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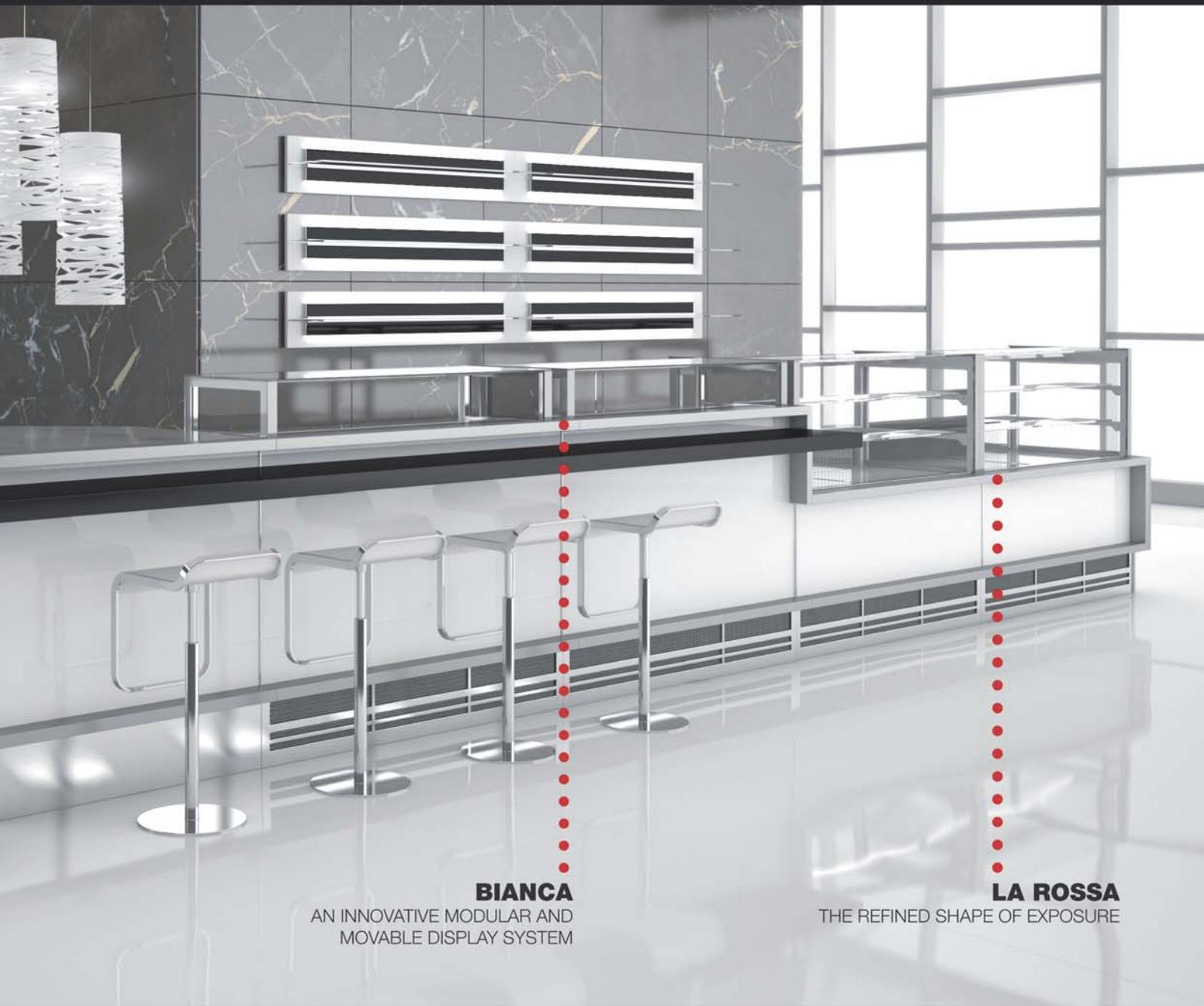


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The first signs of a recovery are becoming visible in Europe and even in Italy. A number of regions in the world are moving quickly, experiencing strong economic growth. 2014 will be a difficult year yet filled with opportunities.

“Made in Italy” continues to grow in popularity wherever it is able to gain footing. Anything that has to do with food, flavor, and tradition has become fashionable and is sought after by international consumers from the four corners of the globe.

We are on the threshold of an important world event which will be held in Milan, Italy: Expo 2015. The restaurant and confectionery trades are preparing for the exhibition by developing numerous initiatives. Italy will surely astonish the world.

In the meantime, puntotaly is continuing its roadshow, participating in all those international exhibitions where it can disseminate Italian excellence. First was Sigep in Rimini, followed by Gelatissimo in Stuttgart, Gulfood in Dubai, and then onwards to Rome, Singapore, São Paulo, New York.

So if you want to visit us you’ll find us in these cities at the trade fairs or at our website, www.puntoitaly.org. We wish you all a successful 2014!



Franco Cesare Puglisi

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LIGHTS AND SHADOWS

Gelato trends according to the presidents of the gelato trade associations.

What was the most important event in 2013?

“Without a doubt it was the celebration of the first European Artisanal Gelato Day, on March 24th,” says Ferdinando Buonocore, president of Artglace. “Besides the nine countries represented in Artglace (Austria, Belgium, France, Germany, Italy, Holland, Portugal, Czech Republic, and Spain), gelato shops in Great Britain, Poland, Greece, Hungary, Argentina, United States, Canada, and India joined in the celebration. For the first time we saw a global mobilization focused on a single purpose and centered on a single flavor, European Fantasy.” Vittorio Bartyan, president of Acomag, agrees. “With the establishment of the European Gelato Day, the European parliament invited member states to support the production of quality artisanal gelato. European regulations aim to guarantee food quality, and artisanal gelato represents a level of excellence in this field. In addition, consumers are increasingly opting for healthy foods, more nutritious and enjoyable, using methods that do not adversely affect the environment. Not to mention that the trade employs around 300,000 people in 50,000 shops throughout Europe, generating business worth hundreds of millions of euros.”

“For our association,” observes Fabrizio Osti, president of Aiipa, “the most important event was surely the agreement reached with DeFens-Politecnico di Milano to establish a research program dedicated to artisanal gelato. The project is managed by a group of researchers who will remain focused on our product over time, something that has never happened before. The data obtained will be useful to everybody in the trade, especially gelato artisans.”

What about 2014?

“The first half of 2013 in Italy was difficult because of bad weather,” recalls Osti. “If the weather is nice there should be some improvement. Also, the new law regarding payments is now better understood so there shouldn’t be the abrupt starts and stops in purchasing we saw in early 2013.” Bartyan notes, “There is reason to be optimistic in 2014, thanks to

What initiatives will distinguish the second European Gelato Day? The flavor for 2014 is “European Stracciatella,” with fresh orange juice, from blood oranges if possible. The price will be set in each country and the national presidencies will communicate their decisions during the conference at Sigep. All events will be published in the Multimedia section of the Artglace website. As in 2013, cups will be made of

100% biodegradable and compostable material. It will be possible to reserve/buy the second Gelato Day kit at the G.A. stand at Sigep. And up until June the shops that participate will be listed free of charge in Cosmobile’s AppGelato.



Ferdinando Buonocore, president, Artglace.

trends developing in all points of the supply chain. Companies that export are managing their activities more effectively. For those who have difficulty exporting because of the product they sell, like furnishing companies, the economic conditions are clearly very challenging. Gelato shops in Italy and abroad should see stable earnings, ingredient suppliers and soft-serve machine manufacturers will have positive growth, while producers of equipment, furnishings, and artisanal gelato machines will see a slight drop.” Buonocore adds, “Until today, artisanal gelato shops have gotten through the economic slowdown by drawing on financial resources that are now practically depleted. Any recovery will depend on the level of attention that national governments give to the trade, an essential condition for jumpstarting growth in this business. Otherwise we will witness the gradual yet inevitable ageing of human and technological resources, and consequent flight of young talent towards more florid markets.”

Every year new sugars are developed and put on the market. What are the prospects for this trend?

The gelato ingredients sector is the most innovative business of the supply chain, and sugars are one of the ingredients to which most research is dedicated. DeFens is studying how to use trehalose and honey in gelato, from both chemical and sensory points of view. To reduce sugar levels most compa-

nies in Aiipa are turning to Stevia, grape sugar, or agave syrup for structure and sweetening. Our research seeks to find answers in a changing world, both inside and outside the gelato shop.



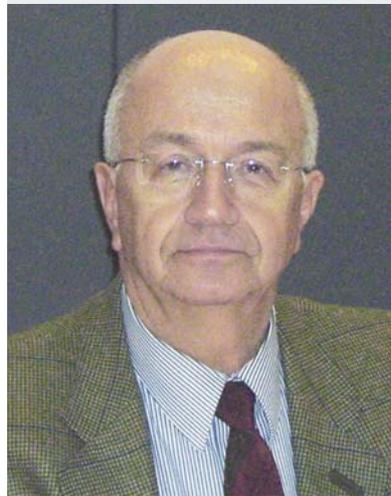
*Fabrizio Osti,
president, Aiipa.*

A suggestion for those looking to open a gelato shop around the world.

“Rely on local ingredient suppliers”, suggests Osti. “Our companies often have strong networks in the various countries and the distributors know their markets and local food laws. Another suggestion: make Italian gelato, using our flavors, our bases, and our excellent flavoring pastes. Conforming to local flavors and products is an error that doesn’t help develop the market or to spread Italian gelato.” Buonocore advises, “Opening a gelato shop abroad is a decision that should be considered very carefully, calculating risks and understanding that you need to take a leading role in your future and not simply blending in as an immigrant.” Bartyan concludes, “Any business has a philosophical component that has to be tackled and developed, but in the end it’s the numbers that count. It is essential to obtain a perfect knowledge of regulations and laws that pertain to every aspect of the gelato shop.” ●

What’s the most promising market for gelato machines?

“For sure the core business for Italian manufacturers is in Europe, even if it is a mature market. My idea, though probably counter to current trends, is that in the medium term there will be growth in the Americas. On the other hand, I don’t foresee much growth in large Asian markets, although they must continue to be cultivated.”



*Vittorio Bartyan,
president, Acomag.*

THE RIGHT BUSINESS ENVIRONMENT

In its simplicity, the Mig trade show in Longarone is a key meeting place for gelato artisans. Oscar De Bona, president of Longarone Fiere Dolomiti, comments on the results of the latest edition.

What was the distinguishing characteristic of Mig 2013?

W Last December's Mig was truly a great edition. Every aspect of the exhibition was successful, not only for the increased number of visitors, but most of all for their quality. There were fewer members of the general public on Sunday and many more gelato artisans. I think that our new communications strategy and the number of events held in 2013 were keys to this success. And then let's not forget the key characteristic that makes Mig special: it's a trade show with a soul, uniting people from the artisanal gelato world. The atmosphere you breathe among the pavilions is unique, different from the air at the larger exhibitions that obviously focus more on commercial aspects. So once again this environment proved itself in helping to develop interesting relationships.

Which initiatives were most popular?

Following up on the establishment of the European Day of Artisanal Gelato which kept us quite busy with the European Parliament, we presented "Local Gelato". The goal of this initiative is to promote the use of local Italian products, a strategy that we feel fulfills the spirit of the parliament's declaration that underlines the local values brought out by ar-



tisanal gelato and to give artisans another weapon in their arsenal. Mig also included initiatives aimed at creating jobs in gelato shops. For example, Uniteis had a project matching supply and demand for the German market.

Pro 2 Ma.Ri. organized seminars focused on the subject of gelato shop startups abroad. Particular attention was given to Brazil, where Mig can act effectively thanks to the strong presence of Italians from the Veneto region in many regions of that country. This year we inaugurated the "Innovation Mig Longarone Fiere" prize which was jointly developed by Aiipa and Acomag to recognize the companies that over the course of the year presented original and innovative products, ideas, and services for artisanal gelato shops. Gelato is a product that incorporates a high level of added value thanks to the artisans who produce it, but they need the support of industrial activities that guarantee a sure level of excellence, especially for machines and ingredients. And Italy is the best at this!

How has the profile of the average visitor changed in recent years?

Mig has increasingly become a true reflection of developments in the world of artisanal gelato. In fact, the average visitor is a gelato artisan, having all the typical personal and professional characteristics. And this distinction is important. Often what emerges at Longarone is the personal side of the artisans and their relationships with others, with their customers, and, if I may say so, with the products they use in their trade. Over the years more attention has been given to natural products, probably because they are more requested by consumers in the shop, and so there is more focus on quality. I think there is also more clarity on the role of the gelato artisan. I saw highly motivated people attend seminars on startups, asking where and how to be trained. There is also much more competence when it comes to products and their quality. In this sense the role of a trade show like Mig, a place and time for meeting and debating, becomes much more important. It is this more clearly defined characterization of the gelato profession that has marked the exhibition's evo-



lution over recent years. This is true both for Italian artisans and those visiting from abroad, who come knowing that they will find the true gathering place for artisanal gelato.

What initiatives will Longarone Fiere be promoting in support of the second European Gelato Day?

Over the years, Longarone Fiere has worked hard with the artisans of Artglace to institute the European Gelato Day. Now, however, it is up to the national associations in each country of the European Community to muster their abilities and the professionalism of their members to promote the event in each country. We will be working on the project "Local Gelato," which we see as a logical continuation of what has already been done. For gelato artisans it is an effective marketing tool that provides each shop with the chance to distinguish itself and to propose a unique gelato. In this way the gelato shop fulfills an important economic role, by becoming an outlet for local agricultural products and tying the shop into a network of relationships and exchanges having an economic value that hasn't yet been fully explored.

