scenes alternate with moment of sheer panic.

For puntoItaly this has been a very interesting experience, which has allowed me to enter into dialogue with dozens of operators from very different cultures and professions. Italy has cast its usual spell, and a number of operators have stopped to find out more about made-in-Italy products and styles. There have been quite a few however who work simply on a local scale, for whom words like “gelato” and “Italy” are practically unknown, but I have been able to communicate with these people thanks to the help of the local interpreter. At the end of the event, during the trip to the airport



The interest aroused by puntoItaly.

through a rainy Chinese evening, I make a mental calculation of the distance “as the crow flies” between Milan, where puntoItaly is born, and the various world cities touched in the eight trips in our tour outside Italy, and I realise that the total distance is curiously near to the 42,000 kilometers which is the circumference of our planet at the equator. So it really has been a journey around the world, which has enabled our magazine to make contact with operators of every ethnicity and food culture. A journey moreover that does not end here, for other challenges already await us in 2013. ●



Some moments during Fhc China 2012.



A FIRMAMENT OF STARS

The Italian Olympic Pastry Gelato & Chocolate Team has recently been selected. It is made up of 50 professionals who have together won more than 600 medals in international and world competitions. One of its tasks is to select and train the team that will compete in the Pastry Olympics.

T

There is great excitement in the international pastry-gelato-chocolate making sector, with the selection of the Italian Olympic Pastry Gelato & Chocolate Team to compete in these fields. The team is made up of 50 professionals who have together won more than 600 medals in international and world competitions. The management committee consists of Roberto Lestani (president), Gennaro Volpe (vice-president), Amelio Mazzella and Mario Ragona (advisors), Federico Anzellotti (secretary).

The team, a wonderful promoter of the made-in-Italy brand in the quality pastry sector, is a coming together of grand masters of their art and craft, and it will operate in a number of different areas, such as the training of teams for national and international competitions, the management of top-level professional events, advanced training activities, research and development, and the management of forums at trade fairs with demonstrations and special events.

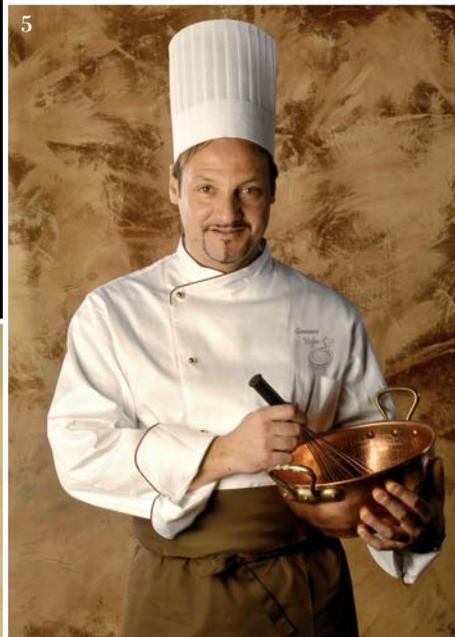
Its first task is that of selecting and training the team that will compete in the Pastry Olympics.



AN OLYMPIC CHALLENGE

For some time now the world has been undergoing a process of globalisation that has gradually invaded every field, creating strong international links and focal meeting points in the food sector as well. That is how the idea of international competitions was born, comparing and contrasting various cultures and lifestyles as they are reflected in the art of pastry, with each country revealing its own exclusive, fascinating identity. This is the thrust behind the Pastry-Gelato-Chocolate Olympics, an event that takes place every other year and is

1. Mario Ragona
2. Federico Anzellotti
3. Amelio Mazzella
4. Roberto Lestani
5. Gennaro Volpe



held in a trade fair of international repute. It is open to national teams from all round the world, made up of three professionals in the sector, who, working live, have to create in one day an array of pastry, chocolate and gelato with sculptures in each. Each country is also represented by an adjudicator who is active on international adjudicating panels, and the adjudicators have to evaluate the pastry and artistic creations of the other countries. The team that obtains the highest number of points is declared the Olympic Pastry Gelato Chocolate Champion. The selection of the various national teams has to be made in the countries of origin by one or more selectors appointed to the task. The overall organisation is managed by Con.pa.it (Confederazione Pasticceri Italiani, the Confederation of Italian Confectioners). For further information please consult the following websites: www.soipgc.it and www.olympicspastry.com. ●

WORLDWIDE GELATO

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



Vittorio Bartyan
President of Acomag

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

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

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

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

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

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



LIKE A LEGEND





MEDIEVAL CROWN

Here is a sumptuous cup that has been rigorously conceived in terms of the choice of colours and arrangement of the various elements composing it. It is created using a pear, and the decoration takes its inspiration from the legendary crown of King Arthur, adorned with a beautifully wrought rose placed at the centre. The flared glass means that the composition develops harmoniously upwards.

GREEN SPRING

The advantage of working with pears is that it is always possible to find different, brilliantly coloured varieties. For the cup presented a green pear has been chosen (Abate, Decana del Comizio, Passa Crassana, Conference...), but a yellow or russet pear is also perfect, such as the Kaiser. Whichever is used, the rule of choosing large pears, ripe but not over-ripe, always applies.



Advance preparation

If necessary you can prepare the elements for the decoration in advance, keeping them cool for a short while, immersed in a water and lemon solution, indispensable for keeping the whiteness of the flesh intact, given that the pear is a fruit subject to rapid oxidation.

Choose a pear that is preferably elongated in shape with the skin intact. With a sharp knife cut the fruit in half lengthwise.



With the correct sized corer make some horizontal incisions in the skin removing a small part of the flesh.



Utensils needed

A mini set of peelers and knives with smooth, curved and serrated blades, a corer, a lemon zester: these are the utensils suitable for making the incisions. It is important that the blades are kept perfectly clean and well sharpened.



Continue cutting into the entire surface of the half pear, leaving not too narrow a space between one cut and another, in order to avoid spoiling the surface of the fruit.

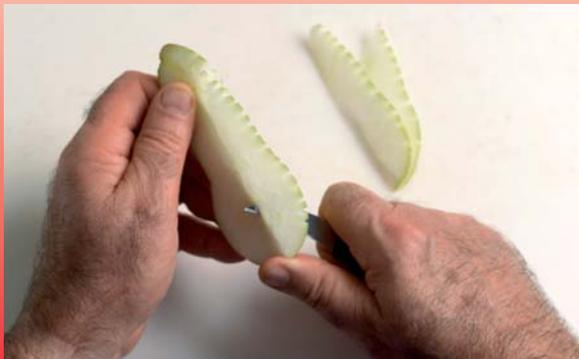




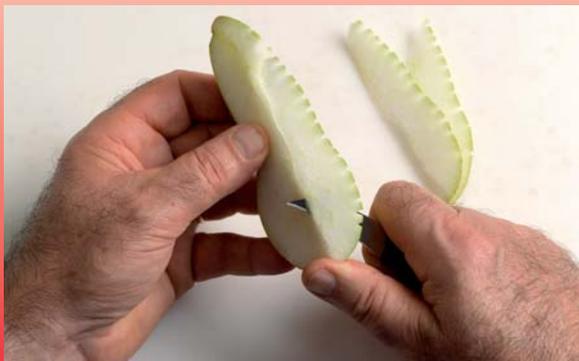
BYZANTINE CAPRICE

A variation on the cup is easy to make but creates a great effect. All you have to do is arrange four slice of pear in a stylised tulip, or possibly small flowers of pear, and complete with a fan at the base of the composition. The natural “movement” of the fruit will do the rest. If you choose to do this, it is suggested you use a glass with a wider mouth.

With a firm hand, delicately slice the pear very thinly perpendicular to the incisions made previously with the corer.



Continue to slice the fruit as far as you can, taking care not to break or damage the sections and not to ruin the skin which is very delicate.



At this point the slices of pear are ready to be used singly or in a fan. If the latter, divide them into small groups according to the desired size.



RED PIGMENT

If you decide to emphasise the tints of red, your choice should be the Max Red Bartlett pear, a derivation of the Williams pear also known as the Red William. Very juicy, fine and compact, it is sweet and scented even though generally not enormous. The chromatic variations on its skin do however make it interesting and create a striking effect. ●



Building the cup

- Provide two or three gelato flavours in delicate colours as a base, choosing among the creams (fiordilatte, vanilla, cream...); alternatively, when the weather gets hotter, you can use pear and almond sorbet.
- Enrich the cup further with a sauce or chocolate topping.
- A large blob of whipped cream is indispensable for inserting and stabilising the fruit decorations, as well as to give volume and add whiteness.
- If you wish you can complete the decoration with a rose obtained by using the bottom part of the pear and proceeding with semicircular cuts, forming petals that get smaller as you get towards the centre of the flower.
- Similarly you can enrich the cup with small stylised buds cut into the flesh of the pear and finished with a redcurrant.



LUXOR MACARON

Quantities for 250 shells**Assembly**

Spray half the macaron shells with an alcoholic solution with the powdered gold colouring. With the sac-à-poche form alternate swirls of dark chocolate cream and white chocolate and coconut cream.

MACARON**Ingredients:**

- 500 g powdered almonds
- 500 g icing sugar
- 185 g egg whites + 185 g egg whites at 20°C
- 2 vanilla pods
- 500 g caster sugar
- 125 g water
- 185 g egg whites at 20°C

Preparation:

sift the icing sugar and powdered almonds. Mix these sieved powders plus the inside of the vanilla pods with the egg whites. Bring the water and sugar to 118°C. When the syrup is at 115°C begin to beat the egg whites. Pour the syrup at 118°C over the beaten egg whites, cool to 50°C and incorporate the almond mixture. With the sac-à-poche (nozzle no. 11) form the macarons 2 cm in diameter. Leave to rest for 30 minutes. Cook at 150°C for 14 minutes (valve open).



60% DARK CHOCOLATE CREAM

Ingredients:

- 200 g fresh milk
- 70 g 35% fat fresh cream
- 50 g pasteurised egg yolks
- 50 g sugar - 143 g 60% dark chocolate covering

Preparation:

prepare a crème anglaise cooking it at 82°C. Pour the cream in a thin stream into the chocolate melted at 35°C using the immersion blender. Conserve at 4°C covered with cling film.



WHITE CHOCOLATE AND COCONUT CREAM

Ingredients:

- 100 g fresh milk
- 8 g glucose
- 5 g gelatine
- 20 g water
- 100 g liquid cream
- 100 g coconut pulp
- 180 g white chocolate covering
- 20 g cocoa butter

Preparation:

heat the milk and glucose to 90°C, add the dissolved gelatine together with its water and blend it in with the chocolate. Continue the same operation, pouring in the liquid cream and coconut in a thin stream, and place it in the cooler at 4°C for 4 hours. ●





HIWATA

Recipe for a dessert 40 cm in diameter with a 10 cm diameter hole in the middle

WAFFER AND CEREAL CRUNCH

Ingredients:

- 270 g hazelnut praliné with 70% sugar
- 110 g 65% dark chocolate couverture
- 200 g ground cereals
- 50 g crushed crunchy wafers

Preparation:

mix the dark chocolate with the hazelnut praline and add the crunchy wafer flakes. With a spatula spread out a 3 mm layer in a ring 38 cm in diameter with a 12 cm diameter hole in the middle.



HAZELNUT DACQUOISE

Ingredients:

- 200 g powdered sugar
- 200 g powdered hazelnut
- 250 g fresh egg whites
- 60 g sugar
- 100 g crushed hazelnuts

Preparation:

beat the egg whites and add the sugar a little at a time. Mix together the powdered hazelnuts and icing sugar together, then gently combine the two mixtures and add the crushed hazelnut pieces. Scrape the mixture to a depth of 1 cm into a 38 cm ring with a 12 cm hole, sprinkle with icing sugar and cook at 170°C for 20 minutes.

CHOCOLATE CREAM

Ingredients:

- 550 g 35% fresh cream
- 120 g pasteurised egg yolks
- 60 g granulated sugar
- 200 g 38% milk chocolate couverture
- 270 g 66% dark chocolate couverture

Preparation:

prepare a crème anglaise cooking it at 82°C. Pour the cream in a thin stream into the melted chocolate, emulsifying it using the immersion blender. Pour immediately over the hazelnut dacquoise.



MILK CHOCOLATE CHANTILLY

Ingredients:

- 350 g crème anglaise
- 8 g leaf gelatin
- 40 g cold water for gelatin
- 700 g caramel milk chocolate couverture
- 500 g semi-whipped 45% fat cream

Preparation:

add the gelatin to the crème anglaise and emulsify with the chocolate couverture at 45°C, bring everything to 35°C, and then amalgamate the semi-whipped cream.

WHITE GLAZE

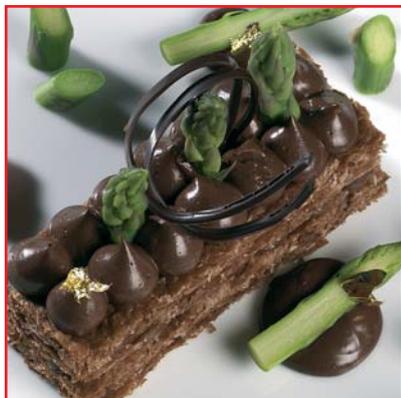
Ingredients:

- 200 g 35% fresh cream
- 100 g sugar
- 100 g glucose
- 40 g white chocolate couverture
- 1.8 g titanium dioxide
- 10 g leaf gelatin
- 50 g water

Preparation:

bring the cream to 70°C with the sugar, dioxide and glucose, add the melted gelatin and pour onto the chocolate couverture melted at 40°C. Crystallize at +4°C, melt at 30°C, filter and use. ●

MILLEFOGLIE



Chocolate mille-feuilles with chocolate cream flavoured with steamed truffle and steamy asparagus

90% DARK CHOCOLATE CREAM FLAVOURED WITH TRUFFLE AND ASPARAGUS

Ingredients:

- 100 g vegetable broth
- 100 g fresh milk
- 100 g 35% fat fresh cream
- 50 g pasteurised egg yolks
- 150 g 90% dark chocolate couverture
- 1 g truffle
- salt to taste
- 16 asparagus

Preparation:

heat the broth, cream and milk and cook with the egg yolks at 82°C. Add the cream in a thin stream to the chocolate melted at 35°C and the truffle, emulsifying the mixture with the immersion blender. Conserve at +4°C, covered with cling film. Use once it is crystallized. ●

Recipe for 6 helpings

Arrangement on plate

Cut 2 symmetrical pieces of flaky pastry measuring 3x12 cm. On the first layer put some dollops of the cream, place the second layer on top and repeat the operation with the cream on this layer too, and place the asparagus on top. Finish the presentation of the plate with the cream and the asparagus.

CACAO PUFF PASTRY

Ingredients:

- 500 g bread flour for puff pastry
- 50 g cocoa
- 50 g soft 82% fat butter
- 350 g water
- 15 g salt
- 5 g malt
- 500 g butter for folds

Preparation:

work all the ingredients until you obtain an even mixture. Leave to rest at +4°C for 60 minutes and then fold over twice by 3 and after 120 minutes twice again by 4. Let rest for 12 hours, then pass through the dough sheeter at a thickness of 2.5 mm. Cook in the oven at 240°C for 10 minutes.





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GREEN PISTACHIO



Recipe for two moulds Ø 18 cm, depth 4 cm

Suitable for...

Single portions

Cakes

Baking pans

SEMIFREDDO

Ingredients:

- 1000 g fresh cream 35% m.g. **A**
- 400 g custard cream **B**
- 300 g Italian meringue **C**
- 200 g pistachio paste **D**

Decoration

Once the semifreddos have hardened, spread a thin layer of neutral jelly over them, marble with pistachio cream, extract from the steel rings and position them on top of the cake ready for sale.

Decorate thematically.

Conservation

The chilled and decorated product can remain on show in the display cabinet at -19°C for 2 weeks. If the product is frozen all the way through (e.g. at -32°C for 1 hour) and not yet decorated it can be stored at -19°C in a conservation cabinet for 3 months

Marketing alternative

The beaten group **A+B+C** can be replaced by a neutral base for semifreddo.

Recipe and assembly

Prepare the moulds by pressing out discs of pistachio biscuit with the same diameter as the cake mould. Protect the inner edge with an acetate ribbon the same depth as the mould. Soak the sponge cake in a neutral sugar syrup. Prepare the insertions i.e. a steel ring with a smaller diameter than the mould and 1 cm deep full of pistachio cream and then place in the chiller. Mix the custard cream and pistachio paste in a bowl. Delicately incorporate the Italian meringue into the mixture. Beat the fresh cream in a planetary mixer to a semi-whipped consistency. Introduce the cream to the rest of the ingredi-

ents one spoonful at a time paying attention to prevent the mixture from becoming runny again. Portion out the semifreddo into the moulds, and insert the pistachio cream in the middle of the semifreddo having taken out the steel ring. Replace the moulds in the chiller until the filled semifreddos are completely hard.

