



ITALY



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



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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.

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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

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www.italiangelato.info

In the fourth issue of puntotally, our cover feature focuses on our pride and joy: Milan! Drink it all in! as a popular slogan had it years ago. The fashion capital, the beating heart of the Italian economy, and the starting point for the Made in Italy label worldwide.

In recent months puntotally has continued to make the rounds of trade shows all over the world, exploring various countries and promoting our culture of finely crafted gelato and excellent dining. Over 17,000 copies distributed, and nearly 1,500 international operators interviewed.

This new issue will be available and distributed at a dedicated stand at the PIR event in Moscow in early October; after that, we'll continue on to the Anuga in Cologne, Host in Milan, then on to far-off Shanghai with FHC China and, bringing the year to a close, the Mig in Longarone, the historic international event for artisanal gelato.

If you'd like to come and see us, you'll find us at these specialised shows or on our web site: www.puntoitaly.org. Good job, everyone!



Franco Cesare Puglisi

A handwritten signature in black ink, which appears to be 'Franco Cesare Puglisi', written in a cursive style.

ITALY



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 product 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 or maintain and serve sweet specialities to the joy of consumers of all ages.

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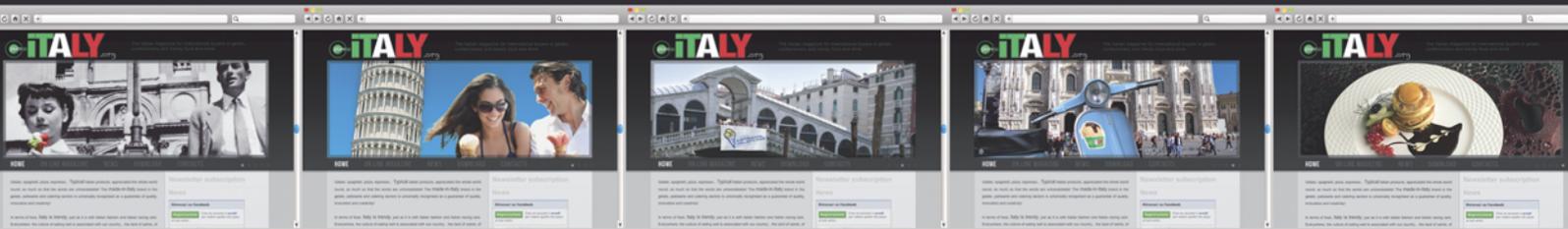




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The Website



**THE ITALIAN MAGAZINE FOR INTERNATIONAL BUYERS
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Paolo Cappellini - Food technician



Patrizia Cecchi - Manager of Rimini Fiera's Business Unit

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Alice Vignoli - Master gelato maker



puntoITALY

Milan – Tribunal Registration
 no. 444 of 03-08-2011
 Six-monthly magazine
 Year 2 – No. 4 - July-December 2013

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Printing

Artigrafiche M.&G. Pirovano – Novegro di Segrate
 (Milan, I)

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QUALITY IS OUR POINT OF DIFFERENCE

Quality is the pre-eminent characteristic of the artisanal gelato sold throughout the world. This is emphasised by Fabrizio Osti, the president of Aiipa - Gruppo Prodotti per Gelato (Gelato Products Group), the Association that brings together the leading producers of gelato ingredients.

Besides the characteristics of individual markets, is it possible to identify any trend operating at a global level in the artisanal gelato sector?

If we include frozen yoghurt in the gelato sector, we can say that over the last years this product has been the chief vector of artisanal gelato, drawing along in its wake the professional products for gelato and winning over those far-sighted operators that were looking to expand their product range. I think that the frozen yoghurt phenomenon is an opportunity to launch a new wave, when the end consumer begins to be tired of this rather unadventurous product and begins to demand something tasty and healthy in terms of real gelato flavours.

Wherever you go outside Europe you see that quality certainly doesn't frighten people off. Sometimes you can find more gelato outlets on the other side of the world using Italian products with IGP or DOP labels certifying their origin and genuineness than around the corner here at home. Anyone investing in gelato looks to invest in quality, seeking to offer a high standard of product at an appropriate price. Those who eat gelato abroad do so not only because it is delicious, but also because it is trendy. It doesn't pay to offer products that are cheap and of poor quality.

How has the world market evolved over the last years?



The gelato market, in its many different forms, has experienced a strong expansion abroad. When I say "in its many different forms" I mean that the typical format of the Italian gelato shop is exportable to some countries with good rates of success, but less so in others. In these cases, however, frozen yoghurt

and soft frozen products or gelato sold from quick-serve dispensers at least provide the basis for the subsequent development of a top-quality product such as artisanal gelato.

Outside Europe, the countries that have seen the development of a promising market in the last decade have been the Asian countries, Australia and South and Central America. In the future, growth is expected in China, where gelato is already making headway, together with the sub-equatorial band of Africa and some areas where at the moment the greatest consumption is oriented especially towards soft-serve products. The Gulf countries are also showing increasing interest.

“The Members”

Associati Aiipa - Gruppo Prodotti per Gelato: Alvena, Bigatton Produzione, Comprital, Fabbri 1905, Fugar Produzione, GEI - Aromitalia, Giuso, La Preferita, Leagel, Linea Gel Italiana, Mane Italia, Meucci Igino, Montebianco, Nestlè Italiana, Nocciolo Marchisio, Nuova Tradizione, Mec3, Ostificio Prealpino, Pernigotti, Pregel, Prodotti Stella, Torronalba, Unigel.

What are the typically “Italian” flavours that are most appreciated and in demand at international level?

All the ones that are traditional, from tiramisù to pistachio and hazelnut. For fruit, the local fruit flavours are normally the favourites, mixed with our classic flavours that are often revised to get the consumer used to the novel tastes. On this matter I want to emphasise that I personally favour some local adjustments being made to our Italian flavours, but I am totally opposed to a radical revision of the classic parameters of our flavours in terms of sweetness or creaminess to suit the tastes of local consumers. It doesn't seem to me that foreigners in Italy are complaining about the taste of our gelato!

In your long experience in contact with international markets, have you ever encountered new recipes that were then “imported” into Italy?

Yes, it often happens that you encounter typically foreign flavours that are created to satisfy customers in a certain country and that almost always end up in Italian gelato shops as novelties. Some remain very famous, such as mango, a flavour

that is always appreciated. Others disappear from Italian gelato shops and only resist in their places of origin.

How is the identity of artisanal gelato preserved abroad?

It is not preserved much at all, unfortunately. We have made valiant attempts to have our product identified throughout the world as “gelato” and not “ice cream”. This operation has been carried out almost spontaneously by the companies exporting machines and ingredients. Clones of our machines and - fortunately to a lesser extent - of our ingredients can be found scattered here and there throughout the world, with names that sound Italian. It's crucial that we have a system and that we export machines and ingredients as a joint project, exactly as it is done for coffee, without breaking ranks and without exposing our flanks. Gelato is part of the made-in-Italy brand, it has a strong appeal, but its identity is still precarious and still has to be consolidated. Fortunately, Italian quality is unrivalled at the moment, and this is the biggest competitive factor.

What initiatives does Aiipa undertake to support its associated companies operating in the world?

Aiipa companies have a turnover of 400 million euros, and more than half of this figure comes from abroad, thanks to trade fairs, events, training schools and exports of quality gelato ingredients. Most of the companies have an enviable know-how in terms of exporting. This is very important, since with exports you can't just improvise, and anyone who does so risk to harm the whole supply chain. When I hear artisans saying “for the things I need, I just import them on my own” I get extremely worried. Aiipa is a union that must represent the companies operating in Italy and support them in their search for excellence and quality, making it possible for the best operators to exchange ideas around a table. Some proposals for “exporting” the gelato supply chain as a whole, encouraging exports right across the sector, have been canvassed, but it must be re-emphasised that exporting is part of the know-how of each business, just like its own recipes, and therefore the formulas for balancing the good of the individual business and the good of the sector must be found, in order to achieve the maximum satisfaction of all professionals involved. ●

Who is Aiipa

Aiipa - Gruppo Prodotti per Gelato is the association that brings together 23 of the 80 producers of composed ingredients for gelato operating in Italy, responsible for producing no less than 80% of the entire turnover of the sector (about 400 million euros, and steadily growing).

The companies that are associated in Aiipa - Gruppo Prodotti per Gelato adhere to a voluntary Code of Behavior that is the guarantee of sound business practice and transparency for the sector.

ALL THE STRENGTH OF MADE-IN-ITALY

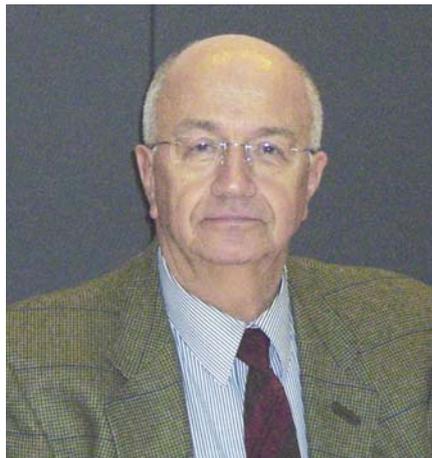
Technological innovation, design, comprehensive product range - these are what make Italy the undisputed leader of the artisanal gelato sector. Here, Vittorio Bartyan, president of Acomag - the National association of manufacturers of gelato machines, furniture and equipment - casts his eye across the sector.

What are the strengths of made-in-Italy products measured against the international competition?

The competitive strengths of made-in-Italy products stems from the fact that Italy has been and is still the largest world market for artisanal gelato and in-house production. There is no other country that has such a complete range of products and services in this sector as Italy. In our country we have developed

a unique, diversified chain of production where an invention or new solution is immediately followed by another solution that is even better. Thus, over the last 60 years, Italy has been the undisputed leader in the sector. The competitive strength of Italian products therefore derives from vast experience, continuous improvements, and a unique and exceptional product range in everything required to make gelato. We can proudly declare that we represent the state-of-the-art for everything related to the preparation, conservation, and professional display of gelato.

Technology applied to gelato machines has taken giant steps over the last years. In what way has this evolution



given a boost to the spread of gelato in the world?

Technology in our era and the current period of our history is strongly linked to communication, the transmission of data permitted by the development of electronics and information science. The fundamental technology however, notwithstanding the improvements in yield and consumption, has not radically changed in the last decades. That is to say, an electric motor is still a motor, even though it has improved, and a refrigeration compressor is still a compressor, though brought to a new degree of perfection. Giant steps have however been taken in auxiliary circuits, commands and programmes, thanks to applied electronics that makes possible such a vast range of different programmes for operating the machines. This was not possible with electromechanics in the past because of limitations of space and size. Today, even extremely complex programmes are carried out completely automatically, while in the past an infinite number of manual operations was necessary. I don't think that these elements of technological progress have helped spread artisanal gelato in the world, but they have certainly simplified and standardised

Philosophy and rules

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- **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 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 or maintain and serve sweet specialities to the joy of consumers of all ages.

operational procedures for professionals in the field.

How is the machine and display cabinet sector evolving in terms of respect for the environment?

We must remember that the European Union and the whole of the western world are oriented towards the reduction of consumption, the key element in environmental sustainability. Energy efficiency and emission reductions are now, and will continue to be, compulsorily incentivised by specific enforceable regulations and directives. This is now part and parcel of the daily ethical standards of industry in our times. Recycling and correct disposal are now strictly regulated, and many of the practices of the past are no longer allowed. I am referring to the difference that exists between a second-hand machine and one that has to be disposed of. Another point: operators have always been particularly attentive to water consumption, given the price of water supply. The evolution of the market and the appearance of new competitors from overseas have sharpened manufacturers' need to set themselves rules for construction, hygiene and safety of machines for professional gelato production. This sector is extremely diversified, consisting of small and medium-sized businesses

where the need of honest competition becomes more and more necessary for growth and renewal. The basic principles of fair and open competition are dictated by the rules governing how machines and their accessories must be produced, in accordance with the fundamental principles of safety, hygiene, performance and energy efficiency. As regards the new refrigerant gases, particular mention must be made of CO₂, which is now used in various manufactured products.

How has the new potential offered by technological solutions, distance technical assistance with GPRS for instance, been greeted by the market?

Distance control and regulation represents a future that in many cases has already arrived and is in operation today. It will inevitably spread, because it helps to considerably reduce the costs of technical assistance, and assists the optimal performance of machines and equipment.

In what direction are technological evolution and design in the sector heading?

Design and technological evolution in the sector offer splendid examples of how the maximum hygiene and reduction in energy consumption are combined in cutting-edge products. All the different areas of the machines - food, splash, and non-food zone - are subject to scrupulous attention, in order to find the best and most suitable specific solutions for each.

Which market areas show the most promising signs for development for gelato machines and display cabinets?

The macro-economic trends in the various parts and countries of the world run parallel with the opportunities to place made-in-Italy products. Wherever there is growth and prosperity, our products find buyers, but where there is crisis and cut-backs we cannot do much to promote our display cabinets, furniture, equipment and machines. ●

Acomag associated companies

Bocchini, Bravo, Carpigiani-Ali, Cattabriga-Ali, Frigo Gelo, Frigomat, Gel Matic, Ifi, Innova Div. Bematec, Isa, Ital Proget Cold, Longoni Div. Freddo, Technogel, Telme.

FACE-TO-FACE WITH BUSINESS

Paolo Rosa, director of Longarone Fiere Dolomiti, provides a sneak preview of the distinctive features of the 54th edition of the Mig Mostra Internazionale del Gelato Artigianale, scheduled for December 1-4, 2013. Against the backdrop of the really friendly atmosphere that has always characterised the event.



The Mig is getting its 54th edition ready. What are the main new features awaiting visitors?

The Mig, with a history of more than 50 years, is virtually a “salon” of the gelato industry: you might say it’s a think tank for artisanal gelato, a place and time where European industry leaders come together, discuss their profession and do business. Mig’s new features, at least insofar as we are concerned, are linked to the topics that the event will highlight in the programme of meetings offered by our Artisanal Gelato Information and Documentation Centre, which this year are targeting the development of typical Italian agribusiness products in the production of artisanal gelato. The declaration issued by the European Parliament that established the European Gelato Day in fact stresses this aspect. Now at Mig 2013 the opportunities offered by linking gelato making to Italy’s excellent products will serve as the guiding thread at the main conference, scheduled for Monday, December 2, as well as at the various competitions to identify the “Taste of the Year” and for deciding which flavour will represent the European Gelato Day in 2014.

In terms of professional training and retraining, are any significant programmes scheduled?

By tradition, the two central days of Mig will feature a calendar of encounters focusing on topics of current interest to gelato makers. In cooperation with Uniteis, we are also developing topics involving the gelato industry in Germany: together we have taken up the topics of taxation, professional training, legislation in the area of food hygiene, and so on. This year we are thinking of focusing attention on the new legislation governing apprenticeships in Germany. In addition,



after dealing last year with the phenomenon of gelato chains, we will take another step forward by dealing with the topic of using typical products as a factor for differentiating artisanal gelato, a tool that contributes to establishing one's professional credentials, and to highlighting the quality and naturalness of its production. Mig has always been an opportunity for learning the latest news and ideas in terms of decorating techniques and presentation for handcrafted gelato: in addition to the traditional fruit, which has been quite successful in recent years, we think we can introduce additional products, and in this case we are also keeping an eye on German tradition.

What steps have been taken to increase international attendance?

Historically, Mig is an event directed towards northern and central Italy and the Central European markets: Germany especially, but also Austria, the Netherlands, Belgium, and for

several editions now also the countries of central and eastern Europe like the Czech Republic, Poland, Slovenia and Croatia. It is a worthwhile target area for growing the share of exports by Italian producers, and it is in this area that we are concentrating our communication and promotional efforts and out services to Mig exhibitors and visitors. Since last year, we've set up a shuttle-bus service with the two international airports, Venice and Treviso, which form the third-largest airport system in terms of traffic volume. There are daily connections to ten destinations in Germany, and three each to the Netherlands, Croatia and Romania, and then to all of the Central and East European countries with low-cost flights. We are aiming at developing these tools, including through co-marketing agreements that we are working on with some airlines to ensure Mig operators the best fares. The expo's Internet site will increasingly be a specific tool for organising visits to the show and in containing costs: the objective is to get across how fast and easy it is to get to Longarone.

Are joint initiatives under way to support the second European Gelato Day?

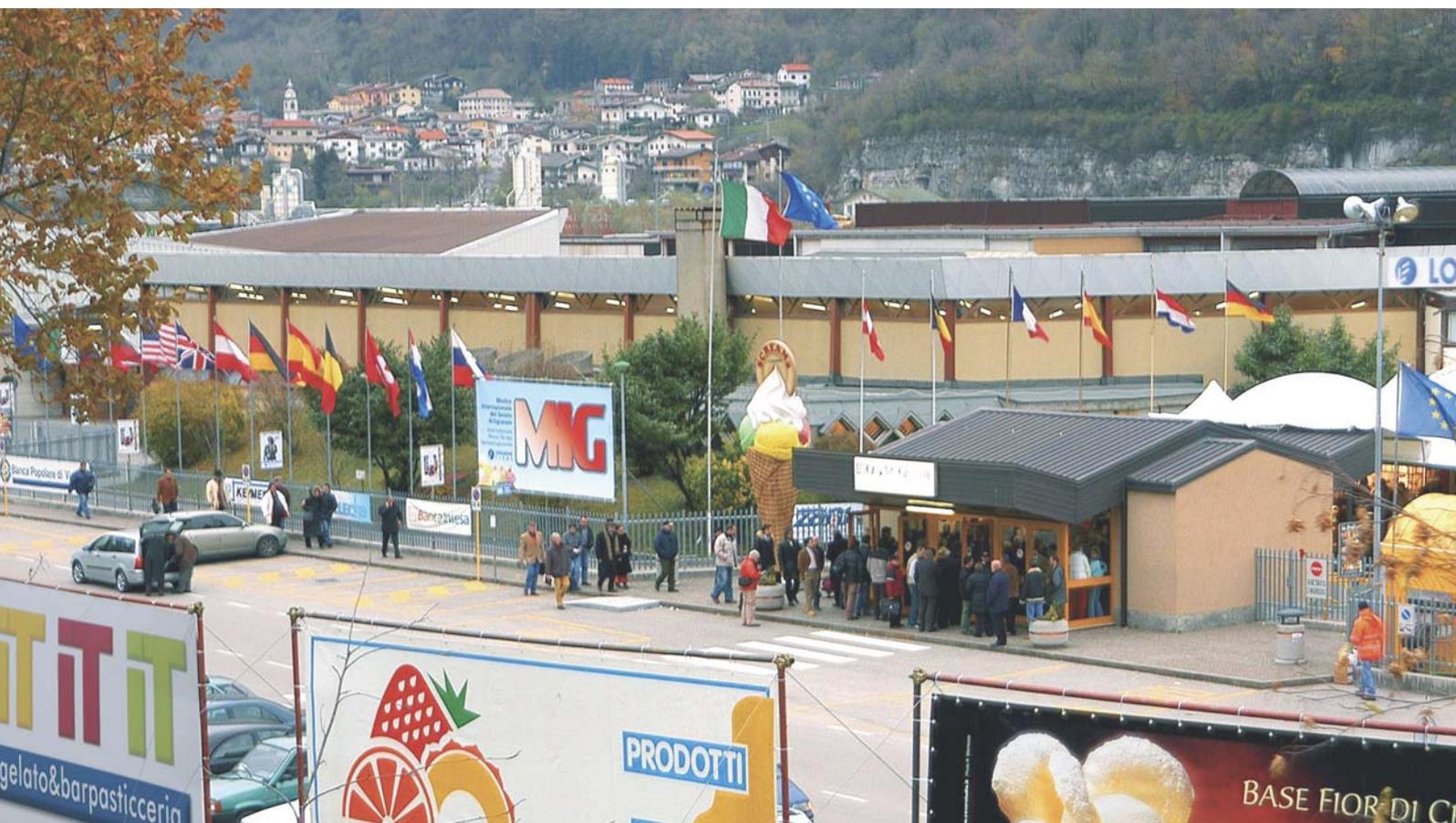
For the next Mig, we will propose choosing the flavour that will characterise the second edition of the European Gelato Day, scheduled for March 24, 2014: the European Parliament's directive to develop the agricultural products typical of each region can serve as the guiding theme for evaluations of the European gelato makers attending Longarone who will meet under the aegis of Artglace to decide what the star flavour will be for the Day.

Artglace is also responsible for determining the programming and the supporting initiatives: Longarone Fiere, in the land of outstanding artisanal gelato makers, has always been by their side, and this year it has demonstrated this specifically by creating a busy calendar of informational events and celebrations in Veneto and on the Dolomites in particular. And it will propose its ideas for the next edition as well, which, as we said, will highlight the region's typical products to give real added value to its offer, as the sign of quality and variety that would otherwise not be achievable. ●

LAND EXCELLENCE

Work is well under way in Longarone (Belluno, Italy) in preparation for the 54th Mig - International Artisanal Gelato Trade Show, scheduled for December 1-4, 2013. This year's theme: spotlight on local products.

The Longarone Mig has always been a strategic meeting point for operators in the artisanal gelato industry. The event is in fact intended to promote international business in a setting with an extremely friendly atmosphere. For the 54th edition (December 1-4, 2013), the expo's organisers are expecting to repeat last year's success: that four-day event drew some 26,000 professionals, almost one-third of them from 50 different countries. The chosen theme for the Mig 2013 is something that has become a global factor for product differentiation: the focus on typical local agricultural products in the realisation of artisanal gelato. This theme also reflects last year's declaration by the European Parliament when it established the European Gelato Day (to be celebrated every March 24), spotlighting this very





aspect: "Among all fresh dairy products, artisanal gelato represents a level of excellence in terms of quality and food safety, which enhances the agricultural products of each individual Member state". In this context, Longarone Fiere is, among other things, committed to getting major institutions involved, like the Ministry of Agricultural Policies and the country's leading industry players.

This theme of spotlighting local products in gelato will be the topic of the event's official opening conference, scheduled for Monday, December 2, with the objective of offering new artisans tips on how to set themselves apart and ensure that their professional skills are fully appreciated.

The competitions held at Mig 2013 will also be aimed at highlighting local excellence. The Coppa d'Oro, now in its 43rd year, will be dedicated to the preparation of Fiordilatte-flavoured gelato; a leading agricultural product that lends itself to various interpretations, in particular involving the use of

types of milk typical of various towns and regions. The Festival d'Autore competition will also be conducted in this vein. In addition to being the cue for choosing the Flavour of the Year, local products will also be in the forefront in the choice of the flavour that will represent the second European Gelato Day in 2014: the European gelato makers attending Longarone will meet under the direction of Artglace to decide which flavour will be featured simultaneously in all participating gelato shops and points of sale.

Special attention will be given to innovations that encourage the sector's growth and development, with the institution of a special award going to those companies committed to finding new solutions in terms of product or process.

The much-anticipated schedule of refresher courses for gelato makers has also been confirmed. The conference, promoted in cooperation with Uniteis, this year will introduce the new legislation governing apprenticeships in Germany.

In the wake of the huge success of the previous editions, the programme of live demonstrations dedicated to techniques for decorating and presenting artisanal gelato will continue, with the introduction of new products inspired by German tradition, among others.

Before concluding, a logistical note: again this year, there will be a shuttle bus serving the fair to and from the two international airports of Venice and Treviso, to facilitate matters for visitors from around the world. ●

PASSPORT TO THE WORLD



How would you sum up the success of Sigep 2013 in a few numbers?

Let's start with 140, which is the number of countries represented by the 26,247 foreign visitors at the event. Also significant is 144,803, which is the total number of visitors, an increase (+18%) that is unrivalled in the trade-show industry at the moment. And finally 34, which is the number of editions Rimini Fiera has organised; this shows how the expo's worldwide leadership has deep roots and consequently real know-how in the sector, which enables it to understand and respond to the business requirements of the exhibiting companies.

What aspects and characteristics did the various sectors represented have in common with one another?

I'd say that after such a positive edition, the public and business successes and the international nature are what all the exhibitors at Sigep and A.B. Tech Expo have in common. But it's a success we want to share with business and professional associations in all sectors, and with the specialised press. All of them in various ways contribute towards complementing and strengthening this extraordinary business tool.

If we look at the individual exhibit areas, the gelato industry launched the Gelato System project, a business platform set up to support the companies' globalisation process; it will be active year-round. On October 23-24 the first set of meetings will be held at the Rimini Fiera focusing on facilitating globalisation from many different aspects. The pastry industry has made giant steps forward, encouraged by large events, and the worldwide sampling here was excellent

proof of that. The coffee industry was just incredible, increasing the number of exhibiting companies and starting up a new approach with the involvement of SCAE; added to this there was the announcement that the World of Coffee will be held at Rimini Fiera in June 2014. The baking industry has seen a historic joining together of the bread-making sector's industrial enterprises, and the success of A.B. Tech Expo has

led us to look forward to holding the next edition; pasta and pizza are following in the wake of that success.

The 2013 A.B. Tech Expo for the first time was held contemporaneously with Sigep. A winning formula?

It was undoubtedly a winning formula. But the high praise we got from the companies themselves far outweighs my answer. There was a need for a

community event, where all operators could get together after a difficult period. The conjunction with Sigep provided an added push. As the conditions were met for anticipating holding the next two editions, I think it's clear that the strategy we followed was the right one.

Can you please give us a sneak preview of what it will be the next edition of Sigep?