How did you commemorate the 50th anniversary of the Vajont dam disaster?

The 50th anniversary of the Vajont disaster was commemorated in many different ways throughout 2013, involving thousands of people, including young people, survivors, first responders who were there in 1963, and current Civil Protection staff. In May, Longarone Fiere hosted a leg of the Giro d'Italia to honor the community hit by the catastrophe. Cyclists arrived at the Vajont dam, and the next leg started from the Fiera complex. During that day we offered to Giro personnel as well as to national and international media some artisanal gelato representing the 12 Italian regions traversed by the Giro, highlighting the local specialties of each region. In the entry gallery, Mig hosted an exposition of photographs provided by the Vajont Foundation, which had been sent over from the European Parliament in Brussels where they had been on display to commemorate the disaster. ●

ALL THOSE PEOPLE!

The Mig international trade show in Longarone (Belluno, Italy), dedicated exclusively to artisanal gelato, saw increased participation at its 54th edition.

A large international presence characterized the 54th edition of Mig, the International Artisanal Gelato Exhibition held in Longarone (1-4 December 2013), as visitors came to see a vast assortment of machines, equipment, ingredients, furnishings, and accessories for gelato.

Almost 27,000 operators and delegations from around 50 countries participated in the trade show. Besides the countries that are always present at Mig, like Germany, Austria, Holland, Spain, and Slovenia, the trade show also attracted professionals from Australia, Brazil, Chile, South Africa, Peru,



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Cremolotta Cioccolotta white

White Chocolate Mousse

Milk Chocolate Mousse

Dark Chocolate Mousse



PANNA COTTA

Quantities: 450 g Dairy Cream - 450 g Milk - 100 g Leggerella - 50 g Caster Sugar.

Bring the milk and the Dairy Cream to the boil. Add the Leggerella and the sugar and whisk all the ingredients together. Pour the mixture into glasses, filling them two thirds of the way up, then chill them in the blast chiller for about half an hour. Finish with Wild Strawberry Ripple and decorate to taste.

Wild Strawberry Ripple

Panna Cotta



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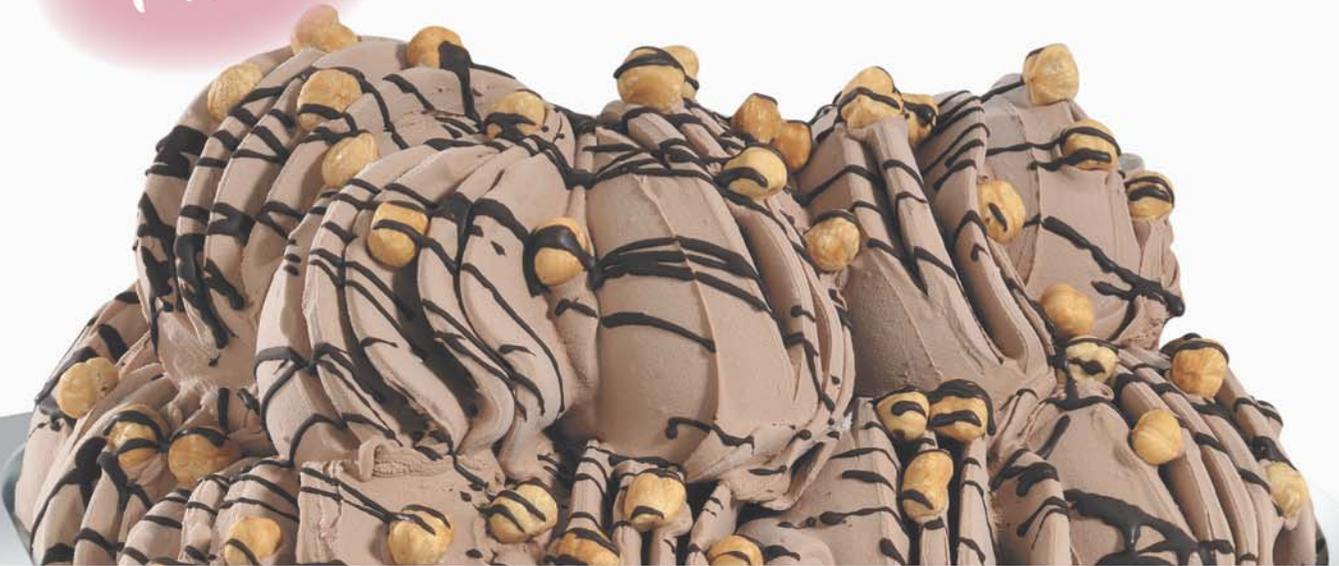
A new gianduia paste with a more characterized cocoa taste. Thanks to special and selected ingredients like almonds, giving a pleasant bitter aftertaste, and hazelnuts granules, you can prepare a very rich in taste gelato.



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Russia, Moldavia, and Ukraine. The events were followed not only by national media like Rai and Radiorai, but also by international media outlets.

Of particular interest was the presentation of the project “Local Gelato Shops,” sponsored by Consorzio Valli del Piave under the aegis of Longarone Fiere. The initiative sought to underline the value of local ingredients throughout Italy and the rest of Europe, following in the footsteps of the second European Artisanal Gelato Day.

IN THE SPOTLIGHT

Contests, competitions, and awards abounded throughout the trade show. James Coleridge from Vancouver, Canada and Donata Bergmann of Santiago, Chile, received the 18th annual

Master Gelato Artisan awards, an initiative that seeks to recognize families or people who have concretely helped to promote and give value to Italian artisanal gelato.

The first edition of the Mig Longarone Fiere Innovation prize was awarded to Babbi in the Gelato Ingredients category for its savory gelato Gourmet Mix, and Ifi in the Machines and Furnishings category for its hermetically sealed Bellevue dipping cabinets. First place in the 44th Gold Cup, featuring milk-flavored gelato, was awarded to Enrico De Giusti of the Vaniglia e Bontà gelato shop in Padua. Second place went to last year’s winner, Massimo Baldan of the Sopra ogni gusto shop in Mira, Venice. Third place was won by Remo Renato Oscar Bortot of the Helados Italianos Remo chain in Spain. The winner of the Under 30 category was Fabio Feltrin of Eis Gamba





in Dortmund, Germany. The 20th edition of the Festival d'Autore national competition saw students from 12 Italian hospitality schools interpret the theme "Local Excellence." The winners, who took home a Telme batch freezer, were Martina Pintonello and Eva Bottosso from the Giovanni XXIII hospitality school in Caorle, Venice, with their Red Gold. Runners up were Gaia Mancini and Andrea Fortuni from the Istituto d'Istruzione Superiore Cavallotti in Città di Castello, Perugia and their Chestnut cake with acacia honey, followed by Michele D'Elia and Irene Marchi from Ippisar Buontalenti in Florence with their Zuppa fiorentina (Florentine soup). Winner of the 12th annual "Gelato Shops Online 2013" was the website www.galliera49.it representing the shop of the same name in Bologna. Runners up were Marco Vazzola of Birkenfeld, Germany and his site www.gelateriacaffevenezia.de and Gianfranco Cutelli with his website www.decoltelli.it for the



shop of the same name in Pisa. The prize for “Gelato Flavor of the Year 2014” was awarded to the specialty “50 Shades of Green” made of pistachio and ricotta variegated with chocolate and chopped pistachio nuts. The recipe for this flavor, made by Mauro Crivellaro of the Bottega del gelato located in Mirano, Venice, will be made available to gelato shops throughout Italy. The official flavor for the 2014 promotional campaign for artisanal gelato in Germany will be “Pear with Parmesan cheese.” During the final day of the trade show the Uniteis assembly was held, representing hundreds of gelato artisans who work in Germany. The president, Dario Olivier, summarized the collaborative activities of 1,600 members and launched the Monitor project, which will give each Italian gelato shop in Germany the chance to be equipped with a monitor through which it can promote its own activities and the beauty of that country. ●



SUPER SIGEP



The Rimini trade show celebrates its 35th edition and non-stop growth. An interview with Patrizia Cecchi, director of the Rimini Fiera Business Unit.

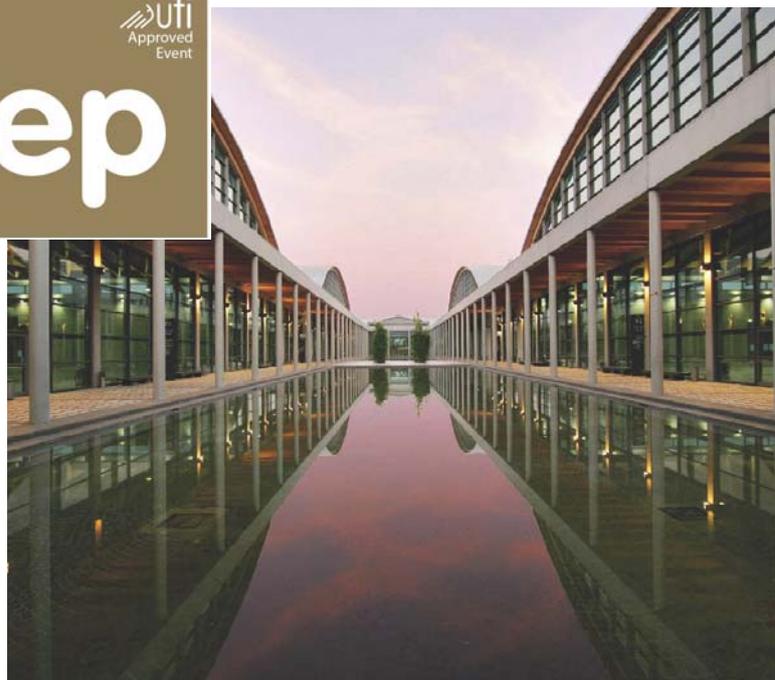
What will be the distinguishing characteristics of the 35th edition?

Vitality and growth. I think that's the best way to describe the next edition of the world's leading artisanal confectionery trade show. Vitality describes the companies, always innovative and oriented towards expanding their borders, dedicated to quality and to responding to the demands of visitors, which in the end are their customers. Growth follows as a

consequence. We see it in the desire to participate in the trade show with better products and services, from supplying passes to foreign buyers to drawing crowds at events. We try to facilitate all this by offering tools for making business. We developed many projects to reach this objective and our exhibitors know that they are part of something important that will help their companies grow. We built these tools together, reaching for excellence. That's why they work.

What has been done to promote Sigep throughout the world? What kind of returns are expected for the 2014 edition?

We have tripled our promotional investment, thanks to a network created with countries located in the five continents. We have taken Sigep to numerous global events, a roadshow that has seen stops in Lyons, Dubai, Moscow, Hong Kong, Melbourne, and Las Vegas, just to note a few. Our objective is to increase the participation of buyers and the proportion of foreign visitors, which today is about 20%. From Japan to Australia, the Middle East to Western Europe, the Mediterranean to South America, from East Europe to the American markets, all the way to South Africa, there is not a market in the world that Sigep has not sounded out in its search for new relationships for exhibiting companies. We have invested in projects like the Gelato World Tour, a traveling artisanal gelato promotional event run in collaboration with Carpigiani, which will continue through 2014 and will end in September with the final event in Rimini. The fulcrum of our international endeavors is the Five Continents Top Buyer Project. It is the platform in six languages that guarantees the possibility of matching up supply and demand, setting up a series of business meetings before the exhibition even starts between professionals from across the globe.



What has Sigep done to support the Gelato World Cup? Any predictions of who will win?

We set up a competition area that is even better equipped and convenient than before. We call it Times Square because it is a nexus of knowledge, creativity, quality, and innovation. We are expecting a scintillating edition with heavy participation thanks both to the curiosity of the public and to the high skill level of participants. Don't ask me for any predictions... I hope that all involved will find ideal conditions in which to express the highest level of professionalism and talent. Then it's up to the jury to make its verdict.

How is the Gelato World Tour going?

Each event, from the debut in Rome to the latest one in Australia, has been a great success.

Artisanal Italian gelato is a powerful magnet, a product that creates great expectations, and I must say that the whole system is ready to fully respond to the demand. It was a great idea that we are supporting both financially and operationally.

We are sure that the next stops on the tour will be as successful as the previous ones. ●



A BRIDGE TO THE WORLD

The 35th edition of Sigep (Rimini, Italy, 18-22 January 2014) aims to further increase potential international exchanges among operators from the five continents. A rich calendar of events makes this trade fair one of the principal players in the world of artisanal gelato, pastry, and bread.

The 35th edition of Sigep will be more international than ever. Rimini Fiere made massive investments over the course of 2013 to promote the trade fair throughout the world, seeking to guarantee a level of participation by international buyers never seen before, in addition to the increased presence of foreign visitors, which already make up 20% of the total.

This is the context for Sigep System, a permanent platform for the internationalization of artisanal confectionery businesses in all countries that show an interest in products Made in Italy. The initiative, developed together with Sistema Gelato, calls for the organization of training workshops as well as assistance and international desks to support startups across the globe. Partners and projects include: Unioncamere, which offers country research and business analysis; IBB Consulting

Group, which researches and identifies foreign locations; Sace, which offers help in defining insurance policies that are useful when dealing with international partners; ModeFinance, which supplies foreign sales information; Sistema Riscossioni, which manages extrajudicial foreign credits and provides a series of financing options.