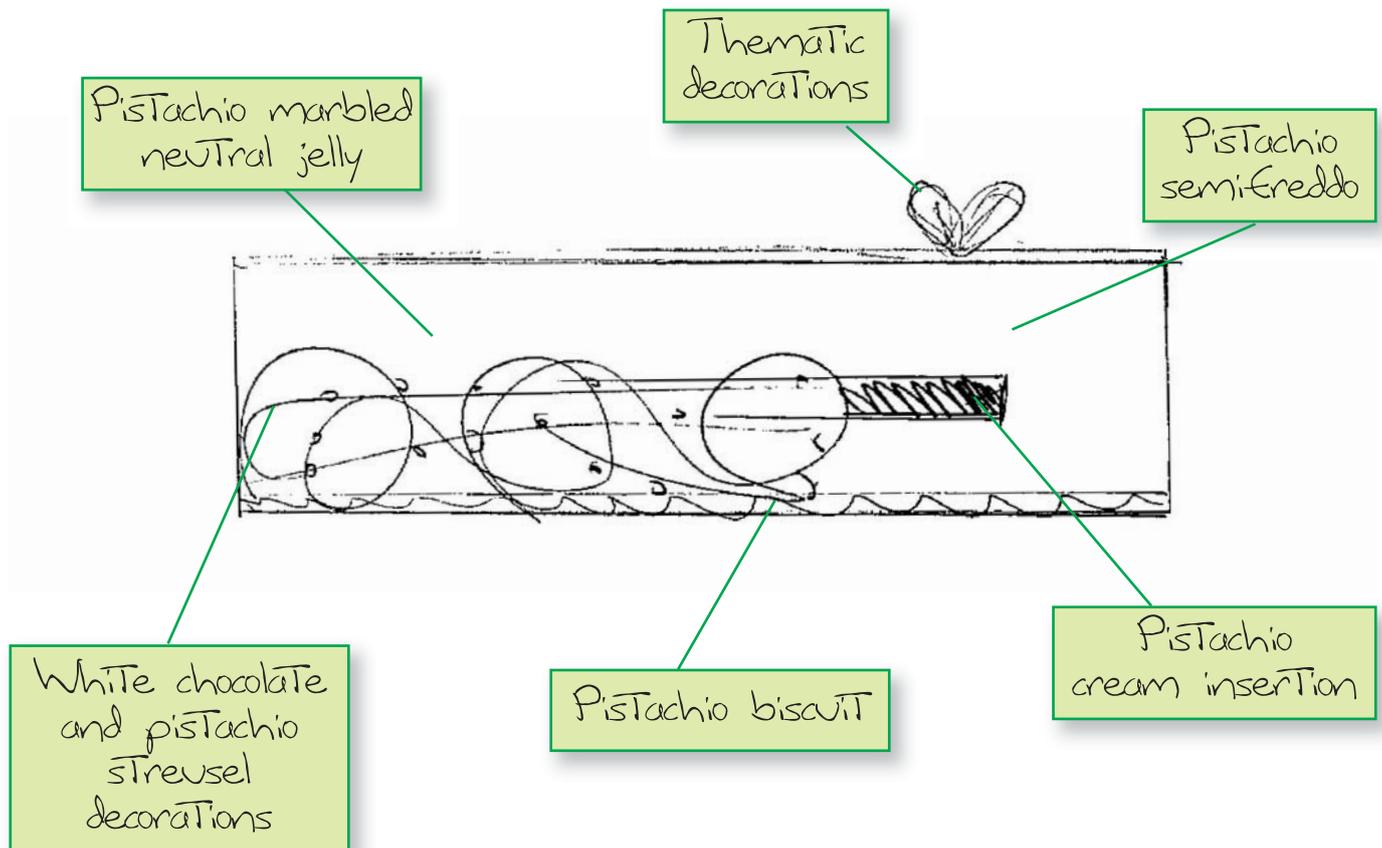
Summary

Combine **B + D** in a bowl.

Add **C** to the mixture.

Beat **A** in the planetary mixer and add to the rest of the ingredients.

Portion out into the moulds inserting the pistachio cream in the middle. ●



SWEET LEMON

Recipe for two moulds Ø 18 cm, depth 4 cm

Suitable for...

Single portions, Cakes, Baking pans

LEMON SAUCE

Ingredients:

- 600 g lemon juice
- 800 g sucrose
- 60 g dried glucose
- 2 g lemon zest

Traditional procedure

Combine the lemon juice and zest, start cooking and sprinkle on the sugars. At 70°C, take off the preparation, cool and conserve at +4°C.

LEMON GELATO

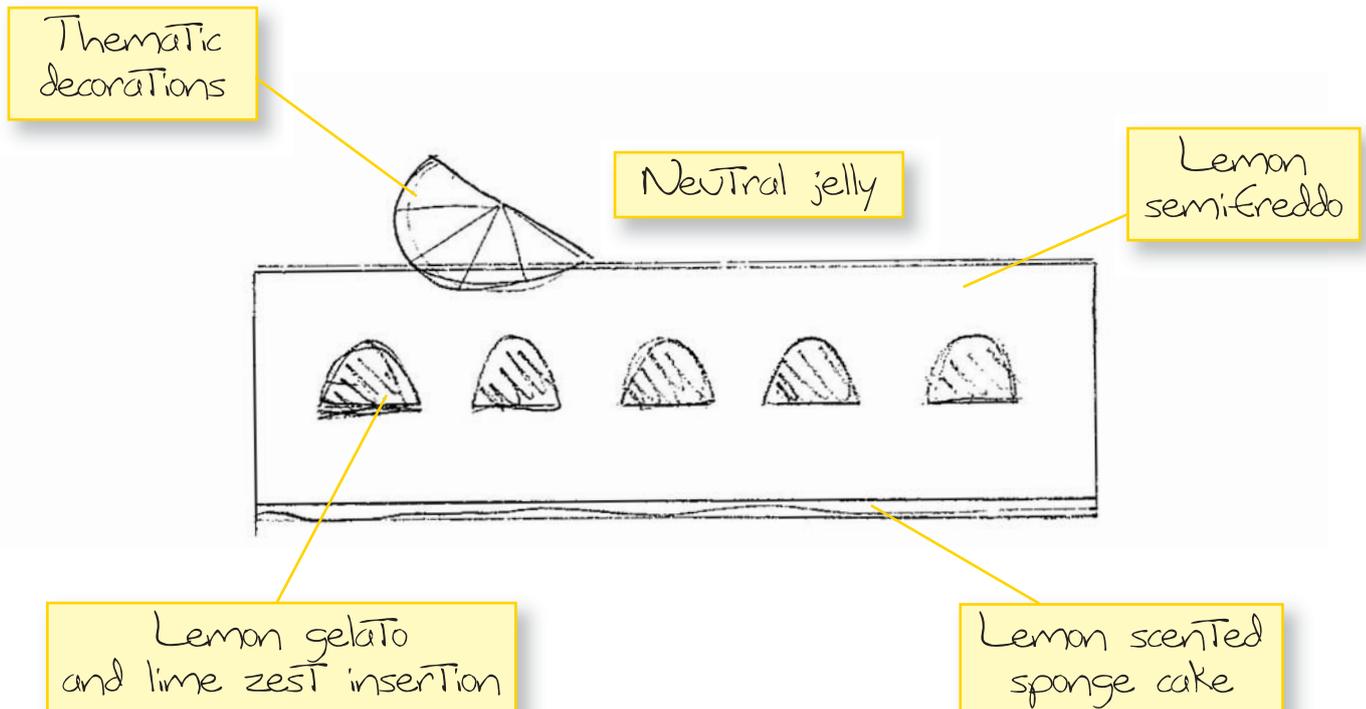
Ingredients:

- 200 g lemon juice
- 524 g water
- 240 g sucrose
- 226 g dextrose
- 246 g maltodextrin
- 5 g neutral to 244 g cold fruit

SEMIFREDDO

Ingredients:

- 300 g lemon sauce **A**
- 1000 g fresh cream 35% m.g. **B**
- 300 g mascarpone **C**
- 400 g Italian meringue **D**





Recipe and assembly

Prepare the moulds by pressing out discs of white pastry. Soak the sponge cake in a neutral sugar syrup with lemon zest. Prepare the gelato insertions by filling silicone hemispheres 2 cm in diameter with the gelato and then place in the chiller. Mix the lemon sauce and Italian meringue. Beat the fresh cream and mascarpone in a planetary mixer. Add the beaten mixture to the rest of the ingredients. Portion out the mixture into the moulds, inserting the gelato hemispheres in the middle of the semifreddo and replace in the chiller.

Summary

Combine **A + D** in a bowl.

Beat **B + C** in the planetary mixer and add to the rest of the ingredients.

Portion out into the moulds inserting the gelato in the middle.

Decoration

Spread a veil of neutral jelly over it and decorate thematically.

Conservation

The chilled and decorated product can remain on show in the display cabinet at -19°C for 2 weeks.

If the product is frozen all the way through (e.g. at -32°C for 1 hour) and not yet decorated it can be stored at -19°C in a conservation cabinet for 3 months.

Marketing alternative

- The beaten group **A + B + C** can be replaced by a neutral base for semifreddo.
- The lemon sauce can be replaced by a lemon-flavoured semi-finished product. ●

ONE TO ONE WITH THE ITALIAN PEOPLE

Italians abroad: untruths founded on truth.

T

There are some very simplistic stereotypes about Italians that are bandied around the world. Whether these stereotypes are true or false, exaggerated or real, through them a certain image of Italian-ness is transmitted abroad, attributing specific qualities and characteristics to Italians that are both admirable and glaringly negative. In reality, Italian-ness is a much more complex concept, incorporating a set of values and principles that generate a whole constellation of attributes; but even if the analysis is conducted at a more sophisticated level, the resulting image still seeks to describe "Italians in general", in very few simplified, easily recognisable images.

However, even if people abroad know a great deal about our wonderful museums, landscapes, cuisine and fashion, the "typical Italian" escapes precise definition.

We are a people full of unusual talents and of unusual defects (often posing as virtues), with a passion for "il bello" that often degenerates into exhibitionism; we are each so attached to our family that sometimes we never really leave it, but we are also sincerely outgoing and altruistic... Italians thus present a curious kaleidoscope of contradictory stereotypes. But even though Italy is not just the inferno of the mafia or the paradise of Tuscan hills as painted in a thousand watercolours, let us amuse ourselves by considering the stereotypes of Italians that are commonly held throughout the world. If you know Italy well, you will easily spot the exaggerations; if you don't, this light-hearted guide could be very useful to you.



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

Italians sing

Italy is internationally famous for its music and its Bel Canto. Songs like "O sole mio" and arias from the romantic melodramas are among the most famous melodies in the world. This, however, does not mean that all Italians sing, quite the contrary. The image of Italians as happy-go-lucky folk, always on the point of breaking out into song, is just a stereotype, and the reality is obviously very different. The cliché, born of a superficial knowledge of the life and popular culture of the south of Italy, has become so deeply rooted in the imagination of foreigners that in the main tourist centres it creates absurd, unreal situations, bordering on the grotesque. In Venice for example, which lives off mass tourism, foreigners (and only foreigners) are offered a ride in a gondola with a musical accompaniment, and the music consists entirely of popular Neapolitan songs which haven't got the slightest connection with Venice! This custom has been copied inside the Hotel Venice in Las Vegas where, in the thoroughfares of the shopping mall an actual canal of water has been created with gondoliers in Venetian costume singing what else but "O sole mio".



Italians eat pasta

Eating pasta is indeed an authentically Italian tradition, today as it was yesterday. However, it is difficult to find spaghetti, accompanied by all the different sauces, cooked properly anywhere abroad. It is a cliché with some basis in truth to say that only in Italy is pasta cooked to perfection. It must not be overcooked, but drained when still “al dente”. Eight minutes are enough to cook spaghetti; one minute more will ruin it and make it inedible for a true Italian.



Italians drink coffee and cappuccino

This is one stereotype that is certainly true. Coffee - espresso coffee to be precise - and cappuccino are part of Italian daily life. Coffee is always drunk at breakfast, after lunch, after supper, and during short work breaks, at home or at the local café. Italians often drink coffee standing up at the counter, and this too is a particularly Italian thing to do, because in Italy the counter is often a point of social contact, where love affairs as well as business affairs may be initiated. As for cappuccino, Italians drink it in the morning, almost never in the afternoon, and absolutely not after lunch or supper.



Italians are crazy about football

This is a stereotype that is still profoundly true. Football is Italy's national sport. This is so not only because it is Italians' favourite sport in the sense that it is the game most widely played, but also because people talk about football all the time. Football talk is everywhere - on television, on the radio, in the newspapers, and also in bars, under the sun umbrella in summer and at school in winter. So the national sport of Italy is in fact talking about football rather than playing it. However, Italians really are seized by a genuine craze for football once every four years, during the Football World Cup. In World Cup years the national team is the focus of everyone's attention, and all over the world Italians start singing the national anthem with real feeling before every match. National pride resurfaces and Italians take out their national flags and get ready to take to the streets to celebrate every victory by the “Azzurri”.

Italian men are mummy's little boys

Well, this one's true. One Italian man in three sees his mother every day, and seven single men out of ten over the age of 35 live with their parents. Many Italian men don't leave their family home until they get married. Italian mothers are very protective and love to control their son's lives. Unfortunately, one divorced Italian woman out of three blames the divorce on her mother-in-law. On the other hand, however, it is also true that if you are nice to your Italian mother-in-law she will welcome you whole-heartedly into the family.

Just 4 fun

- Why are all Italians short?

Because when they were little their mother told them: “When you grow up you'll go to work!”

- How do you get an Italian to stop talking?

Tie his arms behind his back!

- Ten Italians visit Niagara Falls

At a certain point the guide says: “And now, if you just stop talking, you'll hear the noise of the water!”

to be continued...

FOUR TIMES ITALY



There were great performances from Italy in the Culinary Olympics held at Erfurt (Germany), last October. Both the Junior and Senior Teams of Nic (Italian National Chef Team) won two medals, silver and bronze.

Medals shone four times for Italy at the Culinary Olympics in Erfurt (Germany), held between the 5th and 10th of October 2012. The Junior and Senior Teams of the National Chef Team - the professionals who belong to Fic (the Italian Culinary Federation) and who take part in national and international culinary competitions - won two medals, silver and bronze in their respective categories.

The olympian chefs, captained by their general manager Fabio Tacchella, competed against professionals from all over the world in contests for hot and cold cuisine.

The first team to enter the arena against 23 countries were the juniors - Francesco Pinto, Giovanni Lorusso, Paolo Lotito, Francesca Narcisi, Ilenia Semilia and Debora Miglioranza, coordinated by the team leader Nicola Vizzari and the coaching chef Ljubica Komlenic. With an ambitious rigour worthy

of the greatest chefs, the young team presented as a starter “Vegetable involtino flavoured with almond milk and stuffed with mushrooms on a dense pumpkin and orange purée with marinated garden vegetable salad”, a platter that produced a striking chromatic effect. Following this there was a delicious main course, “Parmesan and herb crusted carbonara cod, vicentina sauce, red prawn raviolo and zucchini brunoise, with mixed garden salad”. The Italian team was not able to take the gold medal from their Thai adversaries however, being placed second and winning the silver medal. In the next test, dedicated to cold cuisine, the team stood mounted the podium in third place, earning a well-deserved bronze medal.

The same results, a silver and a bronze, were achieved by Nic’s Senior Team, consisting of Gianluca Tomasi (team manager), Matteo Sangiovanni (team chef), Carmelo Trentacosti (pastry chef) and by the chefs Gaetano Raguni, Francesco Gotti, Fabio Mancuso and Mario Quattrociochi. The Italian professionals competed against teams from 36 countries, and won the silver medal in the cold cuisine competition (won by Sweden) and the bronze in the hot cuisine competition, which saw Norway take the gold. The Italian team created particularly impressive cold platters, commencing with the starter “Baccalà fillet encased in aubergine, tomato confit and wild fennel with celeriac purée, cuttlefish tube filled with red prawns and mascarpone with lime oil and a bed of lettuce with greens and asparagus”. For the main course, the team prepared “Roasted loin of Piedmontese beef with crispbread doused in extra virgin olive oil infused with aromatic herbs, leek sauce, Chianti braised veal cheek with mushroom



At the last Culinary Olympics held in Erfurt (Germany) the Junior and Senior Teams of Nic -National Italian Chef Team - won two silver and two bronze medals.

semolina sphere, solid pumpkin purée with Treviso radicchio dressed with balsamic vinegar, and chopped garden vegetables”.

And, to finish, the dessert: “Bavarian chocolate cake with milk and Sicilian mandarin on chocolate sponge, almond pie with Passito di Pantelleria sauce, and coconut semifreddo with fresh fruit”.

The captain of the senior team, Gianluca Tomasi, made the following comment on the test: “The cold cuisine competition must display the highest level of precision attained by the chefs in their cooking and presentation techniques. This is a sort of Formula 1 of culinary skill. The aim is to draw the most avant-garde gastronomic and culinary performance from the prime ingredients provided, which only some years later we will see on the tables of our restaurants”.

At the 2012 edition of the Culinary Olympics, which are held every 4 years, the Italian team achieved results similar to those of 2004 and 2008.

It is possible to relive at any time the emotions of these Olympic challenges on the social network of Facebook - at Nic Fic - where all the programmes of the senior and junior competitions have been published. ●

PASTA FOR EVER!



World Pasta Day, celebrated this last October in Mexico City, served to reconfirm the key role of Italian pasta around the globe.

On 25 October 2012, City of Mexico celebrated World Pasta Day, the annual event that for 15 years now has brought together producers, nutritionists, international opinion formers and media professionals, to extol the value of this “queen of the table”. The National Trade Associations of the pasta sector, represented by the Ipo (International Pasta Organization), in collaboration with Oldways, came together to examine the topic “Pasta: food of the future” and discuss the key role that pasta plays and will continue to play in food consumption around the world. Italian pasta confirmed itself as the world leader for 2011, with a production of approximately 3,300 million tons, followed by the United States, Brazil and Russia. As figures prepared by Aidepi - the Italian Association of Pasta and Pasta Industries - have shown, in the first seven months of 2012 exports registered a 7.8% growth, bringing to tables all around the world almost 1,062 million tons of pasta. More than 13 billion 275 million dishes are now created using made in Italy pasta.