Companies will be benefiting from the enormous effort we've undertaken to ensure the presence of foreign operators. We tripled our investments, we are presenting Sigep on every continent, and the conditions are there for pursuing the path of growth. There is the new Sigep Coffee Expo section, the result of our commitment to develop the coffee sector within Sigep. This commitment, dating from 2008, led to an even

Patrizia Cecchi,
director of the Rimini Fiera
Business Unit, describes
the strategies that make Sigep
an effective and increasingly
international meeting point
between demand
and supply.

Sigep 2013 in numbers

1,000 exhibitors

16 occupied pavilions (the entire Fiera area)

110,000 square meters of exhibition space

144,803 visitors, including 26,247 foreigners (20%)

greater plan deriving from the great success we achieved with these companies in recent years. Six months away from the event, we are already over the 50% mark with confirmations. For anyone familiar with the world of trade shows, that's an extraordinary figure.

Can you describe in greater detail what plans you have for promoting Sigep 2014 worldwide?

We've scheduled a calendar of major world events, a road show with stops in Lyon, Dubai, Moscow, Hong Kong, Mel-

bourne and Las Vegas. From Japan to Australia, the Middle East to Western Europe, from the Mediterranean Basin to South America by way of Eastern Europe and the American markets, all the way to South Africa: there's not a world market that Sigep is not probing in search of new business relationships for the exhibiting companies. The investment in the Gelato World Tour is for this purpose: the travelling event promoting handcrafted gelato, arranged by Sigep and Carpigiani. The keystone of our international relations is the Top Buyer from 5 Continents Project. It's a six-language platform that provides a chance to compare supply and demand, so as to arrive at a business-meeting schedule, according to a calendar drawn up before the event, for professionals from all over the world.

The Gelato World Tour in cooperation with Carpigiani brought the first stages to a close. How was it received?

I think it was a fantastic initiative. It puts Made in Italy gelato in touch with consumers around the world, a travelling caravan that demonstrated right from the first stop in Rome just how effective it can be. It's a big advertisement for the entire industry: gelato makers and their suppliers. After the second stop in July in Valencia, Spain, it will go to North America, to Chicago, and will then continue next year in Germany, Latin America, Asia, the Middle East and Australia. The big finale comes on the "lungomare" in Rimini in September 2014.

How are the preparations going for the next Gelato World Cup?

Right on track, guided by an expert and reliable organising team. Cooperation with Co.Gel Fipe - Associazione Gelato e Cultura is really beneficial and has led to a really extraordinary growth for the event, in conjunction with other events in the participating countries.

Teams from 12 countries will be competing for the World Cup, with the traditional big guns, France and Italy, but also countries that are taking giant steps forward in producing high-quality handcrafted gelato. The Italian team is already training at Cast Alimenti, in Brescia, with support from Club Italia. Participation by Poland, where the selections were made in February, and Germany, Mexico and Argentina has already been confirmed. ●



DOUBLE WINNER

Sigep, the International Trade Show for artisanal gelato, pastry and bread making held in Rimini, Italy, January 19-23, keeps on growing. Its combination this year with the A.B.Tech Expo (International Trade Show of Technologies and Products for bread, pastry and confectionary) confirms to be the winning formula.



Sigeps' growth has been unstoppable. The 34th edition of the show, held this year in combination with the A.B.Tech Expo, attracted 144,803 operators, an increase of +18% over 2012. There was also an increase in the number of foreign visitors, to 26,247 (+10%). Both shows were held in the old trade-show district and featured more than 1,000 different companies.

There was a busy schedule of events in conjunction with the shows. The main event was the introduction of the Sigep-A.B. Tech System Platform for globalisation, which operates all year to support companies wanting to grow their business abroad. The SigepNeo project focused special attention on the new companies being created, offering some 700 new entrepreneurs information useful in opening up a new business. Last but not least, the Sigep Academy project featured more than 350 training events for operators.

The five days in Rimini were followed worldwide via live streaming TV broadcasts, daily, in Italian and English, which were repeated overnight to promote viewing in countries in different time zones.

The 35th Sigep is scheduled for January 18-22, 2014.

ON THE PODIUM

There was an especially busy schedule of international events, exhibitions and competitions featuring some of the world's most famous chefs.

Sigep served as backdrop for the official introduction of the first European Gelato Day, which was held March 24. Artglace



president Ferdinando Buonocore described a programme of contemporaneous events in Italy, Austria, Belgium, France, Germany, Netherlands, Portugal, Czech Republic, United Kingdom, Canada and Argentina.

The spotlight was also on Gelato World Tour 2013-14, the Olympics of artisanal gelato organised by Carpigiani Gelato University and Sigep in order to spread gelato culture around the world. The programme will cover eight cities on five continents: after the first stop in Rome, in May, the tour will hit Valencia, Chicago, Dubai, Shanghai, San Paolo, Sydney and Berlin. A committee of specialists will select the 16 best gelato makers from the host nation and the top three at each stop will participate in the Grand Finale on the beach on Rimini (September 2014), where they will vie for the title of "World's Best Gelatiere."

Selected for the 2014 Gelato World Cup. Members were selected for the Italian team who will compete in the upcoming World Gelato Cup which Sigep has scheduled for Sigep 2014. The winners of the individual trials were Stefano Biasini, gelato maker from L'Aquila, Luca Mazzotta, ice sculptor from Belmonte Calabro (Cosenza), Marco Martinelli, cook



from Brescia, and Massimo Carnio, chocolate maker from Valdobbiadene (Treviso). The team will be coached by Diego Crosara at Cast Alimenti. Antonio Mezzalira, gelato maker from Gazzo Padovano, will be the team backup. Gelato maker Luigi Tirabassi from Subiaco (Rome) was awarded the Order and Cleanliness prize, the brainchild of Maestro Carlo Pozzi.

Junior World Pastry Championships. Two Italian youths are world pastry champions in the Juniors category (under age



23): Gianluca Forino, 22, and Davide Verga, 21. The competition drew pairs of young pastry chefs from Brazil, Taiwan, Australia, Japan, Singapore, Switzerland, South Korea, New Zealand and France. Japan placed second with Tomohiro Tabata and Narutoshi Nambu; in third place, Singapore with Nee Way Ang Jaysline and Seet Hwe Leng.

Italian Junior Pastry Championship. She is 19 years old and was declared juniors pastry champion of Italy. She is Nicole Ferragina, who also won first price for the best sugar creation, as well as the award for the order and cleanliness of her workshop. The prize for best dessert served in a glass went to Mario Buono, while the prize for best single-serving chocolate went to Dario Gandolfo.

Italian Senior Pastry Championship. Roberto Mascellaro is the winner of this prestigious championship, followed in order by Matteo Magri and Rodrigo Bernoni.

Coffee championships. The Cibc-Campionato Italiano Baristi Caffetteria, valid for admission into the World Barista Championship, saw first place going to Francesco Sanapo (three-time winner), second to Eddy Righi and third to Davide Cavalieri. The Cila-Campionato Italiano Latte Art, valid for access into the World Latte Art Championship, crowned Chiara Bergonzi the winner, followed by Giuseppe Musio and Francesco Masciullo. The Cics-Campionato Italiano di Coffee in Good Spirits, valid for the World Coffee in Good Spirit Championship, was won by Francesco Corona, while second and third place went to Onorio Tantalo and Cristian Gabrielli, respectively.

Panino d'Oro Competition. Paolo Sala, winner of the competition created by Maestro Piergiorgio Giorilli, will represent Italy in the 2013 world bread-making championships to be held in September in Saint Etienne

(France). Second place went to Roberta Pezzella, and third to Emanuele Spreafico. Special awards went to the youngest competitor, Carlo Cerri, and in the "Fantasia" section to Emanuele Spreafico.

The star of sugar. The big spectacle at the competition was reserved for professionals in pastry sugarworking, competing



Shows

on the theme “The clown girl”. The international jury, presided over by Stephan Klein, awarded first place to Davide Malizia, second to Stefan Pecrix and third to Marco Tateo.

Italian Chocolate Championship. Carrying out the theme of “The Architecture of Taste,” the competition organised by Barry Caillebaut with support from Sigep was won by Davide Comaschi with “The taste spiral” (which was also awarded the special Artistic Merit prize), followed by Gianluca Cuna with the “The vitruvian beam” and by Sandy Astrali with “Architectural perception.” Best praline: Fabio Ravone; Best chocolate cake and Best classic recipe revisited “Il Tiramisù”: Emiddio Isernia. The winners also vied for admission to the Fifth World Chocolate Masters, held by Caillebaut, Cacao Barry and Carma.

The Siga competitions. Siga-Associazione Italiana Gelatieri and Rimini Fiera promoted the Hazelnut gelato and A Thousand ideas for a new flavour - Gelato of the Year competitions. The following were the winners of the Thousand ideas for a new flavour: Gelateria Ultimo Kilometro of Buggiano (Pistoia) with



“Macho Macho Flavour”; Gelateria Santa Maria Maggiore of Rome with “Rocher Flavour”; Gelateria Il Gelataio of Vicenza with “Almond and Orange Flavour”. The first prize for Best Hazelnut Gelato went to Il Gelato Vynogradsky (Ukraine), second to Pasticceria Paradise of Gioia Tauro (Reggio Calabria) and third to Gelateria Angelo Torchia of Platania (Catanzaro). The Special Gelato maker’s Life Award, with a gold medal for a 40-year career, went to Vito Calogero of Polignano (Bari).

Premio Comunicando. At the seventh edition, the Premio Comunicando award, promoted by puntolT-gelato&bar pas-





liotti, Ferdinando Buonocore and the Accademia Maestri Pasticceri Italiani were named Communication Ambassadors.

Chocolate record. Another record at a Sigep, set by chocolate maker Mirco Della Vecchia, who together with his staff prepared 150,000 coffee-filled chocolate pralines.

A world of gelato. The spotlight was on the entries from the Maestri della Gelateria Italiana to make gelato a featured part of any time of the day. These were the winning pairings: for breakfast, "La Leggerezza" (yogurt gelato, cereal and liquid cucumber salad); for lunch, "La Zuppa" (vegetable minestrone with crostini and parme-

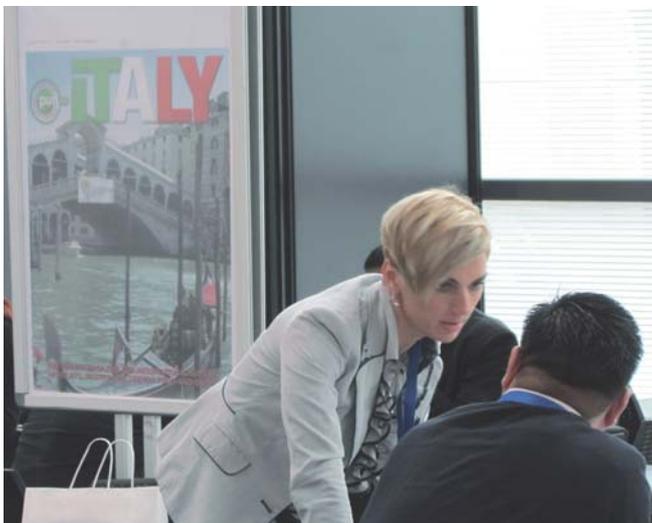
ticceria magazine and dedicated to advertising in the gelato and pastry industry awarded the title 2012 Comunicando Unica to Medac, with the "Il fior fiore dei contenitori" campaign. The judges, Stefania Bastianelli (president), Livia Chirioti (director of Pasticceria Internazionale), Luciana Polliotti (journalist) and Manuela Rossi (director of puntoIT), examined 99 advertising campaigns. Other recognitions: Best Graphic Design to Fabbri 1905 for the "Zucchero filato" campaign; Best Creativity to Bravo for the "C'è un modo migliore per temperare il gelato" campaign; Best Copy to Cresco for the "Il gelato fuori di rotella" campaign and "Cacao noblesse, il nuovo gusto sovrano"; Best Visual to Ali d'Oro for "Il Cono si racconta". The 2012 Comunicando Chosen by Readers award was a tie between Carpigiani and Montebianco. Luciana Pol-



san gelato); after dinner, "Il Trentino" (deconstructed strudel of shortcrust pastry, English custard with cinnamon, raisins, caramelised pine nuts and cream gelato).

Designer cake of the year. Concetta Furfaro was chosen Cake Designer of the Year. The competition featured professional contestants selected via the Internet and was sponsored by Glamour Italian Cake, and by Conpait.

Golden Bread and Bakery Events. A big success for the Bakery Events, four days dedicated to bread making, sponsored by Richemont Italia under the supervision of Maestro Piergiorgio Giorilli. The big names in bread making were featured, with show cooking and traditional competitions. Another event dedicated to bread making, the Golden Bread Cup, featured the winners of previous editions of Sigep Bread Cup. ●



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.

SIRHA

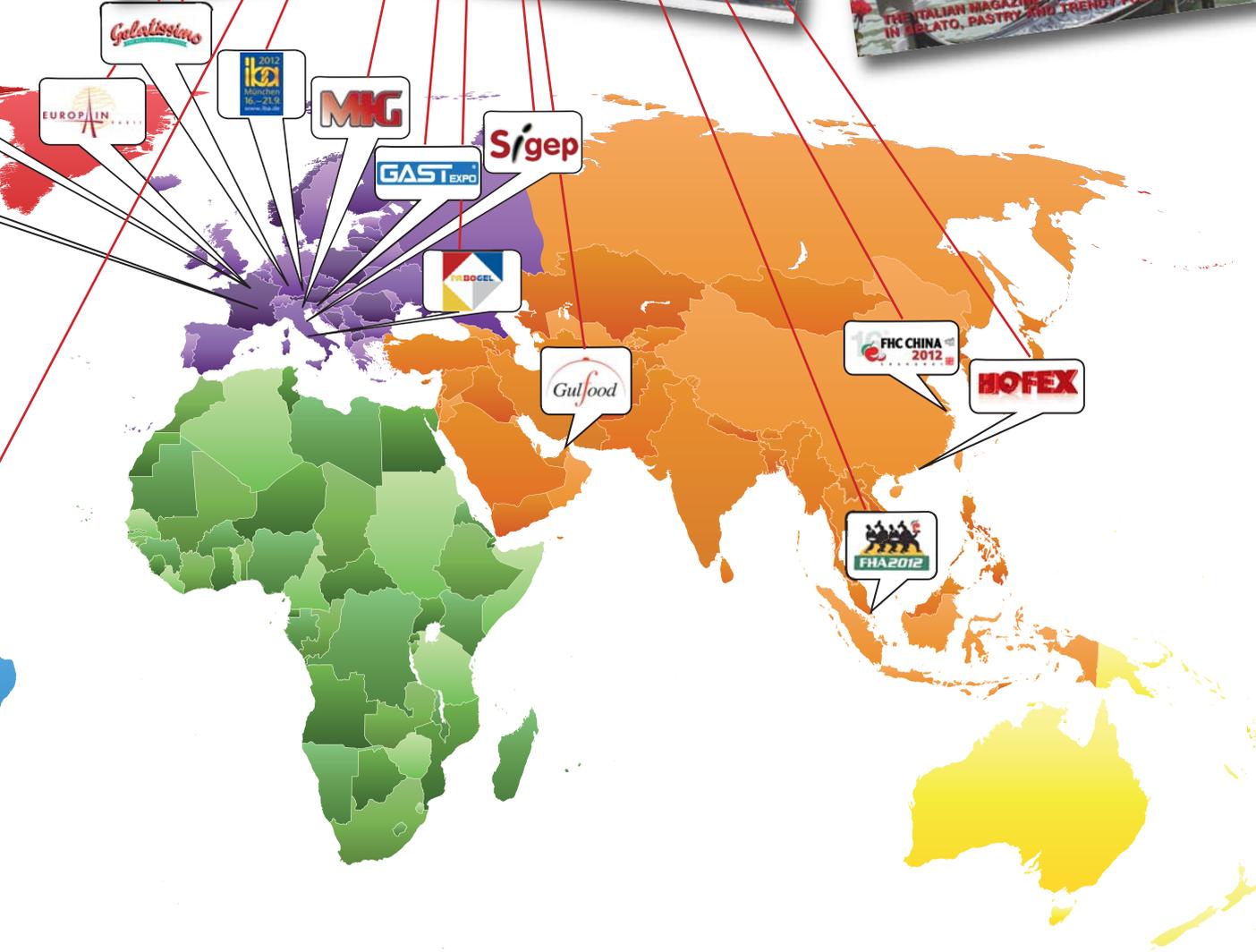
Lyon (France), January 26 - 30

3,000 exhibitors - 185,000 visitors

Puntotaly's trip outside Italy's borders in 2013 begins in the heart of France, in the city of Lyon, famous for its many artistic attractions as well as for being part of the "triangle of the occult", together with Turin and Prague. There are many legends that nourish the passion for the esoteric arts that is alive and well in this city. Some speak of the presence of the devil's gateway, others cite the disturbing depictions on the Cathedral, and many claim that the fact that it is the birthplace of Pilate, the man who sentenced Christ to death, is reason enough to label it. Whatever one's beliefs on all this are, visiting the historical centre of this city at the confluence of the Rhone and Saone Rivers, Vieux-Lyon as the French say, is always a pleasant experience.

This is the setting for Sirha, one of the most important trade shows in Europe, known above all for the impressive presence of so many







chefs and pastry chefs; that famous French charm comes alive in all the event's pavilions and reaches its apex in the competitions where professionals vie for titles.

Surrounded by other significant competitions, the Bocuse d'Or is Sirha's signature event; it is a prestigious gastronomic contest created by French Chef Paul Bocuse in January 1987, with the finals held in Lyon every two years. At this eagerly contested 2013 edition, the French team managed to win, cheered on by French fans, placing ahead of Denmark (the reigning champion) and Japan.

In any case, at the Sirha you do not need to attend the competitions to see splendid works of art, because this competitive spirit reigns in all the pavilions, and there are many stands where established professionals are performing continuously, creating captivating works of food art that are exhibited for the pleasure of visitors, most of them armed with cameras.

For puntotaly, the event's media partner, participating in the

expo inside the international press area, this is a great opportunity for dialoguing with many operators who have a passion for quality as their credo, constantly seeking the difficult path towards excellence.

"It's a unique experience", an aspiring French pastry chef tells me; "Being here is like strolling into the pit lane moments before the start of the Formula 1 Grand Prix". That may be the best way to sum up Sirha.





GASTEXPO

Ljubljana (Slovenia), February 10 - 13

300 exhibitors - 15,000 visitors

The stop in Slovenia, which on the map looks like one of the more comfortable for the year, given its close proximity to Italy, becomes unexpectedly adventurous when the snow starts to fall heavily on the day before the event starts. But the snow is very much at home here; everyone seems perfectly at ease in a landscape completely dominated by white, and the streets are freed from the snow very efficiently, dealing with very challenging weather conditions.

We are far from the well-known world-class stage. This event has a local flavour, and it is a strategic meeting point for those interested in developing their business in a land that is experiencing a promising period of growth, directing their curiosity towards the more innovative food and drink offerings.

Albeit with smaller numbers, I find there's a lot of interest here





in what Italy has to offer, which our magazine promotes, and I discover to my surprise that despite the geographic closeness Italian products are less well known than I expected before arriving at this event.

The city of Ljubljana is enchanting, and despite being the capital it has just 280,000 residents (the entire country has just over 2 million), living at the feet of a Mediaeval castle, whose magnificence is actually due to a 1960 renovation. The top of the hill it stands on was probably the site of a Roman army camp, after a Celtic and Illyrian period.

The biting snow doesn't seem to want to let me leave Slovenia, but in the end I come back enriched by this new experience, in contact with humble and extremely eager operators.

GULFOOD

Dubai (UAE), February 25 - 28

4,200 exhibitors - 79,000 visitors

As happened last year in Stuttgart, this time my landing in Dubai plunges me into the heart of the summer, especially welcome after those chilly European experiences. Anyone accustomed to visiting this area will be surprised, because temperatures in Dubai in February, and

especially the high humidity, are far from those of the real local summer, but for me it's a very pleasant warmth that invigorates the bones.

This city's commercially aggressive aspect is readily apparent at the airport, where self-congratulatory ads are on display singing praises to the city that is a candidate for Expo 2020;





in the following days, in fact, the city is chosen as the designated host, a just reward for the proud attitude displayed in the posters on walls, subway and buses dedicated to Expo and informing the visitor that Dubai is “simply the best”.

Gulfood has established itself as a big attention-grabber, in an edition that sees a significant increase in spaces covered by exhibitors from all over the world; visitors appear attentive, curious and interested in absorbing as much information as possible, proving that Dubai is increasingly a sort of crossroads for the world’s cultures.

As usual, the competitions come one after the other, touching on all aspects of food service, from antipasto to dessert, and including ice sculptures, which seem rather anachronistic in the middle of the desert.

At this bustling fair, puntotItaly has a new location inside the show, and this year again is repeating

Testimonials

the success of the previous edition, even increasing the number of operators displaying their interest in Italian products. To what extent Made in Italy products attract interest is apparent from how crowded all the areas with Italian stands are, and from talking to the operators we discover with pleasure that everyone seems satisfied with the movement generated by participating in this event.

For puntotItaly, the most interesting aspect of Gulfood is the opportunity to meet in one place people from almost 50 different countries, representing every continent, and above all to have identified almost 70% of them as potential new customers of Italian products, even though they're not yet in direct contact with the companies from Italy.

Business-filled days alternating with pleasant evenings in a perfectly pleasant climate even in February, in a city where you never run into unpleasant adventures: a successful mix for an event whose growth seems unstoppable.

HOFEX

Hong Kong (China), May 7 - 10

1,900 exhibitors - 38,000 visitors

It's a 12-hour flight to Hong Kong, a city with a population that is 95% Chinese but that still feels the strong cultural influence of the 99 years it spent under British rule. The city has a population of some 7 million, putting it in 20th place among the world's most populous cities, but whose density puts in in fourth place. That's why, like all the other who land here, even I am struck by the incredible number of people everywhere, starting with the streets and on the subway system and in the shopping centres. Although it's a city with no shortage of wealth, it is sixth in the world in terms of GDP per capita; Hong Kong is a constant contrast of streets lined with luxurious shops and buildings and narrow alleys, where one experiences the atmosphere of the poorest Chinese province. Every two years, in the gorgeous pavilions at the seaside exhi-





bition centre, Hofex is held, a key event for the hospitality industry. It's an event that completely mirrors the characteristics of the city where it is held: strongly cosmopolitan, it puts you in touch with the food culture of much of the planet, with more than 40 country areas. It is the area dedicated to the competitions that best presents the food culture of the Far East, with Chefs interpreting each challenge from their own perspective, reinventing classic recipes and offering new creations through the typical artistic style of this region of the world.

The puntolItaly promotional area is located at the edge of the sector dedicated to Italian companies, and this enables me to

take the pulse of visitors as to their satisfaction with the Made in Italy offer. Once again Italy proves that it stimulates strong interest, and the visitors ask me many questions, not just about food and Italian style but also about tourist-related aspects: in fact quite a few of them dream of travelling to Italy to personally select the specialties to import to the Far East.

A London-style drizzle accompanies me to the airport, continuing the weather that never allowed me to enjoy the pleasing side of the city during Hofex; ready for another long trip, my mind is already focusing on the next stop that awaits me: the heart of Manhattan. ●



GELATO IN BRAZIL, A HISTORY OF GLORY

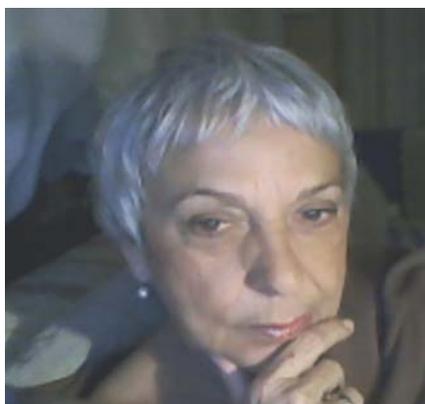
With this article dedicated to Brazil we set out on a journey through the history of gelato in the world, an original and fascinating reconstruction based on direct and indirect sources.

T

This article on Brazil is the beginning of a journey through the history of gelato in the world, drawing on oral and written testimony. Indispensable for this chapter on Brazil has been the collaboration both of a great gelato professional, *Frédérico Jardim Samora* and also of the celebrated chef *Angelo Sabatino Parrella* who, with our friend *Ezio*, became library buffs, expert at ferreting out materials useful for our purpose.

It should be emphasised that if it is, and will continue to be, possible to undertake this type of research also for other countries in the world, that is because we are being given a wonderfully helping hand (as is the case with *Frédérico* and *Angelo*) by a network of men and women who have contributed to the success of the *Gelato World Cup*, and who have worked tirelessly, in this Third millennium, to build up relationships, connections and friendships based on human and professional esteem. Thanks are also due to *Editrade*, the publisher of *PuntoIT* and *PuntoItaly*, who not only sponsors the *Gelato World Cup*, but who through its magazines supports the culture of gelato and the professional training in it, knowing that its publications support the human and professional development of gelato makers everywhere.