Sigep is also synonymous with social responsibility. The last day of the exhibition, the unused gelato on display in the stands will be served at the "I Malatesta" shopping mall in Rimini in exchange for donations from the public. Proceeds will be used to purchase food for the needy.

ON WITH THE SHOW

To increase the visibility of the numerous events that are al-





ways a part of the exhibition, this year organizers have created a “Times Square” of artisanal confectionery, located between pavilions B3 and B5. It is destined to become an important crossroads, featuring the performance of world-class masters, including the Gelato World Cup with its 11 countries competing for the title of World Champion.

Gelato. Special attention will be dedicated to functional gelato thanks to the Association of Italian Gelato Masters’ project “Health comes eating... gelato!” The objective is to show how excellence requires constant research into new ingredients, with the addition of elements like fiber, probiotics, and prebiotics. Siga-Associazione Italiana Gelatieri will again sponsor traditional competitions like the best pistachio gelato and 1000 ideas for a new flavor.

Pastry. Sigep 2014 will host the competitions that will launch the key players in Italian pastry. The open-themed Senior Italian Pastry Championship will select the Italian team that will compete at the Pastry World Cup in Lyons in 2015. The Junior Italian Pastry Championship for those under 22 years old will have the Winter Olympics as theme. Participants in the Star of Chocolate competition will make sculptures based on the theme of Africa.

The second edition of The Pastry Queen will see the 11 top women in pastry from all over the world competing on the theme “evolution of film.”

Coffee. The new Rimini Coffee Expo will make its first appearance, featuring exhibits of everything from plants to the finished product, including technology, services, and fur-



nishings. Scaé Educational will present a cultural program having the objective of promoting coffee culture through meetings with internationally renowned instructors.

The Italian Bartender Championship will be held during the exhibition, and winners will qualify for competition in the international circuits organized by Scaa and Scaé. The titles being contested are the Italian Coffee Bartender Championship, the Italian Milk Art Championship, and the Italian Coffee in Good Spirits Championship. For the first time, this year will also see the Coffee with Gelato prize, strengthening the link between artisanal gelato and espresso coffee.

White art. The Bread Art space will include events and tastings dedicated to training in the bread trade. La Bottega (The Shop) will have a space where visitors can taste bread products fresh out of the oven. La Sartoria (The Tailor) will demonstrate how to “dress” products, using innovative packaging. Galleria d’artÈ (The Art Gallery) will exhibit artistic pieces. The Focacceria (The Focaccia Shop) will be home to a workspace dedicated entirely to the continuous production of focaccia, snacks, and savory cakes. L’Officina (The Workshop) will be divided into three areas for the top bread products: bread, leavened sweets, and cakes. The Speech area will host presentations on new technologies, products, and legislation, open to the active participation of the public. ●



A FRIENDLY CHALLENGE



During Sigep at Rimini, 11 teams from five continents will compete for the title of the sixth Gelato World Cup. It is a spectacular international challenge, but at the same time it is a unique opportunity to establish bonds between the various nations. Here's what happens behind the scenes, as told by the event's president, Giancarlo Timballo.



It's almost here, everything's ready for the World Cup. How were the members of the 11 teams chosen?

This edition is the culmination of many different competitions in the various home countries. For all South America, Sigep and the World Cup decided to draw teams from the "Latin American World Cup". Other selections were made in Poland and France. We already know that for the next edition in 2016 other competitions will be held in Germany and Spain. This is the future of the World Cup. It is an indication of the international importance that our competition has acquired in recent years.

Unfortunately the German team will not be present this year. Its captain Urs Regli passed away a few months ago and his teammates decided not to participate.

Regarding the single challenges that the World Cup participants will have to face, are there any changes from previous editions?

We've made a few changes. For example, we've eliminated the decorated tray and the plated dessert and replaced them with two others: chocolate gelato petit fours and the Mystery Box. The second one will surely be the most interesting. The contestants will learn the key flavoring ingredient they have to use only at the beginning of the competition. It is a technical challenge that only the best prepared professionals will be able to manage, as they work to make a well-balanced, high-quality gelato.

Over the past 10 years the World Cup has seen competition by the top professionals from all over the planet. What has changed in all this time?

The approach to the competition has changed. All the teams come to Rimini looking to win. There are no teams just happy to be here because over the years they've all learned to compete at the highest levels, and they train long and intensely in their home countries. It has been made clear that our competitions seek excellence in both flavor and decoration. This is the future of artisanal gelato: to stand out in countries far from Italy it will have to combat strongly rooted and consolidated industrial realities with absolute quality.

What are the ramifications for a professional who becomes a member of his or her national team? What is the value added for winning first place? And for the other participants?

Many professionals who participated in the World Cup were later able to stand out in their home countries because the experience and media visibility are key factors in a successful professional career. Also important are the relationships that develop among the teammates and the teams. It's exciting to see the friendship and respect when everybody gathers for the first meeting of all the teams the day before the competition. This was our dream when we started 10 years ago with the first edition: to communicate our love for gelato and to create bridges that connect the nations of the world ●



COMPETING FOR VICTORY

Eleven nations will compete at the sixth edition of the Gelato World Cup, the prestigious event scheduled for January 18-19, 2014 at Sigep.

A highly visible media event will draw the attention of gelato professionals and many others throughout the world. It's the sixth edition of the Gelato World Cup, the prestigious competition organized by Rimini Fiera in collaboration with Associazione GelatoeCultura and Co.gel-Fipe, held every two years at Sigep. Teams from 11 nations will participate: Argentina, Australia, Brazil, Canada, France, Italy (winner of the previous edition), Morocco, Mexico, Poland, Spain, and the United States. Each team will include a gelato artisan, a chef, an ice sculptor, a pastry chef, and a team manager who will represent the team in the technical jury. Team members were selected through national competitions held during 2013.

Gelato artisans will have to prepare six chocolate gelato petit fours to be presented at the final buffet, accompanied by an ice sculpture and an artistic piece made by the sculptors and the pastry chefs. Gelato artisans will be busy making gelato cups with assorted flavors and decorations that reflect the themes chosen by each team, along with gelato cakes having at most three flavors. In the end they will face a technical challenge, the Mystery Box, which calls for the presentation of a traditional cone made using secret ingredients selected by the organizers and revealed at the beginning of the challenge. The chefs will need to present entrées of three hot selections accompanied by savory gelato.



The Italian coach.

THE TEAMS

The Italian team has been training at the Cast Alimenti headquarters in Brescia, under the guidance of team manager Beppo Tonon, and with the support of Club Italia, the committee of professionals established specifically to support the Italian team. Team members are Stefano Biasini, gelato artisan from Aquila, Luca Mazzotta, ice sculptor from Cosenza, Marco Martinelli, chef from Brescia, and Massimo Carnio, chocolate artisan from Valdobbiadene, Treviso. The alternate is Mauro Sbalzer from Brescia. The Polish team features two young talents, the gelato artisan Mariusz Buritta and the pastry chef Aleksandra Sowa. Also participating are Maciel Pieta and Michal Doroszkiewicz. All enjoy the support of the great Polish pastry chef Pawel Malecki. The team was selected on February 19-21, 2013, during the fifth edition of the "Targi Cukiernicze i Lodziarski Expo Sweet 2013," the Warsaw trade show dedicated to gelato and pastry. The team from Argentina won the Latin American artisanal gelato championship organized by Publitec and Afadhya (Latin American

association of artisanal gelato and similar products), during the Fithep-Expoalimentaria Mercosur trade fair held in June 2013 at Buenos Aires. Team members include Ariel Segesser, Erica Rodriguez, Maximiliano Maccarrone, and captain Eduardo Zacaria. Other teams travelling from South America to Italy are the second-place Mexican contingent and a squad from Brazil. The Mexican team members are Oscar Ortega, Mirko Bucci, Dávid Miranda Torres, Christian Martinez Sosa, and Gustavo Barbabosa Balanzario. The Brazilians are sending Frederico Samora, Marcello Magaldi, Francesco Lima, Philippe Soffiotti, and Sandro Jorge Mota Da Silva. The Spanish team, captained by master artisan Angelo Corvitto, will include gelato champions Mario Masiá and Jaume Turró, as well as the chefs Jordi Mora and Baltasar Massot. The French team includes representatives of the country's top ice sculptors, chefs, gelato artisans, and pastry chefs: Christophe Bouret, Benoît Lagache, Jean-Christophe Vitte, Yazid Ichemrahen, and the captain Elie Cazaussus. The Canadian team will be represented by Toshi Tsugu Hara, James Coleridge, Hans Pirhofer, Candice Low, and Takashi Ito. Competitors in the Australian team are Kenneth Train, Martino Piccolo, Nathan Griffiths, Scott Astley, and Michael Dowset. Team USA will include John Hui, Claude Lambert, Dirk Koepenkastrup, Geoffrey Blount, and Travis Dale. ●



The judge of the last competitions at work.



The Italian team.

THE PLEASURE OF DOING BUSINESS

Pa.Bo.Gel in Rome, Levante Prof in Bari.

Two renowned points of reference for domestic and international operators who are looking for a working vacation.

An interview with Ezio Amendola,
president of the organizing body DMP.

Pa.Bo.Gel and Levante Prof have always been a meeting point for operators from central and southern Italy, as well as from international markets. How have the two exhibitions evolved over the years?

Pa.Bo.Gel and Levante Prof were initially founded as national trade shows, but immediately evolved into international events thanks to the quality of the exhibitors who came from all over the country, not just from central and southern Italy. The choice of location for both events turned out to be spot on. Historically, Rome and Bari have had the advantage of attracting foreign operators who can visit the trade shows and then take some time to visit the regions as tourists. In other words, they can turn their visits into a working vacation.

What channels are used to promote the events abroad?

Besides a high level of visibility in the most popular sites, we do a significant amount of promotion in numerous trade magazines. We have a constructive synergy with these publications, which goes beyond simple advertisements, and the relationships have evolved over the years. Periodically we send them a series of editorials that make it possible for us to reveal the important events of our exhibitions.





Pa.Bo.Gel changed its schedule. Why?

Because the autumn dates were probably out of sync with other similar exhibitions that are held in early spring throughout the rest of Europe. Our main objective was to advance the gelato business, which in that time of the year is particularly active as operators get ready for the new season.

What will new visitors find at this year's edition?

As in past editions, there will be big developments in machine design, ingredients, and especially in the preparation and presentation of new products. Many production areas will be set up and used by highly qualified artisans from the various trades. Throughout the trade fair they will hold demonstrations and seminars, illustrating practice and theory for the benefit of the visiting operators. ●

Save the date

Big developments will be on display at the next edition of Pa.Bo.Gel 2014, which will be held on March 23-26 in the new pavilions of the Fiera di Roma complex. On Monday, March 24, in conjunction with the second European Artisanal Gelato Day, a series of special initiatives to liven up the gelato area have been scheduled. The schedule includes an appearance by the team that will represent Italy in the sixth edition of the Gelato World Cup in January, captained by Stefano Biasini and directed by Beppo Tonon, who is preparing a new carving program.

March 24th will also include a spectacular initiative that is currently in development and which is currently being held tightly under wraps.

Of course the exhibition will also include a rich menu of meetings, debates, and discussions that will make it possible for all the visitors to learn more about recent trade developments, from taxes to techniques, offering concrete professional development tools.

MILAN CALLS THE WORLD

From May 1 to October 31, 2015, Milan, Italy will host the Universal Expo. Countries from across the planet will exchange views on “Feeding the Planet, Energy for Life.”

The Universal Expo to be held in Milan from May 1 to October 31, 2015 will be entirely dedicated to food. In fact, the exhibition's theme will be “Feeding the Planet, Energy for Life,” a powerful appeal for what should be reality for all the earth's inhabitants: the right to healthy, safe, and sufficient food. In a world in which more than one billion people are going hungry and others are obese, and in which in 2050 it is estimated that there will be nine billion people, food-related problems



require urgent solutions. Expo Milano will approach the matter from every point of view – economic, scientific, cultural, and social - calling to task knowledge and competence from all over the globe. Thought will be given to new ways to produce food with lower impact on natural resources. This is the direction in which the manifestation's sponsor are moving, providing Expo Milano 2015's “Digital Smart City” with modern energy and telecommunications infrastructure having low environmental impact. The more than 130 participating countries will be invited to propose tangible solutions that respond to decisive challenges, like guaranteeing the environmental, social, and economic sustainability of the food supply chain while protecting food taste and culture. The objective is to provide the world with reasonable, common guidelines that can face and overcome the challenges. The exhibition and the thousands of cultural and scientific events scheduled during the six months of the manifestation

will involve 20 million visitors coming from more than 130 countries, including the representatives of international organizations and entities, together naturally with the vast public that will visit Milan from every corner of the earth. To prepare and raise awareness of the event, the past few months have seen a communications campaign promoting “Milano 2015, Expo City.” This slogan, together with the colors that make up the Universal Expo’s logo, will adorn the central streets of the city and public transportation. Advertisements, posters, and manifests will remind citizens and tourists of the great event that Lombardy’s capital and the rest of Italy are about to welcome. These promotional tools will be supported by billboards, messages, and totems that will accompany the events that are most popular in Milan and abroad. The arrival and departure columns at the Linate and Malpensa airports have also been personalized. Once concluded, Expo Milano 2015 will leave a substantive legacy: the exhibition site will become a Smart City of the future, a neighborhood that is both intelligent and



ecological in its use of technology and energy. In the meantime, Milan is building an infrastructure of advanced technology. New digital islands were recently inaugurated, outdoor spaces that allow citizens and tourists to move, communicate, and

get informed about what is happening in the city. The first 15 islands, which will double by February 2014, have free, fast wi-fi areas furnished with minimal, functional wooden benches equipped with columns where people can recharge electronic devices (PC, smartphones, tablets, and so on) free of charge.