The latest statistics from Istat show that the Germans, French

and English continue to be the ones who appreciate Italian pasta the most: while in the European Union as a whole there has been a 7.1% increase in value, Germany, France and the United Kingdom have experienced growth of 8.4%, 9.8% and 7.4% respectively. The United States remain the prime importers of Italian pasta from outside Europe and the 4th largest trading partner of all countries, registering a 20.8% increase in value in the first seven months of 2012 over the same period of the preceding year. The taste for Italian pasta is spreading throughout the whole of the Americas, with peaks in volume such as those in Columbia (+82,8%) and Ecuador (+112%). Japan rates as the 5th biggest market for Italian exports. Among Asian countries, the most astonishing trend is to be seen in China, where imports of Italian pasta for Chinese tables almost doubled in just seven months. In India too the rate of growth was striking, +13% compared with the previous year. Italian pasta has now reached every corner of the globe, penetrating one new market after another, from Papua New Guinea to Namibia. ●



ITALY.org



The Website



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



THE ART OF INNOVATION

Accademia Bigatton is a lively team of experts with international experience in the field of Italian gelato and pastries. Accademia Bigatton dedicates itself to the preparation and starting up of the artisan makers of gelato, supplying them with suitable technical and logistic support. The team of Accademia Bigatton is formed of experts in the field of gelato parlours, pastry shop, marketing, furnishing and design. The training includes basic level courses for gelato parlours and pastry shops for beginners, both owners and employees responsible for the production. It also includes advanced courses for groups and individuals, personalised courses, innovative courses on specific subjects in the world of gelato and pastries. Accademia Bigatton is based in Portogruaro (Venice, Italy), in the most modern structure in existence in the sector of teaching the art of gelato and pastries. It is equipped with all the most innovative equipment available on the market today. The courses, which are all free of charge, are held by Omar Busy for the pastry and chocolate making, Ettore Diana for coffee, Matteo Scarello as a permanent teacher. Course list: basic level course for the produc-

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



ACCADEMIA BIGATTON



Brasile



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BRASIL



BRAZIL: SPANNING THREE GENERATIONS



Alfredo Chiappetta



Renato Chiappetta



Adriano Chiappetta

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



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



ACCADEMIA BIGATTON



Dubai



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Cristina Dalla Mora

DUBAI: EXPONENTIAL GROWTH

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

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

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



Alessandro Piccin

ACCADEMIA BIGATTON



Australia



Bigattom Australia

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14/189b South Centre Road
AUSTRALIA



AUSTRALIA: WIDE HORIZONS

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

Adam Marganis



ACCADEMIA BIGATTON



Tunisia



MONDO DOLCE SARL
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5000 MONASTIR
TUNISIE



TUNISIA: AN HISTORIC PRESENCE

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

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



ACCADEMIA BIGATTON

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YEARS
your partner
in sweet creations



BEAUTY TASTES GOOD



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mini mon amour

quality and design made in italy

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

YOUR PARTNER IN SWEET CREATIONS

Creativity and innovation have always been the key ingredients of Alcas. Founded in Florence in 1963, the company has grown rapidly in the gelato and pastry shop sector, providing innovative solutions in plastic materials. The care taken with product design, combined with an unfailingly attentive and efficient customer service, has also allowed Alcas to expand its horizons in the ho.re.ca industry. The originality first shown in the early 60's was developed and refined over time, thanks to the wide variety of applications made possible by plastics and modern, biodegradable materials, all of which led to the birth of exclusive products. For each sector of activity Alcas offers a full line of cups, glasses and trays, all accompanied by specially designed accessories. Brand-new developments for the upcoming season include the lively Pop Cups line, whose fresh colours, rounded shapes and crisp, clean designs can add a touch of lively fun to the gelato shop. Pleasurable colours also lie at the heart of the charming Cupcakes, which are produced with a special plastic material that can be used in the oven to turn out chic creations in line with the latest

trends. The Alcas catalogue has expanded its wealth of offerings even further with Macaron, an elegant plastic macaron holder that is easy to stack, display and transport. The product comes in two versions: sil-



ver and transparent. The Mini Mon Amour collection has been widened with articles set apart by their striking appearance, which add a special beauty to the taste experience. One of the most impressive is Stone, a tray with a finished surface that mimics the imperfections and rugged handsomeness of fine stone, providing an effective and exclusive means of presenting sweets, semifreddo treats and salted products. Respect for the environment is the inspiration for BioHappy, the first line of eco-compatible products made from corn-starch bioplastic, a material that is more ecological than paper, more transparent than glass and more flexible and sturdier than plastic.



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TRADITIONAL

Semi finished line of traditional high quality bases to obtain a very creamy milk gelato base. Just add our flavour paste for exceptionally tasting gelato. You won't believe your taste buds!



SOY LINE

Complete line of semi finished vegetal powder bases for gelato such as soy, rice, barley, coconut and omega 3 enriched bases, without animal milk, sweetened with fructose and no added sugar. It's healthy and delicious!



PASTES & TOPPINGS

Premium Semi-finished paste products for gelato flavouring. Our line includes a vast number of tastes, such as Pistacchio di Bronte DOP, Hazelnuts, Tiramisù, Gianduia, Strawberry, Vanilla, and Sicilian Citrus Cream.



YOGURT

This product allows to prepare an exceptional yogurt gelato and soft frozen ice cream with 80% of fresh yogurt, sweetened with fructose, without sucrose sugar added and with a low lactose content, with or without added flavour.



CHOCOLATE

This line allows you to prepare our award winning dark chocolate gelato and hot chocolate drinks of dark color with an intense, velvety and unique taste.



PARFAIT

Semi finished pastes to employ with fresh liquid heavy cream. Its unique composition grants a delicate product of distinctive lightness, maintaining its softness even at low temperatures of -18°C . Available in flavours such as milk, cocoa and tiramisù.



FRUCTOSE

Our Fructose line holds products from all our lines, sweetened only with fructose with no other sugar added, keeping our gelato healthy, tasty and smooth even after a couple of days.



SLUSH

Our special slush line sweetened with fructose and with no sucrose sugar added, is produced with fresh or frozen fruits, vegetables, drinks and juices. This slush is served at the same temperature of gelato, and therefore, may be kept in the same display as your gelato.

THE ORIGINAL CREAMY YOGURT GELATO

YeS Yogurt and Sorbetti is the best way of making top quality creamy or frozen yogurt which is truly unique. Developed through Alvena's research and more than twenty years of experience making yogurt and gelato ingredients, the YeS Yogurt line includes a series of complete dry products with no added flavourings; just add your choice of yogurt and nothing else. The resulting mix is a creamy yogurt gelato which contains a wealth of live probiotic cultures and very little lac-



tose, making it highly digestible. The creamy or frozen yogurt is obtained by mixing 80% natural fresh yogurt of your choice, whether it's skim, whole or creamy, with 20% of Alvena's exclusive product which has no added flavours, hydrogenated fats or sugar and is sweetened with only fructose. To obtain our celebrated creamy yogurt we suggest the YeSMatic, a user-friendly machine of exceptional versatility, which has the ability to adjust the degree of softness and creaminess directly by the operator during the freezing process. After about twenty minutes, your YeS creamy yogurt is ready. Prepared at temperatures below zero (-6°C) and refrigerated overnight at +2°C, your creamy yogurt preserves it's initial





taste and flavour without alteration, reducing the amount of time needed to empty and clean the YeSMatic.

The YeS Yogurt and Sorbetti line may also be used in the production of frozen soft yogurt, with the same method above described, using any soft ice machine available. The final product is a rich, thick and extremely tasty soft yogurt, naturally flavoured. YeS Yogurt and Sorbetti semi finished products also allow you to produce a great variety of creamy yogurt gelato flavours by simply adding Yes Fruit Preparations to your mix. Start by adding 200 grams of Yes Fruit Preparations per kilogram of creamy yogurt to obtain an exclusive product with a delicate flavour, also available sweetened with fructose. The range of flavours includes for the sugar sweetened line: strawberry, pineapple, banana, wild berries, blueberry, peach, apricot, coconut, and cereals. Our fructose sweetened line includes flavours such as strawberry, wild berries and pineapple.



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Since 1930, Anseli is at the service of the artisan gelato makers. Based in Milan (Italy), the company can be proud of a long history over 80 years, thanks to the passion of a team which has been maintained over the time. Today, as throughout its history, Anseli keep a family profile and has still in its catalogue the products which have been proposed at the very beginning, jointly by what, during the time, it was able to create to make the activities of gelato makers more and more professional.

Anseli's most innovative proposals include Dopocena, a tasty alternative for the take away. They consists of glasses of gelato prepared following tasty recipes, garnished with combinations of sauces and grains, smartly decorated, a party for the eyes and the mouth.



Bon Bon is a typical Italian high confectionery product that offers an alternative to the gelato during cold season. In a wafer internally coated with chocolate is placed a heart of parfait, covered with fine chocolate.



GELATO MAKERS

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

A portion of parfait with a heart of gelato, beautifully decorated to create a dessert nice to see and good to taste: that's Kubetto, a little sweet pleasure.

Minitorte are tempting cakes of gelato of two servings. Ideal for a romantic date, they have been created because households are always more frequently composed by two people. For all these products Anseli provides everything you need for its preparation and packaging for the take away. The web claim of the company is "Gelato senza confini" (Limitless gelato), this is what is intended by Anseli through the innovative ideas that can be found on its website.



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A MASTER OF CLASSIC TASTES

With 60 years experience in creating products offering sheer delight to consumers, Babbi's classic flavours set a benchmark of quality. The company has always had a reputation for the delicate balance of its ingredients, its recipes and its processing techniques, resulting in ideal creations devised to sweeten every moment in life. Over the years, Babbi has built up a long, distinguished product list including two genuine classics, its Viennesi and Waferini, products that are loved, appreciated and in high demand throughout the world.





But Babbi's heart beats not only for these special creations. The company's other great passion is artisan gelato making, for which it produces cones, wafers and a vast range of high quality semi-finished products manufactured in strict accordance with the most severe regulations governing food safety. And it is in its products for the gelato market that the company's twin spirit emerges most clearly, as it strikes exactly the right balance between love of tradition and desire for innovation.

The values which it holds dear are reflected across its whole range of products: on the one hand, the classic tastes such as pistachio, hazelnut and the amarena and stracciatella variegates; on the other, the more innovative



tastes such as Bignekrok, Ciocokrok and Pistacchiokrok, which join, in an exclusive, delicious way, the pure pleasure of gelato with the amazing allure of the sweet confections that are the hallmark of the Babbi style. Delightful flavours combining to melt in the mouth: that is the Babbi way, opening up a genuine world of unique sensations seemingly impossible to repeat - until you taste your next Babbi gelato!



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

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



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ALL THE GOODNESS OF BREAD

Bread, a constant presence on our tables, is a universal food that knows no boundaries. Found throughout the world, and prepared using all sorts of recipes and flours, but with its cosy, fragrant scent creates an atmosphere of home, family and warmth. A table with a basket of bread as its centrepiece is enough to lift the spirit and communicate feelings of affection, serenity and protectiveness. Bigatton has set out to transfer these pleasant sensations to another food found throughout the world: gelato. Bread flavoured gelato is good all by itself, but it also makes for a perfect mix with all the fruit variegate flavours of gelato, hearkening back to the classic com-

ination of bread and marmalade, as well as any type of treat containing chocolate: the pairing of crisp bread and chocolate, with the added delight of luscious hazelnuts, always proves irresistible.

The infinite variety of bread recipes made with all sorts of added ingredients can be transformed into gelato flavours under the same names: walnut bread, or bread with other types of nuts, as well as raisin bread, puffed rice bread, fig bread...

Bigatton Bread paste comes in pots of 3.25 kg (4 pots per carton) and 1.4 kg (12 pots per carton). Bigatton Bread paste: for gelato with all the goodness of bread!



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flavours par
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GREAT BENEFITS, IMPECCABLE TASTE

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

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

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

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



BIGATTON

**We couldn't have
made it any lighter!**

**The best natural
yogurt flavour.**



gusto Yogurt Zero Zero

I migliori prodotti per gelateria e pasticceria dal 1946

www.bigatton.com . bigatton@bigatton.com . Bigatton Produzione +39 0421 271554

www.accademiabigatton.com

LIGHT AND HEALTHY

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



BIGATTON

**A PROJECT DEDICATED
TO THOSE WHO TREAT
GELATO-MAKING AS AN
ART TO BE APPROACHED
WITH PROFESSIONAL
SKILL, PASSION AND
COMPETENCE.**

**CUSTOM-TAILORED TECHNOLOGY FOR
GELATO, CREAM, YOGURT AND CRUSHED ICE.**



BRX s.r.l.

Via Luciano Lama, 38/1 - 61025 Montelabbate (PU) - Italy Tel. +39 0721 499611 - Fax +39 0721 909376 info@brxitalia.com

www.brxitalia.com

A PROJECT FOR THOSE WHO TREAT GELATO MAKING AS A TRUE ART

BRX has relaunched its counter with glycol cooled wells, in a project dedicated to artisan gelato professionals and evoking a return to the gelato traditions of yesteryear. In a glycol cooled well counter, gelato keeps best, is less contaminated by outside agents, and initial installation and subsequent running costs are certainly reduced. The classic problems of gelato display cabinets are here practically non-existent. The modules come in various shapes and sizes, with the number of wells ranging from 2 to 12 and arranged in linear fashion or at an angle, with 2 depths and 2 heights with or without reserve. The BRX well counters are ideal for yoghurt or slush tubs. BRX offers technical features that are unique to the market, all designed to fully satisfy the practical needs of gelato makers. The tub is manufactured in AISI 304 stainless steel, the insulation thickness is 7 cm, and the copper coil is set inside the tub in direct contact with the glycol. This makes for greater efficiency, less loss of the chill factor, and significant power saving. The motor works less, consumes less, lasts longer and needs less maintenance. The working conditions of the operator are obviously improved as well, since there is less noise and heat. The thermal break is provided by

plastic rings. The stainless steel tops are made with a support in waterproof wood and polyurethane foam in the part covering the tubs. A resistance is inserted into the tops to dry off any condensation that might form.



These modules, supplied exclusively by BRX, can also be made to measure, with a number of the counters joined together. BRX also supplies insulated wooden supports fitted to every type of top. These are the advantages of a dedicated project. These are the advantages of a BRX glycol cooled well counter. All this can be also tailor made.



BRX

BAR COUNTERS, SELF-SERVICE,
COCKTAILS, PASTRY SHOPS
**BEAUTY IS
IN THE EYES
OF THE BEHOLDER**

BRX



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Via Luciano Lama, 36/1 - 61025 Montelabbate (PU) - Italy Tel. +39 0721 499611 - Fax +39 0721 909376 info@brxitalia.com

www.brxitalia.com

INCOMPARABLE PERSONALITY

The true strength of BRX is its ability to turn out “custom-tailored” projects that are perfect in every respect, proving not only highly practical in terms of their use, but also built to last over time. In the case of both standard projects and custom-made applications, the company proposes flexible solutions that create unique settings. The BRX team places its skills and passion at the service of technical firms, architects and designers, collaborating in the creation of highly personalised settings by providing constant, qualified professional assistance throughout every phase of the project, from its conception to its construction. Café counters are the result of versatile design skills. Their dimensions and components can be customised, creating ideal arrangements for any type of service, from breakfast to after-dinner sessions, all while optimising use of the available space and guaranteeing unfailingly unique, original results. In designing the products, care is taken not only with their appearance, but the accessories, to make sure that just the right ones are included. When it comes to counters and self-service neutral, refrigerated or heated wells, BRX offers a wide range of products for displays at proper temperatures. Set apart by their crisp, elegant design, they provide those who use them with functional and ergonomic benefits, all in accordance with a formal rigour laid on

top of the latest in advanced technology. The products are designed for cocktail and self-service facilities, thanks to modules that combine in a perfect symbiosis. BRX guarantees also to tailor-made solutions, the same construction features and the same quality of standard elements. The company’s proposals include pastry counters specially designed to focus the customer’s attention on the products displayed, stimulating them to purchase. The products are positioned well in sight, making them inviting and easy to take. In design terms, the counters are made for a perfect match with all the BRX modules. The tubs can be channelled together, creating a single display of any length, in order to increase product visibility. And the gas-piston opening mechanism makes it possible to list the refrigeration unit and the display surface with a single movement, while the absence of stray elements at the bottom of the tub simplifies maintenance and cleaning, making for increased hygiene and convenient use. BRX products are designed to fit with any type of material, and they combine perfectly with all varieties of facing, with the result that the final appearance is always the desired appearance.



BRX



CARPIGIANI

CARPIGIANI



Ergonomic, Versatile, Dynamic



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

Carpigiani helps you smile :-)

CARPIGIANI
carpigiani.com

CARPIGIANI EVD: THE SOFT SERVE TRAILBLAZER

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



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

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

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

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

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

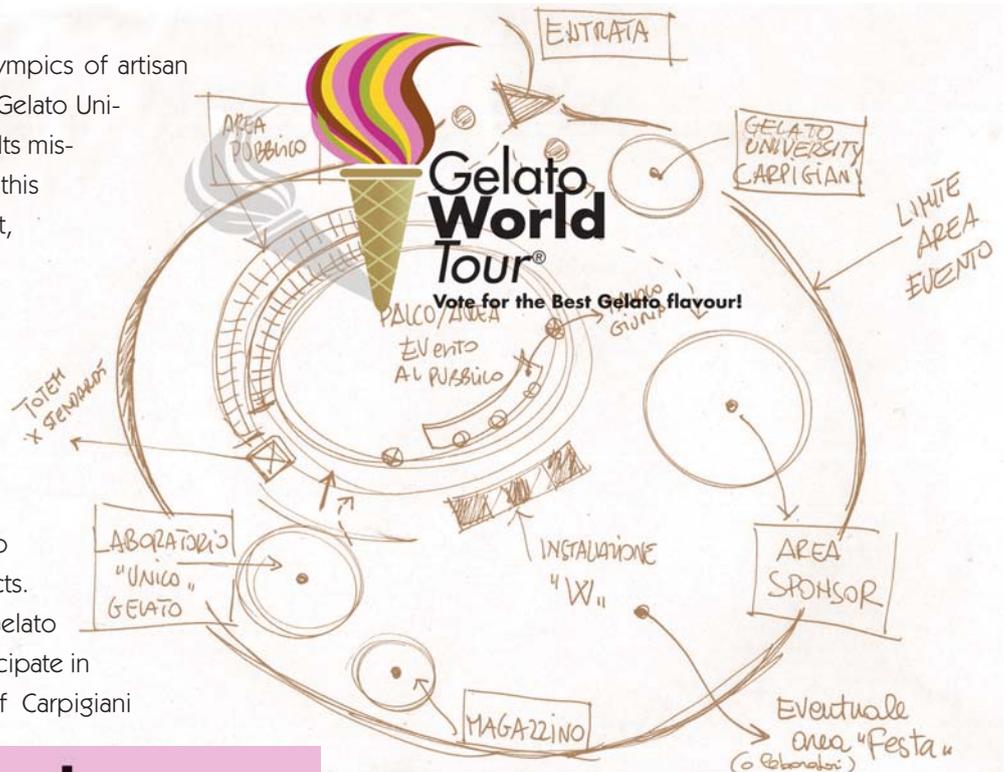
There are also a number of accessories, including cone holders, sprinkle cups, and a blender to swirl sprinkles into the gelato.

EVD: Carpigiani's new generation.



GELATO WORLD TOUR

The Gelato World Tour, the Olympics of artisan gelato organized by Carpigiani Gelato University and Sigep, is beginning! Its mission is to spread the culture of this fresh and high quality product, which represents the excellence and creativity of thousands of gelato makers around the world. Eight cities on five continents are becoming a capital of gelato, offering space and resources, welcoming thousands of people and helping to promote artisan and local products. Entering the Village of the Gelato World Tour, the visitors can participate in courses taught by teachers of Carpigiani



Gelato World Tour
2013-2014

Le **Olimpiadi**
del Gelato Artigianale

Spain • Germany • Italy • UK • South America
North America • Asia • Oceania

Gelato University and can attend a live-show to the creation of gelato, which can be tasted by buying the special coupons. At each stop of the Gelato World Tour, a special committee, composed of experts and professional associations, select the 16 best gelato makers of the host nation, which will compete by each of them producing a single flavor: his/her forte. The ranking, at each stop, is determined on the basis of the votes from the general public and from a professional jury. This allows both technicians and visitors to judge the creations together. The top three winners of each stop are awarded the opportunity to participate as protagonists in the Grand Final in Rimini (September 2014), where they will compete for the World's Best Gelatiere title.