“When Léry, one of the first travellers of the 16th century,

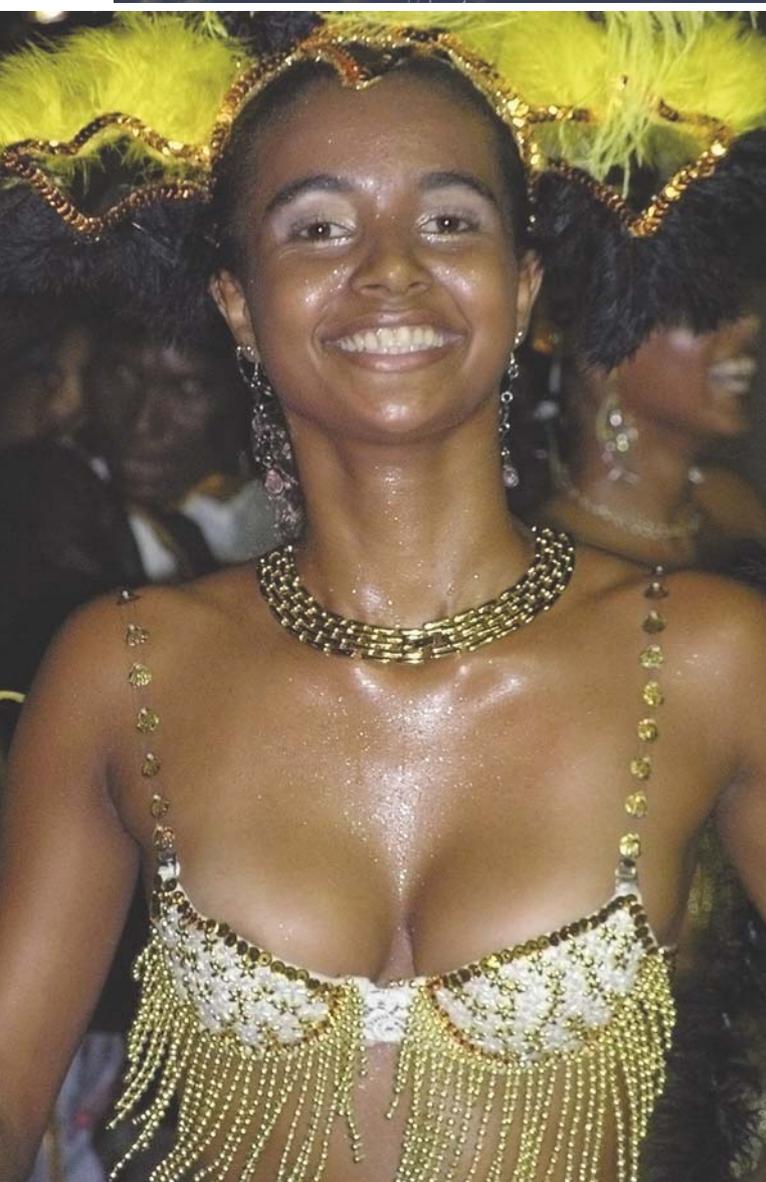


contemplated the virgin forests around Rio de Janeiro, he was so overwhelmed that, simply filled with enthusiasm, he exclaimed: “Rise up, rise up my soul. You must express your joy”¹.

Information about the origins of the history of gelato in Brazil is somewhat contradictory: there are those who, like *Joaquim Manuel de Macedo*, date them back to 1824 in Rio de Janeiro, and those who, like *Ernesto Senna* and *Olhar Caicca* together with *Gisele Macedo*, shift the date - but not the city - by twenty years. All however agree in identifying an Italian, *Antonio Francioni*, as the professional who introduced gelato to the marvellous land of Brazil.

I have chosen the work of *Senna*, *Caicca* and *Macedo* as the most reliable, also because the latter two found the testimonies on which they base their work in the General Archives of the City of Rio de Janeiro. After this necessary introduction, we can plunge into the remarkable story of *Antonio Francioni* and the context in which he operated.

Antonio Francioni began his amazing career with ice in the first decades of the 19th century. He owned large warehouses in which he stored the product imported directly from the United States, using a cargo ship, the *Madagascar*, and marketing it in Brazil. At the time, the Emperor of Brazil was the



young Pedro II who in 1842 took to wife Teresa Cristina, daughter of the Francis I, Bourbon King of the Two Sicilies, and of Maria Isabella, the Infanta of Spain. The Neapolitan Princess, commonly referred to as “the mother of the Brazilians” would be remembered for her intelligence and her passion for archaeology. Indeed, Teresa Cristina donated to Brazil more than 700 pieces from Italian sites (Pompeii, Herculaneum, and others) to form the most important archaeological collection in Brazil, exhibited today at the Museu Nacional Ufrj in Rio de Janeiro².

Pedro II had been declared Emperor of Brazil when he was only 5 years old. His father, Pedro I, had abdicated in his favour after declaring independence from Portugal in 1822, giving Brazil a Constitution, and being proclaimed Emperor. The reaction of Portugal was not slow in coming, and on 7 April he had to abdicate and his son Pedro II succeeded him. Pedro II had a very important role in the history of our product - in fact he was extremely greedy for it.

But let us look at the chronology more closely.

In 1843, Antonio Francioni opened his Confeteria-Cafeteria and Cafè in the very centre of Rio de Janeiro, at numbers 7 and 9 in Rua Direita, selling wines, liqueurs, sweets and conserves. Francioni’s specialities however were his sorbets, which were immediately an enormous public success. Seeing things were going so well, the Italian decided to expand

The favourite of Emperor Pedro II SORVETE DE CEREJAS (Cherry sorbet)

Well-ripened cherries, 4 pounds; redcurrants, 4 ounces; spring water, ¼ litre; sugar, 16 ounces. Remove the stalks and stones from the cherries; pass through a sieve and put the juice in a bowl. Then pour the water over the sieve and mash the remains, and when the sugar (cooked in the water, Ed.) is reduced to syrup stir everything together, put in the sorbet maker, and freeze. When the sorbet is ready, put into a mould.¹

We have, it seems, discovered that the first professional Brazilian collection of recipes, in which there is the attempt to express a truly indigenous cuisine, independent of the strong Portuguese, Spanish and French influences, was written by a woman, Constança Oliva de Lima. The “Manual” contains, along with all the other items, numerous recipes for sorbets.

To obtain sub-zero temperatures, the author suggests making a mixture composed of 6 parts sodium sulphate, 4 parts of ammonium chloride, 2 parts of potassium chloride and 4 parts of nitric acid, to obviate the probable lack of ice. This composition brings the temperature of water down to 43 degrees below zero.

1. Constança Oliva de Lima, Doceira Brasileira ou Nova Guia Manual para se fazerem todas as qualidades de doces, segunda edição, Rio de Janeiro, 1856.

WELL DONE!

Here is a fine enterprise, to be justly celebrated. At last, on 10 January of this year, Fréderico, after participating in all editions of the Gelato World Cup as “Captain Courageous”, has opened his own premises with a friend, Francisco Loschiavo Filho (the name betrays the Italian connection!). The gelato shop is called “Fatto Bene” (well done), is located in São Paulo, and is open Tuesdays to Sundays from 1 to 9 p.m. Fréderico, who is highly qualified in traditional Italian artisanal gelato, presents a variety of 20 flavours, well distributed between the classic gelato creams of the Italian school (walnut, hazelnut, pistachio, etc.) and Brazilian fresh fruit.

Fréderico’s philosophy of production is simple: choose excellent

his production to include haute cuisine, supplying complete banquets for the nobility and landed gentry in the capital. Antonio Francioni became fashionable, indeed he dictated fashion; so much so that, four years later in 1847, he became gelato maker to their Imperial Majesties, “Sorveteiro de SS.MM.II”.

His work as gelato maker allowed Francioni to enrich himself still further, especially since the Emperor Pedro II craved sorbets (his favourite was cherry sorbet, for which we give the recipe) to such an extent that everyone wanted to try it, even those who couldn’t afford to do so.

Sorbets entered the collective imagination. Articles about them appeared in the daily papers, and the writings of the



raw ingredients, ask the customers first what they think about a new flavour before introducing it, and treat customers with smiles and good humour. Direct contact with the customer is the source of inspiration and of joy in his work. The preferred flavours in this season of the year are white coconut and milk chocolate. But our friend supplies us with his recipe for a sorbet that generally goes down very well: cane juice. Fréderico warns us however that this sorbet is too sweet for European tastes, and would need to be completely rebalanced. Here’s how to prepare it: take the sugar cane and pass it through a refiner; the liquid obtained has a fine yellow colour, varying between 21 and 23 degrees Brix.

CANE JUICE

Ingredients

- 850 g of sugar cane
- 10 g of water
- 100 g of cane sugar
- 15 g of dextrose
- 20 g of lemon/pineapple juice
- 5 g of fruit neutral



time sang the praised of the cold confection. There was an explosion of what Brazilians call “sorbetmania” - a craze for flower sorbets (carnation, violet, rose, orange blossom, jasmine...), fruit sorbets (strawberry, sour cherry, orange, pineapple, peach, grape, lime...) plus Roman-style punch, and the coffee, chocolate and cream (white cream, pistachio cream, vanilla cream) gelato. Francioni offered an impressive range. He certainly was not short of the basic materials, since, as we have already said, he traded in ice.

Sorbets also entered the cookery books which in those very years (in the mid-1800s) were being published in Brazil.

Francioni decided to allow even those who were less well-off to taste his delicacies. He had some tables set up outside his premises on the wide pavements shaded by leafy trees, reminiscent of the Parisian Boulevard. In doing so he was the pioneer of Rio’s open-air “Terrasse”, but he didn’t stop there. Brilliantly inventive and blessed by luck, more and more in demand, now rich and powerful, he decided to develop what we would now call a sort of catering business, offering his ever increasing clientele a complete service that com-

bined haute cuisine with an elegant table setting: Flanders linen napkins, silver cutlery, porcelain enamel, crystal glasses. It should be added that for the table service and the catering, fine moulds were used that made it possible to maintain the sorbets, once created, at the proper temperature in “ice stoves”, to be served at the right moment.

But luck doesn’t last forever, and it is the fate of many geniuses to die in poverty. Which is precisely what happened to our Antonio Francioni. We don’t know the reasons that led the glamorously successful Antonio to sell his business and shops; we do know that this is what he did. Written records state he died poor, alone, and abandoned.

Today that heritage has passed into the hands of others, perhaps not such brilliant dare-devils as Francioni, but certainly well prepared to meet the needs and wishes of a society in full economic and cultural revival - the ideal society for welcoming “our” artisanal gelato. ●

1. G. Monachesi, *Piccola storia del popolo brasiliano*, Vallardi editore, Milano 1913.
2. Eugénia Cristina de Godoy Zerbini, *A imperatriz invisível*, in *Revista de História da Biblioteca Nacional*, Rio de Janeiro, no.17, February 2007.

BRAZIL AT THE TOP

There is such enthusiasm and determination behind every venture undertaken by Marcia Garbin, the young Italo-Brazilian gelato maker who at the last Florence Gelato Festival in May was victorious in the Master Gelato Maker category. Her curriculum, revealing a wide international breadth of experience, demonstrates that her plans to spread the excellence of Italian gelato in Brazil will soon be crowned with success. With a diploma from the prestigious Le Cordon Bleu School in Paris, Marcia worked in the French capital in the patisserie of the chef Laurent Duchêne. After a brief period studying in Chicago, she took the decision destined to transform her professional life: to learn the art of gelato making in Italy. For five years she lived in Tuscany, near Forte dei Marmi, where she opened a small working kitchen, collaborating with the restaurants in the area to provide catering services for events and weddings. She then completed the full training course at the Carpigiani Gelato University and in 2011 was chosen as one of the Gelato Pioneers, Carpigiani’s project to support a selected number of aspiring gelato makers who intend setting up a gelato business somewhere in the

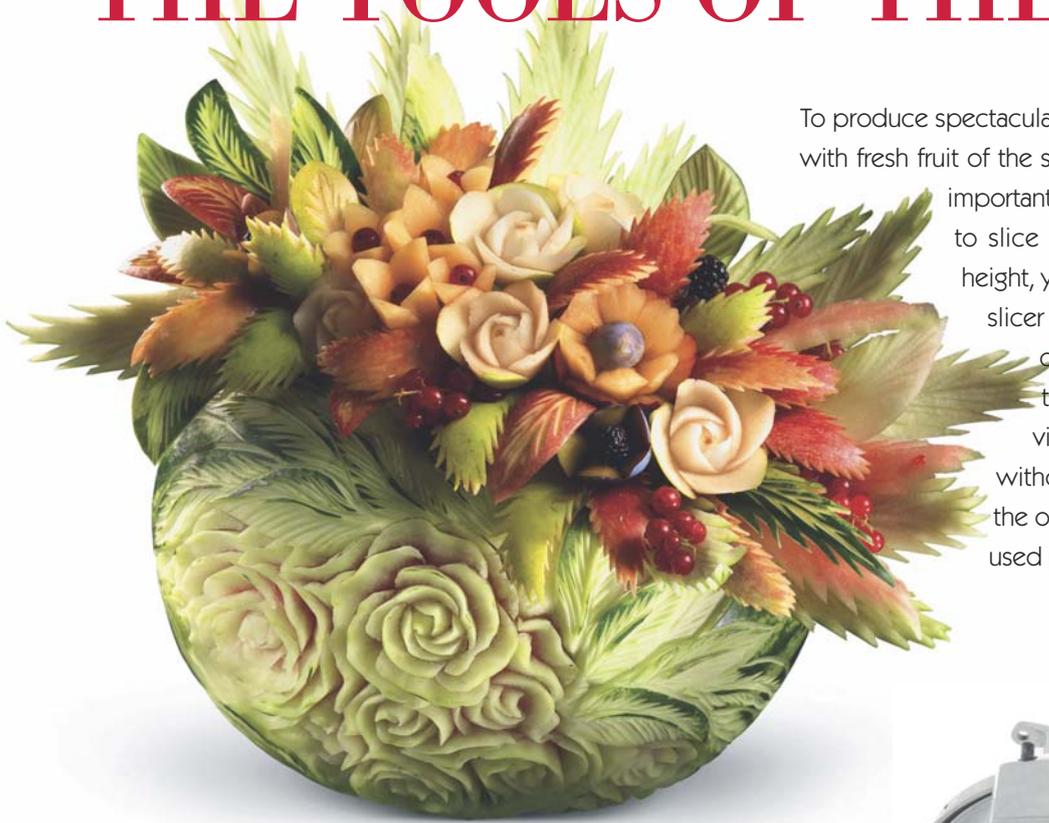


world outside of Italy. In 2012 Marcia Garbin was invited to the Florence Gelato Festival as an Emerging Gelato Maker, where she placed third. For almost two years she has had a working kitchen in Brazil and sells her gelato in the finest spots in the city of São Paulo, with original Italian carts in retro style. She now plans to open her gelato shop, Gelato Boutique, in partnership with her Italian companion Mario Fornari. The shop will be located in the quarter of the Jardins, the financial centre of Brazil and one of the most chic places in the city! Good luck with your work, Marcia!



**Recipes from Beppo Tonon's book
"Fruttamore, carving for passion", by Editrade**

THE TOOLS OF THE TRADE



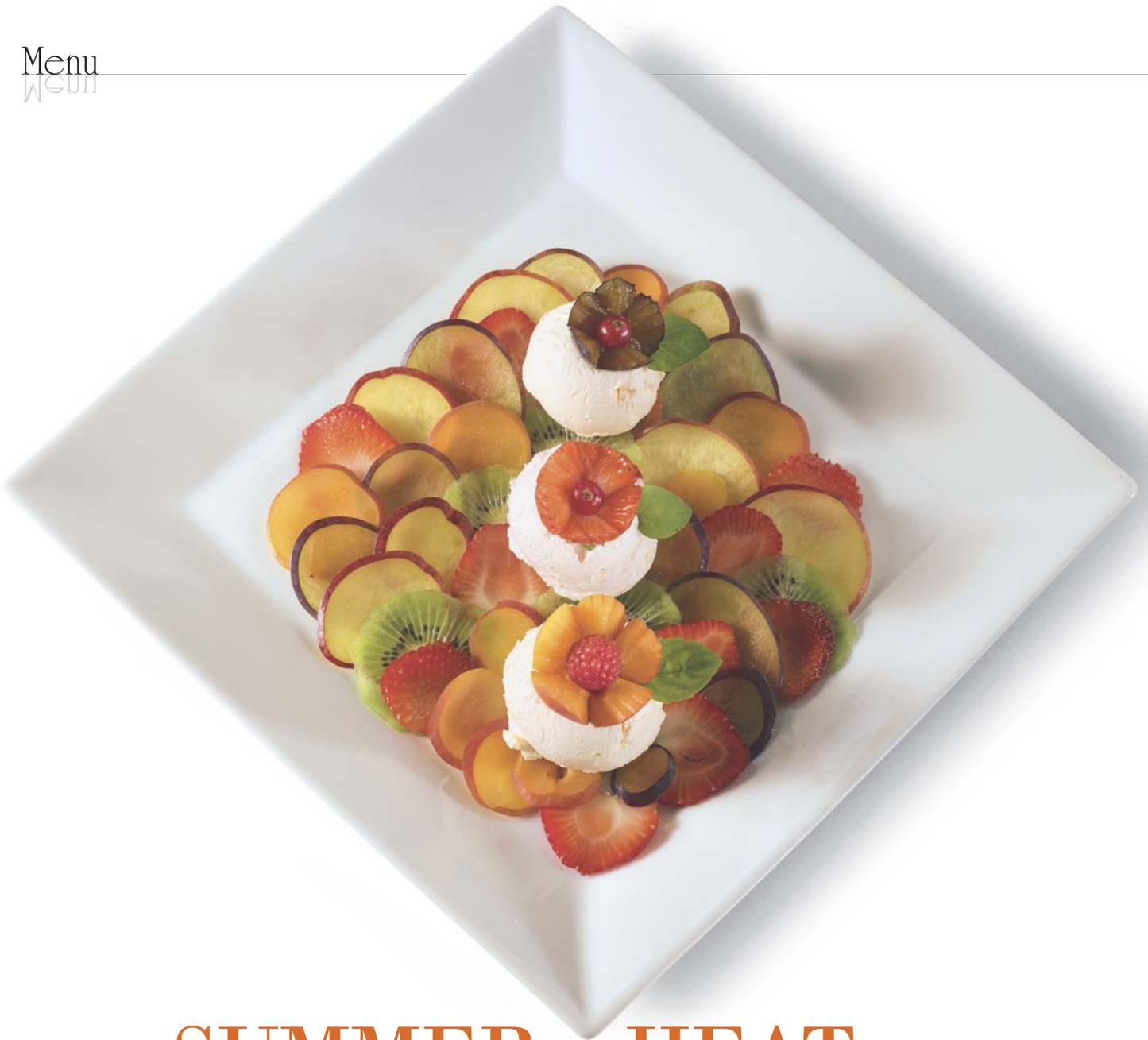
To produce spectacular decorations for gelato and desserts with fresh fruit of the season, the choice of the right tool is important. The most obvious way to cut fruit is to slice it. To obtain thin slices of constant height, you may use a common slicer. A rotary slicer is ideal, but a small home version will do; a smooth blade is the most important factor. The advantages of this device include that of precise slices without splashing juice, thus maintaining the organoleptic characteristics of the fruit used practically unaltered.

WHICH ONE AND WHY

The art of fruit carving is based on the use of a series of specific tools, each with a precise function. Choosing the best suited for the diverse applications is fundamental to achieving the best results. The following are, in brief, the most common.



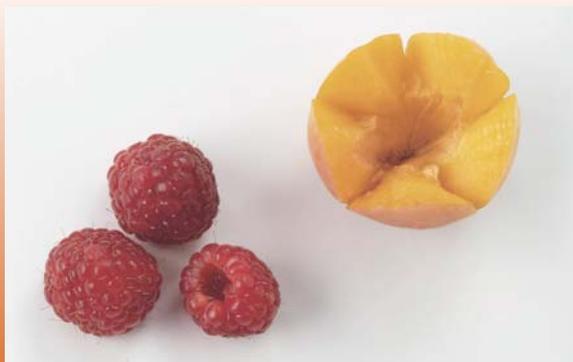
- Double tipped angled corer.* Very useful when decorating melons, apples.
- Double tipped rounded angle corer.* Ideal for all types of fruit.
- Decorators knife.* This knife channelled on one side is used to decorate.
- Peeling knife.* Ideal for small carvings with maximum precision.
- Long bladed peeling knife.* Suitable for producing fruit fans.
- Stiletto.* Slightly flexible, accompanies cuts and incisions enabling perfect cuts.



SUMMER HEAT

A fresh, appetising, intriguing proposal for those hot summer days, a fruit salad re-interpreted on the plate. This creation hosts all the freshness of seasonal fruit served simply yet with originality. Any fruit will do as long as the choice is rich and colourful. As to the gelato, you may choose either the fruit flavours or the creams. We suggest using three scoops of the same flavour or three different flavours, always giving preference to pastel coloured gelato as a perfect contrast with the bright, lively colours of the cut fruit.





CARVING

The cut must be “vibrato”. With a long bladed knife cut the four petals from the part of the fruit with the stalk. While cutting, it is essential to make the blade delicate vibrate to create the wave shape in the small petal.



- Recommended fruit: strawberries, kiwi, apricots, plums, peaches
- Gelato flavours: fruit, creams
- Suggested decoration: alternating fruit slices with three scoops of gelato in the center; a flower place on each scoop
- Basic rules: select medium-small fruit only, regular shapes and of the same dimensions
- Tools to be used: small knife



CHRISTMAS STARS

Easy to create, with impact assured. On a simple white plate, divided into four compartments, arrange four choreographic compositions of four different fruits, two available almost all year (red and green apples) and two typical of the end of summer (nectarines and plums), although these are also easy to find at fruit markets during the festive period. Other types of fruit are also suitable for this type of carving.

CARVING

Using a good sharp knife, holding the fruit firmly, make a cut along the length.

Delicately split the fruit into two pieces along the length, taking care not to ruin the flesh.

Set the fruit concave face down and slice thinly.

Divide the slices into groups based on the size of the “star”.

Holding them with the right hand and using the left to help, open like a pack of cards to form fans.

FINISHING TOUCHES

Once the slices of the various fruits are ready, compose them on the plate and, at the centre of each star, put a scoop of gelato, cream flavours and delicate in colour. You may use the same flavour for the four quarters of the plate or vary, finishing with a touch of red and green. ●



SUGAR: ANOTHER STEP OF TECHNOLOGY

Technology takes a step forward and brings us a new sugar. Natural? Yes, but you should know more about it.

What chemical mischief have they been up to now? Who's ever heard of trehalose? Weren't glucose syrup, dextrose, maltodextrines, and dear old sucrose enough to make the best gelato in the world?

That's a tough question to answer. The first impulse is probably to think that it was tough enough to hack through the jun-

gle of antifreeze calculations and sweetness indices of sugars we already use and so there's no need to complicate things any more. However, if you stop to think about it, you realize that technology continues to advance and it might turn out to be quite useful in the future. As an old saying goes: learn the art and set it aside for later.





NATURAL?

To start with, let's deal with the natural or unnatural question. Yes, it's natural. We've all consumed significant amounts of it in mushrooms, wine, and beer. Trehalose is one of the substances naturally occurring in yeast, and so it used to be extracted directly from yeast. It can also be found in low quantities in lots of vegetables. In fact, the vegetable world seems to produce an obscene amount of sugars, as if they were seriously trying to overwhelm us. With the exception of lactose, which comes from mother cow, all the sugars are produced by fruits and vegetables in a stunningly rich variety. We practically never think about all these sugars when we are eating fruits and vegetables because they are in fairly low quantities, and they are amiably intermixed.

BEETS

The beet and its slender half-sister sugar cane are specialized in the production of one sugar in particular, good old sucrose. But it's not the only one they make. In fact, there are many others produced along with sucrose that aren't so famous and they get used in other ways. This specialization is quite natural and has cleverly been used to produce crystallized sucrose at low costs in industrial quantities. Its extraction from beets is very simple, requiring only that the vegetable be chopped finely to break the plant cells so that the sweet su-

crose can be released. This is followed by a refining phase and then the sugar is ready for consumption.

HUGE QUANTITIES

Trehalose has been produced on an industrial scale since 1994. Initially, attempts were made to extract it from yeast, where it had first been identified, but it quickly became clear that the process wasn't practical. What was needed was a plant, like the beet for sucrose, that was able to produce large quantities of trehalose. But even if the plant world hasn't been so generous as to offer us a trehalose plant, it did give us all the tools necessary to cheaply extract all the trehalose we want in large volumes. All that was required was a little ingenuity and modern knowledge of biology to produce it from starch, which is available in huge quantities.

FROM STARCH

All you need to know about starch is that it is a sequence of dextrose molecules linked one to each other. Starch is first mistreated to eliminate the branches and then broken down with the help of enzymes. Enzymes are proteins that have the ability to transform one thing into another. In this case they attach themselves to the starch chain, detach the two ends, work them over, and then reattach them in a changed state. For this work they request just more starch to gobble down. Once the process is completed they are separated from the finished product so they can be used again (they are not living organisms so they don't die, they just break and then are disposed of).

MALTOSE? NO THANKS

We've already discussed the fact that trehalose is composed of two dextrose molecules linked together. Lovers of chemical thrillers will already have deduced that it is therefore a disaccharide. In addition, those who have studied gelato books might remember that another sugar having two linked dextrose molecules is called maltose. Once we have finished applauding the excellent students of gelato who have noted this seeming ambiguity we can simply state that Mother Nature has an almost infinite amount of creativity when it comes to inventing ways of binding dextrose. The result is that while maltose be-

Raw ingredients

haves in one way - for example, it has a Maillard reaction when mixed with proteins - trehalose performs differently.