GLOBAL VILLAGE

The area chosen for the event is located northwest of the Lombard capital, next to the Fiera Milano complex, covering about one million square meters. It is a strategic area near two highways, a few kilometers from Linate and Malpensa airports, and served by both the high-speed railway and the subway. The exhibition space is organized like a huge island sur-



rounded by a water canal and is structured on two perpendicular axes that are conceptually based on the maps of ancient Roman cities. At the center of the two axes there is a large square (called Piazza Italia) covering 4,000 square meters. A 9,000 seat open air theater will be built to host important events that will give life to the manifestation. What will distinguish Expo Milano 2015 the most are its clusters. These exhibition spaces group under the same roof a number of countries, focusing their attention on preeminent, shared, and representative themes. The objective is to underline the universal character of the event by promoting cooperation among the participating countries, which are invited to compare different cultural traditions, to present innovative ways of interpreting the manifestation's central theme, and to propose solutions to common challenges in the fields of agriculture, nutrition, and wellbeing. The countries are grouped around specific food chains (rice, cereals and tubers, spices, cocoa, coffee, fruit, and legumes) or other important global themes (agriculture and nutrition in arid regions; oceans and islands; ecosystems in the bio-Mediterranean). Thanks to these clusters, even those countries that historically and geographically have been distant from each other will be able to share a project and together tell the story of certain foods and seek synergy in overcoming specific challenges pertaining to nutrition. In this scenario a series of "villages" will come to life, each having a strong geographic and thematic identity, and within which will be provided open spaces that can be used for events, eating, and business activities, thus guaranteeing a unique and captivating experience to visitors.



ON THE ROAD

To let the world know about the opportunities for growth that the 2015 Expo will offer to all countries across the planet, a few months ago the international road show "Food People" started making its way across the globe. It is a troupe that will not go unnoticed. Key players include the imposing 3.5 meter (11.5 feet) statues designed by the Italian scenographer Dante Ferretti, winner of three Oscars, which have the task of "telling" people all over the earth about the theme of the Universal Expo. The first leg of the tour was held in New York, where two of the gigantic statues were displayed in the Museum of Modern Art for an exhibition dedicated to Dante Ferretti. Following the United States, the itinerary will pass through Rome, Tokyo, Beijing, Moscow, Buenos Aires, and Rio de Janeiro.

There are seven roadshow sculptures in all, each having an extravagant name (Minestrello, Pasticcina, Ortolino, Macedo-

nia, Enolo, Fornaro, and Norcinello). Physically they resemble the burlesque portraits of the Renaissance Milanese artist Giuseppe Arcimboldo. "I was inspired by his grotesque heads made of vegetables, fish, birds," explained Dante Ferretti. "The Expo 2015 theme is based on food, ecology, and sustainable energy. And these subjects recall Italian culinary and artisan traditions." ●



BLACK CHARM

Expo 2015 will welcome the coffee world as one of the main attractions, with a pavilion dedicated to it, a tour around the globe, and an international candidacy.

The coffee world will play a central role at Expo 2015 throughout all six months of the event. Illycaffè will manage the content of the cluster dedicated to coffee, after having been chosen by Expo Milan 2015 as a partner, thanks to the experience and relationships built over 80 years of history. The pavilion will include a tour of the world of coffee, consisting of exhibits and a rich calendar of events, from educational seminars to tastings, from conferences to entertainment. The common area will feature photographs by Brazilian Sebastião Salgado, an authentic homage to the people, history, traditions, and nature of the countries that produce coffee. The photographs were commissioned by illy starting in 2002 with the objective of illustrating the life and work of growers and the beauty of their lands. And, thanks to the international network developed by the company over the years, Expo Milano 2015 will be part of the promotion and development program of the ICO (International Coffee Organization) market, the principal intergovernmental organization that joins exporting and importing countries. Through multimedia and interactive exhibits it will be possible to share the coffee experience in real time, even beyond the exhibition site, directly with guest countries. The full Coffee Cluster project will be



distinguished by its focus on the theme of sustainability. Stands will be outfitted using sustainable materials: used coffee grinds will be shaped into common objects or special decorations, and coffee fiber will be used to make clothing. For the Expo, Milan offered to host the international coffee conference in 2015. This international meeting organized by ICO represents an important opportunity for B2B communications since it will bring together in Milan importers and exporters affiliated with the NGO.

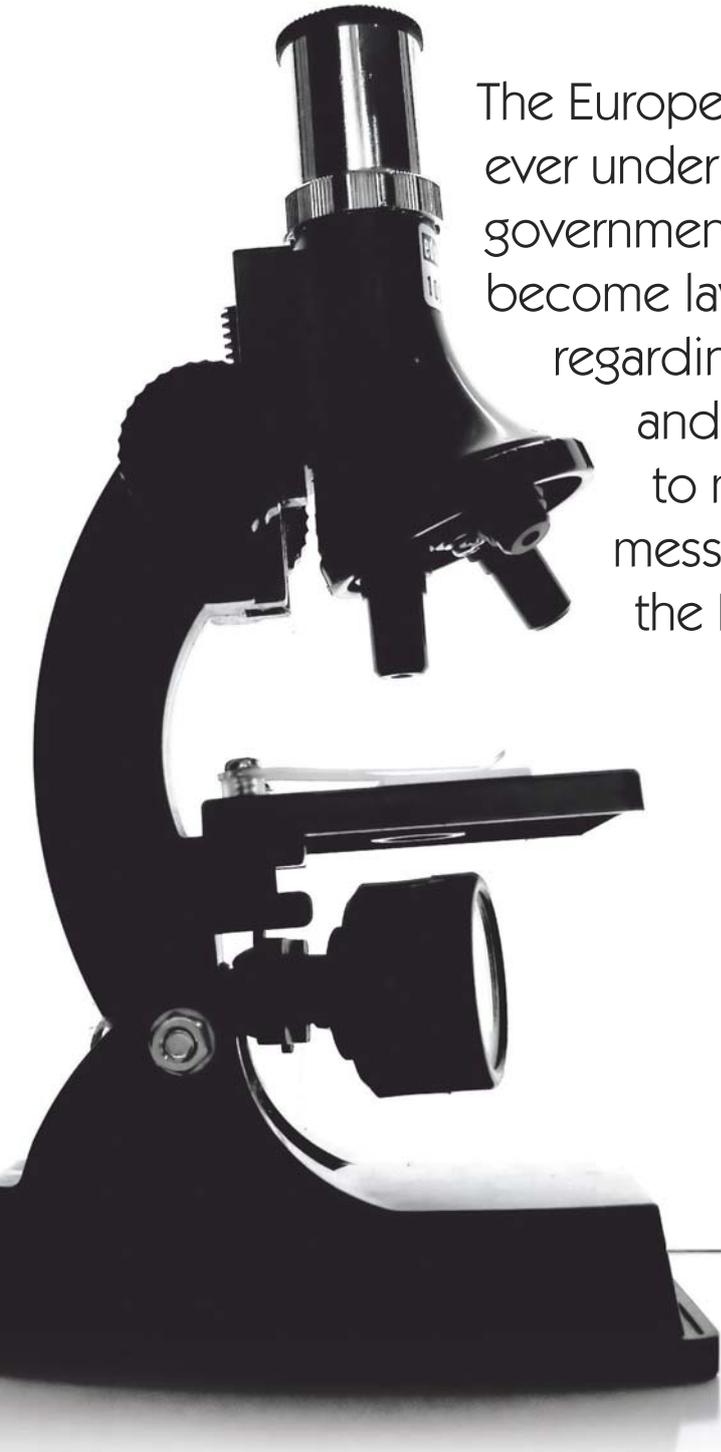
Last September Belo Horizonte, Brazil saw the initial leg of the Coffee Culture Global Tour, the excursion organized by Expo 2015 with the support of the ICO. The tour will travel through nine cities on three continents, and will conclude with the inauguration of the Expo in May 2015. The goal of the initiative is to spread the coffee culture, already widespread but little understood in its myriad fascinating peculiarities. Illycaffè was given the responsibility of managing the cultural content associated with coffee. With a different theme in each city, starting in 2014 the tour will pass through London, New York, Seoul, Shanghai, Bogotá, Dubai, Berlin, Paris, and then Milan, for the Expo's inauguration in May. ●



CLAIMS UNDER THE MICROSCOPE



The European food industry is now more than ever under the close scrutiny of the European government. In fact, CE 1924/2006 has become law, governing nutritional claims regarding food products. Manufacturers and resellers are therefore required to maintain their promotional messaging in compliance with the Regulation's guidelines.



Regulation CE 1924/2006 on nutrition and health claims made on food recently became law, as adopted by the European Parliament and Council. For the first time, this Regulation lays down harmonised rules across the European Union for the use of nutrition claims. A health claim is any statement about a relationship between food and health, such as “low fat” or “high fibre.” This Regulation foresees implementing measures to ensure that any claim made on foods’ labelling, presentation or marketing in the European Union is clear, accurate and based on evidence accepted by the whole scientific community. Consequently foods bearing claims that could mislead consumers will be eliminated from the market. In addition, in order to bear claims, foods will have to have appropriate nutrient profiles. This will enhance the consumers’ ability to make informed and meaningful choices.

The Regulation must be followed for all claims in all commercial communications, be it labeling, presentation, or advertising of food products supplied to final consumers, including those that are sold without packaging. The guidelines also apply to brands and names that can be interpreted as messages regarding nutrition or health. This Regulation also respects fair competition and protects innovation in the area of foods. It also facilitates the free circulation of foods bearing claims as any company will be able to use the same claims on its products everywhere in Europe. In order to have a comprehensive overview of the permitted nutrition claims and of the rejected and pending health claims, the Commission has established a Register of Nutrition and Health Claims. Drawn up in 2006, the Regulation became law in 2013 after a process that concluded with authorities giving their approval of the claims outlined in the Regulation's appendix. Each new claim will have to be proposed by national ministers, evaluated scientifically by the European Food Safety Authority (EFSA), and approved by the European Parliament by request of the Commission. For more information, visit the European Commission site www.ec.europa.eu.

NUTRIENT PROFILES

Article 4 of the Regulation foresees the setting of nutrient profiles. In simple terms, nutrient profiles determine whether foods are eligible or not to bear claims, on the basis of their nutrient composition. Nutrient profiles are based primarily on the levels of nutrients for which excessive intakes in the overall diet are not recommended.

The setting of nutrient profiles is a complex exercise that needs to take into account: dietary recommendations, public health considerations, and generally acceptable scientific evidence regarding the relationship between diet, nutrition and health, for which EFSA provided a scientific opinion in January 2008; industrial and commercial considerations, including innovation, cultural and dietary/culinary information. The Commission has conducted specific and extensive consultations of stakeholders on the setting of nutrient profiles. Member State experts were consulted within the Commission expert working group on nutrition and health claims, in which EFSA also participated. ●

What is allowed?

Following are some of the allowed nutrition claims and their conditions of use.

With no added sugars. The claim may only be made where the product does not contain any added mono- or disaccharides or any other food used for its sweetening properties. If sugars are naturally present in the food, the following indication should also appear on the label: "Contains naturally occurring sugars".

Low sugars. The claim may only be made where the product contains no more than 5 g of sugars per 100 g for solids or 2,5 g of sugars per 100 ml for liquids.

Reduced (name of the nutrient). The claim may only be made where the reduction in content is at least 30% compared to a similar product, except for micronutrients, where a 10% difference in the reference values as set in Directive 90/496/EEC shall be acceptable, and for sodium or the equivalent value for salt, where a 25% difference shall be acceptable.

Energy-reduced. The claim may only be made where the energy value is reduced by at least 30%, with an indication of the characteristic(s) which make(s) the food reduced in its total energy value.

Source of fibre. The claim may only be made where the product contains at least 3 g of fibre per 100 g or at least 1,5 g of fibre per 100 kcal.

Naturally/natural. Where a food naturally meets the condition(s) laid down in the Regulation Annex for the use of a nutritional claim, the term "naturally/natural" may be used as a prefix to the claim.



PUNTOITALY WIRE

News from the trade fairs visited by puntotaly during its travels around the world. Reports of first-hand meetings, impressions, and experiences.

FANCY FOOD

New York, USA, June 30 – July 2

2,400 exhibitors – 24,000 visitors

“I’m in a New York state of mind,” sings Billy Joel. And that’s the way you feel in the heart of Manhattan where the summer edition of Fancy Food is held, counterbalancing the January edition which is held on the west coast in the splendid city of San Francisco. This well suits the United States, which is a country with two different personalities: one is characterized by wide-open spaces inhabited by simple yet colorful folk who live at a leisurely pace, the other by large metropolises and their famous skylines filled with business people rushing here and there under the downtown lights.