CARPIGIANI

Cartoprint makes brands tastier



Cartoprint customized cups: unique and natural

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

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

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



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

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

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

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

NATURAL SOUL

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

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



CARTOPRINT

MYA

PROFESSIONAL SHOWCASES: PURE VISIBILITY, TECHNOLOGICAL

MYA ICE-CREAM

- Double air flow refrigeration system
- Temperature perfectly equalized all over the display surface
- Extra fast automatic reverse cycle defrost
- Semi-hermetic three phase compressor
- Front double glazed with pistons assisted lift up opening system
- Extra power LED Light (cold or warm)



MYA PASTRY

- Three level adjustable refrigeration system
- temperature maintenance system
- Ergonomics and easy clean to clean
- Front double glazed with pistons assisted lift up opening system
- Extra power LED Light (cold or warm)



POWER



MYA PLUS

- \ Perfect visibility of displayed products from all sides
- \ Total refrigeration inside the display volume with temperature range $-18^{\circ}\text{C} / +5^{\circ}\text{C}$
- \ Innovative no-wire LED light system
- \ Extra fast automatic reverse cycle defrost
- \ Front double glazed with tilt down opening system
- \ Semi-hermetic three phase compressor

Climatic class:

4+ performance guaranteed at $+35^{\circ}\text{C} / 70\%$ UR Ambient Conditions

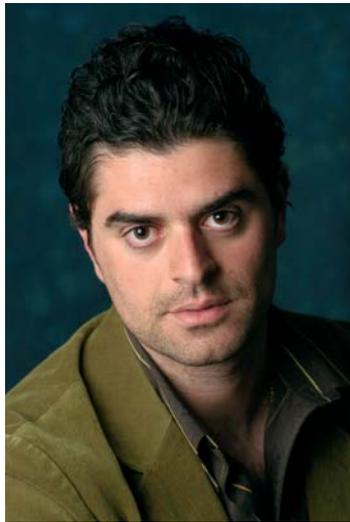
progetto grafico  MARINI

Design & Tecnologia su misura



SINCE 1977 TAILOR MADE TECHNOLOGY AND ITALIAN DESIGN

Ciam represents Italian design and technology all over the world. 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 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 Prodigè and Amika, in 2005 Ice Window with its tubs in transparent polycarbonate. In 2007 Ciam celebrates its thirtieth Anniversary with Space, a show-



case 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 product's display enhancement. In 2011 Ciam proposes





Ciao followed by Vertigo to satisfy respectively specific request from artisanal and professional pastry sector. 2013 Ciam is again one of the most interesting company, ready to fascinate its customer with a large range of new proposals: Ice Queen, flexibility, design, technology, new materials, a new display concept based on versatility and practicality. Tortuga, the new line of total refrigerated showcases, available for fresh or frozen food: the ideal solution for modern bar concept. Mya 3, and many other ideas are in progress to complete Ciam's offer in the next years... 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".



CIAM

THANKS TO THE CHAMPIONS



GIUBILEO®
EXPERIENCE

Giubileo Experience

thanks its champions
for the passionate triumph
at the gelato world cup 2012.

A success
that confirms the extraordinary performances
of the Giubileo Experience products
used for the competition.

The Giubileo Experience:
 a programme that combines
 a complete range of products
 with technologies and exclusive service
 for the gelato making world.



Quality

Only natural ingredients, without emulsifying agents and vegetable fats. Quality raw materials from the best area of origin such as Pistachio from Bronte and Hazelnut from Piedmont.

Innovation

An extraordinarily soft and silky gelato with high stability, thanks to the exclusive Comprital micronising process, created by Comprital.

Completeness

Giubileo Experience includes the entire range of products offered by an artisanal gelato parlour: bases, milk flavors, chocolate flavors, fruit flavors, Italian ice, sticks and biscuits, gelato cakes.

Training courses

Choosing Giubileo Experience means to join a club rich in privileges: training courses, private internet area, special initiatives and the precious Manual of Excellence.

Please do not hesitate contacting us for information, to attend a training day or to receive the visit of one of our representatives.

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www.giubileoexperience.it



PLATINUM SPONSOR
 SIGEP GELATO D'ORO
 2013

COMPRITAL
 INGREDIENTI PER GELATERIA E PASTICCERIA

REVOLUTIONARY EXCELLENCE



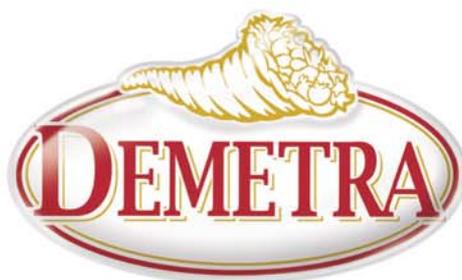
“Revolutionising tradition” is the idea that has always underpinned the Giubileo Experience project, the brainwave of Comprital’s Chairman, Gianni Osti - to return to the tradition of gelato made with the old ingredients, those of “yesteryear”, but with the wonderful variety and quality of the gelato of today. On this path of discovery, which has involved years of tests and research studies carried out internally or contracted out to university institutes, the company has looked for new natural ingredients unique features and new technological means that would lift the quality. The final result represents the maximum expression of “the Comprital experience” for those professionals who wish to reach the pinnacle of achievement in the world of gelato. Together with the unique taste belonging to a particular district, a quality product always has a story to tell. The absolute quality of certified Bronte DOP pistachios, certified IGP hazelnuts, and the best cru cocoa from environmentally sustainable plantations, carries over into recipes which proclaim the noble and unique properties of the ingredients. For this reason, Giubileo Experience offers the gelatier a product and a process in which quality is guaranteed and openly advertised in a notice listing the ingredients, which exclude vegetable fats, emulsifiers, and synthetic stabilisers. Fresh milk, dextrose, cane sugar, fresh cream... these are the pages of the story of a good gelato waiting to be narrated to the artisan gelatier’s most attentive customers. The uniqueness of the Giubileo Experience ingredients is emphasised by the way the liquid mixtures are treated, using the Giubileo XLP, a machine that micronises each individual ingredient in just one minute, down to 40 microns, ensuring a full, rich taste and a smooth, silky texture. The treatment involves a physical and structural rearrangement of the ingredients, creating a softer gelato even at very low temperatures. In this way it is possible to create cakes, biscuits and gelati on a stick - replacing the usual semifreddi - so that they all stay soft and tasty even after they have been kept in a domestic freezer for a long time. To participate in the Giubileo Experience programme means belonging to an exclusive group in continual evolution. The Giubileo Club

recognises the uniqueness of each client who has made quality their watchword (with meetings, targeted professional updates and exclusive services); and it offers a protected area on its website at www.giubileoexperience.it where new ideas, recipes and advertising material for the point of sale are always to be found, a dedicated Facebook page for the exchange of information between professionals in the sector who are members, and especially the "Manuale dell'Eccellenza" (Manual of Excellence), continuously updated by reate

professionals in the sector and by clients themselves, who, through participation in occasions such as the Giubileo Cup, make their experience publicly available in the form of new recipes, presentations and advice. Giubileo Experience makes a rich array of communication material available with the product, consisting of high definition images, promotional notices, and ideas to use in the point of sale. Comprital is the Platinum Sponsor of Sigep Gold Gelato 2013, a competition held to select the Italian team that will take part in the 2014 World Gelato Cup.



COMPRITAL



*Quality
Foodservice
Ingredients*



www.demetrafood.it

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



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

Quality Control Internal Laboratory.



THE FINEST ITALIAN FOOD TRADITION

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

Demetra has chosen quality as the principal inspiration for developing its business. It is a comprehensive quality, from the selection of ingredients to the high tech packaging, using the most rigorous production control procedures. The whole company system is certified by application of Uni En Iso 9001:2008 and Haccp standards, providing a guarantee that high quality standards are fully implemented. Its sales network consists of specialized wholesalers, supported by skilled Area Managers and Chef Promoters, able to identify each and every opportunity to provide information and advice to users. Strongly oriented toward supporting its customers, Demetra has developed modern marketing tools, particularly the magazine "La voce di Demetra", distributed to a list of over 10,000 subscribers.

DEMETRA BY THE NUMBER	
2	production units located in the industrial zone of Morbegno-Talamona (Sondrio, Italy)
30,000	square metres of total space
12,000	square metres of covered facilities
7,200	pallet stations available
3,000	tons of vegetables processed in 2011
60	workers employed in the 2 production units
70	sales staff members covering the territory (promoters, agents and area managers)
200	worldwide distributors

DEMETRA

LET'S PLAY GINGERBREAD



ALSO
AVAILABLE
ON A STICK!



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Introducing a Great new gelato flavor, inspired by the Gingerbread Man, the world's most famous cookie. It will rekindle your fondest childhood memories! Look for it on a stick and discover the fantastic pastry applications too!

FABBRI
1905

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HAZELNUT, COCOA AND FANTASY



Nutty is an extraordinary revolution in the world of artisan gelato, it lends itself to a multitude of different uses that will leave your mouth watering! You may use it as marbling in a variety of different gelato flavours or it can be used directly in the batch freezer guaranteeing always a perfect yield and an exceptional structure in your showcase. Endless are the

recipes that can be created using Nutty! Nutty can be used to make that timeless and always popular Bread and Nutty gelato. Why not offer the famous Cremini layered chocolate gelato? Just prepare your favourite hazelnut gelato using Fabbri Hazelnut Delipaste and create alternate layers of Hazelnut and Nutty, topping everything off with more Nutty! Nutty can be used to coat the inside of your ice cream cones, making them unique and irresistible. It is exceptional on its own, simply poured into the tub: you will quickly have an ultra-creamy gelato ready to offer your friends and customers.

BREAD-AND-NUTTY RECIPE

Mix 2 kg of Nutty, 2 lt of milk and 250 g of bread (best if toasted), Pour into the batch freezer and wait for the magic to happen!

COLOURFUL SOFT GELATO

More than 300 creative recipes

SuperSoft is one of the latest and greatest creations from Fabbri dedicated to the world of soft gelato. The extreme versatility of the SuperSoft range of products, all of which complete and ready to use, makes them very practical and easy to use. This enables the gelato maker to create infinite combinations of colours and tastes. SuperSoft is available in a number of ready mixed flavours (fiordilatte, strawberry, yogurt, chocolate, vanilla). Fiordilatte can also be customised simply by adding to it any of the endless varieties of Fabbri concentrated pastes (Delipaste), but what is a Soft gelato without its toppings or ripples? An array of options are available within the Fabbri catalogue. Funky crunchy marblings called Crockolosi, Gourmet Sauces to give that added edge to your favorite soft gelato taste, magical liquid toppings that turn hard in contact with cold surfaces and many many more, allowing you to cater for all the needs of your clients and giving them the possibility to differentiate and personalize their menus. SuperSoft is a must for all those who adore customising and giving a creative touch

to their frozen yogurt. To obtain a unique, wholesome and deliciously flavoured frozen yogurt, you can choose from the many Fabbri specialties dedicated to the yogurt world: Simply by mixing SuperSoft with Fabbri's Yog 30 powdered mix you'll obtain a pleasant and delicate taste. For a more pronounced and tart taste try our unmistakable Fabbriyog. Fabbri is always in tune with the ever more demanding global society. All our products are in line with the various food intolerances and are produced in strict accordance to the different religious beliefs. Fabbri is both Halal and Kosher certified making us a unique player in our sector.



FABBRI 1905

EVERYONE'S NUTS FOR

NUTTY

FABBRI
1905



NEW
FOR
2013

A delicious hazelnut chocolate spread for cake fillings, semifreddos and chocolate centers. The perfect topping for gelato and desserts.

IT'S BAKEPROOF FOR PERFECT PASTRIES AND BAKED GOODS EVERY TIME.

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www.fabbri1905.com
www.amarenafabbri.com



IRRESISTIBLE TEMPTATIONS

Nutty's use is extraordinary also in pastry. Its refined taste combining hints of premium hazelnuts and selected cocoas makes it ideal for all pastry applications. As a layering for sumptuous macarons or as a filling for your favorite pralines. Nutty is also excellent for creating and garnishing all your semifreddo's. Its culinary "eclecticism" overflows into the world of baked cakes. Nutty is perfectly oven stable remaining consistent in structure and taste at oven temperatures. Try it in combination with your short pastry recipes or add it to your favorite tarts. The options are endless!



THAT INCOMPARABLE TOUCH

To create bright shiny glazes for cakes and semifreddos, all remaining always uniform and perfect when sliced, nothing beats Fabbri's Icings and Nappages. Delicate and full of taste, they remain transparent at both above and below freezing temperatures (from -20°C to +4°C). Fabbri Nappage line includes a wide selection of tastes, all of them gluten-free. From the all time classic Amarena Fabbri, to Apricot and Passion Fruit, not to mention the traditional Chocolate, Strawberry, Caramel, Pistachio and of course the all-purpose Neutral. A new comer to the nappage line is our

Cotton Candy, in both the pink and blue varieties. The Nappage line has thus been enhanced by two flavours that are especially well suited for creating delicious children's cakes to be used in all their happy occasions. Top everything off with an extra sparkling touch simply by adding Fabbri sugar stars!



FABBRI 1905

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

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

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

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



UPGRADE YOUR TECHNOLOGY



 **FRIGOMAT**

GELATO AND PASTRY MACHINES

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

TECHNOLOGICAL EVOLUTION



For over 40 years Frigomat has been developing high-tech machines for the production of gelato, soft ice cream and pastry. Every machine is the result of a deep market analysis in order to match the consumers demands.

Consumers are increasingly looking for fresh, natural and genuine foods. This is the idea behind the GX line of batch freezers, thought to produce and serve gelato right in front of the customers.

The machines can be installed in gelato shops, pastry shops and coffee shops, allowing artisans to extend their range of offers with an original and attractive product (for catering purposes too). They are designed with stainless steel cylinder-block vats (4 for GX4 and 2 for GX2). Hourly production is 40 kg for the GX4 model and 20 kg for the GX2 model.



PROFESSIONAL ARTISAN TRAINING

The innovative GPS (Gelato Professional School) has been developed through a joint partnership between Frigomat and the Boscolo Etoile Academy. The top-quality school is dedicated to artisan gelato and pastry makers, and to beginners who want to venture into this world of sweet delight. The courses are held in Italy at the Frigomat premises at Guardamiglio, in the Lodi Province of Lombardy,



and on the premises of the Boscolo Etoile Academy in Tuscania, at the gates of Viterbo, north of Rome. Frigomat's contribution to the teaching programme includes, in particular, the one-day courses held on "Frigomat Days". These offer an exclusive opportunity to gain first-hand knowledge of the potential of Frigomat machines. "International" courses are also scheduled throughout the world. The purpose of these is to promote the global spread of a culture of artisan gelato and pastry.



FRIGOMAT

Everybody wants to become Fructital



FRUCTITAL®
...bontà e tradizione nel gelato dal 1922

Quality.

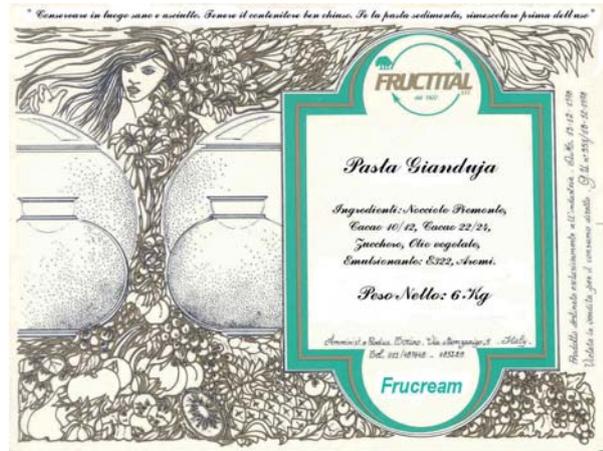
For us it is hard to imagine a word that better represents our products. Our goal of almost ninety years is to improve every day. Always with the same passion.

MADE IN ITALY

info@fructital.it - www.fructital.it

IT'S OUR 90TH YEAR IN BUSINESS!

The beginnings of Fructital are in 1922 in the production of ingredients and semi-finished products for the artisan gelato and confectionery sector. Since then, the company has combined the ancient and strong tradition and the most modern technologies to offer to its customers a wide range of products. Fructital commits fully in meeting the needs of gelato artisans, taking care especially of the selection of raw materials. Over the years that choice has developed into a sophisticated quality research. Each product is created and tested in the company laboratory, to guarantee the highest quality standards. The raw materials are refined and processed with traditional methods. "Tonda Gentile Trilobata" variety hazelnuts, pistachios from Sicily, fruits of first choice used in a high percentage: these are just a few examples to ensure a gelato with a genuine taste, appreciated all over the world. Over 40% of sales are related to export thanks to the expertise of well-established professionals in the sector combined with initiative and marketing studies of a young dynamic team. The markets of reference include Europe, Canada, the Middle East and Australia and soon also China. The investments in research and development remain constant over time. The technical support is designed specifically for each type of customer from the little artisan to the large confectionery company, so that the aspirant gelato maker finds in Fructital a complete partner, ready to offer advice, training and the possibility to create together customized recipes. Years and people go by, tastes and technologies change and Fructital is renewed every time. What is a better opportunity, therefore, to make a further



step towards the future also renewing the institutional image. Symbol of this change is the logo that is now simplified and updated but at the same time it maintains the same traditional and well-established lettering. The new restyling will be applied to all the company packaging and represents the perfect synthesis of Fructital history and the future that awaits the company.



FRUCTITAL



MADE IN ITALY

Passion... Perfetta



FRUCTITAL®
...bontà e tradizione nel gelato dal 1922

info@fructital.it - www.fructital.it

Perfetta.

Les Parfaits are the last creation from Fructital. Creams which maintain their softness even at a temperature of -15°C . They can be served alone in the tube, used in the batch freezer or as a filling for cakes, frozen desserts, gelato sticks and mini-portions. They always maintain their creaminess and they are easy to spread. Try them in 10 different flavours: classical perfetta, white chocolate, pistachio, hazelnuts, coffee, ciotofresh (chocolate, nougat and mint), cubana (rum and hazelnut grains), cherry, lemon and mandarin.



ABSOLUTELY PERFECT

Les Parfaits are the last creation from Fructital: first quality hazelnuts and the finest cocoa are perfectly combined to create a line of delicious cold creams. Perfetta by name and by nature: thanks to its particular recipe it maintains its softness even at a temperature of -15°C and it is always creamy and easy to spread. Perfetta is an extremely versatile product that will bring a breath of fresh air in your gelato shop. It can be served alone in the tube, as a fill-

ing for cakes, frozen desserts, gelato sticks and mini- portions or used in the batch freezer to create a gelato with the taste of chocolate hazelnut spread. It is perfect also as a variegato, to enrich your cones giving a delicious taste of cocoa and hazelnuts. Try them in 10 different flavours: classic Perfetta, white chocolate, pistachio, hazelnuts, coffee, Ciotofresh (chocolate, nougat and mint), Cubana (rum and hazelnut grains), cherry, lemon, mandarin.