AS MUCH AS YOU WANT

We know that a gelato artisan's heart starts beating faster when antifreeze activity and sweetness index are discussed. Substituting trehalose for sucrose doesn't create any math problems for the artisan since they both have the same antifreeze activity. Consequently it is possible to substitute 50 g of sucrose with 50 g of trehalose without significantly affecting structure, softness, and scoopability. The sweetness, on the other hand, changes. In fact, trehalose has 45% of the sweetness of sucrose and is therefore particularly useful when you need to reduce sweetness without affecting performance in the display case. It isn't an artificial sweetener, nor is it an additive, so you can use as much of it as you want.

LESS SWEET

Theoretically you could replace all the sucrose in a recipe with trehalose and maintain the same temperature in the display case. However, the taste will change noticeably, becoming less sweet. As we await the results of official studies, we can say that from the experience of those who have tried it is possible to substitute up to 50% of sucrose in a recipe without significant changes in taste. Those who have tried 100% substitution were not satisfied with the results. Some noted a metallic aftertaste, others simply a change in flavor. These tests were conducted on a simple white base, but surely some sharp gelato artisan will start experimenting with other flavors.

SAVORY GELATO

The possibility of using a sugar with the same antifreeze activity of sucrose and a lower sweetness index immediately stimulated the fantasy of those looking to invent new flavors, particularly in the category of savory gelato. Its flexibility in this part of the recipe book is in fact extraordinary and its combination with salt leads to results that were previously considered impossible.

DIABETICS, CELIACS

Since trehalose is an alternative sugar one immediately won-



ders if it can be used in products for customers having special needs like diabetics and celiacs. For celiacs there is no problem since trehalose has absolutely nothing to do with gluten so it does cause any diabolical effects on the intestine. Diabetes, on the other hand, is a different matter. Medical studies show that our organism transforms trehalose into dextrose (remember that chemists and doctors call it glucose) in the small intestine, and then it is metabolized by the body. The processing of dextrose/glucose leads to an increase in the blood's glycemic index much feared by diabetics. So once again we've come up short despite the hopes of those who thought we'd finally found a way to produce gelato for diabetics. We'll just have to wait for the next sugar.

NOW THAT'S ODD

There's one use for trehalose that has been carefully documented in the scientific literature that is actually quite... funny. In fact, trehalose can be used to suppress human body odor (I'm not joking) for people over 55 years old. It seems that for people older than 55 the odor produced by skin is caused by substances derived from the degradation of unsaturated fats. This odor can be drastically reduced - as much as 70% - by spraying the body with a 2% solution of water and trehalose. So tomorrow morning right after you've showered, spray yourself once or twice with some sugar before you go to work. For gelato artisans this may be just an odd fact, but you can rest assured that the cosmetic industry is now working on some way to take advantage of it. ●



Like - Comment - Share



GRUPPO

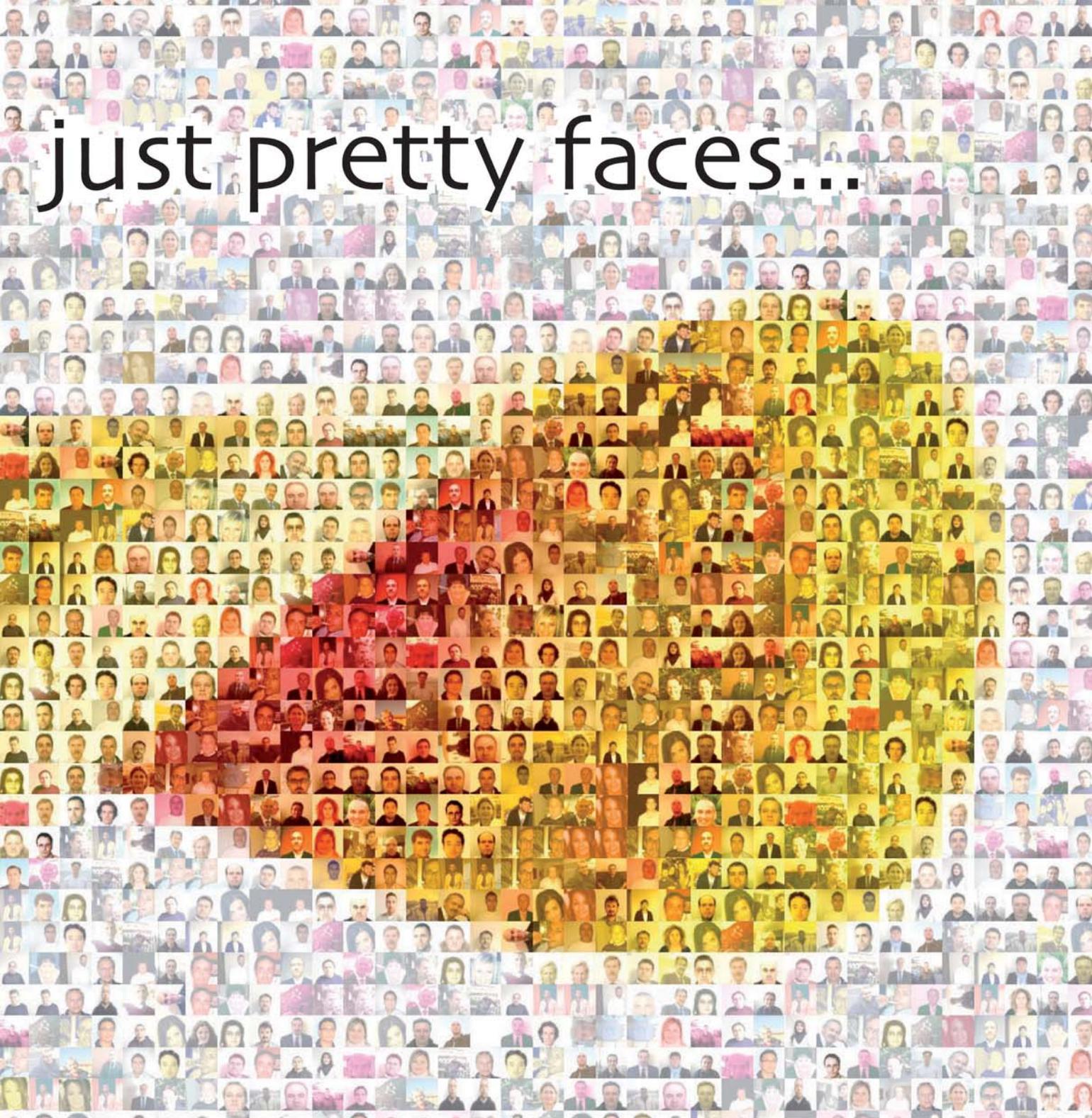




These are more than

... 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



montebianco



le Cremolotte

The Range



Nocciolotte
Morbidona, Pastosa
and Croccante



Pistacchiotta
with 50%
of Pistacchi



Mandorlotta
with 50%
of Almonds



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

"Like"

Recipes



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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.

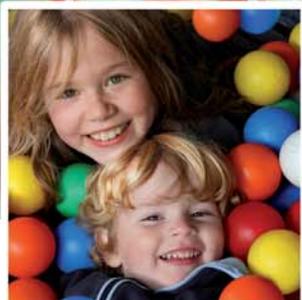
Other recent activities

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



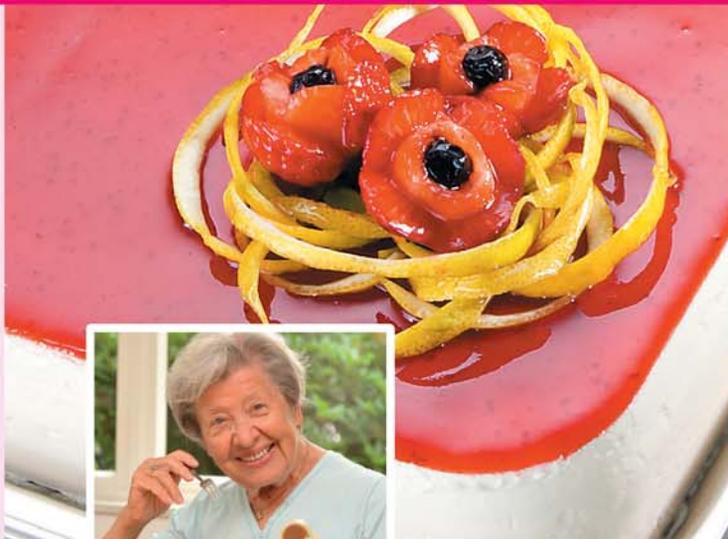
A new taste for kids in gelato shops: Caramella/Candy gelato! Thanks to Caramella paste and the three different variegati in three different tastes and colours (love, sky and sun), everyone will find that classic candy taste and live those magical childhood dreams and flavours.

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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



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"



- 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"



- 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



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Caramella



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Mirror glaze decor



Add friends



Yogurt coating



Add friends



White chocolate
paste



Add friends



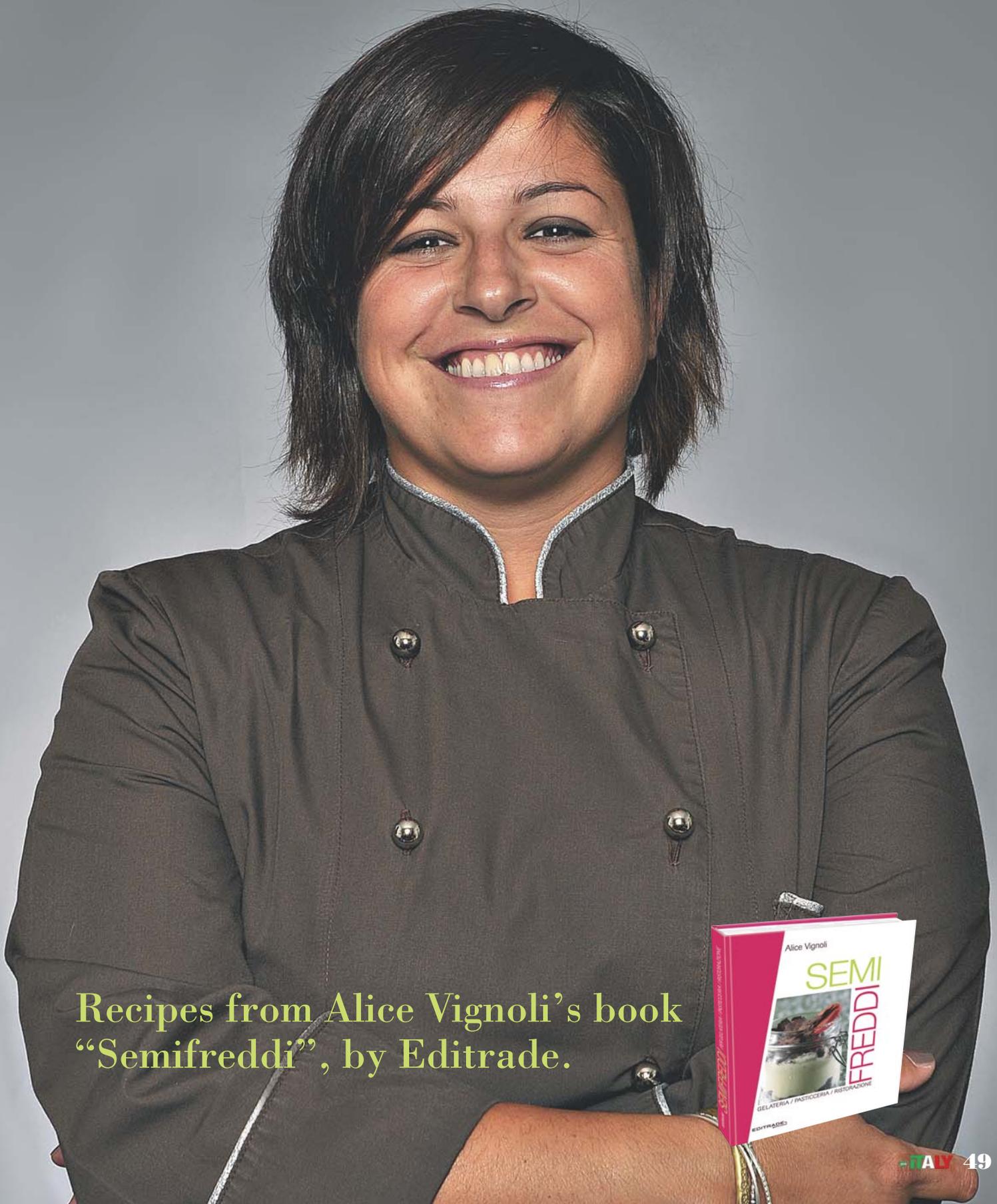
Dulce de Leche



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Recipes from Alice Vignoli's book
"Semifreddi", by Editrade.



SABAYON PUFF PASTRY

Quantities to prepare ten single portions at Ø 8 cm

SEMIFREDDO

Ingredients:

- | | | |
|------------------------------|-------|----------|
| • fresh single cream 35% fat | 750 g | A |
| • mascarpone | 300 g | B |
| • sabayon sauce | 120 g | C |

Recipe and assembly

Cut three disks of puff pastry per single Ø 8 cm portion. Whip the fresh cream and mascarpone in a mixer. When the mix begins to gain volume, add the sabayon sauce and continue whipping until the colour of the mix is homogenous. Put the semifreddo in a pastry bag and begin to construct a single portion alternating a laying of puff pastry and one of semi-freddo, following that procedure. Place the single portions in the chill blaster until they have fully hardened.

Summary

Beat **A+B+C** in mixer

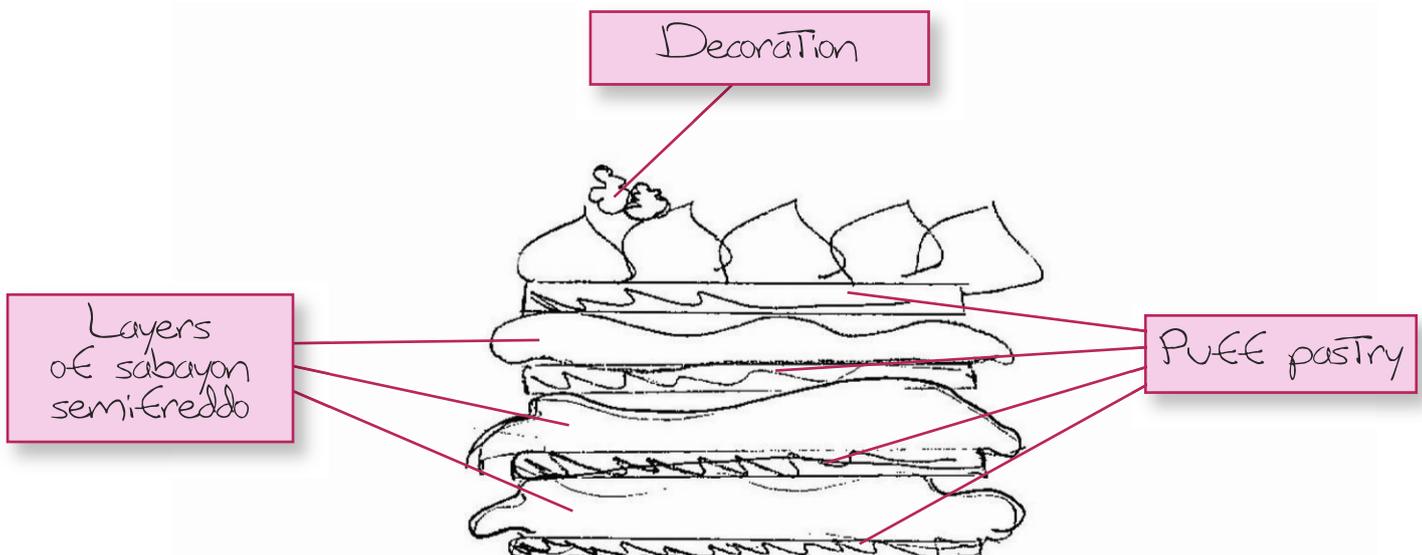
Portion applying the design.

Decoration

Once the single portions are hardened, remove from chill blaster and place of serving plates (best to use a little semi-freddo to “attach” the puff pastry to the plate). Decorate in theme.

Conservation

The chilled, decorated product may be displayed at -19°C in a display case for two weeks. The product chilled to the core (e.g.: -32° C for 1 hour) but not decorated may be stored at -19°C in a storage cabinet for 1 month. ●



CAPPUCCINO

Quantities to prepare twenty large glass cups

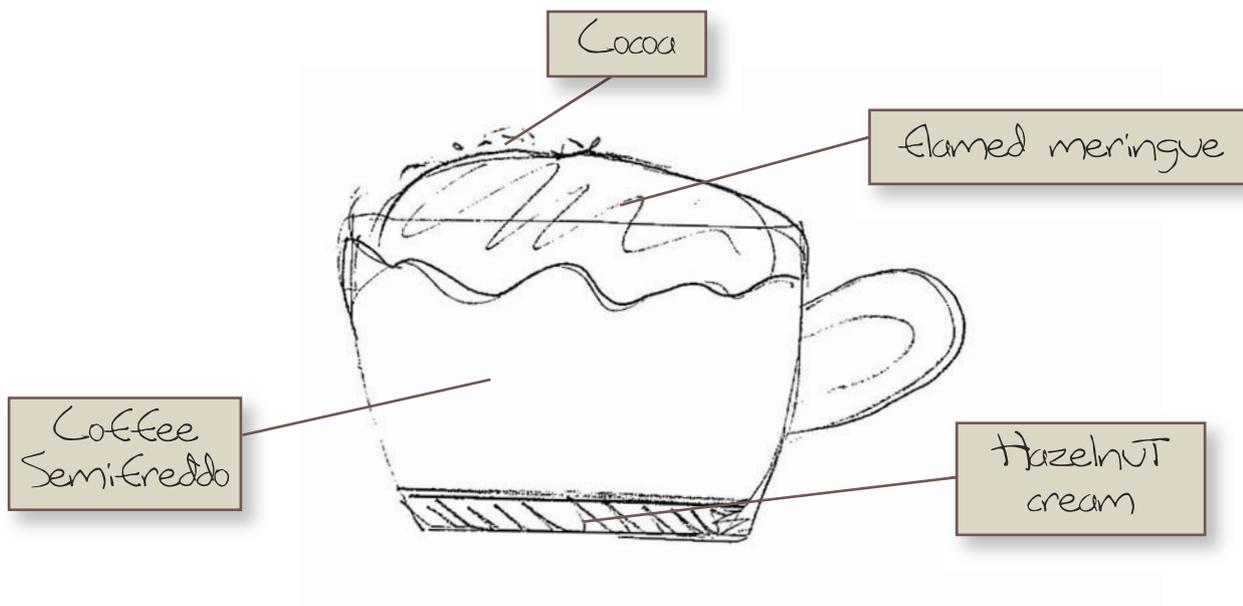
SEMIFREDDO

Ingredients:

- fresh cream 35% fat 1500 g **A**
- Italian meringue 270 g **B**
- crème patissière 200 g **C**
- instant coffee 430 g **D**
- espresso coffee 411 g **E**

Recipe and assembly

Set out the glass cups on a serving tray. To avoid the cups from sliding about when moved, place damp kitchen paper on the tray. At the bottom of the cup, place a layer of hazelnut cream which is not frozen to negative temperatures. Leave in the blast chiller for 10 minutes. Prepare a batter mixing the espresso and instant coffees. In a bowl mix the crème patissière and the coffee batter. Incorporate the Italian meringue. Beat the fresh cream in a mixer, to a half whipped consistency. Add the cream to the other ingredients, one spoon at a time, taking care not to collapse the whipped mix. Portion the semifreddo with a pastry bag over the layer of hazelnut cream to 2 cm from the top of the glass. Place the glasses in the blast chiller until set.





Summary

In a bowl mix **C+D+E**.

Add **B** to the mix.

Whip **A** in mixer and add to other ingredients.

Portion in cups applying the design.

Decoration

Prepare a very sugary Italian meringue (for example: 2 parts sugar to 1 part egg white). Place on the semifreddo with a pastry bag, simulating cappuccino foam. Flame the meringue with a gas blow torch. Decorate with cocoa powder.

Conservation

The chilled, decorated product may be displayed at -19°C in a display case for one week. The product chilled to the core (e.g.: -32° C for 1 hour) but not decorated may be stored at -19°C in a storage cabinet for 1 month.

On the market

The whipped **A+B+C** group may be replaced with a neutral flavour base for semifreddo, to be aromatised with coffee in a paste or an extract. ●



WHAT A SURPRISE!

Often hidden inside chocolate candies, ganache is one of the most challenging products to grapple with. Taste, consistency, texture, and shelf life: it's not always easy to balance all these attributes.

THE QUEEN OF FILLINGS

More or less how to make a ganache is something we all know, or at least we all have one or two recipes given to us by a good friend, maybe written in an old notebook or in some drawer somewhere. Besides the ingredients there are probably also some instructions: heat the cream, add melted chocolate, and so on until the final "let it set overnight" (it's common knowledge that a good ganache takes time). There are many recipes and they can be quite different from each other, to the point of confusing ganache beginners. For this reason let's avoid talking about specific recipes and focus instead on the final percentages of ganache's component parts:

water	15-18%
fat	25-35%
fat-free cocoa	15-20%
sugars	20-30%
total dry ingredients	82-85%

These percentages are strictly indicative of an average ganache once it's been assembled. It is not a map to follow since the variability of the ingredients is so high.

HOW DO YOU MAKE IT

There's more than one method, but usually the instructions tell us to boil the cream, allow it to cool, and then add the

topping which has been melted separately. This is surely a good method since it guarantees pasteurization of the cream and pretty good shelf life. However, when the cream reaches boiling, part of the water evaporates into the air and our attempts to balance the recipe are frustrated. Math lovers will be interested to learn that 5-8% of water weight evaporates from cream when it boils. To fix this problem the best solution is to allow the boiled cream to cool to room temperature, weigh it again, and then add back the lost water. Otherwise product consistency and longevity will remain an unreachable goal.

LET'S MAKE IT LAST

Product consistency and adequate shelf life can be obtained without boiling cream by using UHT cream, heated to 38-40° C (100-104° F). Heating allows for the complete decrystallization of the cream's lipids and facilitates mixing with the melted chocolate heated to the same temperature. Obviously the chocolate must not have cocoa butter crystals either, so it has to be heated to at least 40° C (104° F). If a cutter is used to marry the fat, happy couple you can rest assured that no visits to the divorce court will be required.

HAPPILY EVER AFTER

Once the ingredients have been mixed together the final temperature will be around 30-35° C (86-95° F); better to be near the higher limit than the lower one to be sure that the cocoa butter doesn't start crystallizing. Each ganache will have its own level of fluidity depending on its composition. For example, ganache made with white chocolate which has no vegetable fiber from chocolate will generally be more liquid than a recipe having a mass of cocoa and dark chocolate which both contain oodles of fiber. The true results will be visible the next day, when it is possible to judge consistency, texture, and flavor at 17-20° C (63-68° F).

AND THE FLAVOR...

That's right, it might have a great body and a perfectly smooth texture, evidence of excellent balance and mixing, but a flavor that is nauseating, maybe too sweet. So you have to go back to the drawing board to find a way to reduce the sweetness without altering the consistency and texture. Or it could



be absolutely perfect except for a shelf life of two weeks which is simply too little for somebody who wants to produce industrial quantities of chocolate candies.

IT'S A QUESTION OF TEMPERATURE

When it comes to mixing fats, temperature plays an important role. Mixing everything at a temperature between 35 and 40° C (95-104° F) is not due to a pastry chef's vain ambition to become a chemist but rather a necessity for doing things well. In thermodynamics (put your seatbelts on, it's gonna get serious!) temperature is an indication of how fast molecules are vibrating. Fat molecules at 40° C (104° F) vibrate more and faster than those at 25° C (77° F). If the vibration speed is too fast they will never link together into a homogeneous mass. However, if they vibrate at about the same rate then the plan comes together and you can be proud of the result.

Can somebody identify another kitchen mixture that has the same problem but isn't a ganache? See the answer at the bottom of the page.

WHAT CHOCOLATE

Chocolate is very important. In fact, it's critical! It is absolutely essential for you to know the technical specifications of your chocolate. If you take your usual recipe and change the brand of chocolate it's quite possible that you will have negative results. While it may not fail completely, it's likely that the result will be different from what you were expecting, and you will consequently have to make changes, maybe substantial ones, to your recipe.

WATER AND BACTERIA

So the water content in ganache is almost irrelevant? No, absolutely not! Because in that 15-18% of total water you have to consider that some water is free to cause damage and other water is bound so that it is harmless. Damage from water is due to the growth of bacteria, which love water (more or less like we do) and it allows them to grow. Mold also enjoys humid environments and grows just like the bacteria. However, if the water is bound to other molecules, then the bacteria and mold can't get to it. Where do the bacteria and mold come from? Generally they come from the chocolate, cocoa, and air, much more than from the cream, especially if it's UHT.



Bound water essentially clings to the sugars, which in turn embrace them with long arms.

A FEW WORDS ON SUGARS

Yes, the sugars! Generally we can calculate that there is some sucrose because it's in the chocolate and we can add, for example, inverted sugar or dextrose. The former is easier to mix since it's already liquid and it is a bit sweeter than sucrose. The latter is less sweet and more importantly it lengthens the shelf life because it doesn't add water and it binds part of the free water molecules. And then of course there's the universe of glucose syrups and their fantastic DEs! Usually 60 DE is used for ganache, not the 42 DE preferred for gelato, because otherwise the structure would become too elastic and possibly too compact. The 60 DE has a shorter chain, and gram for gram it binds more water than 42 DE. No sugar is better suited than another, it all depends on the type of ganache you want to make, how much fiber is available, the fat content, and the flavor.