Manhattan is this and much more. Few places pulse with energy and money like the heart of New York, an authentic kaleidoscope of races and styles, south of that fantastic green space that is Central Park.







oranges, as compared to those grown in Sicily. “You just have to be at Fancy Food. Business will follow.” The atmosphere in the pavilions of this trade show is playful and positive. Everybody smiles, nobody refuses a request to taste the specialties on display. The people exchange sincere handshakes.

This is puntotalty’s first time in the States and the Italian values evoked in the pages of this magazine strike many of the demanding visitors, some intrigued by possibilities that they know only by reputation but have never experienced personally. Others remember with delight the origins of their own families, because there’s a lot of Italy in the United States, more than is visible at first glance.

This was a homecoming for Fancy Food, which had moved to Washington while the Javits Center was being renovated. Now back in the Big Apple, it welcomed thousands of exhibitors and visitors from all over the globe.

The usual blast of American air conditioning embraced visitors as they walked through the door of the trade show, immediately eliminating all memory of the high humidity typical of late June. Standing out from the grayish skies, the Empire State Building was lit up in rainbow colors to welcome the Gay Pride revelers walking through the city streets.

Fancy Food is a unique opportunity, as was suggested to me by an exhibitor who wanted my Italian opinion of his Florida



PIR**Moscow, Russia, October 1 – 4****850 exhibitors – 50,000 visitors**

America and Russia: the two adversaries of the Cold War, a conflict that practically only exists anymore in novels and spy movies. In reality for me there were three months between the New York show and my arrival in Moscow. For puntotally it represents another first, because this was our first time at PIR. Our bond with the exhibition is strong, and we are honored to be one of the event's few privileged media partners. It is a pleasure to get to know a new world for our magazine. But it wasn't easy. The Russian language was impenetrable for me, Cyrillic impossible to decipher, and the use of English was less common than I had expected. Moscow is an international city, a colossus with 12 million inhabitants (the largest European city), which still has problems communicating with foreigners. All you have to do is take the subway to understand that information is provided only in the local language. Business inside the trade exhibition is inevitably carried out through interpreters, making interactions with a serious and often diffident public much less spontaneous and immediate. Almost the opposite of the playful atmosphere found in Manhattan. This is the beauty of business, the gauntlet thrown down to puntotally: take our Italian message throughout the world, seeking to support the image that is recognized al-

most everywhere, but working to show that behind this image there is real, substantive quality, taste, and technology, depending on the company and/or product being discussed. PIR is a very lively event. There are many areas dedicated to demonstrations and competitions that show the creativity of chefs, alternating between great refinement and almost paradoxical provocations, in a triumph of flavors, forms, and colors. But what strikes me most is the presence of many young people in the competitions, a clear indication of how new generations have been offered a prestigious stage to perform on. I leave Moscow on a dreary night in early October, heading off to a new international event, which, strangely enough, is located close to home, in the new convention complex in Milan, as it prepares to welcome Expo 2015.





HOST

Milan, Italy, October 18 – 22

1,700 exhibitors – 133,000 visitors

Host 2013 is a special edition, a sort of dress rehearsal for Expo 2015 which will arrive soon. It's a full-scale trade show with crowded spaces dedicated to coffee, pizza, gelato, and restaurants. Exhibitors present both ingredients and equipment for production and furnishing locales. It is a dynamic exhibition: more than 400 organized events held over the course of five days, including workshops, seminars, and presentations of starred chefs. So for visitors this is a great opportunity not only to meet companies but also to see shows and gather ideas for improving their own knowledge and abilities. Ample space is dedicated to training. All are convinced that developing know-how is the key to maintaining and strengthening Italian leadership in the business. A great

bit of Italian is spoken in the puntoltaly stand, but there were also a number of foreign visitors since there were more than 500 international exhibitors and almost 40% of visitors interested in going abroad. At international trade fairs puntoltaly is often seen as a point of reference for getting to know Italy through the eyes and words of those who promote it, highlighting people and recipes, not only products and companies. This is the link between culture and business that is appreciated most by readers. Here at Host in Italy it was a pleasure to catch up with some of those people that I'd met in other exhibitions during this two-year project. They were happy to find us "at home," finally being able to experience in person the Italian character that they had previously only been able to read about in our magazine's articles. It's good to be home, but puntoltaly's journey must continue. We're ready to move on to new experiences.

FOOD & HOSPITALITY CHINA

Shanghai, China, November 13 – 15

1,500 exhibitors – 30,000 visitors

The 9,000 km flight from Milan to Shanghai crosses expansive empty regions that symbolize the cultural void separating the two cities and their cultures. Only recently have commonalities begun to emerge, thanks also to exhibitions like the one in which puntotally is about to participate in for the second time. It's a less frigid November than usual here in the most populous city on earth. It's time to go to the event that gives the Chinese the chance to discover the latest international food and beverage trends. New for 2013 is Pro Wine China, an entire pavilion dedicated to wine, where Italy finds itself competing with the usual rivals like France, but also emerging competitors like Argentina and New Zealand, which occupy large areas in the exhibition space. The visitors are surprisingly curious. They carefully contemplate a wheel of Parmigiano Reggiano (some can't believe it's cheese), getting excited

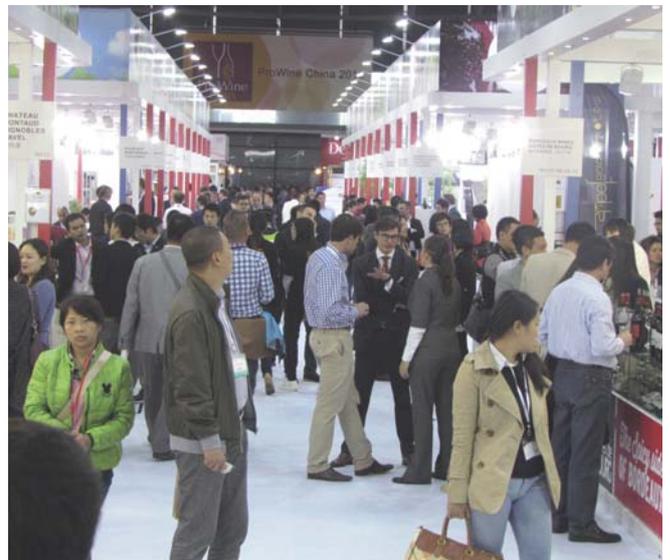


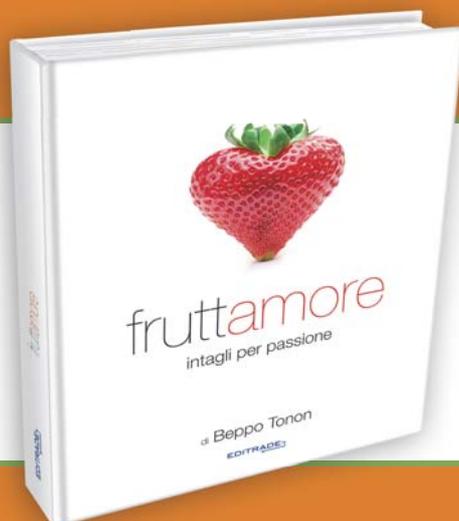
when an operator strikes the surface of a seasoned wheel, using sound to reveal cavities caused by bacterial fermenting. For we Italians, creative and often messy, it is admirable to see people stand in line to taste artisanal gelato at the Italian stands. And judging from the length of the lines and the ecstatic smiles after tasting the gelato we can say that the product was quite popular with the visitors.

I am pleased to meet some Italians who have decided to move to China to promote our specialties. Many are involved in legal affairs because it's not easy to move smoothly in the complex local bureaucracy, especially due to a language that



has nothing in common with ours, as I was able to experience in person once again within the puntotally meeting area. Shanghai is the last stop outside Italy for the 2013 puntotally tour. Already new appointments have been set for the coming year. Our little project has made it through the testing phase and is now proudly promoting Italy at the most interesting trade fairs on the planet. ●

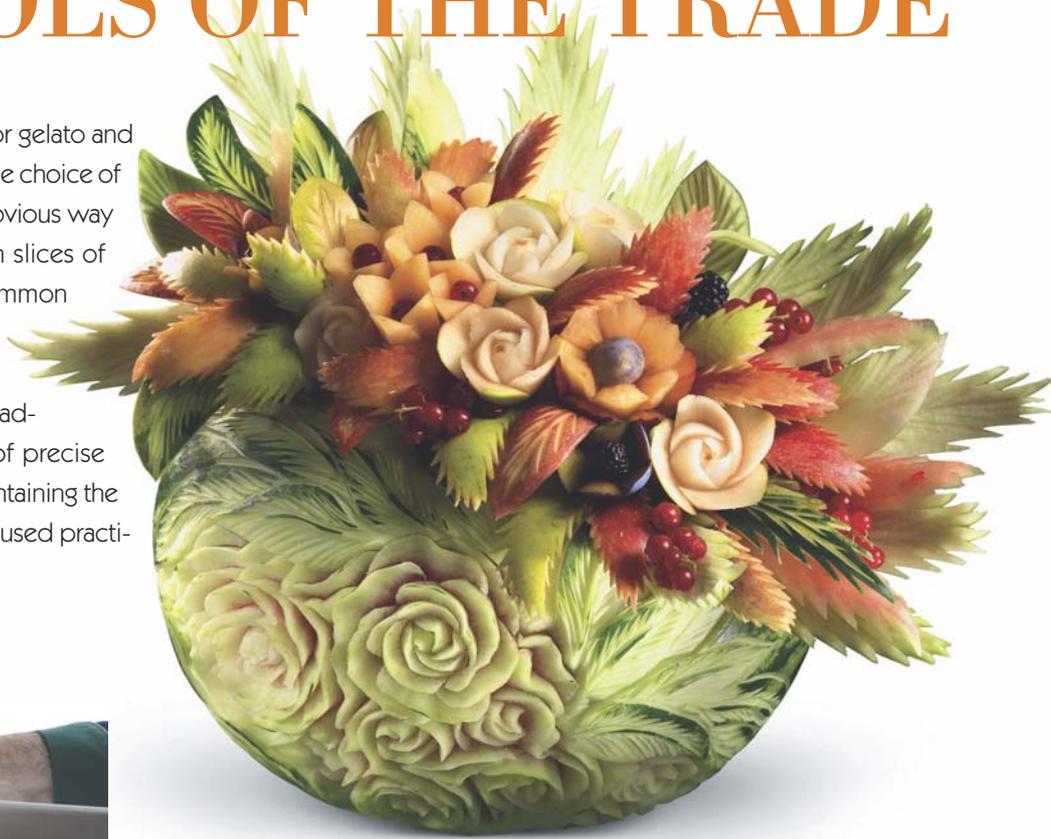




The elegance of the flower that opens its petals onto the water's surface is proposed in this harmonious fruit composition. The whole is enriched with a cool gelato heart. The recipe is taken from the book *Fruttamore, carving for passion*, published by Editrade.

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.



WATER LILY

Echoing the famous and splendid flower that floats on water, this fruit composition recalls the harmonious and delicate aspect of the water plant.

A colored center stands out from the delicate, subtly colored pear leaves placed on white porcelain. The heart of gelato makes the plate even more elegant. Cinnamon-flavored cream is recommended for the pear. With apple, a melon or apricot sorbet is best.

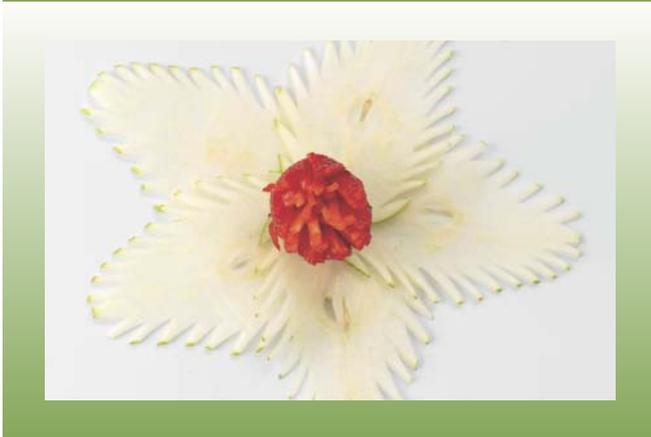
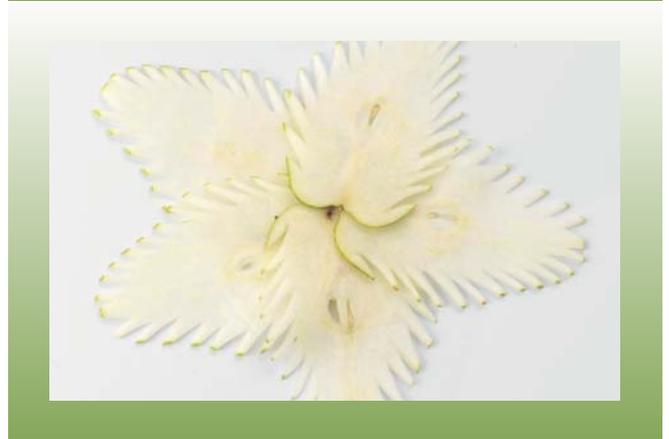




THE CARVING

- Suggested fruit: pear. Possible alternatives: apple, mapo
- Gelato flavors: cream, cinnamon for pear. Melon or apricot sorbet for apple and mapo
- Suggestions for decorating: the flavor of the gelato must go well with the fruit. The same goes for the colors
- Basic rules: all kinds of pears, apples, and mapos are acceptable
- Equipment: carving knife





INSTRUCTIONS

Use a sharp knife to cut a shiny Williams pear into two halves. Cut small V notches into the edges of the halves. Slice the halves lengthwise, the thickness depending on the desired effect. Place the slices on the white plate so that they look like the petals of a flower. Take a normal-looking strawberry, not too ripe, and cut off its tip with the knife. Leave the strawberry's green leaves. Make some parallel slices into the fruit, making sure not to cut all the way through. Turn the strawberry and crosscut across the slices just made. Use the tip of the knife to delicately open the pistils created. Place the carved strawberry in the center of the flower, directly on the pear, or place it on top of a scoop of gelato. ●





JUST STICK IT
 Original ideas for expanding your selection of gelato on a stick with new flavors and surefire appeal. The recipes are taken from the book Alice's Notebooks, Volume 1: Gelato and Sorbet on a Stick, published by Editrade.