FRUCTITAL



Geldue piace in tutte le lingue

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

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



casa dolce casa

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

COMMITMENT AND PASSION

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

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



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



GELDUE

FOOD-AND-DRINK•PASTRY•GELATO

2013



1972



EXCEL 500

MATIC 500

HV 250

HT 500

SELF 100

BIB 500

IN 40 YEARS
WE HAVE SUCCEEDED
IN ONE THING.
FOR THIS REASON
OUR MACHINES
CAN DO A LOT.

For 40 years, Gel Matic machines have been the market leader in gelato, frozen yogurt and frozen patisserie desserts.

Gel Matic Italia S.r.l. - Tel. +39.035.525138 - info@gematic.com - www.gematic.com



THE GELATO OF THE FUTURE, THE FUTURE OF GELATO

The new logo and the updating of the marketing literature are only the external signs of change. Gelmatic, which in 2012 celebrated its 40th anniversary, has undertaken a profound 360° restructuring process involving the physical premises, the product range and the development projects, with a much greater aim than merely to increase production. “Our passion for the quality of gelato and of our machines, our reputation for experience and know-how, and our international presence have allowed us to widen our horizons”, declares Andrea Guerini, the present Ceo and son of the founder Gianbattista Guerini. Tradition plus innovation - that is the best formula on which to base a programme for change that is ambitious but extremely well thought through. Attention to customer demands and the way they are trending has led to a reorganisation of the whole range, which is now divided into three categories (Base, Medium and High), on the basis of production capacity. “Customer focus also means switching and simplifying the choices they make”, comments Andrea

Guerini. And it means a constant search for new solutions, such as the brand new, technologically advanced M range, presented at the Sigep expo in Rimini. The “cherry on the cake” (naturally a gelato cake!) is the Gelato Concept project. “For us, gelato is not just a product, it is a whole world” explains Guerini - a world that, besides machines, needs lots of integrated services. Anyone deciding to manage a gelato shop will save space and learning time if they use our machines. But our experience allows us to go even further.” That is the origin of Gelato Concept, the brand name for a service that offers assistance and support through all stages of the project, from the initial drawing up of a business plan to dealings with suppliers. This is indeed a “cool business” to quote Gelato Concept’s pay-off line. Gelato Concept certainly opens up new perspectives for enterprises in the sector, and inspires faith in the future and in Italian entrepreneurial activity - something that, in the current situation, sends a strong and unusually positive signal.



MADE IN ITALY

GEL MATIC
THE TASTE OF QUALITY



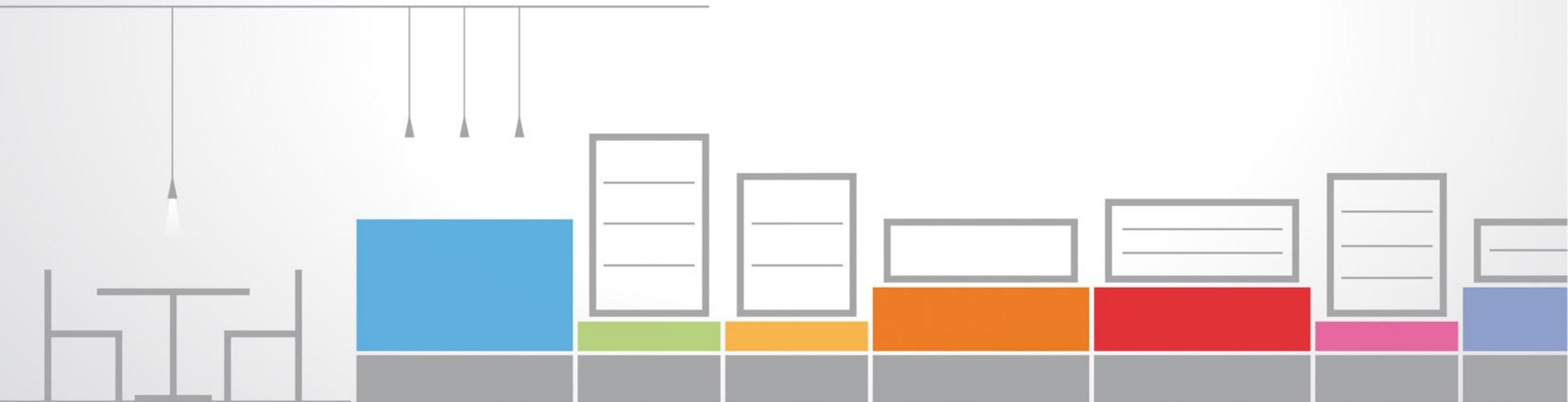
GEL-MATIC

FOOD-AND-DRINK•PASTRY•GELATO

GELO *Standard*

VERSATILITY AND DYNAMISM,
CREATIVITY AND LUXURY.

NO LIMITS,
FOR YOUR CONTEMPORARY SPACES.



GELO *Standard*

WWW.GELOSTD.COM

PURITY OF DESIGN

In more than 50 years of activity, Gelostandard has built up a solid experience in the production of innovative refrigerated showcases for gelato and pastry, which are studied to meet every operational need and furnishing requirement. Gelostandard's products stand out for the extreme care to design, keeping a heart of high technology. In line with market demand, the company has engaged itself to develop ecological display cabinets with an high degree of energy efficiency. The choice of a second seat in Montreal, Canada, besides its headquarters in Italy, allows Gelostandard to follow its strategy of exporting to 80 countries around the world. Among its most outstanding products, there is Gilda: a range of ventilated and static display cabinets for gelato and pastry. With its innovative and versatile style, Gilda is designed with linear and curved, open and closed modules, which can be joined one with each other and matched in two different heights. Gilda cabinet allows you to display properly, up to the highest professional standards, a wide range of products, from gelato to pastry, from cold and dry heat or bain-marie to pralines with relative humidity control system. Gelato modules





are projected with defrosting by cycle inversion and with double air outlet; internal semi-hermetic condensing unit is sound-proof and, upon request, compressor can be extractable. Even more, it can be inserted normal temperature/low temperature function and modulation of the cooling capacity electronically controlled. The lighting system, provided by cold long-life led lighting, improves perfect product visibility with a considerable energy saving. At Sigep in Rimini and at the Gulfood in Dubai 2013 Gelostandard shows a range of products completely renewed in both technology and design, and No Limits is an example. Designed to meet passionate creativity of designers and most different necessities of its customers, No Limits proposes a kaleidoscope of solutions never seen before, playing with multiple levels (horizontal and vertical) and heights, volumes, and colours.

GELOSTANDARD

CREMINO

Cold

The typical layered structure
of the traditional Piedmontese chocolate
in the ice cream pan !!!

Cold Cream Nerella
just as it is



Gelato Cold Cream Chiara
(50% milk)

Cold Cream Nerella
just as it is

Cold Cremino

The layered Cold Cremino is the result of the combination of the new cold creams Chiara and Nerella.

- Chiara is a cream made with hazelnuts and milk, ideal for the inner layer.
- Nerella is a cream made with hazelnuts and cocoa, perfect for the outer layers

Giuso Spa

Regione Cartesio | 15012 Bistagno (AL) | Italy
t. +39 0144 359411 - f. +39 0144 322964
www.giuso.it - info@giuso.it


GIUSO

CLASSIC PIEDMONTSE TRADITION

Drawing on the classic tradition of Piedmontese confections, Giuso is offering for the gelato tub a creation inspired by Cremino, the distinctive cube-shaped chocolate first made in Turin in the second half of the 19th century. This authentic delicacy, appreciated throughout the world as a supreme example of the art of Italian chocolate, is characterised by its distinctive 3-layer structure, in which the outside layers are made of gianduia chocolate and the inside consists of hazelnut chocolate cream. Giuso's Cremino Freddo retains the traditional 3-layer structure, thus distinguishing itself from all the single-layer versions on the market at present. To create it, simply use the new cold creams Giuso Chiara and Nerella. Chiara is a hazelnut and milk based cream, ideal for the inner layer, while Nerella is a hazelnut and chocolate cream perfect for the layers around it. The procedure for making Cremino is thus both quick and easy, the result being a truly unique product

CREMINO
Freddo



that is visually attractive and extremely pleasing and satisfying to the palate. It is also possible to re-interpret creatively the recipe for the classic Cremino Freddo, by varying the flavour of the inner layer or using solid centres. Giuso offers a precious array of alternative ingredients, to assist the artisan in creating variations with the flavours of hazelnut, gianduia, coffee, zabaione, coconut, torroncino (Italian nougat), vanilla and caramel, pistachio, almond. To help customers to immediately identify the product in the display cabinet, a kit of 10 taste markers is available.



GIUSO

CUZCO



*The secret of our excellence:
Only Real Chocolate*



No Vegetable Fats
No Flavourings
With chocolate as
main ingredient

marketing & graphics: Antonio Gardoni www.antonio gardoni.com photographs: Othavio Tommasini www.othavio tommasini.it

Cuzco

Since 2006, the history of Real Chocolate ice cream.
Cuzco Dark, Cuzco Dark Black, Cuzco Superior Dark,
Cuzco Origin Dark, Cuzco Milk, White Cuzco

Giuso Spa

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t. +39 0144 359411 - f. +39 0144 322964
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CUZCO A TRULY CHOCOLATE HEART



In January 2006, Giuso presented to the international market Cuzco, the gelato made of real chocolate.

The company thus created

a new market segment, because until that time this gelato flavour was normally prepared with semi-finished products made with cocoa, which could not fully retain the authentic taste of chocolate. The launch of Cuzco, created from chocolate that is powdered by means of an exclusive process, made it possible to obtain a gelato with a taste that is absolutely distinctive and authentic, dedicated to true connoisseurs, but also to everyone else, since the use of Cuzco offers gelato makers the chance to combine quality with ease of preparation, ensuring that the gelato is always perfectly balanced, and guaranteeing that the product in the display cabinet remains soft and easy to handle. As is always the case in any market, various competitors have over the years caught up with Giuso's hugely innovative Cuzco, and offered alternatives. Yet still today Cuzco remains the undisputed market leader because of the unique quality of its ingredients. Real chocolate takes pride of place on the label, and the product contains no added fats or food

colourings, and is free of aromas or else, where present, the aromas are wholly natural.

The Cuzco assortment is the widest on the market: Cuzco Cioccolato Fondente (dark), Cuzco Cioccolato Fondente Superior (superior dark), Cuzco

Cioccolato Extra Fondente Nero (extra dark), Cuzco Origine (original), Cuzco Cioccolato Bianco (white), Cuzco Cioccolato Latte Fine (fine milk); and a novelty is announced for 2013 - Cuzco Cioccolato Gianduia. This wide variety is designed to satisfy every preference of all consumers who have a passion for chocolate gelato.





Tao
NERO

A dark chocolate without milk or dairy products

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

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


GELATITALIA

www.gelatitalia.it | +39 035 4824335

SWEET EVOLUTION

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



DARK CHOCOLATE HEART



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

GRANULATI ITALIA



**Our ingredients,
the secret formulation
of high quality italian gelato!**

Research & Development is, for MONTEBIANCO, since the beginning of its history, a strength point. A tangible example is STABILMIX, the first gelato base, still representing the point of reference for the whole gelato field.

G R U P P O



MAGIC CAMELLA

Montebianco introduces a great novelty for everyone, young and old alike: Caramella (candy) flavoured paste. The product lets you create a sugar-sweet gelato just like the classic candy, with that flavour that will make anybody young again. And in the background are all those magical childhood dreams of scrumptious candies and lollies. The Caramella gelato can be enhanced with three different ripples with three very different tastes, all sweet and very colourful, available in red, yellow and indigo blue.



To suit his own preferences, the gelato maker can create inviting effects: speckles, stripes or layers, making the presentation magically enchanting and full of fantasy. It is also possible to make inviting layered glasses that highlight the product's vivacity. Montebianco Caramella Paste comes in 3 kg cans, whereas the ripples are available in 1 litre bottle in cartons that hold the three assorted colours (two bottles of yellow, two of red, and two of indigo blue).

le Cremolotte

More than a simple variegation, more than a simple ice cream



**We are proud
to introduce you our novelties.**

We have three forms of the Nocciolotta flavour that you already know: Morbidona, Pastosa e Croccante (smooth, mellow and crunchy). And now we add three new flavours:

PISTACCHIOTTA (with pistachios)

MANDORLOTTA (with almonds)

CIOCCOLOTTA BIANCA (with white chocolate)

G R U P P O

 **montebianco**

IMPOSSIBLE TO RESIST



Montebianco has created Le Cremolotte, a wide selection of creams to use in gelato and pastry shops either as is or as fillings, to give your creations an irresistible touch of goodness. Le Cremolotte are ideal for enriching, rippling and decorating gelato, cakes and semifreddo. The products are in fact designed to maintain their soft creaminess even below freezing. The line includes

Nocciolotta Morbidona with gianduaia, Nocciolotta Pastosa with hazelnuts and chocolate, Nocciolotta Croccante with gianduaia with crisps and crunchy biscuits and - completely new items - Pistacchiotta with 50% of pistachios, Mandorlotta with 50% of almonds, and Cioccolotta Bianca, with the unmistakable flavour of white chocolate. Le Cremolotte are extremely versatile.



The creams can simply be poured into tubs to produce a soft, creamy gelato with an intense flavour. By adding milk they are particularly suited for batch mixing in order to achieve an even creamier gelato with an inimitable taste. Ideal ingredients for scrumptious preparations, they can be used to liven up inviting gelato glasses. Use a simple ice crusher to quickly produce refined desserts. Just squeeze the product out of the dispenser, drizzle on one of the cold creams made using the Desideri line (like coffee, fiordilatte, vanilla...) and enjoy a really delightful preparation. The Nocciolette and the Cioccolotta Bianca are packaged in practical 5 kg pails, whereas the Pistacchiotta and the Mandorlotta come in 3.5 kg tins.



le
Cremolotte

Dessert in 3 step

è possibile realizzare Dessert veloci, una sorta di "Dessert in tre step".



1. Si preme la Noccioletta dal dispenser.



2. Si spilla la Crema da granitore ottenuta con i nostri Desideri (gusti Caffè, cioccolato, Fiordilatte, Vaniglia, Nocciola)



3. Si inserisce il cucchiaino e si porge al cliente.

[Altre attività recenti](#) ▾

GRUPPO MONTEBIANCO



The power of tradition.

Since 1892, the ANSELMi items are worked out with high quality and authenticity. After one century, the Anselmi Brand, goes on in merging together the needed technological investments and the best ingredients in the market.

G R U P P O



MAKE A WISH

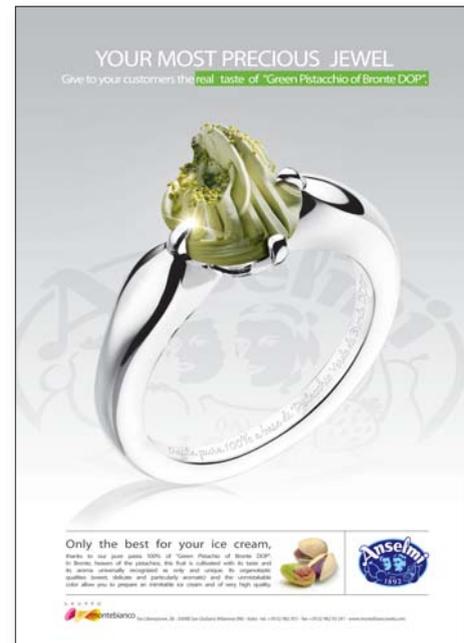
Today gelato makers tend to favour products that are not just excellent in terms of quality but that are also simple and practical to prepare, in order to save time. And - no less importantly - that are able to provide a concrete economic advantage. The complete Desideri line of products from Anselmi was created precisely to meet all these requirements. The products are designed to create a refined, creamy and absolutely stable gelato without pasteurisation. Placed in the ice crusher, they let you make delicate milk shakes and creams to be decorated and filled as you like in gelato glasses. The Desideri line includes so many different flavours: Dark Chocolate, Extra Dark Chocolate, Milk Chocolate, White Chocolate, Desiderio Dark (without milk or dairy products), Neramaro, Coffee, Hazelnut, Vanilla, Fior di Latte (lactose-free), Vanilla Bourbon.



FOR REAL CONNOISSEURS

Anselmi has always been synonymous with choice ingredients selected with knowing care. For over a century Anselmi has been creating a symphony of genuine flavours, producing a complete line of products with a unique and special taste. One outstanding example is its 100% pure "Pistacchio Verde di Bronte DOP" paste. This refined product is made from pistachios from Bronte in Sicily (Italy), an area that is a true pistachio paradise. Here they grow this nut with a flavour and aroma that are universally recognised to be unique and special. Its organoleptic qualities (sweet,

delicate and especially fragrant) and the unmistakable colour yield an inimitable gelato of the highest quality, in perfect harmony with the Anselmi style and tradition.



GRUPPO MONTEBIANCO

FOOD-AND-DRINK•PASTRY•GELATO

EUROBISCO *Chiaravalle*



**A real technological site
producing biscuits and sponge cake
for ice-cream.**

Different shapes and recipes
which can be realized on demand.