SORBITOL SUPERSTAR

Is it a sugar? No, it's alcohol. You can tell immediately from the "OL" brand in the name. When a name has the OL suffix then it's an alcohol. Is it bad for you? No, it's not. At the most it might provoke a few more visits to the bathroom, but you'd have to eat a lot of it and then the problem would not be so much the sorbitol but rather all the extra weight from the ganaches you ate. It's quite useful in ganache because it locks down free water molecules, thereby increasing shelf life.

Answer to the question: cream puff mix



FATS & FATS

The lead actor in the ganache formulation is fat, both in percentage and type. The cream fat has animal origins and the chocolate fat is vegetable. The difference is not negligible since Mother Nature has allowed cows to produce only certain types of fats, while she gave Theobroma cacao, the cocoa plant, the ability to produce other lipids.

AND SO...

When you make ganache it becomes important to know the fats' melting points so that they can be correctly balanced. Knowing how to balance animal and vegetable fats leads to a ganache that is more or less fluid. For a ganache that will remain fluid inside a chocolate candy you can use fats with

short chains, i.e., with a lower melting point. For a more solid ganache, fats with a higher melting point will be your best allies. So, where can one find this information? In the technical specification sheet of the chocolate and the cream! To balance these parameters you will need specialized software and a certain amount of experience.

INSIDE THE FAT

It's not sufficient to just calculate the percentage of fats. We know that there are fats that are liquid at room temperature, which we call oil, like olive oil, coconut oil, and palm oil. There are other fats that are solid at room temperature, like dairy butter and cocoa butter. Besides having a different chemical structure, which doesn't interest us at this point, the melting point of the single lipids is critical when we add them to a ganache. Some lipids have a melting point below 20° C (68° F), others melt from 20 to 30° C (68-86° F), and then there are others that melt above 30° C (86° F).

Usually ganache has a fat content of between 25-30%. If you have a ganache that seems perfectly balanced and tastes great but that is a little bit hard you might be reluctant to change the recipe, risking the perfect balance and flavor. The problem, however, might not be the total percentage of fats, which is likely correct, but rather an excessive quantity of fats having a melting point greater than 30° C (86° F), giving it a hefty consistency. If you substitute some of the high melting point fats with ones having a lower melting point you can resolve the problem without substantially changing the fat content. This requires a profound understanding of ingredient composition and, above all, the availability of detailed technical specifications for the ingredients.

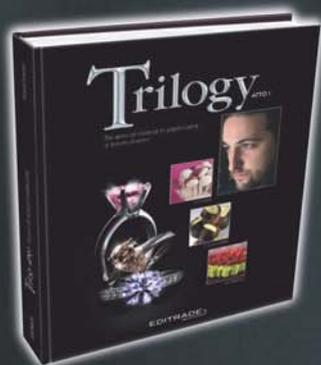
FATS AND WATER

Fats and water won't marry, this is a known fact. But soy lecithin is a helpful friend that has the capacity to help them at least get engaged (they can get married later).

Since it is a phospholipid it has a considerable capacity to emulsify, that is, to bind water and fat. Surely the word phospholipid isn't used in your everyday conversations, not even at Christmas, but the word itself helps us to understand that it has something to do with lipids, while "phospho" indicates a love of water. ●



Roberto Rinaldini



Recipes from Roberto Rinaldini's
book "Trilogy", by Editrade.

NAORA THE DAWN OF A NEW DAY

Recipe calculated for 6 18x18 cm tarts

CLASSIC SHORT CRUST PASTRY

Ingredients:

• butter 82% fat	400 g
• icing sugar	150 g
• acacia honey	80 g
• Cervia salt	3 g
• grated lemon zest	1
• vanilla pod	½
• pasteurised egg yolk	50 g
• pasteurised whole egg	150 g
• superfine flour	600 g

Preparation

Mix the butter, icing sugar and honey. Sieve the flour, emulsify the salt with the whole egg and yolks, then add to the batter with the flavourings. Finally add the flour and beat for a short time. Keep in the fridge until used.

Spread a 3 mm layer and line rings 2 cm in height.



HAZELNUT CREAM

Ingredients:

- ground hazelnuts 200 g
- white cane sugar 200 g
- butter 82% fat 200 g
- eggs 200 g
- grated lemon zest 1

Preparation

Gently beat the butter and sugar augmenting the mass, add the ground hazelnuts and eggs in three stages. Spread a layer of hazelnut cream on the short crust base and bake for 20 minutes at 175°C.

ORGANIC LEMON CREAM CAKE

Ingredients:

- organic lemon juice 250 g
- pasteurised egg yolks 100 g
- pasteurised whole eggs 160 g
- granulated sugar 150 g
- sheet gelatine 4 g
- cold water for gelatine 20 g
- butter 82% fat 80 g
- Fresh cream 35% fat 70 g
- grated lemon zest 10 g

Preparation

Soften the gelatine. Add in all the ingredients except the butter and cream. Stirring continuously cook at 85°C, filter and cool rapidly to 40°C. Using an immersion cutter, emulsify the gelatine, the butter in cubes and the single cream dribbled very slowly with the lemon zest. Immediately pour a 1 cm layer and chill rapidly.





JELLIED RED FRUITS PULP

Ingredients:

- red fruits pulp with 10% sugar 500 g
- sheet gelatine 10 g
- cold water 50 g
- white cane sugar 35 g

Preparation

Soften the gelatine in the cold water, warm the pulp to 30°C with the sugar. Dissolve the gelatine with a little pulp and add in the rest, immediately pour over the frozen hazelnut cream and return to the blast chiller.

Decoration and fruit decoration

There are two variant options, with red fruits or fresh fruit. ●



DULCE TURIN

Recipe calculated for 30 portions

CHOCOLATE AND SALT BISCUIT

Ingredients:

- butter 82% fat 230 g
- brown cane sugar 150 g
- granulated sugar 80 g
- fondant glaze 68% 270 g
- cocoa powder 35 g
- dry yeast 7 g
- Cervia salt 5 g
- vanilla 3 g
- superfine flour 270 g

Preparation

Bring the butter to 18°C, amalgamate with the cane and granulated sugars and the vanilla in the mixer with a blade. Melt the chocolate at 35°C and dribble into the batter. Sieve the powder ingredients and pour into the batter. Form a patty and rest in the fridge for one hour. Roll out in the roller to 4 mm in height, cut to 10 x 2.5 cm and leave to rest. Cook in the oven at 160°C.



GIANDUIA CREAM

Ingredients:

- fresh milk 200 g
- glucose 12 g
- gelatine 10 g
- water for the gelatine 50 g
- fresh single cream 380 g
- chocolate glaze 64% 250 g
- Piedmont Igp hazelnut paste 100 g

Preparation

Heat the milk and glucose to 90°C, add the dissolved gelatine and its water and emulsify with the chocolate. Continue dribbling the single cream in and then the hazelnut paste, keep at 4°C for 4 hours.





WHITE CHOCOLATE PANNA COTTA CREAM

Ingredients:

- | | |
|----------------------|-------|
| • fresh milk | 100 g |
| • glucose | 8 g |
| • gelatine | 5 g |
| • water for gelatine | 20 g |
| • single cream | 200 g |
| • white glaze | 180 g |

Preparation

Heat the milk and glucose to 90°C, add the dissolved gelatine and its water and emulsify with the chocolate. Continue dribbling the single cream in and keep at 4°C for 4 hours.

Decoration

When the creams have crystallised, you may use a pastry bag. First ice the biscuit with a line of Gianduvia cream and then with the white chocolate panna cotta cream. Decorate with marrons glacés and chocolate curls. ●

IN SEARCH OF ITALIAN FLAVOURS

A gourmet journey through Italy with its greatest chefs.

Our journey in search of typical Italian flavours starts here. Choosing a limited number of recipes is extremely difficult, given the abundance of genuine ingredients and preparations that our country is known for. We'll be assisted in this complicated effort by Interpretazioni d'Autore, published by Demetra Food Company. The book features the creations of some of the greatest Italian chefs made using the finest quality ingredients for the modern restaurant industry. As its introduction states, Interpretazioni d'Autore is not a cookbook, or even a book: it seeks to be a hymn to the values of quality. So begins this gourmet journey that will put you in touch with the finest Italian tradition, a tasty incentive to offer the entire

world the pleasure of our beloved cooking.

You'll be seduced by the exquisite images, created by photographer Simonetta Castellazzi, and you'll have fun featuring these recipes on your own menus.



SUMMER SALAD



Region: Marche - Author/chef: Marco Di Lorenzi

Ingredients for 4 people

- 400 g melon, thinly sliced
- 200 g fresh strawberries
- 160 g Demetra Crema di Gamberetti
- 40 g low-fat yogurt
- 1 teaspoon acacia honey
- 40 g salad greens
- 2 carrots
- chives and edible flower petals
- 100 g Demetra freeze-dried arctic shrimp
- 2 dl lukewarm mineral water
- a pinch of pink Himalayan salt

Marco Di Lorenzi

Passionately interested in cooking and international competitions, he was selected at a very young age to join Team Italia for the Italian Professional Cooks Association, touring the world, enjoying great success and winning major medals. Chef of the Alexander Museum Palace Hotel in Pesaro, he is always active in events and competitions featuring creative, innovative cuisine.

Preparation

Blend the honey and yogurt together; salt the lukewarm water with the pink salt and place the freeze-dried shrimp in the water for a few minutes. Lay the thinly sliced melon in the centre of the plate to form a square. At the centre of the square, using a round cutter as guide, arrange sliced strawberries all around the inside of the square, like a crown; fill with Crema di Gamberetti, a tuft of greens and whole shrimp. Decorate with finely julienned carrot and seasonal flower petals. Serve with yogurt and honey dressing.

SQUID IN THE SHADOW OF VESUVIUS



Region: Campania
Author/chef: Antonio Arfé

Ingredients for 4 people

- 4 medium squid
- for the stuffing:**
- 200 g boiled potatoes
- 1 envelope of instant mashed potato flakes

- 20 g chopped parsley
- 150 g Demetra Tuttosole tomatoes
- 120 g Demetra Kalamata olives
- salt and pepper to taste

for the basic sauce:

- 360 g Demetra Tuttosole tomatoes
- 400 g mixed seafood for salad
- ½ dl extra virgin olive oil
- 1 garlic clove
- ½ dl white wine
- salt and pepper to taste

for the batter:

- 50 g flour
- 60-70 g water
- salt to taste
- ¼ dl peanut oil (for frying)

for the breading:

- 150 g breadcrumbs
- 50 g cornmeal

to garnish:

- 1 small bunch curly parsley
- 8 medium shrimp

for the olive cream

- 150 g Demetra Kalamata olives
- 1 teaspoon oil



Preparation

Clean the squid, removing insides.

For the stuffing: mash the boiled potatoes, add an envelope of instant mashed potatoes, add chopped parsley, olives and tomatoes finely diced. The stuffing should be dry and hold together well.

For the sauce: soften the garlic in the hot oil, add the mixed seafood, the whole squid heads, and the shrimp; deglaze with white wine, add the diced tomatoes and cook over medium heat until the liquids have evaporated; salt and pepper to taste. Take two walnut-sized pieces of the stuffing, dip in the batter and then coat well with the mixture of corn meal and breadcrumbs.

For the olive cream: place all ingredients in the food processor and blend. Stuff the squid, arranging each one on a sheet of parchment paper; garnish with some tomato and pitted olives. Wrap each one tightly in the parchment, like a wrapped candy, and steam for about 15 minutes; allow to cool so that you can cut the squid into rounds. Spread a bit of the sauce on a serving platter and place the squid rounds on top; garnish with two shrimp, the head, and the tomato, together with the olive pulp. Fry the two balls of stuffing in hot oil and place on the plate covered with just a dab of olive cream.

Antonio Arfé

He is the owner-chef of Arfé Antica Tradizione Partenopea, a meeting place for many Neapolitan gourmets that is also popular with tourists. In his elegant restaurant, located just across from the Naples "lungomare", he features a cuisine that maintains its links with tradition while creatively experimenting, using the latest techniques but always with respect for the raw materials.



BEEF FILET WITH CHANTERELLES



Region: Lombardy

Author/chef: Giorgio Perin

Ingredients for 4 people

- 4 filets mignons, approximately 200 g each
- 400 g Demetra Chanterelle Mushrooms with garlic and parsley
- 60 g tomatoes on the vine, peeled and seeded
- 1 garlic clove
- 1 leaf of sage
- extra-virgin olive oil
- fresh chili
- 20 g aged guanciale, julienned
- 10 g fresh parsley, chopped
- salt and pepper to taste



Preparation

Using a pasta cutter, cut out a cylinder of meat from the centre of each filet. Fry the filet in a hot pan with a little oil. When the filet is rare, add the garlic, guanciale, sage, half the chanterelles and the parsley and complete the cooking. In a separate pan, sauté the remaining mushrooms in a little oil, add the peeled and seeded tomatoes and the chili pepper. Meanwhile cook the filet cylinder in a pan over high heat for a few minutes. Season with salt and pepper to taste.

Plating

At the centre of the plate place the filet with the hole in it and fill the hole with the mushrooms "trifolati". Spoon the sautéed mushrooms with their cooking juice next to the filet, slice the cylinder into escallops and arrange them on top. Finish with a drizzle of extra-virgin olive oil, garnish and serve.

Giorgio Perin

A top professional with vast experience in the field. He has participated in and won many national and international cooking competitions and today is the coordinator for Team Italia - the APCI national cooking team that promotes Italian food and wine worldwide. He is a member of the Italian Professional Cooks Association, and he features dishes created with passion and skill using top-quality ingredients.

GUINEA HEN WITH PORCINI MUSHROOMS



Region: Lombardy

Author/chef: Massimo Moroni

Ingredients

- 450 g guinea hen breast
- 100 g Demetra Porcini Mushrooms trifolati
- 10 slices of pancetta

for the filling:

- 50 g veal
- 50 g pork
- 50 g sausage
- 2 slices white sandwich bread
- 1 egg
- 50 g grated parmesan
- salt
- pepper
- nutmeg

Preparation

Combine all the ingredients with the mushrooms and mix well, setting aside a few mushrooms to garnish the dish. Lightly beat the guinea hen breasts to tenderise. Season with salt and pepper, place the filling in the centre and close up like a folder. Lay out the pancetta slices and wrap them around the breast, forming a roll. Cook in oil, garlic and rosemary on all four sides and then place in the oven for 15 minutes at 170°C. Allow to rest while preparing the pan juices by



adding the remaining mushrooms to the sauce. Use them as a bed, laying the breasts, thinly sliced, on top. Garnish with polenta or vegetables as you wish. ●

Massimo Moroni

Chosen "Best Cook in Lombardy," he is certainly one of the best Italian chefs. His great creativity, professional knowledge, humbleness and passion for top quality cooking are at work at the historical Ristorante Don Lisander in the heart of Milan.

Recipes in this article are taken from the book "Interpretazioni d'Autore", edited by Demetra Food Company. We thank the company for the provision of texts and photos that have been published in these pages.



APCI - Italian Professional Cooks Association

The chefs who created these recipes are members of the Italian Professional Cooks Association, an organisation that brings together restaurant-industry professionals who uphold the values of the Italian culinary tradition. Through them the APCI promotes a constant search for excellence by creating a meeting point where chefs can share their experiences and find new sources of growth and challenge.



ONE TO ONE WITH THE ITALIAN PEOPLE

Italians abroad: untruths founded on truth.

Our journey in search of Il Bel Paese through the world's most widespread stereotypes of Italians continues. "Italianness" has in fact been exported everywhere in very colourful ways, with our people being tagged with specific qualities and characteristics, both virtues and vices "of appearance."

Last time we considered the relationship of Italians to pasta, soccer and Mamma; in this second part we will touch on aspects such as Latin charm and art to complete the multihued picture of the controversial scenario that characterises Italians. What we have to say should be taken with a certain amount of irony, but it should be appreciated most of all for its strong element of self-criticism: keep in mind that the author of these pages is 100% Italian. ●



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

Italians look for Italy everywhere

While it is true on the one hand that Italians are strongly inclined to travel, sail the seas and emigrate, it is also true that, in many cases and especially on holiday, they typically leave the country only to seek out the same things they find in Italy. There are many Italians who, no matter what part of the world they find themselves in, refuse to eat the local food, insisting on finding spaghetti, for example, which predictably is never cooked and sauced the way a real Italian would do at home. Another tendency is to compare everything they see and visit abroad with similar works or places in Italy - to the disadvantage of the former, naturally.

However, there is a smaller segment of the population who, as a reaction to that tendency, live their lives projected outward towards foreign myths, interpreting them not just with frequent travels but especially in everyday life in Italy: the boom in ethnic restaurants in recent years is clear evidence of this.

Italians and the mafia

Even though other cultures have produced organised crime, often the result of a degenerate view of family, only the mafia has been the inspiration for so much literature, movies and television. The mafia is now, as it was in the past, the oldest and most serious problem in Italy. Created in southern Italy but having expanded throughout the peninsula and then abroad, mafia crime is a phenomenon that has in recent years shown few signs of weakening; it continues to take its victims, from among judges and law enforcement officers as well as among ordinary Italians. The State's struggle against Cosa Nostra has intensified over the past 20 years, but the period in which the Italian political class coexisted more or less peacefully with the mafia has left deep roots, even after so much time, that are difficult to eliminate.



Italians live and breathe art

While it is true that Italians are proud of their history, in particular of the artistic masterpieces left by Ancient Roman, the Middle Ages and the Renaissance in every corner of the country, it is not true that Italy is exclusively a land of artists. Art and the tourism associated with it are extremely important, but Italy's economy is also based on industry, services and agriculture. Italy as an industrialised Western country, although the most common image depicts it more like Disneyland, suspended between folklore and art tourism. In truth, in many respects, including economic and cultural, Italy is no different from America, in whose footsteps it has followed for the past 50 years.

Italians are catholic

Italians are overwhelmingly Roman Catholic. For many Italians, however, calling themselves Catholic is more a habit and a family tradition than a consistent life choice. Baptism, communion, confirmation and a religious wedding are stages in the life of many Italians, but the number of weddings celebrated annually, both religious and civil, has declined by half in the last 40 years.

Up until thirty years ago, in political life and the everyday choices of Italians, the instructions provided by religion and by the authority of the Pope and the bishops were extremely important, but the country's Catholicism gradually shrank down to the private sphere of individuals, reducing the Church's role as political and not merely spiritual reference point.

Despite globalisation, which has brought people of differing religious orientations into our country, it is estimated that 90% of Italians profess the Catholic religion, or at least say that they do.



Italians and their charm

In the collective imagination of non-Italians, Italians are often depicted as handsome/beautiful, tall, with dark hair and light eyes, all with a large nose and olive skin. They are often described as being likable and playful, open and vivacious, and people imagine that there are no sad Italians.

This idea comes in large part from the fact that it is when they are abroad that Italians tend to exaggerate these characteristics, contributing in the first person to spreading this stereotype.

In the more extreme cases, some people swear they are skirt-chasers, romantics and simpletons, to the point of causing diabetes.

There is a widespread general conviction that they are liars and ready to do anything for women, so long as they reach their objective. It is a very Italian claim to consider oneself the world's best lover, but abroad the most widespread label is that of unrepentant Casanovas, incapable of having any kind of a serious relationship!





THE ART OF INNOVATION

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

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



ACCADEMIA BIGATTON



Brasile



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



BRAZIL: SPANNING THREE GENERATIONS



Alfredo Chiappetta



Renato Chiappetta



Adriano Chiappetta

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



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



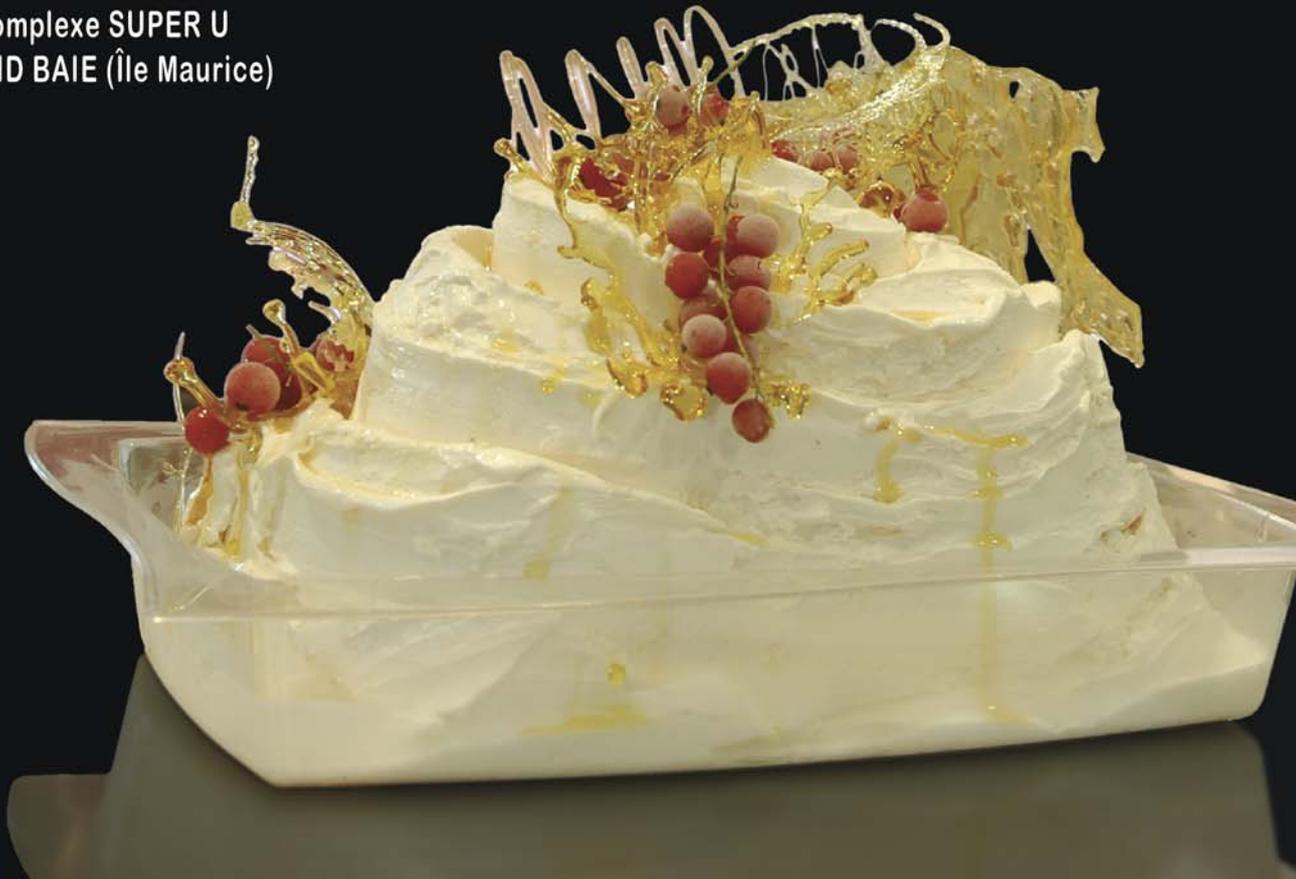
ACCADEMIA BIGATTON



Mauritius

Executive Destination
Management Ltd

Route de la Salette
Complexe SUPER U
GRAND BAIE (Île Maurice)



MAURITIUS: THE SOUTHERN-MOST SCHOOL IN THE WORLD

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

The Academy is tooled up with all the latest generation equipment, and promotes highly professional courses for persons wishing to learn the art of gelato, pastry and chocolate making. This Academy was set up to satisfy the demand for the training of gelato makers and pastry chefs throughout



Alessandro Pitaccolo



Denis Goyet

the whole of southern Africa. It offers training courses for individuals and for groups, catering for all those wishing to open a retail outlet or to specialise in the sweet art.

The premises also house a storeroom where it is possible to find the entire range of Bigatton products.



ACCADEMIA BIGATTON



Australia



Bigattom Australia

PTY LTD

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



AUSTRALIA: WIDE HORIZONS

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

Adam Marganis



ACCADEMIA BIGATTON



Tunisia



MONDO DOLCE SARL
Av. du COMBATTANT SUPRÊME
5000 MONASTIR
TUNISIE



TUNISIA: AN HISTORIC PRESENCE

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

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



ACCADEMIA BIGATTON



50

YEARS
your partner
in sweet creations



BEAUTY TASTES GOOD



mini mon amour

quality and design made in italy

www.alcas.it

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

YOUR PARTNER IN SWEET CREATIONS

Creativity and innovation have always been the key 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.



ALCAS

Alvena Excellence in Gelato



ALVENA | MILANO ITALY

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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.



ALVENA

DAL 1930 PRODOTTI DI QUALITÀ PER IL GELATO



ANSELLI

ANSELLI

SINCE 1930 QUALITY
PRODUCTS FOR ICE CREAM

A PROFESSIONAL PARTNER FOR

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.



ANSELLI

FOOD-AND-DRINK•PASTRY•GELATO



Look into
your senses...

Leave yourself to
BABBI Gourmet Mix.

Delicious salty Gelato
that will tickle your palate
with an unusual freshness.



BABBI
esploratori di dolcezza





Capture your senses...

Leave yourself to
BABBI Happy Hour Mix.

Creamy alcoholic Sorbets
that will cheer up your day
with a lovely freshness.



BABBI
esploratori di dolcezza





SUPREME EXCELLENCE

“Le Supreme Babbi” include the best-quality Pastes made in Babbi. They come from the finest raw materials on the market and enable the gelato maker to create an excellent gelato that features unique organic properties.

Over the years, “Le Supreme Babbi” have strengthened the prestige of the firm and made it a true leader in the gelato world.