GELATO ON A STICK

As with normal gelato, recipes for gelato on a stick must follow clear-cut guidelines that guarantee good structure, freezing point, and shelf life.

These values and parameters are as follows:

Ingredients	% Min	% Max
sugars	20	24
fats	5	9
nonfat milk solids	9	12
other solids	0	5
Total solids	35	45

Each ingredient used to produce gelato is broken down into the percentages of its component parts.

When using new ingredients, simply interpret the nutritional values printed on the packaging as required by law. To assure the “structural stability” of a recipe, balance the ingredients until its key components fall within the suggested range.

The goodness of the gelato on a stick depends on the taste and quality of the ingredients used and the creativity of the gelato artisan who mixes and matches in endless possible combinations.

SORBETS ON A STICK

Sorbets on a stick are made without dairy products and fats. The only ingredients that give body and structure are the fruit fibers, sugars, and the stabilizer core which is added as deemed necessary. So essentially the full balancing load is based on the sugars and the amount of fruit in the recipe.

These values and parameters are as follows:

Ingredients	% Min	% Max
fruit in the recipe	25	65
sugars	24	30
other solids	0	5

The recipes of sorbets on a stick include percentages of fruit that vary greatly depending on the type and intensity of the fruit flavour. The stronger the flavour in a fruit the less is used in the recipe, and vice versa. Lemon is a classic example. To prepare one kilogram of lemon sorbet mix all you need is 200-250 g of lemon juice to give the recipe an intense lemon taste. Then you can proceed with adding missing sugar (according to the table above), then stabilizer core, and any desired fiber. The rest is water.



TIRAMISU

MASCARPONE GELATO COVERED WITH CHOCOLATE AND COFFEE SPONGE CAKE

With stabilizer 5 g

Ingredients	Qty (g)	Sugars (g)	Fats (g)	Milk solid (g)	Other solid (g)	Total solids (g)
• whole milk	590	0,0	21,0	54,0	0,0	75,0
• mascarpone	90	0,0	37,8	5,2	0,0	43,0
• nonfat dry milk	48	0,0	0,5	45,6	0,0	46,1
• sucrose	182	182,0	0,0	0,0	0,0	182,0
• dextrose	20	18,4	0,0	0,0	0,0	18,4
• neutral 5 g	5	0,0	0,0	0,0	0,5	5,0
• egg yolk	65	0,0	19,5	0,0	11,7	31,2
Total	1000	200,4	78,8	104,8	16,7	400,7
%	100	20,0	7,9	10,5	1,7	40,1



With cream base 50

Ingredients	Qty (g)	Sugars (g)	Fats (g)	Milk solid (g)	Other solid (g)	Total solids (g)
• whole milk	587	0,0	20,6	52,9	0,0	73,5
• mascarpone	90	0,0	37,8	5,2	0,0	43,0
• nonfat dry milk	35	0,0	0,0	32,8	0,0	32,8
• sucrose	169	169,0	0,0	0,0	0,0	169,0
• dextrose	19	17,1	0,0	0,0	0,0	17,1
• hot cream base 50	35	14,0	0,0	14,0	4,9	32,9
• egg yolk	65	0,0	19,5	0,0	11,7	31,2
Total	1000	200,0	77,9	105,0	16,6	399,5
%	100	20,0	7,8	10,5	1,7	39,9

Other ingredients:

- crumbled sponge cake
- espresso flavoring: 100 g espresso coffee + 100 g sucrose
- powdered cocoa

Instructions

- Pasteurize the desired quantity of ingredients using the medium pasteurization program (65°C/149°F for 30 minutes).
- To avoid “stressing” the flavoring, add the egg yolk to the milk at room temperature and the mascarpone during the heating phase, at 45°C (113°F).
- Allow the liquid base to age at 4°C (39°F) for at least several hours.
- During aeration pass the liquid base through a whipped cream machine or a frappé mixer.
- Use a confectionery funnel to quickly pour the mix into the steel molds that have been pre-cooled in the blast freezer for ice pops.
- Insert the wooden sticks into the molds using the stick holder. Allow to crystallize for about 30 minutes.
- Once crystallization is complete, extract the mold and stick-holder assembly from the blast freezer and dip it into a tray of cold water to facilitate removal of the treats from the molds.
- Place the treats one by one on a tray covered with baking paper, and then place the tray into the blast freezer.
- Prepare the covering by crumbling the sponge cake soaked in espresso flavoring.
- Completely cover the surface of the gelato on a stick. Sprinkle with cocoa powder.
- Place the gelato on a stick in the display case for sale or store for later use. ●



BEER AND APPLE SORBET

HEALTHY APPLE AND THE NECTAR OF THE HOPS IN AN UNUSUAL AND SURPRISING COMBINATION

With stabilizer 5 g

Ingredients	Qty (g)	Sugars (g)	Sugars (%)
• apple juice	350	28,0	8%
• water	173	0,0	0%
• sucrose	217	216,7	100%
• inulin	5	0,4	7%
• cold fruit stabilizer 5 g	5	0,0	0%
• beer	250	15,0	6%
Total	1000	260,0	26%



With cold fruit base 50

Ingredients	Qty (g)	Sugars (g)	Sugars (%)
• apple juice	350	28,0	8%
• water	173	0,0	0%
• sucrose	177	177,0	100%
• cold fruit base 50	50	40,0	80%
• beer	250	15,0	6%
Total	1000	260,0	26%

Instructions

- Wash and core apples. Chop them into small pieces until you have the amount of pulp desired. If you are using red apples then it is a good idea to include the peel.
- Add the other ingredients to the fruit, including the beer, following the recipe proportions. Let stand for a few minutes.
- Start the aeration phase by using a powerful mixer to blend the mixture until it is uniform and shiny.
- Use a confectionery funnel to quickly pour the mix into the steel molds that have been pre-cooled in the blast freezer for ice pops.
- Insert the wooden sticks into the molds using the stick holder. Allow to crystallize for about 30 minutes.
- Once crystallization is complete, extract the mold and stick-holder assembly from the blast freezer and dip it into a tray of cold water to facilitate removal of the treats from the molds.
- Place the treats one by one on a tray covered with baking paper.
- Place the sorbet on a stick in the display case for sale or store for later use. ●





WHO IS ANTONIO MEZZALIRA

Antonio was born in Sandrigo (Vicenza) on 30 May 1978. After earning a diploma in surveying in secondary school, he decided to move into the food business. He earned a degree in cooking and continued his training in various restaurants in Padua and Trento, where he was first introduced to frozen desserts by Alfredo Chiocchetti. In his Golosi di Natura (Naturally Gluttonous) gelato shop in Gazzo Padovano, he successfully put into practice all that he had learned, but he also continued experimenting and seeking out ingredients and new combinations, always striving to learn more. He earned prestigious titles like the Golden Cup at the 2008 Mig at Longarone with his Prosecco gelato. His last victory has been the Gold Cup prize in the “Gelato on the Plate” contest, during the 2013 edition of the Host fair.

BREAKFAST IN THE GELATO SHOP

Something different, perfect for hot days, with a few recipes that recall classic breakfast favorites.

CAPPUCCINO GELATO WITH SPRINKLED COCOA POWDER

With cream base 50*

Ingredients:

• whole milk	432 g
• cream 35% fat	175 g
• skim milk powder	42 g
• sugar	125 g
• dehydrated glucose syrup 30 DE	28 g
• dextrose	32 g
• cream base 50	35 g
• espresso coffee	125 g
Total	1000 g

Instructions

Heat all ingredients to 85°C (185°F), except for half of the espresso coffee, which should be added during the cooling phase. Freeze the mix with the remaining coffee at about 20°C (68°F) to get more of a cappuccino aroma than a coffee flavor. Place the finished gelato in the blast freezer until it freezes to the core. Place in the display case after being stored for one day at -18-20°C (-4-0°F). Once in the tray, sprinkle with cocoa powder 22/24 and powdered sugar.



SWEET ROLL AND JAM SAUCE

APRICOT SORBET AND SWEET ROLL

With fruit base 50*

Ingredients:

• apricots	400 g
• water	320 g
• lemon	10 g
• sugar	115 g
• dextrose	40 g
• dehydrated glucose syrup 30 DE	80 g
• fruit base 50	35 g
Total	1000 g

Instructions

Clean apricots well. Cut them into wedges and place them in a container with a third of the water and the lemon juice. Separately, pasteurize at 65°C (150°F) the water, sugars, and the base or stabilizer so as to prevent collapsing in the display case during the day. Mix the sugar syrup with the water, lemon juice, and apricot wedges. Freeze in the batch freezer. Sprinkle powdered sugar on the sweet roll. Toast the roll in the oven at 180°C (360°F) for about 7-8 minutes and then chop into pieces. Before extracting the sorbet at -7-8°C (17-19°F), add 150 g of sweet roll for each kg of sorbet. Extract the sorbet and place it in the blast freezer for about 10 minutes. Before placing in the display case, variegate with apricot sauce and toasted sweet roll slices.

Suggestion

If you want to use a 30 g reinforcing fruit paste then you need to subtract 10 g of water and 20 g of sugar.



APRICOT JAM SAUCE

Ingredients

• apricot jam	750 g
• dehydrated apricots	50 g
• inverted sugar	200 g
Total	1000 g

Instructions

Finely chop the dehydrated apricots and let them soak for 12 hours in the inverted sugar. Mix the apricot jam with the inverted sugar heated to 50°C (122°F) and use as a variegate. ●

EGG AND BACON SAVORY GELATO

With fruit base 50*

Ingredients:

• whole milk	545 g
• cream 35% fat	130 g
• skim milk powder	50 g
• trehalose	110 g
• dextrose	22 g
• dehydrated glucose syrup 30 DE	50 g
• cream base 50	25 g
• egg yolk	63 g
• salt	5 g
Total	1000 g

Instructions

For each kg of mix, sauté 30 g of extra virgin olive oil, 30 g of bacon, 20 g of onion, and 3 g of salt. Combine the sauté with the savory gelato mix and pasteurize at 85°C (185°F). When the mix is ready, freeze in the batch freezer. After extraction, decorate the gelato with crunchy bacon cooked in cocoa butter. Serve after one day of storage at -18-20°C (-4-0°F). It can be stored in the display case at -12°C (10°F) with the other gelato.

Suggestion

For crunchy bacon, leave it in the oven at 70°C (158°F) for three hours with a bit of micronized cocoa butter. ●



* The recipe refers to the composition of a standard base 50 supplied by major ingredient manufacturers.

ORIENTAL WHIMSY

A fusion of authenticity, natural flavor, and design, the Capricci gelato shop in Doha, Qatar is an authentic representative of Italian tradition in the Middle East.



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To offer a quality product without compromising, 100% authentic and Italian: this is the mission of the Capricci gelato shop, inaugurated last May in Doha, Qatar. From the very first day, the shop has received positive feedback from its customers, successfully developing a loyal following among some of the most important families in the area who return often for more gelato. It is a fixed presence at every reception organized by the Italian embassy, like the ones held on June 2nd and November 4th. The idea for Capricci was conceived in January 2012 by the founding partners David Braido and Andrea Dal Farra. They were later joined by Simone Zampolli, a master gelato artisan with extensive experience who contributed something exclusive destined to spread the most authentic of Italian flavors throughout the Middle East. After exhaustive searches for the right location, building activities started in January 2013 and were completed by April.

"We chose Qatar because it is a country in the spotlight thanks to its significant, rapid growth, and up until Capricci opened



there were no traditional Italian gelato shops. So no real competition," explains David Braido. And he knows what he's saying. Before opening Capricci, the young entrepreneur spent four years in the Middle East as a project manager in the gelato/pastry/chocolate shop business, ascertaining that in fact no existing business could boast the cultural background



and experience necessary to develop a high-quality product that fully conformed with Italian traditions.

Capricci's distinguishing characteristic is its completely natural range of products, made from a careful selection of raw materials. So the ingredient list includes items like free-range chicken eggs together with fresh fruit, nuts, and high-quality chocolate. Capricci's exclusivity has not gone unnoticed. Besides managing the gelato shop, its dynamic entrepreneurial team works with some of the best hotels and restaurants in the capital. They are also looking into opening another Capricci shop, as well as developing franchising projects for Saudi Arabia, Sudan, and California.