G R U P P O



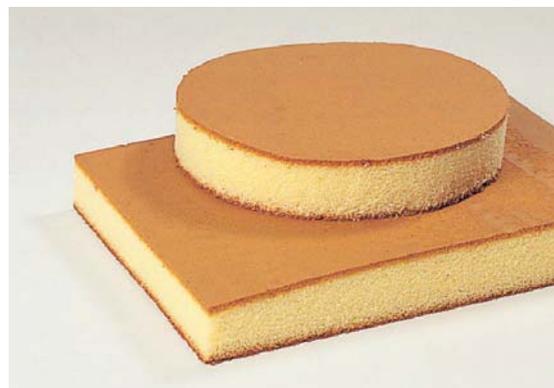
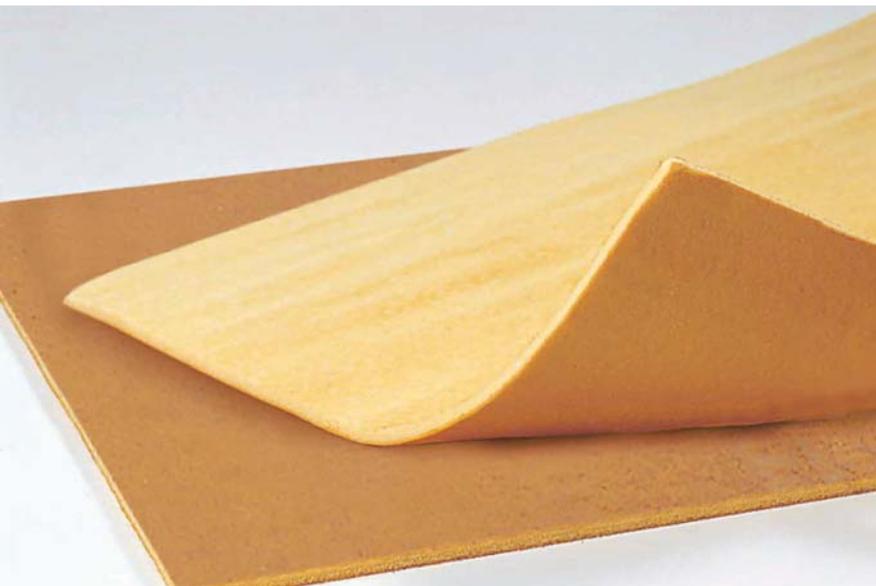


A REAL PARTNER

The Montebianco Group is a real partner for the gelato maker, the pastry maker and the entire industry. Unique in the sector, the company is actually a complete supplier, able to meet every creative need. In addition to the one at San Giuliano Milanese (at the gates of Milan, Italy), it has opened a second technologically advanced establishment at Chignolo Po (Pavia) where the production of Eurobisco gelato biscuit and Chiaravalle baked goods is centred. The world's confectionery and dessert professionals have at their disposal a complete line that will meet every requirement in terms of quality, as demonstrated by the UNI-EN ISO 9001 certification, first awarded back in 1993. The Chiaravalle facility produces many different creations, first and foremost among them the Pan di Spagna (sponge cake). Soft and perfect when sliced, this product features a light and homogeneous texture, finely honey-



combed, able to absorb double its weight in liquid without falling apart. There are many more featured products, like the Dobus Roll, soft and easy to use, and the beignets, light and round, ideal for filling either mechanically or by hand. The Eurobisco biscuits, crisp but able to withstand mechanical stresses, are specially designed for enclosing gelato while keeping its organoleptic qualities intact. Upon request, their shapes, formulations/recipes and decorations can be personalised.



GRUPPO MONTEBIANCO

HOONVED®



Serie CE



Serie CAP



Serie APE



Serie STE



C81E



C90E

SPARKLING RESULTS
EVERYTIME



Serie EDI



Serie HT-HTP



WASHING PROFESSIONALS

Since 1967 Hoonved's industrial washing machines have been designed and manufactured with maximum attention to quality, hygiene, reliability and technological innovation. In 1996 Hoonved became part of the Ali Group, a world leader in the design, and production of foodservice equipment. Today Hoonved offers a complete range of glasswashers, dishwashers, utensil washers and rack-conveyor machines for bars, restaurants, pastry shops, bakery, butchery, gelato shops, catering and food processing industries. Production is entirely carried out in its Italian factory which includes the R&D, the marketing and commercial department, carpentry, two assembly lines, and warehouse for spare parts-machines and after sales service. Fast delivery times are guaranteed for machines and spare parts. The company organizes professional training for our dealers to improve their knowledge of the washing machines. After sales service relies



on a database of spare parts, exploded views and multi-languages specifications, able to support any request for technical assistance. Every dealer can see all data 24 hours a day on the company's website. Hoonved machines respect the European regulations, the WRAS for England and UL certification for the USA and Canada. The quality system of our company has been found to comply with the requirements of UNI EN ISO 9001:2008.



HOONVED

FOOD-AND-DRINK•PASTRY•GELATO



WE STARTED IN BOLOGNA IN 1927.

WE CAME FIRST.



The Art of making Gelato.



www.iceteam1927.it

A LEADING FORCE



Started in 2010 as a single company coordinating 5 brands who have set major landmarks in the history of gelato technology, Iceteam 1927 has had a record growth over the last two years. Part of Ali Group, one of the world leaders in catering equipment, with a turnover of over 1,700 million euro per year, Iceteam is now firmly ranked at the second step of the gelato machinery manufacturers with a turnover of more than 15 million euro, and nearly 2,000 units sold per year. Recent growth mainly came from the export side, that registered a 40% increase in a relatively short period. The company has now a wide sales network covering both mature markets like Italy, Germany and France, and emerging markets such as Brazil, China and US, where gelato demand is exponentially increasing each year. We have interviewed Iceteam sales manager Marco Cavedagni who was in charge of the new company from the outset.

Mr. Cavedagni, good morning. How would you describe your recent growth?

By unifying some historical brands in Ali Group, we have been able to reach a far higher number of distributors, attracted by a wider and more competitive range. This had led to a strong

growth ratio on the export side, and enabled us to improve our market share on domestic market, in Italy.

What are the main differences between your offer and the competitors?

Our proposal is distinctive from the competitors by two aspects. Firstly, through the “Gelato Classico” (Italian Classic Gelato) format, we enable customers to achieve the top-top level of quality and excellence both in terms of the product, the gelato itself, and from a communication perspective. As Iceteam, we dedicate our best effort to interpret our customers spirit with the best technology and variety of solutions available on the market. As well, we follow the customer through his growth by our “GelAteneo” dedicated training, flexible in contents and teachers but having as a firm reference the top business models in our industry. Secondly, our range has no equal in the sector in terms of completeness and coverage. As you grow in emerging markets and deal with increasingly complex market situations, or even “culture” where frozen food or gelato itself is not yet hugely enjoyed, having the right solution for the right customer in 99% of cases... well, it helps a lot.

IN GELATO WORLD

Where are you focusing your attention to keep growing in the close future?

We believe this is just the beginning. Our models released over the last few years embody a great deal of innovation, perhaps even too much to be communicated at once. Vario System in Compacta model is an example of this. We can do far better in proving everyone how farther it goes when it come to making gelato, in comparison to our competitors - and I mean all competitors. This is why we believe we have a long way to go, and to do, in exploring new markets and seeking new opportunities, regardless where they come from or how difficult they may look at a first glance.

What are the main trends, in terms of business model for gelato shop, that you are seeing both in Italy and in emerging markets?

I would name three. Firstly, in gelato making and in gelato shopfitting, we have an increasing interest for the high-



end market solutions such as Gelato Classico, coming from different parts of the world. We firmly believe the historical model of Italian gelato shop, if properly adjusted to local requirements, can be successful everywhere. Secondly, there is a firm trend of development affecting business that were originally consisting of one or two shops, now growing bigger and pushing to expand themselves beyond national borders. Thirdly, as everyone can see, we have frozen yogurt skyrocketing all over the world.

Have you been affected by the world economic crisis?

Not in terms of turnover or market share. But surely, credit crunch affecting small and medium size enterprises concerns us as much as everyone else. Gelato consumption is not shrinking, most probably because it is sold at everyone's pocket money price. On the contrary, access to bank loans or long term credit has become increasingly difficult for people willing to venture into our business. A very negative side of this is to push customers to a conservative strategy regarding their capital investment, which delays equipment turnover and makes installed machines averagely old and obsolete. Consequence of this on work safety and confidence of operators in the equipment can be extremely serious.



ICETEAM 1927

Italian Style

in the world

Design

Production

Complete furniture made to measure

 **ICETECH**[®]
GELATO MACHINES

Made in Italy

frigogelo
FRIGOGELO.IT

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

ROMA

ALL IN ONE

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

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

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

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



Batch freezers Lcd.



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

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

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



Pasteurisers Lcd.

ICETECH

215 g

UNICA...

**the advantage of technology
at the service of authentic
handmade "GELATO"**

UNICA
LAWER



**UNICA organizes production in an innovative way,
enhancing the most authentic tradition of handmade "GELATO".**

**UNICA automatically weighs powder and liquid ingredients,
parts of the recipes, and guarantees the following:**

- Highest quality of "GELATO"
- Highest weighing precision
- Replicability of recipes
- Right balance of raw materials
- Complete confidentiality of Know-how (your own recipes).
- Optimization of production, less time in the laboratory and more time available for customers are the key to success.
- Production management, efficiency and cost reduction.



www.lawerunica.com

SIMPLY... UNICA!

Launched onto the market about five years ago, the automatic dosing machine Unica is an innovative concept of equipment and service specifically developed for the gelato world. Designed and manufactured by Lawer, a company based in Biella (Piedmont, Italy), the machine weighs, with extreme precision and automatically, all ingredients required for any gelato recipe, whether solid or liquid. The maximum gelato quality is granted as well as the repeatability of the weighs, without any possibil-



ity of errors. Moreover the know how is absolutely protected and the gelato recipes remain confidential. Unica is therefore a necessary partner for all those professional operators who wish to organise their production in an innovative way. It ensures accuracy in preparing the products and it enhances the most authentic tradition, granting better quality of life and the costs reduction in laboratory. With Unica it is possible to optimise the different stages of the process. Reducing the necessary time in laboratory the gelato maker can spend more time with his customers better understanding their desires,

which are the key point of his business. Unica is also an efficient marketing tool.

By entering a reserved area, the gelato maker can check and monitor the daily or monthly production, and then use this data to better plan the production of the shop.



LAWER

LINEA GOLD

Leagel

GOLD LINE,
A SUPERIOR QUALITY CHOICE.



GOLD
VANILLA



COVERING DARK
CHOCOLATE GRAND CRU



PISTACHIOS
PESTO



AVOLA'S
ALMONDS



I.G.P. PIEDMONT
HAZELNUT



PURE PINE NUT



superior quality for artisanal gelato

Leagel

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



LINEA GOLD

THE BEST PARTNER FOR ITALIAN GELATO

Every day, at Leagel, high quality products are conceived to transform gelato into a masterpiece of taste and tradition. Leagel's gelato experience dates back, through its founder Mr. Leardini Tonino, to 1964. At every stage of its history, Leagel has been able to achieve an admirable blend of tradition and innovation, rightly presenting itself as an expression of the great Italian tradition, but at the same time as an extremely dynamic, outward-looking company. Thus, research and development, carried out with an eye to production technology, have always occupied a key role, since the company is committed to offering its customers the best possible product, based first of all on scrupulous selection of the very best raw materials and on a constant research of excellence. Leagel offers its customers and partners ongoing training and technical assistance, in order to build loyalty to the company and its products, offering any support required to help gelato makers personalise their work just as they wish. The continuous creation of advanced products, coupled with marketing strategies to aid gelato makers in presenting their products, has proved a winning strategy to help customers boost their business

opportunities. Leagel is an international company with a worldwide presence, able to reach every country in the globe. The constant research aimed at achieving ever higher levels of excellence has culminated in Linea Gold, Leagel's most ambitious achievement yet. Linea Gold offers a selection of "classic pastes" rendered unique through the meticulous selection of exclusive prime ingredients, coming from the areas most renowned for producing them: Copertura al Cioccolato Fondente Grand Cru dell'Ecuador (grand cru dark chocolate coating from Ecuador), Nocciola Piemonte Igp delle Langhe (certified Igp hazelnuts from the Langhe district of Piedmont), Mandorla d'Avola (almonds from Avola in Sicily), Pinolo Puro Italiano (pure Italian pinenuts), Vaniglia Gold con Vaniglia Bourbon del Madagascar (Vanilla Gold with Bourbon vanilla from Madagascar), Pesto di Pistacchi (Crushed Pistachios). These top-quality ingredients are used to produce a choice of pastes with very particular and exclusive flavours. Linea Gold offers gelato makers a unique range of refined and quality products, with which inventive artisans can create their own individual masterpieces, providing their most demanding and discriminating customers with a not-to-be-missed opportunity to taste a gelato worthy of true connoisseurs.



LEAGEL

FOOD-AND-DRINK•PASTRY•GELATO

Quella®

The original



THE ORIGINAL COCOA AND HAZELNUT CREAM DEDICATED TO GELATO

Quella® is the original, unique, hazelnut and cocoa cream that can be placed directly in the gelato tray, as soft as the creamiest gelato, its consistency will not alter in the gelato show case. Use as a gelato flavour exactly as it is or to fill your preparations and gelato cones to guarantee sublime satisfaction until the very last bite.



MEC3 The leading company in the world in Gelato ingredients.

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



THE CREAM THAT BECOMES GELATO

Can cream also be a gelato flavour?

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

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



MEC3 VARIEGATES

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

CHOCOLATE AND HAZELNUT NOVELTY

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

Quella



MEC3

Il *Fior Fiore* dei contenitori

Medac presenta *Flower*:
l'esclusivo contenitore
floreale per caramelle,
cioccolatini e tutto
quello che vuoi tu.



protegge la qualità, rispetta l'ambiente

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



WHEN MAGIC BLOOMS

It was created to amaze, fascinate and excite. Flower container created by Medac is a little jewel of design. When closed it looks like a flower bud, but when it opens it unfolds its petals and becomes a colourful flower. This little bit of big magic lends itself to multiple uses. Flower can be used as a versatile container for takeaway foods, from sweet pastries to savouries and all sorts of gastronomic specialities. With a bit of fantasy, it transforms into an elegant box for candies, chocolates or any kind of object (necklaces, bracelets, earrings, scarves...). Flower reflects Medac's desire to offer items with rigorously eco-friendly characteristics that respect the environment. It is made from a type of cardboard derived from virgin cellulose, a material that can be recycled using an industrial fractioning process. This yields a high-quality packing paper that is recyclable and has a low environmental impact. Flower is available in yellow, pink and red. It can be customised at the client's request, giving his logo added value by associating it with a natural and very innovative product.



E AS... ECO-FRIENDLY



Medac's great care for the environment is best expressed in the E-Cup line of gelato and beverage cups. Cups are made using a base material with an extremely low environmental impact, consisting of a cellulose taken from FSC-certified forests. Paper is coupled with a film made from renewable sources. Biodegradable and compostable cups can be disposed of with organic waste to become fertiliser. The E-Cup line can also be customised at the client's request with a very little minimum quantity, thereby enhancing his logo through a product that is really eco-friendly.



MEDAC

24.03.2013

CATERINA VERDI

Dress your ice cream with its best clothes



A new dress to celebrate ice cream on 24th march 2013



*on the occasion of the **European International Day***



of Handmade Ice Cream. The "European Day"



series will highlight the day and will let ice-cream

shops play a leading role



making ice cream

protagonist of the event.

This will happen



thanks to a unique design and message

spread all over Europe.



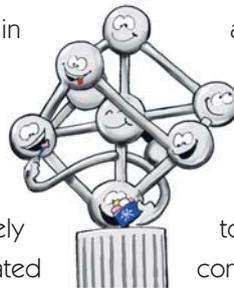
protect quality respecting environment





DRESSED FOR GELATO DAY

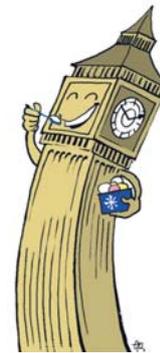
Medac is ready as never before to celebrate in high style the European Day of Artisanal Gelato, scheduled for March 24th, 2013. To support gelato makers who will be celebrating this great event all over Europe, Medac has created a special cup with a lively and unique appearance. It is gaily decorated



with designs that whimsically reproduce the most beloved symbols of various cities, including the Eiffel Tower in Paris, the Atomium in Brussels and Big Ben in London. And, of course, it prominently features the date of the first European Day of Artisanal Gelato. Medac cup is



an ideal instrument for publicising the Day and at the same time makes gelato and gelato makers the event's real protagonists. By using it in the months leading up to the event, gelato makers will contribute to obtain an even greater success with a wide international scope. Medac's designs for the European Day have been registered by the company, thus making the product even more exclusive. The cup is available in the following sizes: 8B (100 ml), 10mg (160 ml), and M2 (245 ml).



MEDAC



TAKE IT EASY, TRY OUR KIT!



SEMIFINISHED PRODUCTS FOR GELATO, DECORATIONS AND PASTRY

NUTMAN GROUP SRL - VIALE ITALIA 166/168 - CANELLI (AT) - TEL. 0141.835225 - INFO@NUTMAN-GROUP.COM - WWW.NUTMAN-GROUP.COM

GELATO IN A KIT

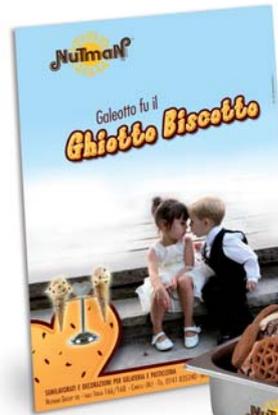


The Nutman Kits contain in a single pack everything needed for the preparation of very special gelato flavours, thus simplifying the work of the gelato maker and lifting the quality of the end result. There is a wide assortment of kits, divided into various categories. The “traditional” flavours include for example the Kit Biscotto (biscuit) and Kit 5 Cereali (cereals). Some creations are inspired by regional specialities, a prime example being the Kit Ricotta e Pera (ricotta and pear), which dusts off a classic confection from Campania: the kit includes a ready-to-use product tasting of ricotta accompanied by a pear variegate. Another regional flavour is the Kit Pesca al Moscato (peach in muscatel), based on a famous

Piedmontese dessert which combines the yellow peaches of that region with the renowned muscatel wine, here used as a variegate. Nutman has

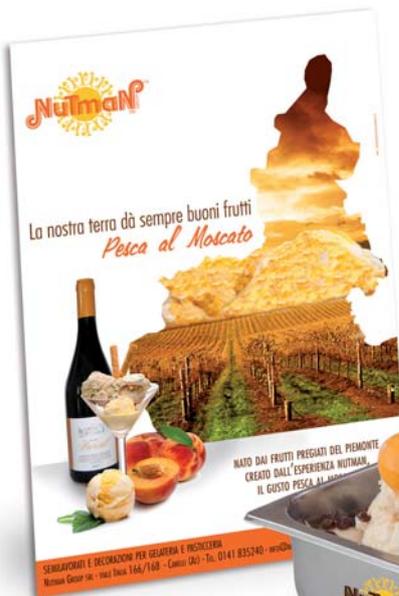
also reinterpreted some traditional tastes in an original way. Among these is the Kit Tiramisù, which allows gelato makers to create an even more enticing version of the famous dessert, in which the Tiramisù variegated with pieces of savoiardi is combined with the Mascarpone paste. By way of contrast, the Kit Superpeanut contains everything needed to create the “sweet-sour” taste of the famous peanut chocolate slab. There are the “trendy” flavours, such as the Kit Cocktail which takes its inspiration from the most famous cocktails in a non-alcoholic version. Besides producing takeaway gelato, these original cocktail tastes can be presented in the form of slushes in hot summer evenings or served in a cup, thus producing brand new creations with the help of the dedicated recipe recommendations. Given the revival over recent years of gelato to be eaten while the consumer is strolling in the open air, Nutman is offering two special kits to meet this need. The first makes it possible

to prepare gelato on a stick using 4 types of coating (orange, strawberry, lemon and pistachio flavoured) and includes a set of specific moulds. The second is dedicated to the creation of a coated biscuit gelato, and includes the white and dark coatings in the Maximum line, together with two types of streusel; the kit also contains the set of ingredients needed to prepare the biscuit. More new amazing kits will be available very soon!