Among “Le Supreme” stand two Babbi’s flagships: Pasta Nocciola Suprema, made with prime selection hazelnuts, and





Pasta Pistacchio Suprema, with pistachios exclusively coming from Sicily.

The line is completed by other exquisite Pastes: Pasta Arachide Suprema, where the intense and delicious peanuts aroma stand out, Pasta Mandorla Suprema, with the delicate

taste of almonds, and the Pasta Pinolo Suprema, featuring the both gentle and distinctive taste of the pine nuts. Babbi not only selects the highest quality raw materials, but also directly toast the nuts in order to capture the natural aroma they release during this step of production. Paste Supreme Babbi: the excellence in the shape of gelato.



BABBI

... Childhood
memories...



Crunchy Maltex - cod. 868NM

The best ingredients for ice cream and pastries since 1946

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

A FULL FLUSH OF TASTE AND ENERGY

Bigatton now presents Crunchy Maltex, an aromatising paste for the preparation of milk-based gelato reminiscent of genuine healthy breakfasts.

Crunchy Maltex allows the artisan to devise creations with the familiar intense flavour resulting from a blend of egg, malt and cocoa, providing a tasty and energising snack that is ideal at any moment of the day. It can be enjoyed between meals, or, with the addition of whipped cream and

crunchy chocolate wafer balls, be used as a mouth-watering dessert. The presence of vitamins A, E, B1, PP, B5, B6, B8, B9, B12, and C makes it an extremely healthy product.

To make one kilogram of gelato, mix 790 g of pasteurised liquid base, 110 g of whole milk with 3.5% butterfat, 20 g of Dextrogel, 80 g of Crunchy Maltex, then freeze. Decorate with crunchy Wafer Balls (covered with dark chocolate).



BIGATTON

You don't find it at a bakery...
but in the best ice-cream
shops worldwide!



gusto Pane

I migliori prodotti per gelateria e pasticceria dal 1946

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www.accademiabigatton.com

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 variegated flavours of gelato, harkening 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!



BIGATTON

The best yogurt
flavours par
excellence . . .



The best ingredients for ice cream and pastries since 1946
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GREAT BENEFITS, IMPECCABLE TASTE

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

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

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

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



BIGATTON

**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

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LIGHT AND HEALTHY

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



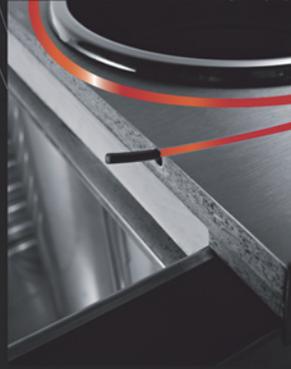
BIGATTON

CLOSE-UP ON QUALITY

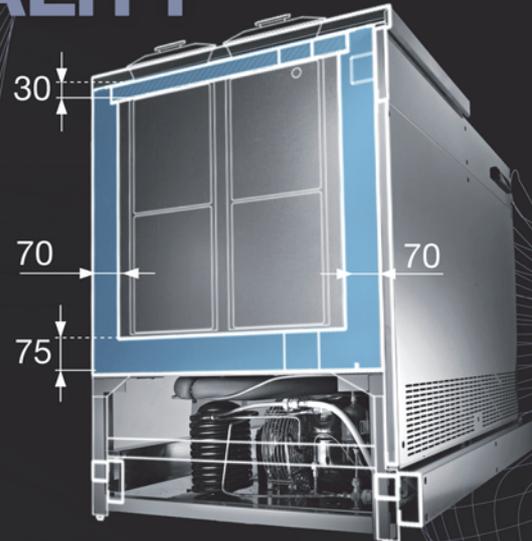
ENERGY SAVING



CAST-COOLING COIL
INSIDE THE TUB



ANTI-CONDENSATION RESISTANCE
ALSO FOR CUSTOMIZED TOPS



EXTREMELY THICK
INSULATION

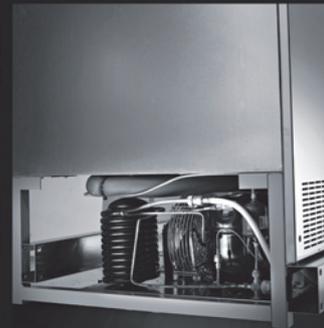
OPTIMIZATION OF COUNTER SPACE



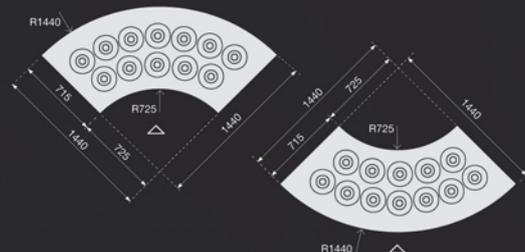
TANKS FOR GELATO,
YOGURT, CREAM AND
CRUSHED ICE WITH
BUILT-IN TRAYS FOR
REFRIGERATED AND HOT
TOPPINGS.



OPTIMIZATION OF CUSTOMIZED COUNTER SPACE
WITH OPEN OR CLOSED GAPS



INSIDE WATER-COOLED MOTOR ALSO FOR TANK
COUNTERS WITH STORAGE UNIT



BRX s.r.l.

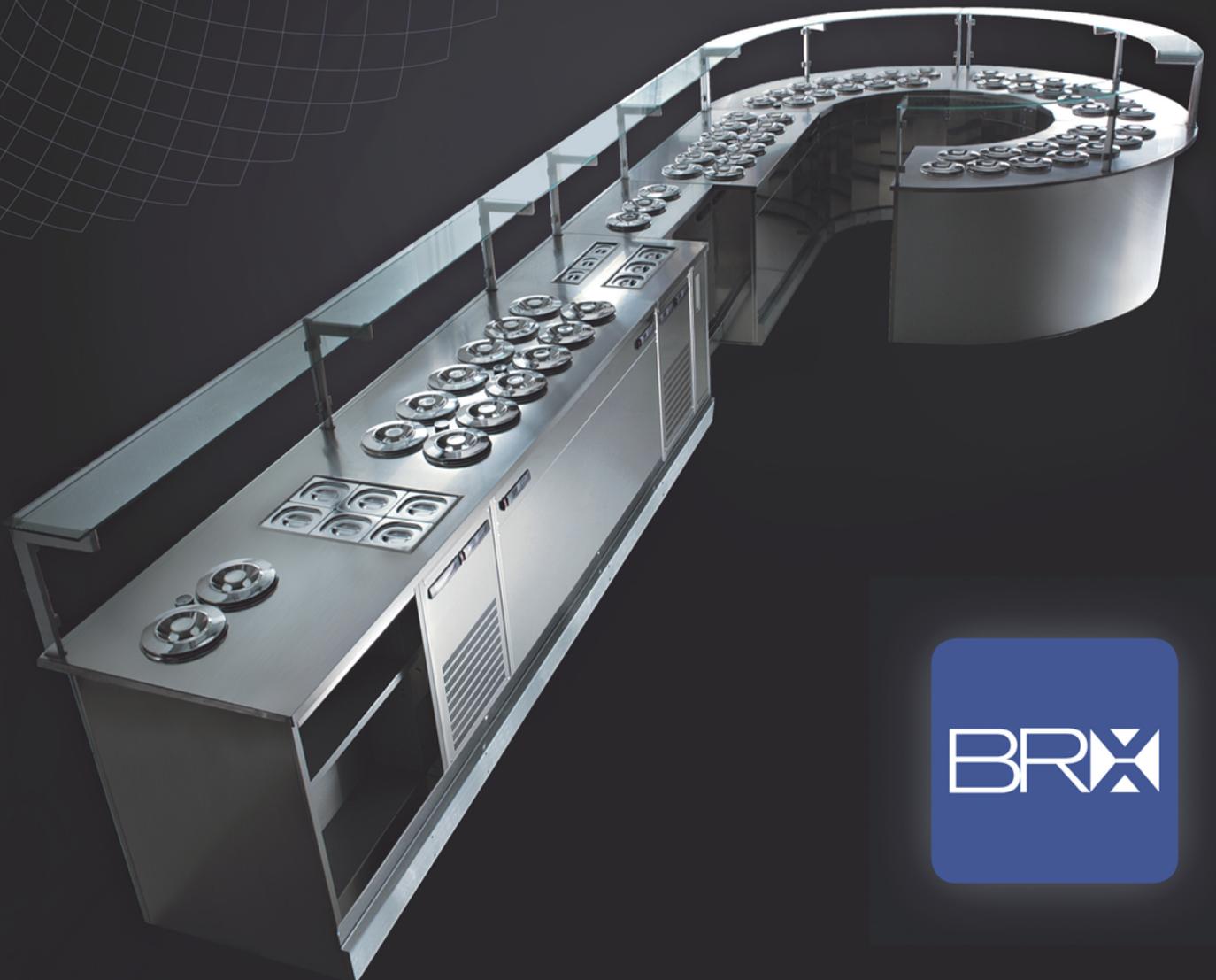
Via Luciano Lama, 38/1 - 61025 Montelabbate (PU) - Italy Tel. +39 0721 499611 - Fax +39 0721 909376 info@brxitalia.com

A PROJECT DEDICATED TO THOSE WHO TREAT GELATO AS A REAL ART FORM

**THE BRX TANK COUNTER WITH GLYCOL-COOLED TANKS IS A PROJECT DEDICATED
TO PROFESSIONAL GELATO ARTISANS**

Modules containing from 2 to 12 tanks, linear or corner, 2 depths, 2 heights, with or without storage unit.
Copper cooling coil in direct contact with the glycol, very thick insulation (7 cm), thermal cutting with plastic rings,
top with insulation in polyurethane foam, and anti-condensation resistance also for customized shelves.

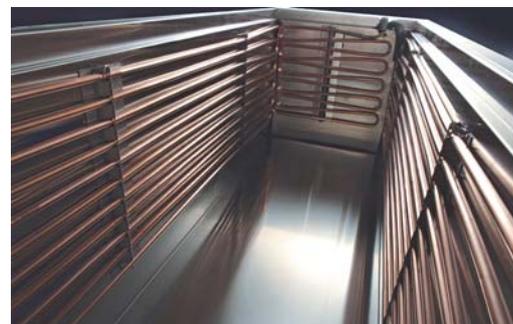
These are the advantages of a dedicated project.
These are the advantages of a BRX glycol tank counter.
All this can be customized!



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.



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



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.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 Championship of artisan gelato organized by Carpigiani Gelato University and Sigep (main partners Ifi and Mec3), has begun! 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 prod-



Organizzato da: **Sigep** **GELATO UNIVERSITY CARPIGIANI**

Main Partner: **Ifi** 50th Anniversary **MEC3** The Genuine Company

ucts. Entering the Village of the Gelato World Tour, the visitors can participate in courses taught by teachers of Carpigiani 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 Gelato" title.

CARPIGIANI



Cartoprint. All the cups you can fancy!

Would you like some unique, engaging cups, capable of communicating your brand at its best? Cartoprint with its endless customization options, can satisfy the most demanding tastes. Even yours. Besides guaranteeing a great visibility and being an excellent communication tool, Cartoprint Cups are eco-friendly and sustainable because they are made in paper, thus biodegradable. Furthermore, Cartoprint has always been very sensitive to environmental issues, in fact they can also supply recyclable, compostable drink-cups and ice cream cups made of cellulose originating from certified forests, all complying with the FSC® and PEFC™ standards. Therefore, with Cartoprint you will have a reliable, safe and premium quality product. And good looking too, for a even more complete and unique offer.



The mark of responsible forestry



Cartoprint



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



ICE QUEEN



progetto grafico **MDV**



Outstanding
visibility
and
performances

www.ciamweb.it



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 Prodigie 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

**A WINNING DREAM:
“GIUBILEO EXPERIENCE” HAS BEEN CHOSEN
BY THE ITALIAN TEAM WINNING
THE GELATO MAKING WORLD CUP.**



Revolutionizing tradition

could seem a contradiction, but just this concept has always supported the Giubileo Experience project. A return to a gelato made of simple and natural ingredients, with the performance and high quality that the gelato must have today.

Giubileo Experience

this programme integrates products, technologies and exclusive services for all professionals who aim at making a hand-made gelato with the utmost excellence of Italian quality.

**A REALISED DREAM:
AN INGREDIENT LABEL
WHICH IS EXTREMELY “CLEAN”
FOR A HANDMADE GELATO
AT THE TOP OF EXCELLENCE.**



Quality

Only natural ingredients, without emulsifying agents and vegetable fats. Quality raw materials linked to the area such as Pistacchio Puro di Bronte and Nocciola Pura del Piemonte.

Innovation

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

Completeness

Giubileo Experience includes the entire range of products offered by a handmade gelato parlour: bases, milk tastes, chocolate tastes, fruit tastes, Italian ices, sticks and biscuits and gelato cakes.

Training courses

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

Please do not hesitate to contact us for a presentation day or the visit of our operator.

+39 02 95770829

www.giubileoexperience.it



COMPRITAL

COMPRITAL S.p.A.
Via Verdi, 16/49/51/53
20090 Settala - Milano - Italy

REVOLUTIONARY EXCELLENCE



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.

“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 syn-



Giubileo Experience is a partner of the 2012 world champions who are teaching at the Comprital Athenaeum school. In the photo, the Italian Team.

thetic 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, tar-

geted 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 a Platinum Sponsor of the Gelato World Cup and Giubileo Experience is a partner of the 2012 world champions who are teaching at the Comprital Athenaeum school.



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

FOOD-AND-DRINK•PASTRY•GELATO

LET'S PLAY GINGERBREAD



ALSO
AVAILABLE
ON A STICK!



stiedbologna.com eFabbri

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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Tel. +39 (0)51 6173111 E-mail export@fabbri1905.com

www.fabbri1905.com
www.amarenafabbri.com



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

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.



More than 300 creative recipes

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.

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

www.fabbri1905.com
www.amarenafabbri.com



IRRESISTIBLE TEMPTATIONS

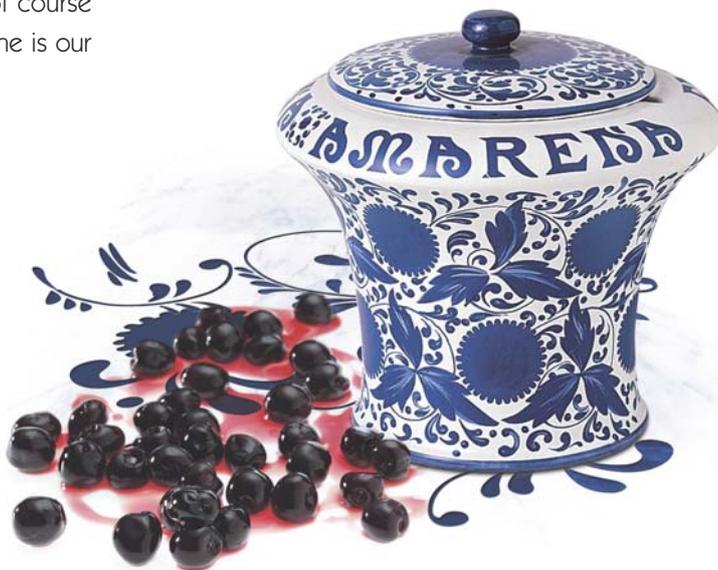
Nutty's use is extraordinary also in pastry. Its refined taste combining hints of premium hazelnuts and selected cocoas makes it ideal for all pastry applications. As a layering for sumptuous macarons or as a filling for your favorite pralines. Nutty is also excellent for creating and garnishing all 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

Sintesi
[Atto II]

LIFEQUALITY



Lo stile si rinnova

Andrea Stramigioli Designer

Per i maestri gelatieri di tutto il mondo da sempre Sintesi ha rappresentato l'eccellenza. FB propone **Sintesi Atto II** ancora più raffinata con le sue bianche serigrafie.

L'aggiornamento stilistico e di gamma di un immutato successo tecnologico sempre in prima fila sulla "Scena" internazionale.



www.fbderanieri.com



SINTESI II ATTO: THE STYLE IS RENEWED

A ventilation system designed to allow the cold to caress the gelato by temperatures that are always precise and constant across the whole display surface. It means, the outstanding function of the “double ventilation of cold air”, which represents the main feature of Sintesi II Atto, symbol of the FB family, product that has revolutionized the system of refrigeration and storage of gelato in a horizontal showcase. Today even more modern with the white serigraphy of the glass structure.

Sintesi II Atto represents the emblem of the design innovation that drives the technology of FB branded products, now recognized by the gelato master makers around the world as an example of excellence in the conservation of gelato.

The entire Sintesi II Atto range, in the world of horizontal showcases, has a line beyond comparison. The refined taste of design, both in the strict elegant linear



version and the soft sinuous shapes of curved modules, allows the harmonization of the showcase in elegant and exclusive environments. For customers who love a refined and concrete style.

STORIES OF SUCCESS



FB is a complete and flexible industrial reality, specialized in the entire project cycle of the manufacture of showcases, the style, the design, the development of technology, the production of thousands of units every year. The company was founded in 1980 in Capezzano Pianore (Lucca, Tuscany), innovative on the market of handmade gelato technology thanks to the invention of the double ventilated cold.

In 2004 FB is acquired by Clabo Group. In this way a total revolution of its world takes place, both from the point of view of technological development of range of product and the revaluation of the trademark. In this context the new Sintesi II Atto is presented in the year 2007, restyling of the old model “Sintesi”, the showcase that has characterized for many years the FB production.

FB has a unique aim: to build showcases for professionals of gelato and pastry. Our many years of experience have enabled us to develop and test technologies to ensure a perfect storage and display of the product.

FB

GX4

THE FIRST MACHINE FOR FRESH GELATO

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 COMPETENCE

FRIGOMAT. YOU CAN COUNT ON IT



LE MACCHINE PENSATE PER TE

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



GPS: A SECURE GUIDE TO THE SWEET WORLD

In 2012 Frigomat started an ambitious project: GPS, Gelato Professional School, which offers courses for gelato and pastry. It's a secure guide to acquire and increase professional skills creating artisanal gelato and pastry products. The Gelato Professional School combines the technology of Frigomat equipment with the professionalism of its teachers and gives the pastry and gelato maker all the technical and strategic tools to succeed in the "sweet business". The school offers three different types of courses: basic, advanced and sections for specific topics. The basic course is dedicated to those who want to get close to the gelato or pastry world; it provides the main concepts required for these sweet areas. The advanced course is thought for those who already have experience and want to expand and develop their own professional knowledge. The course for specific topic is dedicated to the deepening of a particular theme, such as an ingredient, a type of equipment or a certain product. The Gelato Profes-



sional School has its headquarter at the Frigomat facilities in Guardamiglio (Italy) and other subsidiaries at Frigomat distributors' places in several countries around the world (to mention just a few: Australia, Great Britain, France, Czech Republic, Hungary, Romania, USA and Canada). The network is constantly expanding, and new locations are expected to open.



FRIGOMAT

Everybody wants to become Fructital



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

Quality.

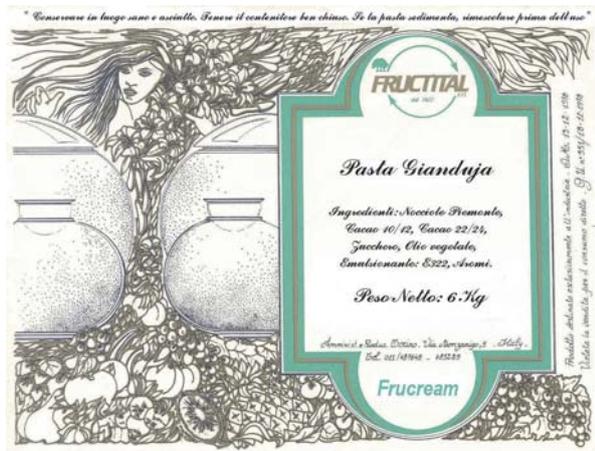
For us it is hard to imagine a word that better represents our products. Our goal of almost ninety years is to improve every day. Always with the same passion.

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

NEW GELATO
NATURAL BLUE

Spiruli

CILINDRO'S
FAVOURITE
GELATO!



© GRUPPO ALCUNI

THERE'S A NEW **NATURAL BLUE GELATO**,
PREPARED WITH **SPIRULINA** EXTRACT.
SPIRULINA IS FULL OF **ESSENTIAL AMIDO ACIDS**,
ANTIOXIDANTS, **VITAMINS** AND **MINERALS**.



www.eticagalatea.it

galatea

gelato italiano superiore

Sede legale: via Venezia, 11 - 31028 Tezze di Vazzola - TV, Italia
Uffici e Magazzino Spedizione: Interporto Centro Ingresso Sett. G n. 3 - 33170 Pordenone
Tel. +39 0434 598109 - Fax +39 0434 572373 - www.galatea-gelati.com - info@galatea-gelati.com

NATURAL PHILOSOPHY IN THE GELATO SHOP

For a number of years now Galatea has been a leading player with its carefully selected ingredients, and from the very beginning it was distinctive for its clear, principled approach, now consecrated in its “Etica”. The Galatea Ethic is born of the determination to be absolutely upfront, and to give the gelato maker a clear transparent message that can be summed up as follows: use of prime selected natural ingredients; “No!” to hydrogenated fats, synthetic colourings, synthetic aromas and red cochineal; 360° quality guarantee; innovation while respecting tradition; an artisanal company at the service of the artisanal gelato maker; goodness and genuineness combined; purely authentic and natural ingredients for gelato. The predominant trend in the quality food industry today is towards the offer of healthier products to protect the well-being of consumers. The ingredients for Galatea’s artisanal gelato precisely meet this new market condition, because Galatea not only guarantees a qual-

ity product, but it also guarantees the transparency of the raw materials used in production. For Galatea, the search for and selection of the raw materials means assessing the qualitative history, provenance, traceability and safety of every single ingredient.

Galatea’s pride and joy is its Linea Pura, the complete Pure Line range of “Clean Label” ingredients. The name itself is a clear, transparent statement about the quality of the food products on offer. Incomprehensible terms and artificial additives are banished from Galatea’s lists of ingredients.



PURE BLUE

The most revolutionary flavour in Galatea’s Linea Pura is Spiruli, the naturally blue gelato. This colouring, such a favourite among children, is produced by the algae spirulina that originates from Cen-

tral America and Central Africa. This is an ancient blue-green algae that is at the basis of the whole food chain. Like Galatea’s whole Linea Pura range, Spiruli is made solely from natural ingredients, selected raw materials, with respect for the traditions of the past, but with an orientation towards innovation.



GALATEA



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@gelmatic.com - www.gelmatic.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.



FOOD-AND-DRINK•PASTRY•GELATO

GEL MATIC



GELO *Standard*

SWEET JEWELRY,

TIFFANY



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



Tiffany is available negative (gelato) and positive (pastry) temperature with humidity control.





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



WE
COULD TALK
ABOUT
EXCELLENCE.
WE CHOSE
TO BUILT IT.

Rather than just telling you how excellent Giuso is, we introduce you to what it best stands for: our new factory. *11.000 sq m* of eco-friendly architecture, made with modern technology and with perfect logistic organization. It's a great symbol of what Made in Italy means.

It produces more than *600* pastry and ice cream products destined for *35 world-wide markets*. Here, we will host our customers and support them in their professional education. Here, we will establish strong and stable relationships. *Here we will create the future.*

giuso.it



A CENTURY OF INNOVATION

11,000 sqm of floor space full of the latest technology in a verdant setting - these are the new Giuso premises.

Here are the General Managers, Bruno Lulani and Carlo Canestri, talking to us about it.

Lulani: We wanted to find a space that suits not only our new production requirements but also the quality of work and the “green spirit” of many of our products. The new lines of goods are free of added colouring agents, preservatives, aromas and oils. That explains why there are so many terraces and gardens here - there is even an old farmhouse earmarked to become a research centre in the future. Added to that is the school, almost completed, from which will emerge the pastry chefs and gelato makers of tomorrow. This will be our contribution to enhancing a district to which we have always been attached.

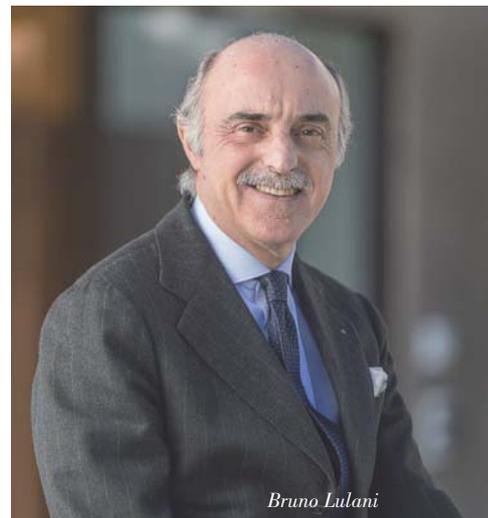
Canestri: The business was born very near here, in 1919. In our archive we still have early photos that show the fruit trees on the property, in the area of Spigno Monferrato. The tenacity, passion and original ideas have done the rest. We were the first to create a chocolate gelato made with ... real chocolate. Until only a few years ago, a gelato maker who wanted to make a real chocolate gelato was obliged to melt blocks of it into the mixture - not easy to do and creating real problems with balancing the ingre-

dients. Giuso was the first company to solve the problem. With a patented process we have reduced real chocolate to powder form, revolutionising the market and putting a complex process within the range of everyone.