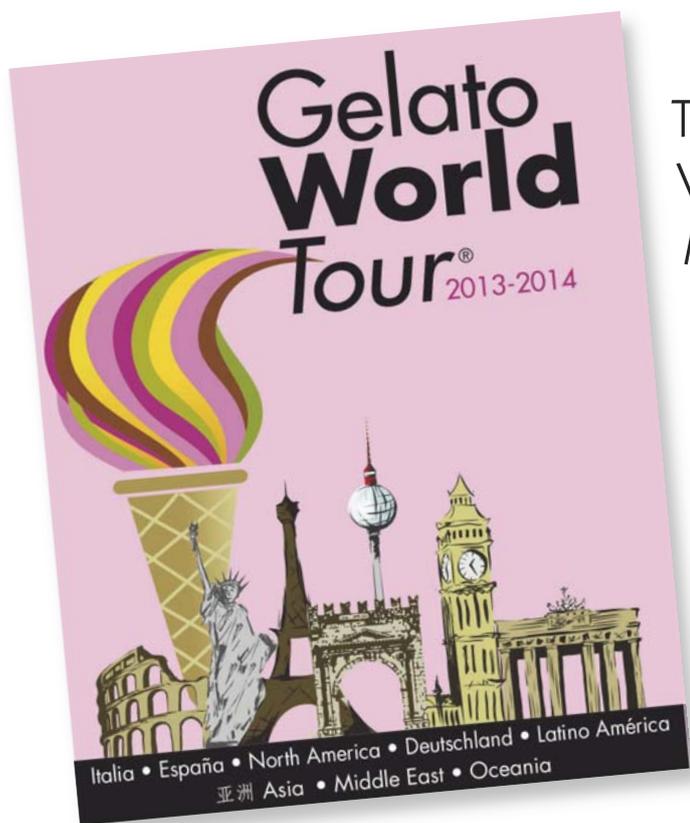
A TIGHT-KNIT TEAM

Capricci is the result of a collaboration among founders who share common roots in the Italian Veneto region yet who all have different backgrounds. This diversity made it possible for them to differentiate themselves from the existing businesses in Doha. It is a young company, under 30, that leveraged its managerial elasticity into a competitive advantage. "Thanks to our different abilities, we were able to build our business from the ground up without relying on outside consultants," notes David Braido. "We worked with an Italian company in Dubai called Aurea Identity Design Comms, which helped us establish our company branding and visual communication based on our requests." The interior design and building was handled by Andrea Dal Farra, who has extensive technical experience in the business. The gelato creations are the work of Simone Zampolli, who, after many seasons in Germany, has perfected his own recipes in Italy, based on the guidance of a great master gelato artisan, at the same time acquiring expertise in the production of natural gelato, semifreddos, and pastry.

THE HEART OF THE PROJECT

The venue has two levels: a ground floor for sales and production, and a mezzanine with tables for peacefully enjoying the specialties. Gelato is presented in a 2.2 meter (7.2 feet) display case holding 16 flavors, for the most part Italian classics. Among these is a very elegant pistachio that is also used to make semifreddos and that represents one of the most popular flavors, together with chocolate (70% dark, from Italy), and Madagascar vanilla. The selection also includes flavors developed especially for the local market, like date, caramel, papaya sorbet, and pomegranate sorbet. In addition, given the high level of diabetes in the area, the shop offers a cocoa sorbet sweetened with fructose. Another 2.2 meter display case is dedicated to gelato on a stick and semifreddos, the latter made with sponge cake produced in house. A third case measuring 1.6 meters (5.2 feet) is used for refrigerated pastries, including elegant creations like tiramisu, cheesecake, panna cotta, tarts, crème brûlée, and other Italian specialties. The work area is visible to the public so that customers can see the full production cycle, from start to end. ●

WORLD GELATO CAPITALS



The first three stages of the Gelato World Tour – Rome, Valencia, Melbourne – have been great successes. Here's a report on how things have gone.



Rome, Valencia, Melbourne: three cities that geographically are very different, yet they are bound by a unique experience. All have hosted the first three stops of the Gelato World Tour, the spectacular festival organized by Carpigiani Gelato University and Sigep, along with their principal partners Mec 3 and Ifi. In its travels around the world, the tour will eventually visit eight cities on five continents. At each leg, 16 gelato artisans selected by experts and industry associations will compete by presenting a single flavor. The gelato is produced each day with Mec 3 ingredients in a workspace open for all to see, using Carpigiani machines and served in Ifi display cases. The final standings are calculated by attributing a weight of 50% to the public vote and 50% to the technical jury's vote. The top three finishers at each stop earn the right to represent their country at the Grand Finale scheduled for

September 2014 at Rimini, where they will compete for the title of World's Best Gelato.

The next legs will be held in Dubai, United Arab Emirates; São Paulo, Brazil; Shanghai, China; Austin, Texas, USA; and Berlin, Germany. It is possible to follow the Gelato World Tour at its website and on Facebook and Twitter.

THE BIG DEBUT

Rome, Italy, 3-5 May 2013. The renowned Pincian Hill in Rome was the background for the first stop. The huge public presence made it necessary for the gelato artisans to double their gelato production. A total of 95,000 cups and 30,000 mini cones were served, requiring more than 100 kg of gelato each day from each of the 16 contestants. The winners of this first leg were, in order: Francesco Mastroianni from Il Cantagalli



gelato shop in Lamezia Terme, Catanzaro with the flavor Cuor di Brontolo (Bronte pistachio variegated with chopped pistachios); Giuseppe Lancierini from the Gelateria Fiore shop in Suzzara, Mantua, with his pistachio gelato; Emanuele Montana from the Gelateria Retrò shop in Rome, with his Orange Delizia. The technical jury and the public vote were in agreement for the first two positions. The public awarded third place to Mario Serani from Gelateria Bruno in Antrodoto, Rieti with his Apple Cake flavor. The technical jury decided to invite Serani to the grand finale in Rimini, making a total of four Italian contestants at the final.

WORKING OVERTIME

Valencia, Spain, 5-7 July 2013. Due to the large public presence the village was forced to remain open for an extra hour, until 1:00 am. More than 140,000 visitors participated in the event. The gelato artisans produced about 6,000 kg of gelato in 100,000 cups and more than 50,000 mini cones. First place was awarded to Maurizio Melani of the Vèneta Gelato Italiano shop in Puerto Sagunto, Valencia with his Galleta de la abuela (Grandma's cookies) flavor. He was followed by Carlos and Juan Enríquez Sánchez



from Iceberg gelato shop in Palma de Mallorca with their Sorbete de naranja de soller con hierba Buena (Orange sorbet with mint). Third place went to Isabel López Dominguez from 29 Palmeras, Huelva with her Mil hojas (a thousand petals, a puff pastry and meringue gelato).

The Tonda Challenge by Ifi, which featured artisans competing to produce two perfect 60 g cups without a scale, awarded first place to Antonino Parrilla Frias from the Villar gelato shop in Seville, taking home the Golden Spatula thanks to one cup weighing 63 grams and another perfect one weighing 60 grams.

LET THE CHALLENGE BEGIN

Melbourne, Australia, 25-27 October 2013. The statistics of the third stop of the tour confirm the event's success: 6,000 kg of gelato produced, 50,000 cups and 80,000 mini cones served. The winners, in order: Donato Toce and Simone Panetta from Gelato Messina in Melbourne with their Cremino flavor; John Crowl from Cow and the Moon in Sidney with his Almond Float; Diana Kontoprias from the Frangipani gelato shop in Sydney with her Pavlova Gelato. Gino Maniaci from Vulcano Gelato in Melbourne won the Golden Spatula at Ifi's Tonda Challenge.

The Melbourne leg saw the debut of another challenge, the Cookies Best Taster, in which the contestants take just one taste of a gelato flavor and must guess the ingredients. The Cookies Cup was won by Voula Makrygiannakis from Cones in Melbourne. ●

THE KING OF CHOCOLATE

With his triumph at the World Chocolate Masters in Paris, Davide Comaschi earned the title of World Chocolate Master. Among the reasons for his victory, his use of a new assembly technique based on interlocking components, a method that intrigued both the jury and the public.



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The touch of a master, an innovative technique, an absolute balance of forms and colors. These are the distinctive characteristics that made it possible for Italian Davide Comaschi to conquer the top step on the podium at the World Chocolate Masters held in Paris, thereby earning the title of World Chocolate Master. The biannual world championship organized by Cacao Barry, Callebaut, and Carma, in this edition sporting the theme "The Architecture of Taste," consisted in six challenges over three days (October 28-30, 2013): two-meter "creation of the architect of the world," dipped pralines, molded pralines, chocolate showpiece, gastronomic chocolate dessert, and chocolate lay-

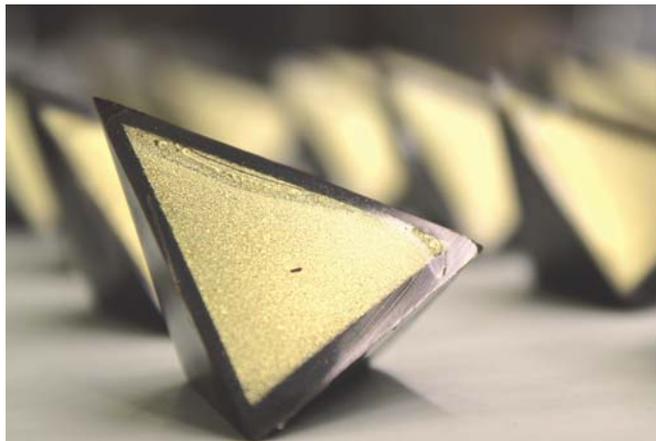


ered cake. The powerful artistic piece produced by the champion was constructed using an innovative technique of his own design which intrigued both the jury and the public. The various pieces were assembled using only interlocking joints, without the use of adhesives. In the following five timed challenges, Davide Comaschi relied on seven different timers so as not to leave any detail to chance and to achieve the highest precision. The composition of colors and ingredients featured in his gastronomic chocolate dessert led many commentators to compare it to desserts served by Michelin-starred restaurants. The showpiece was distinguished by the complexity of its structure and the difficulty of its assembly, once again without the use of ad-



hesives. The dipped pralines, molded pralines, and layered cake were considered to be perfect in both shape and ingredient balance.

Throughout the competition, Davide Comaschi was supported by impassioned fans. The initial online vote found him behind his competitors from Germany, France, and Mexico, but then in less than 48 hours he earned 12,326 votes from all over Italy, placing him in third place in the Internet standings, just behind Germany and Mexico.



His victory crowned months of training, which included more than 10 hours a day in a space set aside exclusively for his use at the Cast Alimenti cooking school in Brescia, Italy. Born in 1980, Davide Comaschi won the Italian Chocolate Championship in 2013. His career started in the renowned Pasticceria Martesana in Milan, working with Master Vincenzo Santoro. Over the years he has become very knowledgeable about the ingredients he uses, especially chocolate. Besides constant training both in the field and in the classroom, his success is rooted in his ability to combine tradition and the latest confectionery trends, experimenting with and fusing styles and techniques. For this reason he has become one of the most popular wedding cake designers, in addition to being famous for his workmanship of sugar and chocolate. In 2010, only 30 years of age, he became a member of AMPI (Accademia Maestri Pasticceri Italiani). ●





ΠΑΝΟΡΑΜΑ





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ADMEMBER



INDUSTRIEIFI

TWENTY YEARS OF EXCELLENCE

AMPI, Accademia Maestri Pasticceri Italiani, celebrated its first two decades of history during its 20th Public Symposium (Brescia, Italy, November 3-5, 2013). Among the initiatives that enlivened the event was a top-level challenge among members and the handing out of awards to Italy's best pastry chefs.



AMPI, Accademia Maestri Pasticceri Italiani, standard bearer of high-end Italian pastry professionals, recently celebrated the 20th anniversary of its founding. The ceremony was held on November 5th in the presence of all the founding partners, during the 20th AMPI Public Symposium held in Brescia, the city in which the Academy was founded, at Villa Fenaroli Palace Hotel at Rezzato.

The Symposium was the context for the Italian Pastry Championship, a challenge involving members competing to make Italian fruit cake. The competition required the use of fruit from “forgotten plants” like the strawberry tree, the quince, and the Russet apple tree, to rediscover the value of what is inside sweets. At the end of the competition, the gold medal for quality was awarded to Iginio Massari, with his version of the fruit cake, while the group he captained (Giovanni Cavalleri, Maurizio Colenghi, Davide Comaschi, Giovanni Pina, Ernst Knam, Vittorio Santoro, Achille Zoia and Gianluca Fusto) won the gold medal for their high level of workmanship and the great artistic sense shown in their presentation.

The big surprise on the first day of the Symposium was the participation of chef Gualtiero Marchesi, who was named an honorary member of the Academy.





The event concluded with the all-important Event Stage, presented by the sisters Laura and Silvia Squizzato, along with AMPI president Gino Fabbri. They recounted the 20 years of the association, thanks to the participation of the 14 founding pastry chefs, including the honorary president Iginio Massari. New AMPI developments were also presented: new jackets, a new logo, and the new identity tag that distinguishes Academy pastry chefs. A preview was also offered of the book *Siamo tutti pasticcioni*, produced in collaboration with Italia Gourmet under a Disney license.

During the event other members who had distinguished themselves were also recognized. The coveted Pavoni Pastry Chef of the Year 2013 gold medal trophy was awarded to Academy member Roberto Rinaldini, for the professionalism and passion evident in his efforts to raise the profile of quality pastry in Italy and abroad, and to stimulate young people to choose a professional career in pastry. Special recognition was given to Davide Comaschi for having won the title of World Champion in the International World Chocolate Masters 2013 held in Paris.