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NUTMAN



LE SELEZIONI



galacomunicazione.com



SEMIFINISHED PRODUCTS FOR GELATO, DECORATIONS AND PASTRY

NUTMAN GROUP SRL - VIALE ITALIA 166/168 - CANELLI (AT) - TEL. 0141.835225 - INFO@NUTMAN-GROUP.COM - WWW.NUTMAN-GROUP.COM

EXCLUSIVE CREATIONS

Nutman is dedicating to the most traditional Italian gelato flavours its exclusive Le Selezioni line. The range is produced with the finest ingredients, using only the very best quality in a unique form. Among the Le Selezioni flavours, pride of place goes to the company's hazelnut-based products. This ingredient is selected firsthand in the heart of the Langhe area of Piedmont, where Nutman has its premises, and a district renowned for the cultivation of prized Igp Certified Hazelnuts. Among the most exclusive products in the Le Selezioni range are the Pasta Nocciola Piemonte Igp, Pasta Gianduaia Amara (bitter gianduaia) and Pasta Bacio del Piemonte, which echoes the world-famous Bacio chocolates. The Le Selezioni line also includes the classic flavours par excellence such as the Pasta 5 Cereali (cereals) obtained by grinding malt, rye, barley, oats and rice, a perfect mix to provide natural energy. Among the most sophisticated products are the Pasta Caffè del Nonno Dante, a very delicate variation of the coffee taste obtained by gentler roasting. Two flavours complete the range which are simply a must in the gelato display cabinet, Pasta Pistacchio Puro Sicilia and Vaniglia Bourbon, with its unmistakably exotic taste.



VANIGLIA
Bourbon

CAFFÈ'
nonno Dante



BACIO
del Piemonte

NUTMAN

FOOD-AND-DRINK • PASTRY • GELATO



24re
FOOD AND BEVERAGE SYSTEM

LIFE DOMINICA

il futuro per passione



Design Andrea Stramigioli

ORION
www.orionstyle.it

UNIVERSAL TECHNOLOGY

Orion has dedicated 24Ore (24 hours) products to those who know the value of their own work, to those who know that the success of a venue depends on their ability to share that passion with their guests. To professional interior designers, as well. To those who know how to design a functional space and infuse it with ambience. To those who put passion in their work and who have the ability to visualize and bring about the transformation of a location into a meeting place with character. An exclusive product that is the synthesis of universal technology and that will enhance any space of your choosing.



A COMPLETE SYSTEM

There are three models of display cases included in the line 24Ore. La Rossa, with glass frontal display system in 20, 40 and 60 cm options; Bianca, with movable display window castle; Vert, with traditional display capacities that is vertical rather than horizontal in shape. It is a system of décor and display-case modules, projected to respond to every necessity. Capacities, viewpoints,



heights, depths, are all different but all the functions, which are collected into three technological and display categories, are ready at hand. Four principles of the system: internationalism, for slow food venues worldwide; temperature versatility, from -20°C to +65°C; style, sleek and modern; time, because it can be used anytime.



ORION

DAL 1860
PERNIGOTTI

Pura e Ricca

Base for Yogurt Gelato
All Natural

With **15% dehydrated yogurt**, vegetable fibres,
natural flavourings and carob seeds.

No emulsifiers and vegetable fats free.

For whole or low fat yogurt, "natural" and light taste.

Excellent as soft-ice frozen yogurt.



ALL NATURAL YOGURT GELATO

The Pernigotti Pura e Ricca line of bases is now extended with a new product: All Natural Pura e Ricca Gusto Yogurt (yogurt taste). Pura e Ricca Gusto Yogurt is an innovative base, the result of Pernigotti's constant commitment to research and development of products specifically designed to match a more conscious customer. The All Natural Pura e Ricca Gusto Yogurt does not contain emulsifying additives or vegetable fats and is rich in vegetable fibres, with natural yogurt aroma. It contains 15% dehydrated yogurt. It is a very easy and fast product: 1 bag of Pura e Ricca Gusto Yogurt (1.75 kg weight) with 1 kg of yogurt (whole/skimmed) and 2 litres of milk

Pura e Ricca

Base for Yogurt Gelato All Natural

(whole/skimmed), let the mix rest for about half an hour then batch it. Adding fresh yogurt makes the gelato "naturally light". Pura e Ricca Gusto Yogurt is excellent also as a soft-ice base, the perfect choice for an all natural frozen yogurt. Easy as 1,2,3...: 1 full bag of Base Pura e Ricca Gusto Yogurt with 1.2 kg of water, 1 kg of yogurt and 1 liter of milk. Pernigotti's range of Pura e Ricca bases also includes: the Pura e Ricca base for cream gelato, Pura e Ricca Cream; the Pura e Ricca base for fruit sorbets, Pura e Ricca Sorbet; the Pura e Ricca base for dark chocolate gelato, Pura e Ricca Fondant.



PERNIGOTTI

MORETTINA

CATERINA VERRI

Nothing goes better
with gelato!

Smooth Gianduia spread cream

Morettina

Gelato





A PERFECT MATCH



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

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

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



EXTRADARK CHOCOLATE AND
MORETTINA



PUROFONDENTE AND
MORETTINA



PUREMILK CHOCOLATE AND
MORETTINA



WHITE CHOCOLATE AND
MORETTINA

PERNIGOTTI



OPERA

I T A L I A N A

*The best of Italy
in a Gelato*

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



since 1936

PRODOTTI STELLA S.p.a. via 4 Novembre, 12 Altavilla Vicentina 36077 (VI) Italy Tel. +39 0444 333600 Fax +39 0444 370828

www.prodottistella.com info@prodottistella.com



Prodotti Stella TV

MISTERO

L A T I N O



*From the Gelato masters,
a journey into flavour*

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





A GREAT JOURNEY IN PURSUIT OF EXCELLENCE

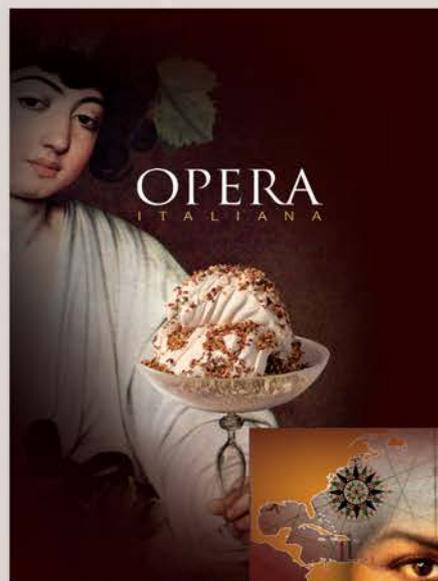
I journeyed through Italy, from one town and village to another, discovering its wonders and the excellence of its most delicious flavours, selecting as I went the best prime ingredients in Italy, and encapsulating all this excellence in a unique gelato flavour.

I sought a mix of the best hazelnuts, the *Nocciole Mortarelle Campane* in Campania and the *Tonde Gentili* in Piedmont. Guided by the scent of their blossom I gathered those wonderful almonds, the *Mandorle d'Avola* in Sicily. Fascinated by the endless stretch of the maritime pines in Tuscany, I gathered the pine nuts there, the *Pinoli Toscani*. I observed expert hands harvest the buds of Bronte pistachios in Sicily. Finally, my wanderings took me to the Veneto region, to capture the secret of *Torrone Mandorlato*, the almond nougat of Cologna Veneta.

I dedicated the best of Italy to your art of master gelato maker, to offer you a gelato with a unique flavour encapsulating all this excellence - "OPERA ITALIANA", a truly Italian work of art.

Driven then by the desire to discover new tastes, I also crossed the seas and set foot in Brazil, looking for the best of those heart-shaped nuts - Brazilian cashews. In Guatemala my eyes were ravished and my nostrils overwhelmed by the endless plantations of Coffee. Protected by the humid tropical forests, I selected the delicate Vanilla flowers that contain precious pods with their minute aromatic seeds.

My journey continued as I searched for ancient flavours, beginning with a simple ingredient, sugar cane, which produces a drink known all around the world: Jamaican Rum. Then, fascinated by



the Aztec legend relating its origin, I followed the peasant workers to find the best *Cacao Magro*, the low-fat cocoa of the Dominican Republic.

My journey through the Americas enriched me with many treasures that I wish to share with you. I mixed them all with Italian nuts and the result is a further product for artisan gelato makers, outstanding in excellence - "MISTERO LATINO".



A NEW TASTE AWAITS DISCOVERY

Now the time has come to pack my bags again, to search once more for a new gelato flavour that can capture the true essences and delicious tastes that the world offers us.

But, what will my new destination be? Where will the arrow in the compass point, as I trace the Paths of Excellence?

Thrilled, I shall journey again from one masterpiece of nature to another... exploring new itineraries of taste.

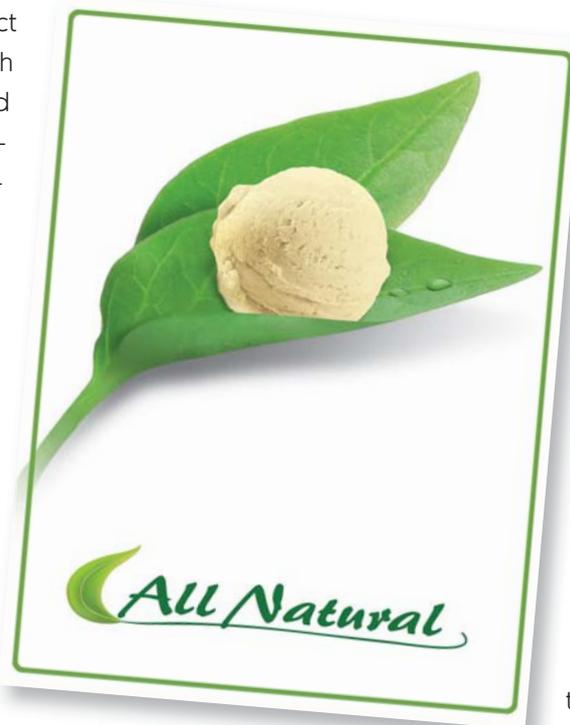
**Do you wish
to know where
we will go
for the new
“Vie dell’Eccellenza”?**

Discover it at **Sigep**
Hall A5 Booth 076



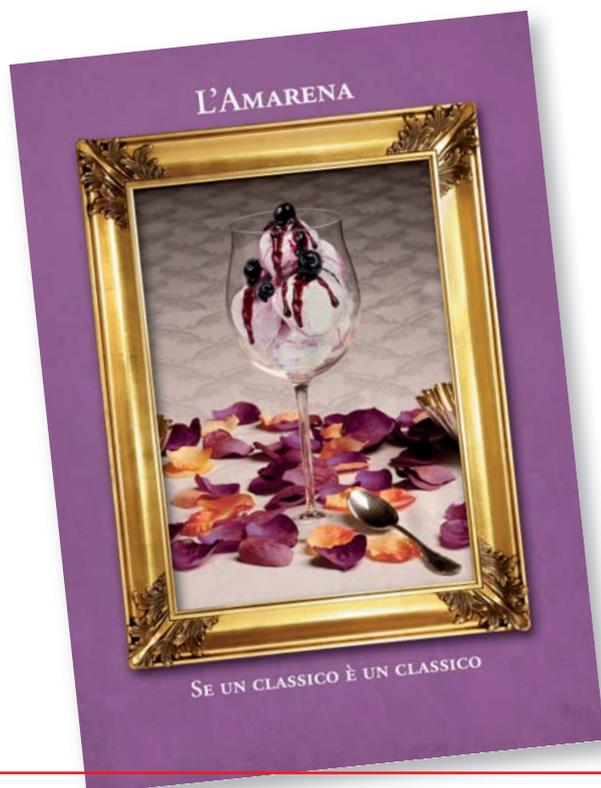
ALL THE GOODNESS SINCE 1936

Passion combined with sensitivity; respect for tradition inextricably linked to research and innovation; a world outlook matched with fidelity to the excellence of Italy's tradition in gelato-making and pastry; and attention to quality while producing practical solutions to support the artisans who are working in the front line every day. These are the ingredients that ever since 1936 have kept Prodotti Stella a youthful, forward-looking company that is... 75 years old! Ever since its inception, the company has always had one objective: to spread the quality and image of good artisan gelato throughout the world. To attain this objective, the company has always been meticulous in selecting the most genuine ingredients, and in building up a deep and ongoing relationship with the artisans, thanks to a highly qualified team of Prodotti Stella consultants who back them up every step of the way. Prodotti Stella puts all of its know-how,



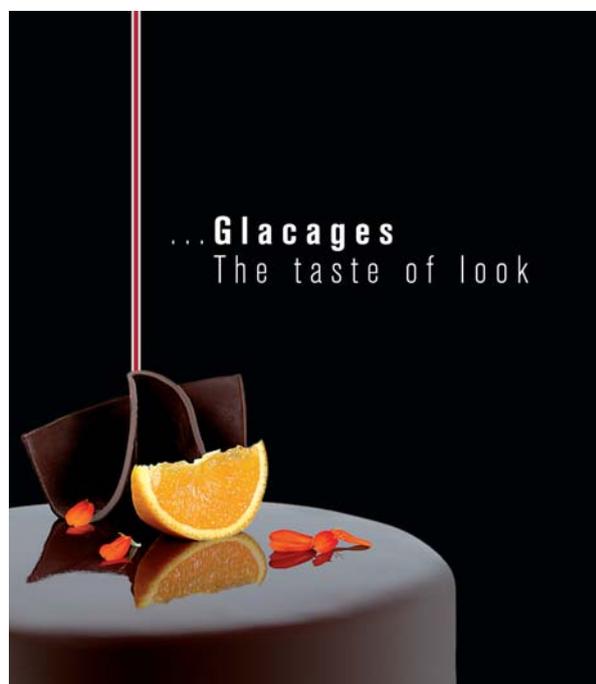
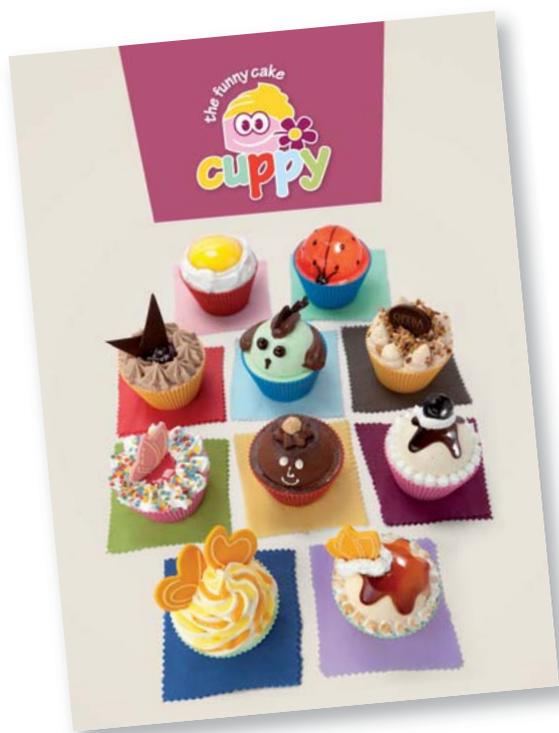
acquired through years of research and innovation, at the disposal of every gelato maker and pastry maker. In addition, it offers the guarantee of certified production using only genuine, top-quality ingredients - though the most important ingredient in every recipe, for Prodotti Stella, is the passion that transforms gelato into an art form to savour every day. The two cardinal principles of the company are firstly to simplify the work of master gelato makers, and secondly to let them personalize their creations. Ever since 1936, when

the company was founded in Vicenza, Prodotti Stella has been calibrating its bases for cream and fruit gelato and the additional products to give the gelato more volume, creaminess and ease of serving. It is precisely these principles that guide the creation of lines such as Tale&Quale, a range that uses ingredients (as the name in Italian suggests) that are exactly the same as the raw materials from which they originate; All Natural, a line that guarantees the highest result in terms of the naturalness of the ingredients; and Gluten Free, a family of certified products for those with gluten intolerance who nevertheless do not wish to sacrifice the pleasure of enjoying a fine artisan gelato. Research and innovation are the keys of the success of Le Vie dell'Eccellenza. A new line from Prodotti Stella, that offers a journey through previously unexplored flavours, without detouring from traditional values and the most noble ingredients of Italian artisanal gelato: Opera Italiana and Mistero Latino. These new flavours arise from a careful selection of top quality ingredients, both Italian and international, which are later combined with typical Italian taste and expertise.



UNIQUE COLD CREATIONS

To disengage from season's typical recipes is for the gelato maker a primary need. This need is for Prodotti Stella a spur enabling the company to widen its range with products particularly interesting for the autumn and winter season, both for the gelato and the cold process pastry world. This is how step by step Prodotti Stella included in its range products to prepare mousse, cakes, single portions and mignon, like Moussemix or Semifreddo Flexi. To set the imagination free, products like Coatings or Glacages are designed to enhance the work of artisanal pastry by helping them develop unique cold creations. They are extremely easy to use, delicious and made with high quality ingredients. Toppings sauces, grains, chips and more has been specifically studied to enhance flavour and appeal of semifreddi, mousses in tubs and many other pastry creations. Furthermore in this range you will find the Fornogel range (baked products), a constant help in pastry, including among others Pan di Spagna (sponge cake), Dobus Roullé, Bigné (puffs), gelato cookies and the delicate crumbled Meringue.