Lulani: The market is greedy for innovations. The number of our various products alone



Carlo Canestri



Bruno Lulani

demonstrates this - more than 600 of them, which we export to 35 countries around the world. That is why we need new premises, where can of course produce more, but where we can also house all those “service” initiatives that a market leader cannot fail to promote. In this room where we are talking (Ed.: almost a small cinema, designed for seminars and tastings) we welcome old and new clients every day, help them in their training, and create strong and lasting relationships with them. This is because a business that wants to grow cannot stake its future on cutting-edge machines alone, but needs to collaborate with people who are motivated and full of exciting ideas.

THE NEW PREMISES IN NUMBERS

11,000 sqm	of floor space including workshops, manufacturing departments, offices, storerooms
75,000 sqm	of ground space available for future expansion
5,250 sqm	of ground space planted or planned for hanging gardens
4,000 hectares	for the cultivation of Piedmontese hazelnuts
85 tonnes	a day of productive capacity

GIUSO



6
TAO
N E R O

A dark chocolate without milk or dairy products

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

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

la
GELATITALIA

www.gelatitalia.it | +39 035 4824335

SWEET EVOLUTION

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



DARK CHOCOLATE HEART



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

GRANULATI ITALIA



**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 gianduia, Nocciolotta Pastosa with hazelnuts and chocolate, Nocciolotta Croccante with gianduia 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 Nocciolotte 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 Nociolotta 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 Desiderio 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 Desiderio 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



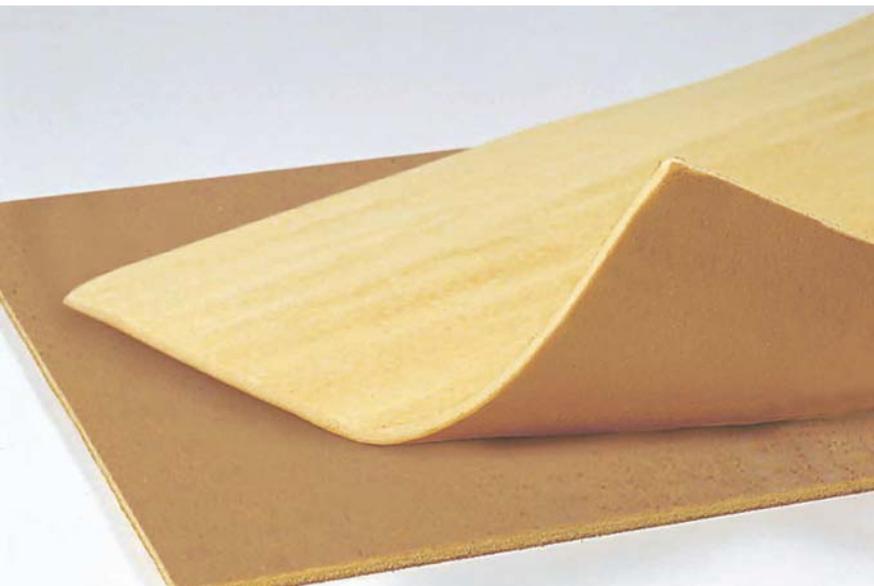


A REAL PARTNER

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

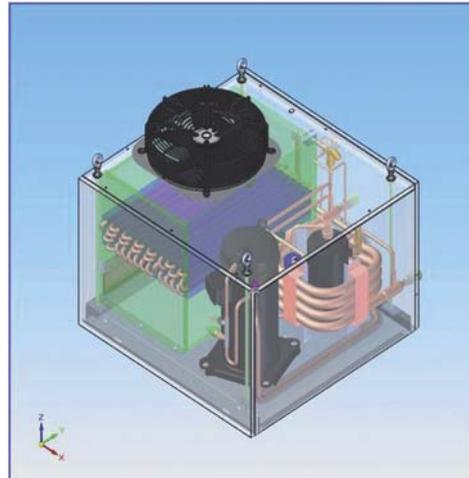


HI-TECH WASHING DEVICES

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. Since 1967 Hoonved's industrial washing machines have been designed and manufactured with maximum attention to quality, hygiene, reliability and technological innovation. Hoonved presents today its Hi-Tech Washing Devices:

BREAK TANK

The Break Tank System assures steady temperatures and pressure during the rinse phase, preventing any water contamination in the mains due to backflows from the machine.



HEAT PUMP

The Heat Pump is a device which is able to transfer heat from a body with lower temperature to another with higher temperature, with energy reduction and better working environment.

RCC STEAM CONDENSER

The system is based on the use of the heat/steam generated during the wash/rinse phase to preheat the water of the machine supply. It avoids steam and humidity in the room and assures better environment for the end user.

APP

Each machine is identified by a specific QR code and the Hoonved APP allows to connect to the Service Manual. Service Manual provides: access to complete technical documentation and to the interactive spares exploded view; manual access by the operator through serial number; immediate and fast research with key-fields serial number; display of historical order; display of user profile with personalized logo.



HOONVED



WE STARTED IN BOLOGNA IN 1927.

WE CAME FIRST.



The Art of Gelato.



www.iceteam1927.it

BORN IN MANILA,



Rea L. Gomez-Harrow, marketing manager (on the left) and Zarah Saragoza Manikan, R&D and production manager.

Bono artisanal gelato was conceived in Bologna, Italy, with all the support of Icecream 1927 experience. Its place of birth was then in Manila, with the mission of bringing the most authentic artisanal gelato experience from Italy to the Philippines. “We produce our gelato fresh daily, using the best possible ingredients and raw materials”, says Mrs. Rea L. Gomez-Harrow, marketing manager. “We do not use any powders, mixes, pastes, nor anything chemical or artificial, we make everything from scratch. We are constantly developing and introducing unique flavors, and have made traditional Philippine flavors with authentic Italian techniques”.

Could you please tell us more about your adventure?

The result has been interesting not just for epicureans and gourmards, but slowly to a growing public. Bono supports the “slow food” movement, and yet we aim to bring our high quality product conveniently and efficiently to our customers. We hope to develop a “gelato culture” in the Philippines, the same way Italians enjoy their gelato, as part of their daily routine, and available in almost every street corner. We now have

one branch, in Makati City (Metro Manila’s central business district), but are hoping to open at least two more branches this year in other areas of the Metro.

How did you get in contact with the world of gelato?

Our first exposure to gelato was through travelling, and we were all very overwhelmed with the wonderful experience of real Italian gelato. Italian gelato far outclasses ordinary ice cream, in terms of flavors and textures; it is a much more pleasurable experience altogether.

What has pushed you to get into the gelato business?

As food enthusiasts ourselves, we all noticed the absence of real Italian gelato in our market, the Philippines. All that was available, when we had first started conceptualizing the business, was commercial gelato and ice cream. We wanted to bring the authentic Italian artisanal gelato experience to the Philippines.

Why did you choose the Italian gelato and no other kind of ice creams?

Real artisanal gelato has much more history, artistry and creativity. There is so much more to learn, to offer customers, to explore. With all that, we felt that there would be so many more possibilities and opportunities if we learned how to make real artisanal gelato, and offer that to our customers.



WITH ITALIAN SOUL



Why did you choose the Effe concept for your business?

Upon further research and learning about real artisanal gelato, we learned that using the Cattabriga Effe is the only way to produce this, with the best possible results. The Effe aids the gelato maker in creating the best possible gelato, with luxurious textures, while still leaving

room for creativity. It is a true artisan's tool and we are proud to be using these for our gelato. It's history, too, is admirable and supports our brand story.

What kind of support did you have from Cattabriga?

We have been receiving a lot of valuable support from Cattabriga, from being introduced to the great gelato makers in Bologna, visiting several gelato shops with them where Cattabriga is used and learning from the experiences of these owners. Cattabriga also constantly keeps us informed of trends in the gelato scene worldwide, and has offered assistance with our product development.

What do you think are the key factors for success in this business?

To succeed in the gelato business, it is important to constantly innovate and keep customers excited, not just with flavor creations, but also with store concept and communications. It is a different world today, and it is very important to have a good product, the best product possible, then make sure everybody knows about it. We have found that it is important, too, to draw learning from tradition while still keeping an eye on the future.



The Bono's team.

ICETEAM 1927

Italian Style

in the world

Design

Production

Complete furniture made to measure

 **ICETECH**[®]
GELATO MACHINES

Made in Italy

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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

Finally I've found the system.

Crisis time for sliding doors and blinds...
hermetic closure wins every comparison
hands down. That's what
the gelato makers say.



HERMETIC
CLOSURE SYSTEM

HCS

HCS Hermetic Closure System:

Practicality. It is impossible for two to work on a display case with blinds, unless you remove them completely. It's much easier for everyone, on the other hand, to close the HCS panel.

Quality. Less frequent defrosting means a better and more attractive gelato.

Hygiene. No dirt ends up on the gelato (in condensate or by dropping directly onto it), no rails or hooks to harbour bacteria. Essential easy-to-clean lines.

Savings. Lower energy consumption; longer working life for the compressor; no wear on the panel, unlike sliding doors.

Storage. As well as displaying gelato, when closed the display cases also acts as a chiller cabinet.



Since 1962



Fifty years for innovation

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Fax +39 0721 201773
www.ifi.it - info@ifi.it

INDUSTRIE IFI

studiospericomunications&graphicdesign

THE MOST ADVANCED TECHNOLOGY FOR THE GELATO WORLD TOUR

From the 3rd to the 5th of May, the media from all around the world were in Rome to film the first stage of the Gelato World Tour, an event devoted to the highest expression of artisan gelato, with a record attendance. To display and conserve the gelato during the event, 12 Iffi display cabinets were chosen, all fitted with hermetic closure systems. To be precise, the models selected were the Tonda, Lunette, Screen and Cloud cabinets (the latter 3 fitted with HCS).

The 16 competing master gelato makers were unanimous in their praise of the display cabinets. While the Tonda confirmed itself as a cabinet that is quite exceptional for its appeal, conservation capability and ergonomic design, it was interesting to hear the opinions of those who used the display cabinets with the HCS feature, beginning with the top prize winners themselves. The winner, Francesco Mastroianni (who used a Lunette), praised the “even conservation, and the convenience of the closure panel which, unlike a sliding panel, doesn’t need to be removed and placed somewhere in the premises where it might pick up bacteria”. The other three competitors who qualified for the final in Rimini were of the same opinion, beginning with the silver medallist, Giuseppe Lancierini (who used a Screen), who said that the HCS is an innovation that will be difficult to ignore. Equally significant is the comment by the winner of the Tonda Challenge (in which competitors had to prepare the perfect



60-gram cup), Maria Annunziata Carbè (user of a Lunette): “With its HCS feature, Iffi has invented the egg of Columbus! Forget curtains

and sliding doors - not only because of hygiene, but because they are now so 70s!”.

Besides the improvements in terms of practicality, hygiene and conservation, the gelato makers who were competing appreciated an important feature of the HCS hermetic closing system: the reduced number of defrosting operations calculated over the time when the display cabinet was actually open - a distinct benefit to the quality of the gelato. The next stages of the GWT take competitors to the following cities: Valencia (5-7 July), Chicago (August), Dubai, Shanghai, São Paulo, Sydney and Berlin, before the climax of the final in Rimini (September 2014).



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

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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

AS FROM TODAY YOUR
GELATO PARLOUR
HAS AN UNBEATABLE
PARTNER.

THE FIRST HELLO KITTY
FLAVOUR FOR THE ARTISAN
GELATO PARLOUR.

Hello Kitty



WITH THE PARTICIPATION OF:



LITTLE STRAWBERRY



FRESH MILK



LITTLE YOGURT

OPEN THE DOORS TO A GREAT OPPORTUNITY.

Mec3 is proud to present the artisan gelato Hello Kitty, an irresistible flavour prepared with only natural, high quality ingredients: lots of milk, lots of yogurt and lots of strawberries. But that's not all! Thanks to the brand name Hello Kitty material you will attract lots and lots of children to your gelato parlour. Also teenagers will not be able to resist, without forgetting mothers who are always in search of GENUINE refreshments for their children.



MEC3 The leading company in the world
in Gelato ingredients.

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



The Genuine Company

HELLO GOODNESS!

With an intriguing red bow over her left ear, she won her way into everyone's heart, children, teenagers and adults alike. Mec3 now brings Hello Kitty, the celebrated kitten created in 1974 by the designer Yuko Shimizu, into the gelato shop in the wake of her unstoppable world success.

In the gelato version, Hello Kitty becomes a wholly genuine, nutritious flavour, full of milk, yoghurt and strawberries.

The Hello Kitty gelato is 100% natural, has no added colourings, is gluten free (except for the decoshapes), is enhanced by a variegate that contains 85% strawberries, and has a unique consistency. Excellent to enjoy on all occasions, it is perfect for healthy snacks,

tasty desserts to share between friends, and irresistible birthday cakes.

To make the gelato shop even more attractive, Mec3 has devised a series of advertising equipment bearing the Hello Kitty icon: rotating signs, taste markers, window stickers, display poles and external poles.

Hello Kitty comes in a practical kit containing all that is necessary: 10 1.4-kg bags of Hello Kitty base, 10 0.14-kg bags of Hello Kitty variegate, and 1 bag of 112 Hello Kitty decoshapes.

With Mec3, Hello Kitty and her bright world you will fill every gelato display cabinet with a world of fun and laughter!



Medac Cardboard lids. Naturally protective.

Medac, always creative spirit, today enhances its vocation to protect nature and products that welcomes in his cups. In fact, presents to the market its environmentally friendly high quality lids, with and without spoon, born to respect! Medac lids, made of the same material of the cups are customizable with low minimum quantity, ideal for ice cream. For all this, Medac protects quality of your product and environment!

From today a more
complete range



EVEN MORE COMPLETE

Medac has expanded its line of gelato cups with the new WP1000 container, to meet emerging market demands with skill and professionalism. The cup's capacity is approximately 1.176 ml and it's also available with a cardboard lid (model CB1000). Special attention is paid to the client's aesthetic requirements. The lid's ring is available in a big range of colours (black, blue, white, cream and gold). Both cups and lids can be customised with a little minimum quantity.

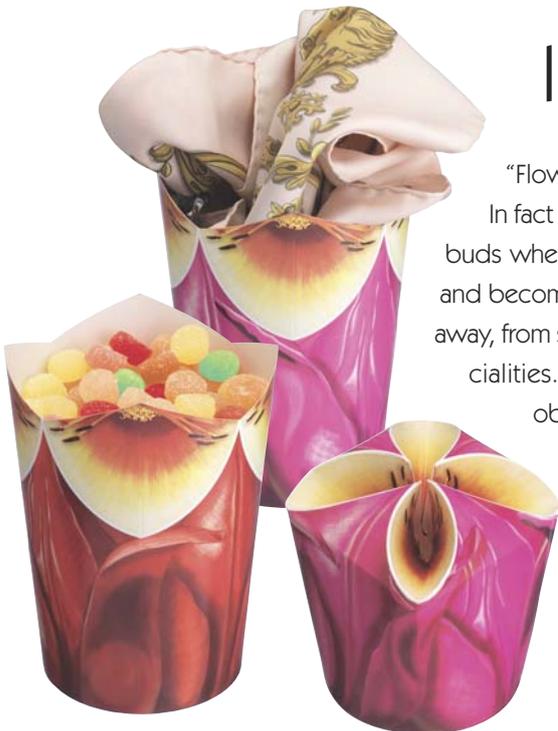


New WP1000 container is the ideal complement to Medac's product line, which today features an ample selection of gelato and drinking cups in many different size. Products are also offered for various occasions and uses: chips paper cups, coffee and hot drinking line, yogurt cups, gelato cups currier, paper cone sleeves, crepe paper box, popcorn containers, food containers, hot paper save wrappers and lids.

IT'S ALWAYS SPRING

"Flower" containers are one of the more advanced Medac design successes. In fact they actually undergo a real metamorphosis: they appear as fresh flower buds when they are closed, and when they're opened, they unfold their petals and become a colourful flower. Flower is ready to hold any type of food for take-away, from sweet pastries to savoury foods, and including hot or cold gourmet specialities. It's also an unusual container for candies or pralines or for various objects, like scarves, necklaces and bracelets.

In keeping with the eco-friendly designs Medac has featured for years now, Flower is made of cardboard from virgin cellulose pulp, a material that can be regenerated to make an excellent packaging paper to be recycled with a low environmental impact.



MEDAC

Modello casual da passeggio



protegge la qualità, rispetta l'ambiente



gestione forestale responsabile



A SUCCESS STORY



Medac story covers more than half a century of technological conquests in the world of food containers. Since 1960, when Carlo Mendozzi founded the company in Salerno (Italy), Medac has grown exponentially within Italy and beyond its borders, and producing many innovations. In 1977 it was the first company in Italy to introduce the use of coated paper, which was followed by the application of offset printing in the production cycle. Encouraged by this great dynamism, daughters Francesca and Paola have for years now been supporting their father Carlo in running the company. Medac inter-

nally developed the entire production process, implementing quality management systems for the environment and for corporate social responsibility in compliance with the ISO 9001, ISO 14001 and SA 8000 standards. The company has also achieved CoC-FSC (Chain of custody - Forest Stewardship Council) product certification to ensure that the wood used to produce paper comes from forests managed according to universally approved criteria for safeguarding the environment. This certification also ensures economic protection for workers and local populations in line with the principles of sustainable development.

Long aware of the importance of communication as a marketing strategy lever, Medac pays the outmost attention to the potential of the more advanced information



technology's tools. It recently overhauled its Web site, making it as fresh and colourful as its product line. It is a veritable interactive display window that stresses easy browsing, to enable the visitor to quickly consult the company catalogue and find all information desired.

AUTHENTICALLY NATURAL

Medac has put all of its environmental commitment into its new line E-cup, gelato and drinking paper cups biodegradable and compostable. These new eco-friendly containers are made of cellulose from FSC-certified forests. Paper is coupled with a film made from renewable sources. The 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, thereby enhancing his logo through a product that is seriously eco-friendly.



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

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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 Gianduia Amara (bitter gianduia) 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

Show Box Che spettacolo!



è un marchio di CLABO GROUP S.p.A.
infoweb@orionstyle.com - www.orionstyle.it

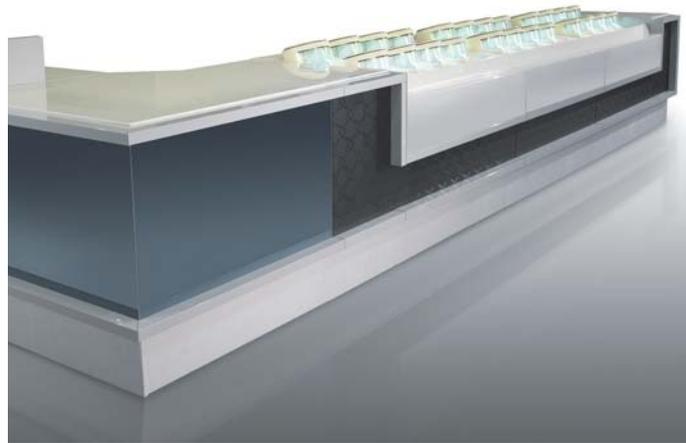
ORION

SHOW BOX, WHAT A SHOW!

A true revolution which Orion presents on the market of traditional gelato shops: the only gelato tank counter, that conserves the product following the best tradition, but

in the meanwhile also shows the gelato in all its beauty (patented system). Not only that, Show Box facilitates the way to work because the storage cylinders are inclined at 20° and the refrigeration system has been designed to work 24 hours 24 without being turned off.

Show Box puts an end to the eternal dilemma between perfect stor-



age and display needs, combining the need to preserve the freshness and fragrance of your gelato, and the need to expose the product so that it can be seen, watched, observed, admired and desired.

Showcase or tank counter? Simply, Show Box!



A TRADEMARK OF CLABO GROUP

Orion was born thanks to the idea and the commitment of Eng. Claudio Bocchini, who led with growing success the "Family" brand in the entrepreneurship of furnishings and refrigerated display cabinets for catering and restoration.

Orion, a brand specialized in the manufacture of showcases in series, is the best known brand in Europe, thanks to the

production of more than 5000 cabinets each year, offered worldwide. Fundamental, in this scenario, also the contribution of a well structured and competent sales network.

Among the technological innovations of Orion, the introduction of spherical double glass and the opportunity to exhibit in a single showcase products requiring different

holding temperatures.

As always, Orion aims to offer to professionals of gelato and pastry showcases that are an expression of high-performance technology and aesthetics.



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.



PERNIGOTTI



Hicream

creamy temptations



PRODOTTI STELLA S.p.a. via 4 Novembre, 12 Altavilla Vicentina 36077 VI Tel. +39 0444 333600 Fax +39 0444 370828
www.prodottistella.com info@prodottistella.com  Prodotti Stella TV 



WELCOME TO THE WORLD OF SEDUCTION

Would you like to enter a world of creamy seduction? Then close your eyes and let yourself be tempted by Prodotti Stella's Hicreams.

Versatile, tasty and delicious creams: cocoa, hazelnut, dark and white chocolate, pistachio, lemon cream... Hicream can tempt every palate!

The Hicream range includes: Nutgel, the classic one, with hazelnut and cocoa flavour; Nutgel Cocoa, dark colour and intense flavour; Nutgel Black, dedicated to the lovers of dark chocolate; Nutgel Brownies, with hazelnuts, cocoa and brownies; Nutgel Pistachio, with real pistachios in pieces; Nutgel White, with white chocolate; Nutgel Lemon Cream, like lemon custard; Nutgel Mucho Gusto, milk chocolate with crunchy wafer pieces.

Our Hicreams are very easy to use in many different recipes. Pour the Hicream directly into the gelato tub and taste it pure, or variegate your gelato with Hicreams, they will always remain soft and creamy



in the gelato showcase.

By adding milk or water you can prepare a mousse; by alternating layers of gelato with layers of Hicream, you can create a "cremino", with infinite flavour variations. Try them to variegate your frozen yogurt or to enrich your cakes.

Hicream represents a real source of ideas for your business: let your customers taste Hicream, and they will never let it go, since Hicream is... addictive!



PRODOTTI STELLA

frozz **yo**



www.fisguit.it



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Prodotti Stella TV

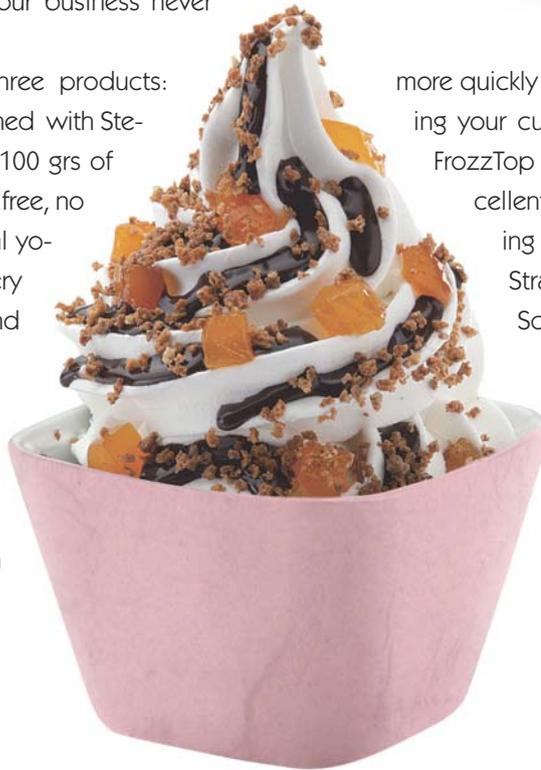


ENJOY NEW CREATIONS WITH FROZZYO

Fresh taste, creamy texture, delicious, soft, creative and easy to use... this is not a gelato, its name is FrozzYo, the frozen yogurt by Prodotti Stella.

Enter this creamy world and you will enjoy it! FrozzYo can be tasted on many occasions, as a snack, a meal or a dessert. It is healthy and light as it is rich in calcium, with a low fat content. FrozzYo can be customised according to your flavours and it is perfect with fresh fruit, decorations and sauces. It is suitable for everyone and, what's more, it is superior in every season, good in summer and tempting in winter. Your business never stops.

The FrozzYo range includes three products: FrozzYo Zero, sugar free sweetened with Stevia, only 67 calories per each 100 grs of products; FrozzYo Natural, sugar free, no emulsifier and thickeners for real yogurt lovers; FrozzYo Creamy, very intense and creamy for a rich and indulgent tasting experience. There are many more decorations and fillings, specifically formulated to enrich your FrozzYo. Thanks to the FrozzTop line, you can decorate much



more quickly and with no product waste, attracting your customers with always new recipes.

FrozzTop is really made for yogurt thanks to excellent fluidity and intense flavour, enhancing the creamy taste of yogurt. Little Strawberries, Sour Cherry, Orange, Scroky, White Chocolate; crunchy, soft, smooth and with chips. With FrozzTop you can unleash your fantasy every day!

What are you waiting for? Enjoy new creations with FrozzYo, just make the difference.