PRODOTTI STELLA



TADDIA

la Passione per il Gelato



 **TADDIA**
coccola il Gelato

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

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

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

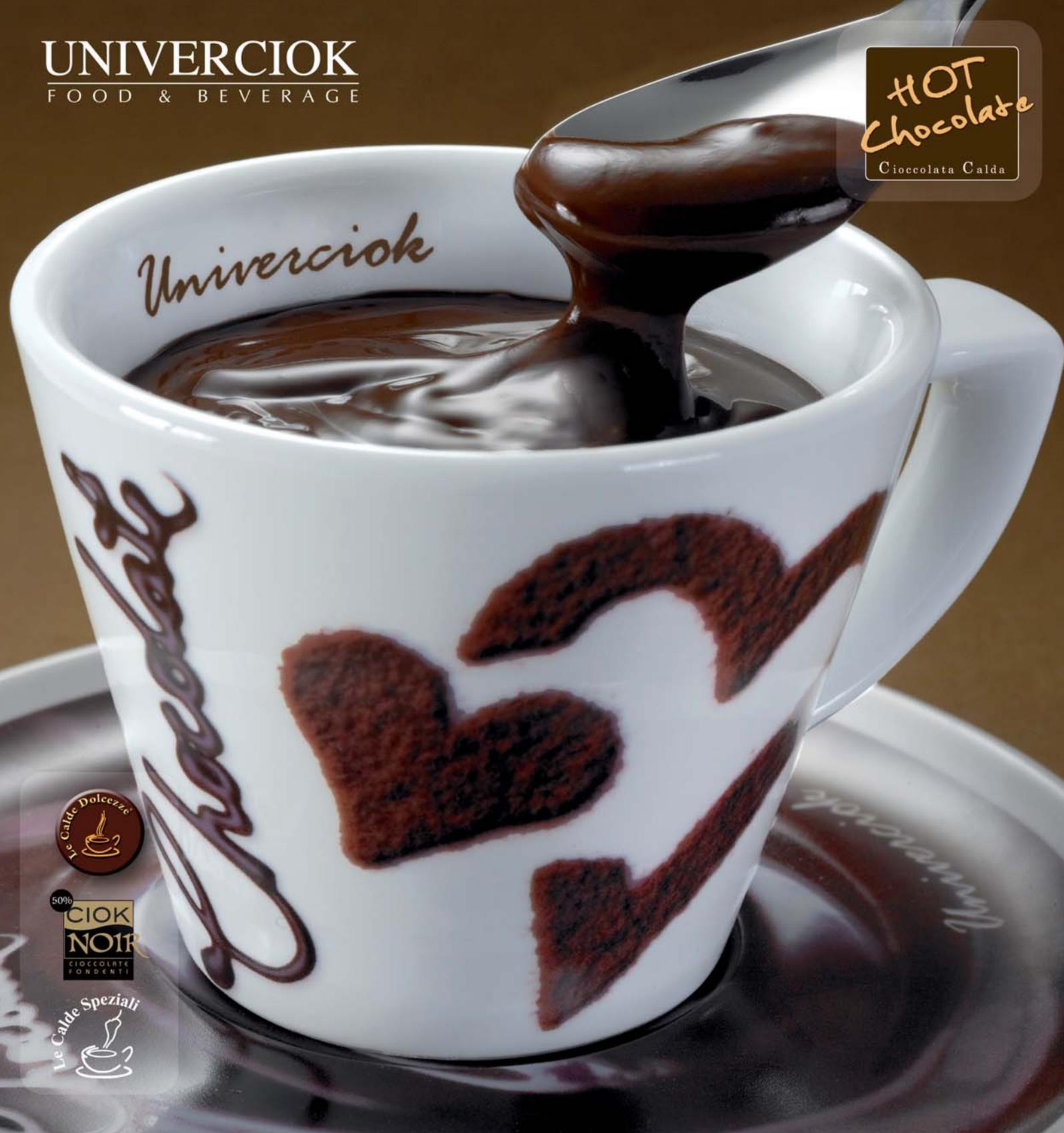
The cups for hot and cold drinks incorporate Taddia's solid know-how built up over more than 70 years experience. The company was founded in the mid-1940s, with the first cups made of normal paper, with a wooden disk pressed into the base. In the 1960s the first semi-automatic machines were introduced 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

UNIVERCIOK
FOOD & BEVERAGE

**HOT
Chocolate**
Cioccolata Calda



Produttori dal 1983

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e-mail: info@univerciok.com

Servizio Clienti tel. 0039 02 90665070

www.univerciok.com



SWEETNESS IN A CUP

Produced since 1983 with prime ingredients that are of the highest level, rigorously selected, the Cioccolate Univerciok (drinking chocolates) are distinguished by their exceptional quality. The powder preparations, available in 51 flavours, guarantee the professional a vast choice and an impeccable taste. The quality of the 22/24 cocoa has been the same for 30 years and this demonstrates how the company has remained faithfully focused on creating top-class products: 22/24 refers in fact to the percentage of fat contained in cocoa, and the higher it is, superior is its quality. The range includes: single portion amounts, to be prepared with the frother of an espresso machine or with the Petite Jolie and Duo System accessories from Univerciok; preparations for chocolate pots, in different gram weights; and instant preparations for automatic dispensing machines. The merchandising for the Cioccolate range includes a wide selection of accessories, among them cups, menus, notices, and display cases. The line called Le Calde Dolcezze includes 16 flavours of aromatised drinking

chocolates, ideal for those who remain faithful to the hot drink but are always keen to discover new tastes. In addition, Univerciok offers a rich line of 9 excellent creams, both hot and cold, which can also be enjoyed as a dessert. Then there is the spicy line called Le Calde Speciali, which includes Le Antiche, offering a novel journey through the older tastes of chocolate and allows the taster to discover all of its virtues: it provides a return to origins with two Gran Cru cocoas, and a classic dark offering the pure pleasure of the essence of chocolate achieved through the extraction of prized cocoa. Outstanding among Univerciok's creations are Le Speciali, which offer a harmony of original and present-day flavours which are perfected blended, fully respecting the taste of the cocoa; and Le Specialissime, a meeting between fruity tastes and the combination of chocolate and mint. Finally there are the preparations in the Ciok Noir line, dedicated to all lovers of the noble taste of dark chocolate: these match prized cocoa with classic, new and original tastes.



UNIVERCIOK

UNIVERCIOK
FOOD & BEVERAGE



good and healthy as **Yoghurt**
soft and delicious as **Ice-Cream**



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FRESH GOODNESS

Constant attention to emerging consumer demands has led Univerciok to create a complete range of powder preparations for soft yoghurt aimed at goodness, freshness and natural flavour. The line includes Soft Yoggy Probiotico, characterised by the absence of sucrose. The product contains 0.1% of fats, and is enhanced by the presence of probiotic lactic ferments (from the probiotic strain *Lactobacillus acidophilus*). The term “probiotic” derives from the Greek “pro-bios” which means in favour of life, and thus probiotics are to be understood as those live microorganisms that, if consumed in quantity and for an adequate amount of time, are able to exercise positive effects on the health of consumers, strengthening their intestinal ecosystems. The habit of using probiotics has spread as a supplement to help the intestine to function correctly, with beneficial effects on the whole organism.



The powder preparations for soft yoghurt by Univerciok can be used with all kind of soft ice machines.

Soft Yoggy Omega 3 offers all the taste and freshness of good neutral yoghurt together with a precious content of Omega 3, the polyunsaturated fatty acids that help protect the health of the heart. Our bodies are not able to produce them and so it is necessary to absorb them through food or supplements. The Omega 3 acids play a positive role in regulating the organism and are indispensable for it to function correctly: they help regulate the levels of cholesterol and triglycerides in the blood, they improve people’s concentration, moods and cognitive functions, boost the capacity to resist stress, reduce the formation of blood clots, and control arterial pressure. The Univerciok range is completed with Soft Yoggy Greco, a particular type of dense and creamy yoghurt, with a dense, full flavour and which is very filling. Thanks to the Univerciok consultancy service and the accessories and merchandising that come with the products, it is possible to create a corner devoted entirely to yoghurt in any shop. This requires only minimum investment, and not much space. A compact but high-yield machine is supplied, and it is possible to create tasty matches with fresh fruit, sauces, cereals, honey and crunches of all kinds, with a vast selection of variegates and toppings.



UNIVERCIOK



yogorino[®]

that's all

ITALY

chi siamo / who we are

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

cosa chiediamo / what we are asking

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

il nostro obiettivo / our target

creare imprenditori di successo
creating successful businessmen.

marginalità / marginality

oltre 400% over 400%

cosa cerchiamo / what we are looking for

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

le nostre garanzie / our guarantees

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

cosa offriamo / what we are offering

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

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info:

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e-mail: info@yogorino.com
web: www.yogorino.com



YOGHURT MADE IN ITALY

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

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

IN EXCELLENT HEALTH

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



YOGORINO

FOOD-AND-DRINK•PASTRY•GELATO

34th INTERNATIONAL EXHIBITION FOR THE ARTISAN
PRODUCTION OF GELATO, PASTRY, CONFECTIONERY AND BAKERY

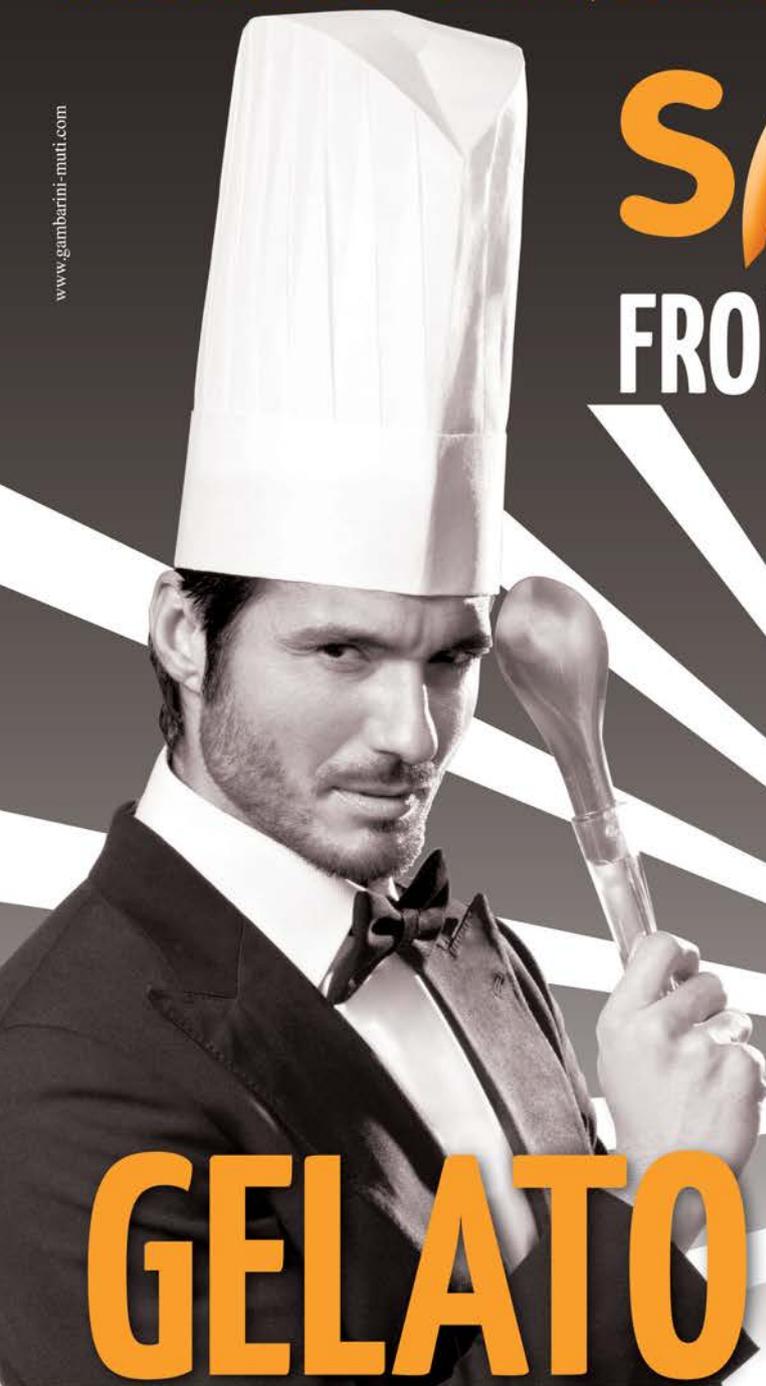
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Sigep



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RIMINI ITALY
19th - 23rd
JANUARY 2013

www.sigep.it

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COMPRITAL
INGREDIENTI PER GELATERIA E PASTICCERIA



SIGEP BOOSTS UP THE BUSINESS WITH
ABtech
Expo
BAKERY &
TECHNOLOGIES

ALL NUMBERS OF SUCCESS

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



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



SIGEP

LEVANTE PROF

III Edizione



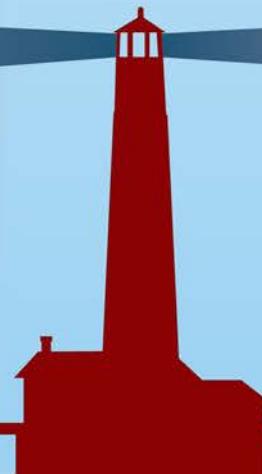
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GELATERIA
RISTORAZIONE
ALIMENTAZIONE
CATERING
PIZZERIA
CONFEZIONAMENTO
BOMBONIERA
PUBBLICI ESERCIZI
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International Exhibition**

BARI

16 - 20 FEBBRAIO 2013

Fiera del Levante



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ANNOUNCED GROWTH

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

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

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



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

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



LEVANTE PROF



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WORLD CLASS BUSINESS



Gulfood, the world's biggest annual trade exhibition for the food and hospitality to be held on February 25-28, 2013 at Dubai World Trade Centre, is set to expand by 13% this year to offer 113,398 sqm in exhibition space. Under the theme "International Flavours, World Class Business", Gulfood 2013 is on track to provide exporters, buyers, exhibitors and visitors benefit an even broader trade and sourcing platform as well as knowledge exchange, training, competitions and live events. The latest edition, held in February 2012, attracted 68,681 trade visitors from 152 countries (+11% increase from the previous year) with a 61% international visitor presence.

Reflecting the global profile and importance to exporters, many agricultural and export ministers are expected to attend Gulfood to support their countries participation. In this context Gulfood will host the Ministers Meet, which is a programme of events where ministers with a portfolio encompassing global trade, export and agriculture will need to collaborate and broker future trade agreements, export initiatives and food security policy.

Captains of industry and world-renowned experts will share their research and market analysis at the Food Leaders Summit where food and hospitality business leaders will debate and explore the commercial strategies that will shape the future of food trade both at home and abroad. The Gulfood Awards, now in its fourth year, will celebrate the people and companies behind the region's exceptional food and drink industry. By rewarding and celebrating excellence in 23 hotly contested categories, the awards aim to recognise and champion innovation, the highest levels of service, the very best standards as



well as enhancing the region's international reputation for excellent food and beverage products and services. The hugely successful Emirates Culinary Guild Salon Culinare returns to Gulfood, where 1,300 young chefs will compete to become the culinary stars of the future.



GULFOOD

FOOD-AND-DRINK • PASTRY • GELATO

1959 TRADIZIONE  INNOVAZIONE 2013
un unico appuntamento

MIG

54a Mostra Internazionale del Gelato Artigianale

Internationale Messe für das Speiseeisgewerbe
International Gelato Exhibition

Longarone
1-4 dicembre
2013

www.mostradelgelato.com



MIG PASSIONE UNICA

OVER A CENTURY OF ARTISAN GELATO MAKING

The Mig International Gelato Expo held at Longarone (Belluno Province, Italy) is the oldest trade fair dedicated to artisan gelato. It started back in December 1959, transforming the city into the world capital of gelato making. The trade fair was created on the initiative of artisans of the area, at the crossroads of the gelato makers of Valle di Zoldo and Valle di Cadore, who would return to their homes in winter, at the end of the season working in gelato shops in Germany, Austria, the Netherlands and other European countries.

Over time, the expo has assumed an increasingly important role, as testified by the annual attendance of over 25,000 people, almost half of whom are foreign operators from about 50 countries. Particularly significant in this regard is the fact that Artglace, the European Artisan Gelato Confederation, has set up its headquarters at the Longarone Trade Fair. It was Artglace that obtained official approval of the European Artisan Gelato Day from



the European Parliament, to be celebrated each year on 24 March - an extraordinary result and a wonderful opportunity for the promotion of gelato worldwide.

In the course of the opening days of the Mig expo, conferences are held on the most important issues of the day, and there are meetings and international competitions, such as the Coppa d'Oro (Gold Cup), which in 2012 focused on strawberry flavoured gelato, and the Festival d'Autore (Original Creations Festival) reserved for students of Italian and foreign hospitality institutes. Other prizes on offer are the Gelaterie in Web (Gelato Shops on the Web) prize, awarded to the best gelato shop websites, and the Mastri Gelatieri (Master Gelato Makers) prize, awarded to a family or person who has made a special contribution to promoting artisan gelato in the world.

STUDY AND TRAINING CENTRE

Alongside the Mig expo, Longarone Fiere Dolomiti is promoting a series of initiatives serving the world of gelato. At the trade fair, the first "Artisan gelato documentation, information and training centre" has been set up. The centre will promote activities aimed at the collection and periodic dissemination of news relating to artisan gelato, and will process statistical data useful for understanding the dynamics of growth in the sector. Conferences and meetings to spread information will also be organised on topics related to the entrepreneurial growth of gelato making. On the premises of the Conference Centre at Longarone Fiere Dolomiti, a new gelato laboratory has been created, which for a number of months now has been the setting for courses for gelato makers. The premises are at the disposal of all those, especially trade associations and companies, who wish to organise professional training and refresher courses at Longarone during the year.



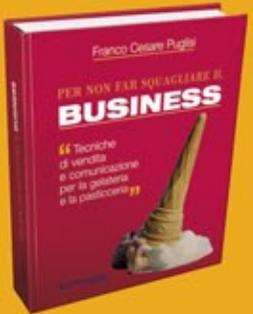
MIG



THE GREAT BOOK OF GELATO

€ 40,00

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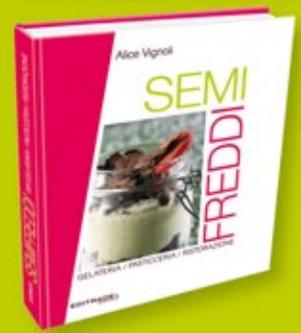
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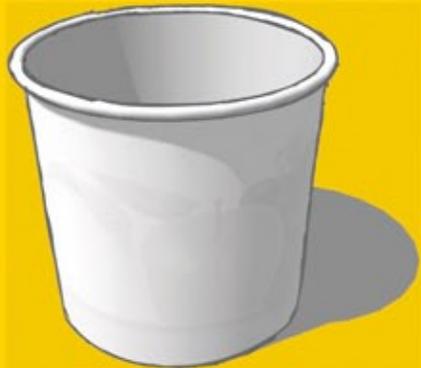
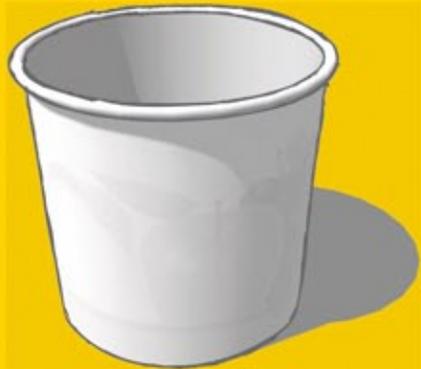
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