PRODOTTI STELLA



TADDIA

la Passione per il Gelato



TADDIA
coccola il Gelato

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

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

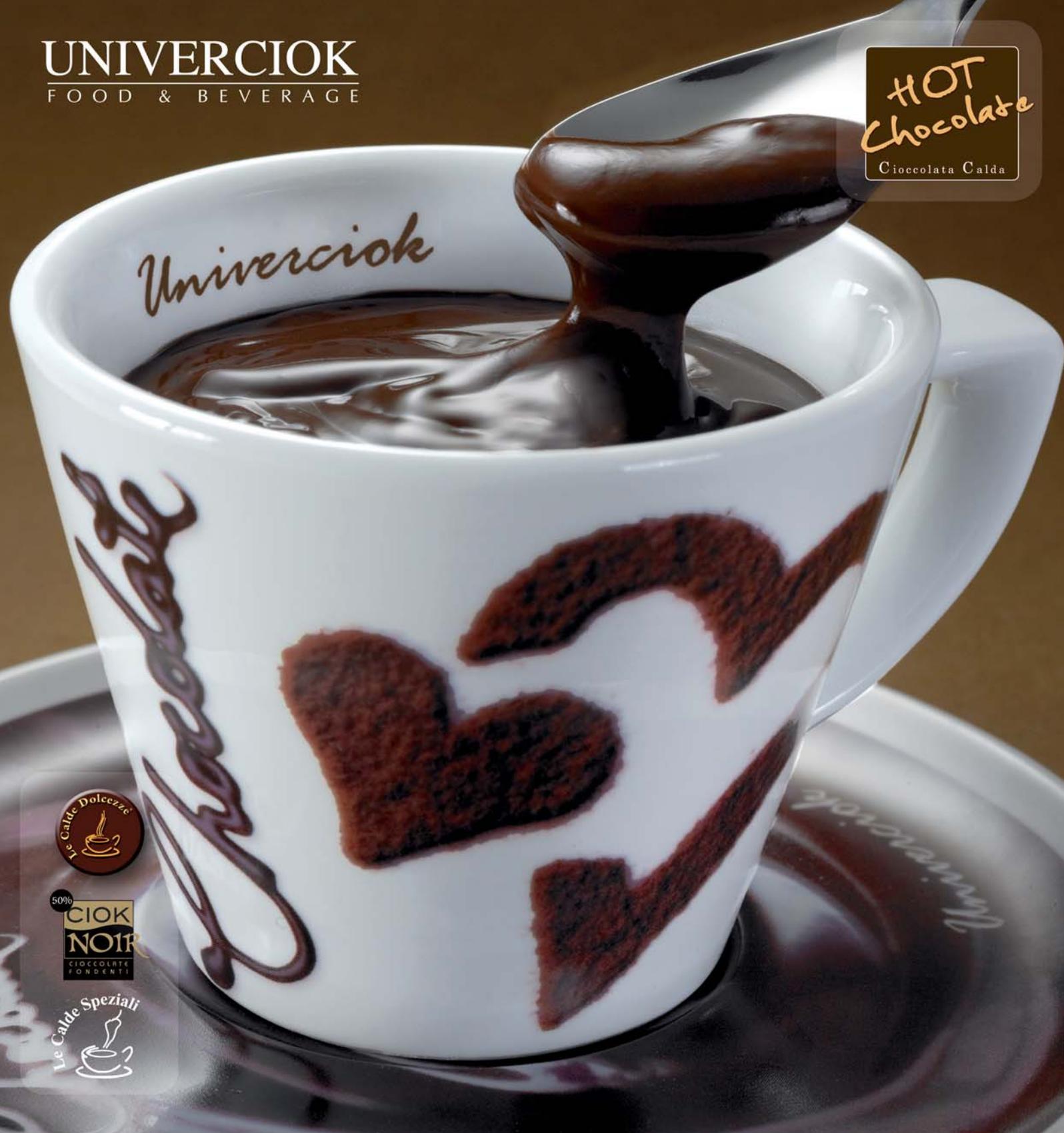
The cups for hot and cold drinks incorporate Taddia's solid know-how built up over more than 70 years experience. The company was founded in the mid-1940s, with the first cups made of normal paper, with a wooden disk pressed into the base. In the 1960s the first semi-automatic machines were introduced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

UNIVERCIOK S.r.l. str. prov. 181, n.11 • Merlino (LO) • ITALIA

Tel. 0039 02 90669148 • 0039 02 90669127 • Fax 0039 02 90665077

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**



Produttori dal 1983

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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.

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

MASTER:

AREA MASTER FRANCHISEE
LICENSE AVAILABLE
(confidential negotiations)

info:

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



YOGHURT MADE IN ITALY

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

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

IN EXCELLENT HEALTH

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



YOGORINO



NEW YORK CITY
59th Summer Fancy Food Show
JUNE 30 - JULY 2, 2013

Exhibit in North America's Premier Showcase for the Specialty Food & Beverage Marketplace

Back in New York City

- **Big Names, Top Buyers** - The must-attend event for the top names in retailing and foodservice, including Whole Foods, Bed, Bath & Beyond, and many more.
- **Motivated Buyers** - An impressive 85% of all attendees either authorize or recommend purchasing decisions. Highlights of the attendee mix:
 - Specialty food retailers: 9.3 percent
 - Foodservice buyers: 16.3 percent
 - Distributors to retailers: 8.1 percent
 - Importer/Exporters: 6.2 percent
- **Unparalleled Press Presence** - Attendance from top media outlets from around the world including *The New York Times*, Fox Business News and *O, the Oprah Magazine*.

FOLLOW US ON:



Share your experience at the Summer Show with the hashtag #SFFS13

Reserve your booth today!



UNIVERSAL MARKETING

Viale Palmiro Togliatti, 1663 • 00155 ROMA
Tel. +39 06.40802404 • Fax +39 06.40801380
e-mail: universal@universalmarketing.it
www.universalmarketing.it

SPECIALITY FOOD AND BEVERAGE

Summer Fancy Food Show, North America's Largest Speciality Food & Beverage Event will be in New York City from June 30 - July 2, 2013. The event will present 180,000 products including confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more, offering the chance to connect with 2,400 exhibitors from 80 countries and regions.

At Summer Fancy Food Show are scheduled educational seminars and tours addressing the basics of speciality food, social media marketing and other topics important to manufacturers, foodservice and retailers. All the

sessions are hosted by experts in the speciality food industry. Business Builders 1-to-1 is a special program designed to give the professionals the opportunity to meet with Fancy Food Show exhibitors in pre-arranged ten-minute meetings held on the Saturday before the show floor opens.

The Specialty Food Association presents Keynote and Sofi Awards Ceremony. This year's

finalists will be in the spotlight at the gala red-carpet awards ceremony at the Summer Fancy Food



Show as they await the big news to be announced by internationally acclaimed chef Marcus Samuelsson, who will deliver the keynote address and announce the winners of this year's awards.

Partner for the Italian companies wishing to attend at Fancy Food Show is Universal Marketing, which represents international trade fair organisations by promoting major worldwide events throughout Italy. Universal Marketing is mainly active for sectors from food and beverage, hospitality and restaurant and hotel equipment, home textiles, giftware, jewellery, handcrafts, furniture

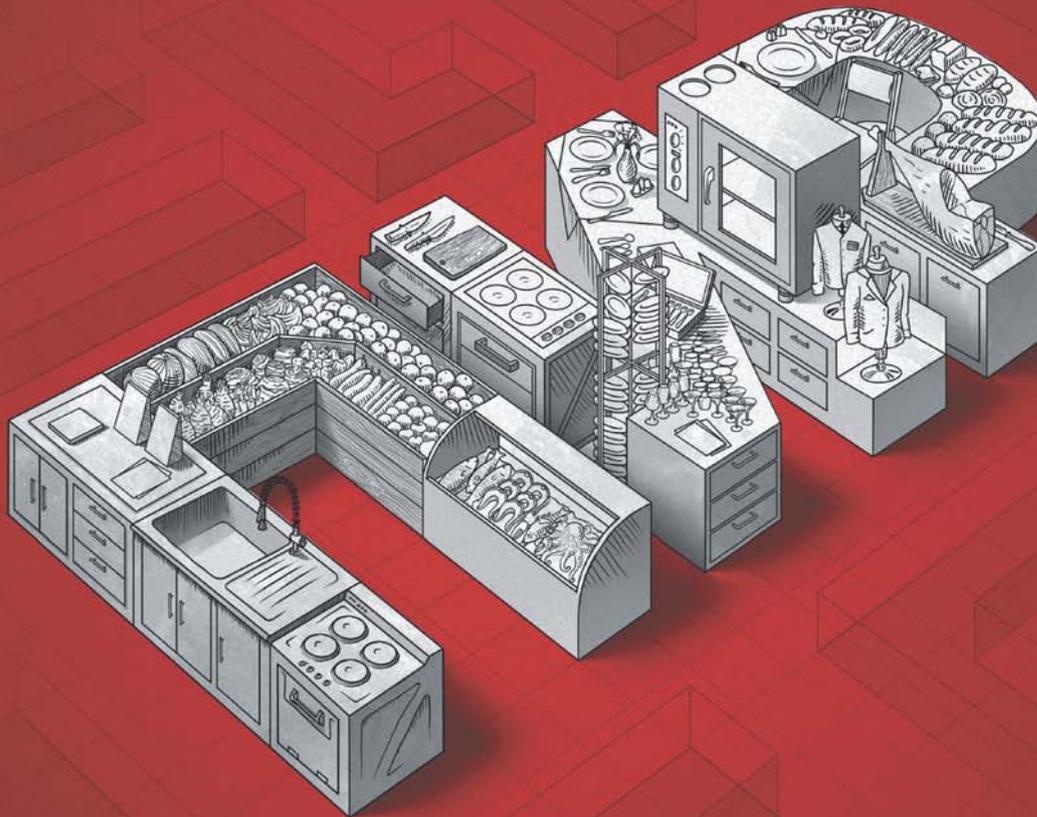
and furnishings, stationery, fashion, garden and outdoor living, cosmetics, body care, building to tourism. The company is the exclusive Italian agent for exhibitions in the following countries: United States, Canada, Argentina, China, Japan, Russia, Ukraine, United Kingdom, Portugal, Spain, Germany, France, Belgium, Denmark, United Emirates, Turkey and India.



UNIVERSAL MARKETING

16th international exhibition
for the restaurant
business professionals

ПИР



www.pir.ru

October 1-4, 2013
Moscow, IEC Crocus-Expo



General partner



Strategic partner



Co-organizer of events



Official technical partner



Official partner of the forum
"Bakery and confectionery"



Official technical partner in inventory



Technical partner



Official technical partner in inventory



Partner



General information partner



General Internet partner



Main Internet partner



Official representative of the exhibition in Ukraine



Media partner

MEET THE CULINARY TRENDS IN RUSSIA



International Exhibition PIR - the largest fair for the HoReCa sector in Russia and CIS countries - will be held from 1 to 4 October 2013 in IEC "Crocus Expo", Moscow. The expo will become once again a meeting place for restaurateurs, chefs and confectioners, suppliers, distributors, investors and all those who are willing to keep up with the latest trends of the restaurant business and culinary trends. Over 850 companies from different countries will participate. The exhibition will demonstrate industry novelties, introduce the leading manufacturers and suppliers of professional equipment, food and drinks, utensils, furniture, textiles, and present the most interesting projects in the restaurant services sphere.

Every year internationally acclaimed experts of the market take part in PIR. Among them are successful restaurateurs, famous chefs, managers of reputed HoReCa companies. A unique business program, which includes conferences, round tables, business seminars, individ-

ual consultations and presentations, is formed in collaboration with them. Educational cooking classes are organized with the assistance of the National Guild of Chefs and vivid competitions are supported by the Academy of Culinary Arts Exclusive.

The key feature of the exhibition this year became one common theme: Russian cuisine. This theme will be traced throughout most of the key events of the exhibition, such as the 6th International Kremlin Culinary Cup, the 4th "Student PIR" the 11th All-Russian Culinary Congress. On the main stage Central Arena in addition to the practical master classes from the world leading chefs, professionals, who actively promote Russian cuisine, will also give master classes presenting their individual vision of traditional dishes and modern trends.

The exhibition will also include the following thematic forums: "Bakery and confectionery", "Business", "Catering", "Meat and fish", "Education. Staff. Career".





International
Exhibition of
the Hospitality
Industry

fieramilano
Italy
18-22 Oct. 2013



Gelato/Pastry

Download our App



ANDROID



APPLE

www.host.fieramilano.it



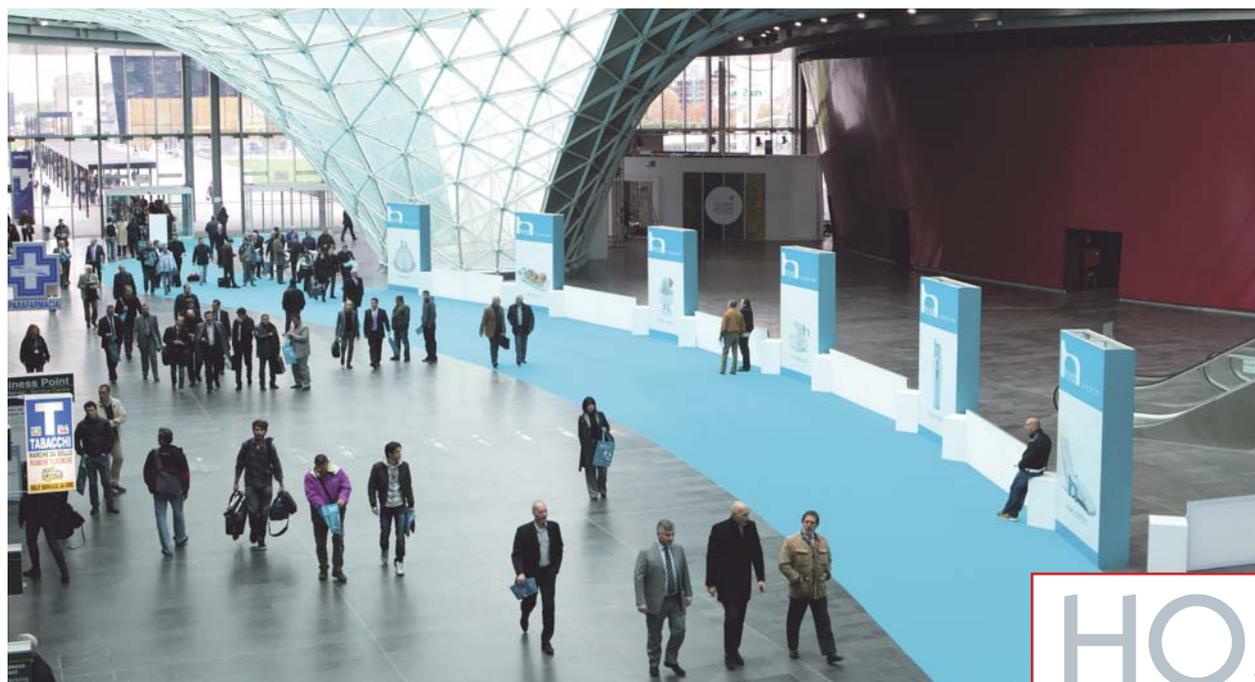
HIGH CLASS ENCOUNTERS

Host 2013, the International Exhibition of the Hospitality Industry scheduled for 18-22 October at the Milan Trade Fair Centre (Rho, Italy), confirms its role as an international focal point for business and innovation in the world of hospitality, refreshment and catering. The exhibition space will have twelve pavilions covering three main areas: professional catering, with bread-pizza-pasta; food service equipment with bar/coffee machines and a tea section, plus gelato/pastry; and furniture and tableware. There will be over 1,600 exhibitors, 40% of them from abroad. Demonstrations and competitions, cooking shows and tastings will form the background to a rich programme of lectures and seminars. Among the stand-out features are the large events area called Extraordinariamente Host, which will showcase new developments in the cuisine, pastry, gelato and bread-making sectors. Four prestigious exponents of the art of desserts will offer cooking shows - Gianluca Fusto, Iginio Massari, Salvatore De Riso and Luigi Biasetto.

In the events area called Sweet World, the curtain will rise on a world record attempt to create the greatest number of artisanal fruit gelato flavours ever. The attempt on the record will be coordinated by Gat (the Associated Gelato Makers

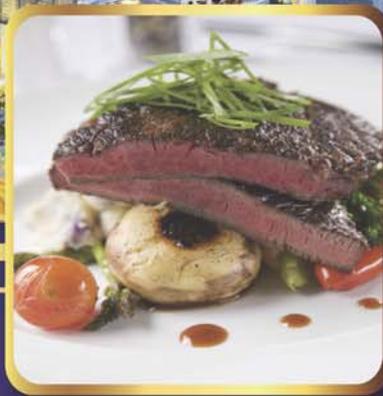


of the Triveneto Regions) and its President, Filippo Bano. The pastry forum will be animated by masters from Fip (the Italian Federation of Pastry, Gelato and Chocolate Makers), champions who between them have collected over 580 medals. They will be responsible for producing an impressive Art Gallery with the live creation of sculptures in ice, sugar and chocolate, sculpted vegetables, and sculptures of butter, bread... The forum will also contain expert explanations on a variety of subjects such as the chemistry and processing of foods, marketing, innovations in equipment technology and the organisation of work.



HOST

The 17th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries



CHINA'S GLOBAL FOOD & HOSPITALITY EXPO



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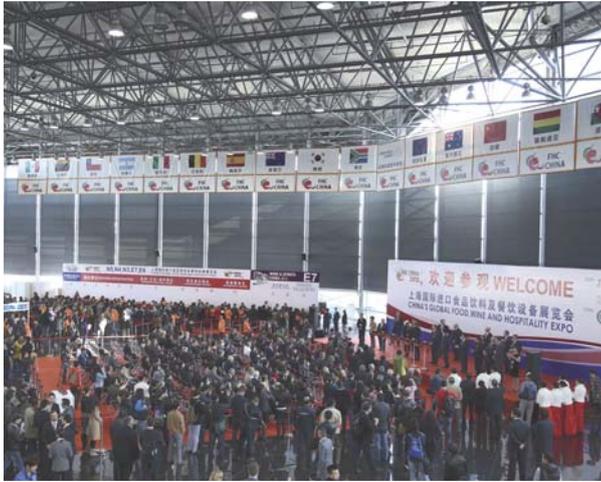
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INCORPORATING



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 reference 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.



FHC CHINA

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

 **LONGARONE
FIERE
DOLOMITI**

 MIG sostiene la
**GIORNATA EUROPEA DEL
GELATO
ARTIGIANALE**
24 MARZO

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.



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ALL NUMBERS OF SUCCESS

The history of Sigep is one of exponential success ever since its inauguration on 17 January 1980. Created at the suggestion of gelato makers belonging to the associations of artisans, who were pushing for an event to support their work, the first Sigep witnessed the participation of 180 enterprises from the gelato and confectionery sector, displaying over a surface area of 9,500 sqm, with 30,000 professionals attending. At the very first edition, the idea of having a rich programme of spectacular events running parallel with the main exhibition immediately proved to be a winner. Thus, at that first expo, master pastry chefs took part in a competition that saw them produce monumental confections depicting the major architectural monuments of Italy, while 138 gelato makers vied with one another to elect the new tastes of the summer of 1980. Now more than ever, the secret of maintaining the very highest standards in the collateral events is the superb organisation, which ensures the whole-hearted, active collaboration of the most important artisan associations for the various sectors. The statistics have continued to demonstrate the success of Sigep. Thus the 34th Expo, held in 2013, welcomed 144,803 professional visitors (+ 18% compared with 2012), with 1,000 enterprises exhibiting over an area of 110,000 sqm. The number of foreign visitors, 26,247 from 140 different countries, represented a 10% 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

In the middle of difficulty lies opportunity.
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Albert Einstein



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25 YEARS OF GROWTH



In more than 25 years of its history, Pa.Bo.Gel. (the International expo of baking, pastry, gelato, catering, food, pizza, fresh pasta, beer, wine, bars, cafés and other relevant businesses) has consolidated its position as a unique international expo in the agroalimentary sector, held in Rome. Ever since its inception, the exhibition's strong point has been the consideration paid both to the visitors, who are what gives the expo its true value, and the exhibitors. The exponential growth of Pa.Bo.Gel. has culminated in the decision to shift the latest editions to the district of the Nuova Fiera, the new trade fair centre in Rome, an attractive and highly functional exhibition zone that is easily reached from every point in Rome or the world, given that Fiumicino Airport is just a few min-

utes away. To visit or exhibit at Pa.Bo.Gel. means having the best of two fascinating worlds: the best of the world of products and equipment for the food sector in general and the wheat chain in particular, and the best possible surroundings - for what other Italian trade fair centre can compete with the centrality of Rome, and with its beauty?

The 2012 edition of Pa.Bo.Gel. was a resounding success. Visitor and exhibitor numbers were extremely good, and great satisfaction was felt by the organisers, the visitors, and especially the 350 Italian and foreign companies exhibiting. The 25% increase in visitors over the previous expo is a confirmation of the trend of Pa.Bo.Gel. to grow, and the 2014 expo has everything in place to convince that further growth is on the way.

The next edition of the expo is scheduled from 23 to 26 February 2014.



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The third edition of the A.B. Tech Expo (the International Exhibition of Technologies and Products for Bakery, Pastry and Confectionery), which for the first time this year was held simultaneously with Sigep, concluded with all the signs of a resounding success. It was confirmed that the next edition of the expo will be brought forward to 2015 (17-21 January), and thus it will become a biennial event. The decision fully reflects the satisfaction of those operating in the chain of “the white art”, who were able to witness the perfectly integrated match between the inventive craft of the artisanal and the technology of Italian manufacturers, pre-eminent among the principal brands of Europe.



A.B. Tech Expo thus represents an essential showcase for those doing business in the sector. This is where they can find all the new trends in production and consumption, new formats for retail premises, and new concepts of marketing. More than 150,000 visitors are expected at the A.B. Tech Expo in 2015. Particular prominence will be given to industrial processes, while the expo will still continue to promote the unique values of artisanal production. Central to the event will be the themes of food health and safety, in terms of the traceability of the production chain from the raw materials onwards. Also among the main themes it will be technological innovation and sustainability, key elements in the development of international markets.



A.B. TECH EXPO



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TRADE FAIRS AROUND THE WORLD

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

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

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SERVICES OFFERED

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



The Sheikh visiting Gulfood 2013.

COLLECTIVE REPRESENTATION

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

PLUS

The Organizzazione V. Caselli is involved in the organisation of numerous trade fairs for the agro-alimentary, catering, and hospitality equipment sector. Some of these events take place in Europe, but most of them are concentrated in the Middle East and South-East Asia, where the greatest growth in Italian agro-alimentary exports is anticipated. In particular it should be remembered that 2015 will see the barriers come down between the ASEAN countries (Myanmar, Brunei, Cambodia, the Philippines, Indonesia, Laos, Malaysia, Singapore, Thailand, Vietnam), which will become a single market formed of 10 countries, with 600 million consumers.

A Trade Fair agent ensures efficient service through all stages. This is tangible benefit accruing to the client through every action performed by the Organizzazione Vittorio Caselli.

The Italian Pavilion at FoodAsia 2012.



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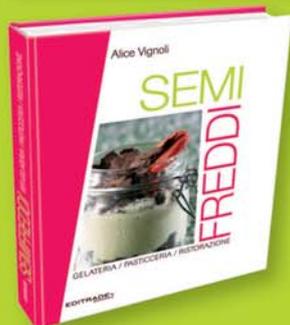
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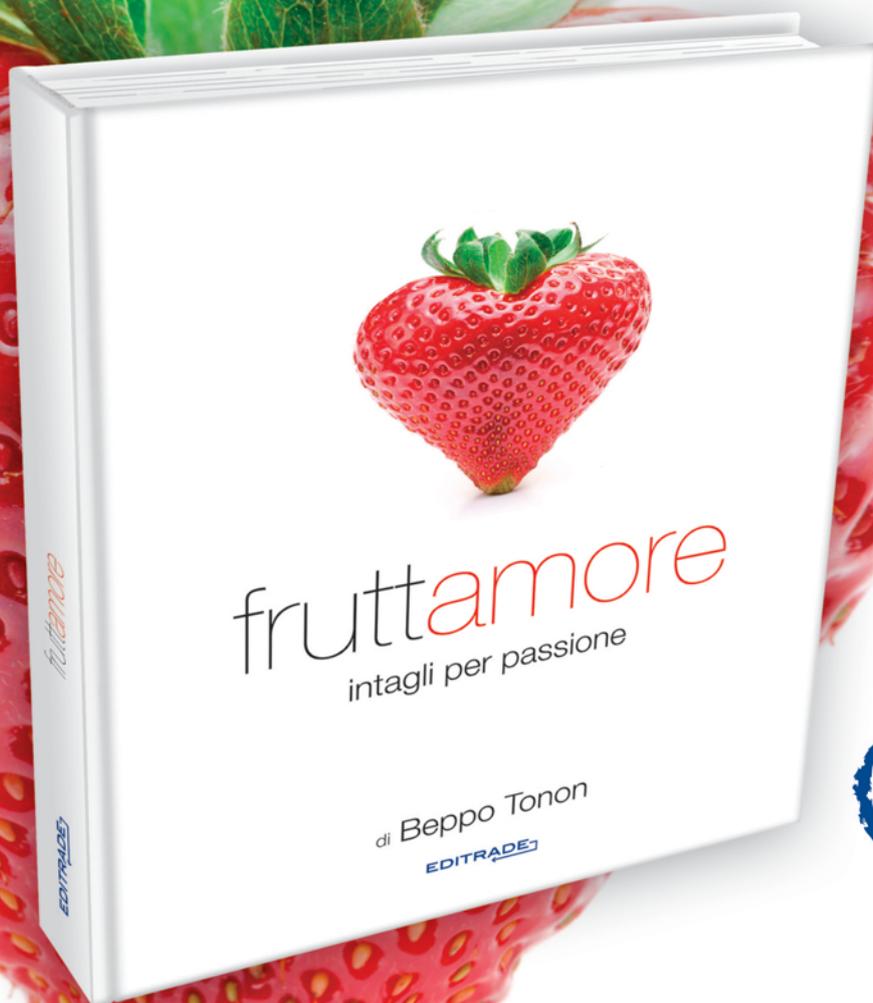
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