As usual, the Symposium was also an important opportunity for the companies that collaborate with AMPI to discuss and present their innovations and projects that will be developed in the near future. ●



EVERGREEN LOVE

Recipe for two heart-shaped cakes, 4 cm high

PURÉE STRAWBERRIES AND RHUBARB

Ingredients:

• strawberry purée with 10% sugar	100 g
• rhubarb purée with 10% sugar	100 g
• sugar	10 g
• gelatin sheets	4 g
• water for the gelatin	20 g

Instructions

Place gelatin sheets in the water. Once it has dissolved, add the purées. Heat to 35°C (95°F). Add sugar.



COCOA AND RASPBERRY COOKIES

Ingredients:

- egg yolks 60 g
- eggs 150 g
- sugar 115 g
- egg whites 90 g
- brown sugar 35 g
- low-gluten flour 35 g
- powdered cocoa 30 g
- frozen raspberry pieces 30 g

Instructions

Whip the egg whites together with the brown sugar. Whip the egg and egg yolks with the sugar. Blend the two whipped mixtures together. Sift the dry ingredients and then slowly sprinkle them into the mixture, mixing by hand. Roll out into 40x60 cm rectangles and spread with raspberry pieces. Cook in a convection oven for 15 minutes at 180°C (360°F) or at 200°C (400°F) in a conventional oven.

GREEN SPRAY MIX

Ingredients

- white topping 100 g
- cocoa butter 50 g
- fat-soluble green coloring powder 10 g

Instructions

Heat cocoa butter to 45°C (113°F). Add green coloring powder and then the white topping. Strain and pour into spray bottle for spraying directly onto the dessert.



WHITE CHOCOLATE BAVARIAN CREAM

Ingredients:

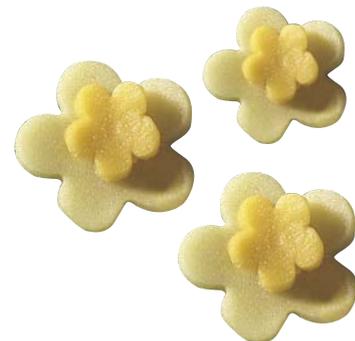
• whole milk	300 g
• cream 35% fat	100 g
• pasteurized egg yolks	70 g
• sugar	70 g
• white topping	260 g
• gelatin sheets	6 g
• cold water for gelatin	30 g
• whipped cream 35% fat	200 g
• grated lemons	1 g

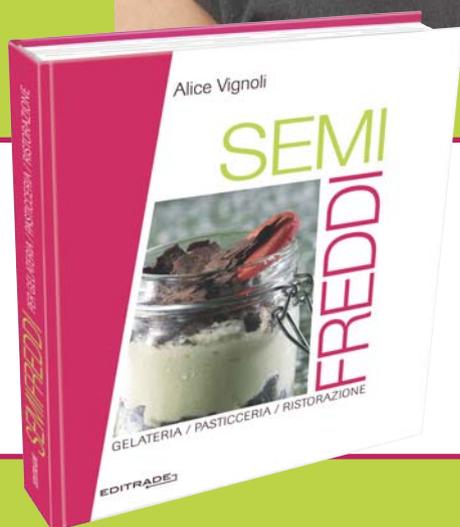
Instructions

Make some *crème anglaise*, cooking it at 82°C (180°F), and then pour it into the gelatin which has been dissolved in cold water. Pour the cream into the chocolate melted at 35°C (95°F), emulsifying it with an immersion cutter. Cool the mixture to 35°C (95°F) and add whipped cream. Pour immediately into the mold and add the frozen center.

Assembly

With a heart-shaped mold that is smaller than the cake, stamp the cocoa and raspberry cookie and cover it with the strawberry and rhubarb purée. Place it in the blast freezer. Fill a larger mold half way with the Bavarian cream and then place the frozen center. Top off with more Bavarian cream, smooth, and crystallize in the freezer. Remove the mold, spray with the green mixture, and place the dessert on the sugar paste base. ●





PRECIOUS JEWELS
Two ideas dedicated to the world of single-serving treats, to add some class to the display case. Both recipes are taken from the book *Semifreddi*, published by Editrade.

GREAT ALLIES

In gelato and pastry shops, the blast freezer and the mixer have become essential tools. A brief description of this equipment helps to understand their usefulness.

THE BLAST FREEZER

The blast freezer was introduced into gelato and pastry shops around 10 years ago. It is a rapid freezer developed for restaurants for storage and to maintain strict control of temperatures during production, thus guaranteeing food safety and total hygiene in accordance with HACCP requirements. They usually perform two cycles. The first cycle reduces food temperature at its core from 70°C (158°F) to 3°C (37°F) within 90 minutes. The second cycle reduces the core temperature to -18°C (0°F) within a maximum of four hours. This second cycle is the one used most often in gelato and pastry shops. *Usage and maintenance.* When not in use the freezer should be defrosted and turned off. If refrigerators and freezers are full, it can easily be transformed into an auxiliary storage unit. The blast freezer can be outfitted with tray racks for standard 60x40 cm trays.



THE MIXER

The mixer is an indispensable tool for making semifreddos. It has a motor that spins a hook or beater inside a steel bowl, which is usually removable. The beater rotates inside the bowl in a circular motion. For liquid cream, for example, this movement at variable speeds makes it possible to capture air and produce a foamy structure thanks to the air bubbles that get trapped among the fat globules. Since it is a mechanical process, it must be constantly monitored, as excessive and lengthy processing of the cream can degrade its quality. *Usage and maintenance.* The mixer is usually equipped with dishwasher-safe beaters, hooks, and removable steel bowls. For some processes, like making whipped cream, it is best to start with a cold bowl to facilitate processing and to avoid subjecting the product to thermal shocks.



SAFFRON & WALNUT

Recipe for 30 small cups

SEMIFREDDO

Ingredients:

- cream 35% fat 1000 g **A**
- pastry cream 300 g **B**
- pâte à bombe 250 g **C**
- saffron pistils 311 g **D**

Instructions

Place single-serving cups on the serving tray making sure they all face the same direction. Infuse the saffron pistils in a small amount of cream until the liquid turns the typical yellow color of the saffron spice. In a bowl, mix the saffron-infused cream with the pastry cream. Carefully fold the pâte à bombe into the mixture. Use a mixer to whip the cream into a semi-whipped state. Slowly spoon the whipped cream into the rest of the mix, making sure not to deflate the mousse. Use a pastry bag to pipe semifreddo into the bottom of the cups until they are half full. Sprinkle a thin layer of chopped walnut pralines onto the semifreddo. Pipe another layer of semifreddo, up to the cup's rim. Place the cups into the blast freezer until they are frozen.

Summary

Hydrate **D**.

Mix **D** + **B**.

Fold in **C**.

Whip **A** in a mixer and then add to the rest of the ingredients.

Pipe into cups.

Decoration

Place the cups on display trays. Decorate with caramelized walnuts and saffron-flavored isomalt filaments.



Storage

The frozen, decorated product can remain in the display case at -19°C (-2°F) for two weeks. Undecorated core-frozen product (i.e., -32°C or -26°F for one hour in the blast freezer) can remain in storage at -19°C (-2°F) for three months.

Alternatives

You can substitute the whipped ingredients **A+C** with a neutral flavored mousse powder base. Instead of the saffron infusion you can use a saffron cream paste.



BERRY TREATS

Recipe for 30 small cups



MOUSSE

Ingredients:

- cream 35% fat 1000 g **A**
- Italian meringue 300 g **B**
- mixed berries sauce 250 g **C**
- gelatin sheets 318 g **D**
- lemon juice 311 g **E**



Instructions

Place single-serving cups on the serving tray making sure they all face the same direction. Pour a small amount of poached berries into the bottom of the cup without getting any on the sides. Place cups in the blast freezer for five minutes. Mix the berry sauce and lemon juice in a bowl. Add gelatin sheets that have been soaked in cold water and then dissolved in the microwave oven. Carefully fold the Italian meringue into the mix. Use a mixer to whip the fresh cream into a semi-whipped state. Slowly spoon the whipped cream into the rest of the mix, making sure not to deflate the mousse. Using a pastry bag, quickly add the mousse to the cups, filling them to the rim in a circular motion. Place the cups back into the blast freezer until they are completely frozen.

Summary

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

Soak **D** and add to the mixture.

Fold in **B**.

Whip **A** in a mixer and then add to the rest of the ingredients.

Pipe into cups.

Decoration

Fill a pastry bag with Italian meringue and pipe small decorations on top of the hardened mousse. Caramelize the meringue with a kitchen torch. Place the cups on display trays and decorate as appropriate.

Storage

The frozen, decorated product can remain in the display case at -19°C (-2°F) for three days. Undecorated core-frozen product (i.e., -32°C or -26°F for one hour in the blast freezer) can remain in storage at -19°C (-2°F) for three months.

Alternatives

You can substitute the whipped ingredients **A+B** with a neutral flavored mousse base. ●

ITALIAN FOOD MYTHS

Let's take a look at some common myths about Italian food.

M

Many Italian dishes and food traditions are known and venerated around the world. However, there are some entrenched legends that are untrue and that all the same are commonly associated with Italians, even though they have nothing to do with the way we do things in Italy. This is not a surprise. It's likely that a Mexican or Chinese tourist visiting Italy will be confounded by some Italian variations of foods that they are used to eating differently, because mistaken interpretations of foreign cultures are common worldwide. ●

Pizza with pasta

The best pizza makers know how to make an incredible variety of pizzas, and this is without a doubt something that is known and respected throughout the world. Even though pizza has become an international dish, pizza mastery is still associated with Italians. Often the elements that are combined are classics of Italian cuisine, including Parmesan cheese to boost the mozzarella, PDO prosciutto, truffles, and asparagus. Continuing along this line, outside of Italy some pizza makers attempt to reinforce the "true Italian" image by stuffing the pizza with spaghetti and tomato sauce. While this combination involves two Italian classics, such a creation would never be eaten by an Italian.



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

Fettuccine Alfredo

Fettuccine Alfredo is the most famous "Italian" dish in the United States, and given the global influence of the USA this distinction has now spread to most of the world. The recipe was actually created in Italy and was served a century ago in the Roman restaurant owned by Alfredo di Lelio, becoming his most famous dish, loved most of all by American tourists. The web is filled with legends regarding Alfredo's fettuccine, but it seems certain that the original recipe called for egg fettuccine with butter and Parmesan cheese. The versions found around the globe are inevitably different, often inspired by traditional Italian cuisine but still far from the original. And, above all, the fettuccine are almost always replaced by some other pasta, usually not egg-based. The most important thing, however, is that in Italy this dish is in no way considered representative of Italian cooking, in fact most Italians have never heard of it.



Cappuccino with meals

Italians love coffee and they make the best cappuccino in the world. This level of excellence is universally recognized, especially by foreigners who order it in Italian restaurants at the end of a meal, or even during it. Many cultures, for example those in the Orient, call for the drinking of hot drinks during meals. For some foods, like Indian Vindaloo cuisine, drinking dairy-based liquids is the only way to soften the effects of spicy foods. In this context, a combination of coffee and hot milk shouldn't be considered scandalous. All the same, in Italian culture, while a cappuccino is very popular during breakfast, it is never associated with a meal, neither during nor after. We suggest that those restaurateurs who have added cappuccino to their menu to be "more Italian" should stop this practice or at least stop representing it as an original Italian tradition.

Pasta and risotto on the side

First courses are one of the elements that distinguish Italian culinary tradition. In a world where most menus contain only appetizers and main courses, the introduction of this course represents a significant cultural difference. Pasta and risotto are therefore clear symbols of Italian cuisine and consequently are offered in many parts of the world. Sometimes, however, they are proposed in a way that completely betrays their originality. Some chefs choose to use pasta or risotto as a side dish for meat and fish main courses. While this custom is typical of Asian cultures, where noodles or rice are served with other dishes, it is totally unknown for Italian culture. As "first courses," pasta and risotto are intended to stand on their own. An Italian who sees them arrive as a side dish will certainly be surprised. To be clear, with meals being prepared and consumed more quickly, for example for noon lunch breaks, even in Italy plates are being prepared with pasta and meat side by side. But even in these cases Italians eat the two separately, and always the pasta first.



Artisanal gelato

Italian consumers eat a lot of artisanal gelato, but they also eat a lot of ice cream, a market dominated by multinational brands. However, artisanal gelato is understood to have a unique quality and flavor that make it one of the stars of traditional Italian cuisine. Technically we can affirm that Italian artisanal gelato contains less fat than ice cream, less air, and is served at a higher temperature. When foreigners used to eating ice cream try gelato in Italy for the first time they are almost always overwhelmed, especially children. They mostly enjoy the stronger flavor, which is a consequence of its special composition, and which also means there are fewer calories to burn. Because of this, in many parts of the world traditional Italian gelato is labeled as "low-fat ice cream." Wherever you are in the world, if you decide to dedicate yourself to Italian artisanal gelato, we can assure you that you will enjoy certain success. We strongly suggest, however, that you follow these two instructions: use only equipment and ingredients that are Made in Italy, and call it "gelato," never "ice cream."



GELATO AND SORBETS ON STICK

Publishing novelty 2014

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by Alice Vignoli

I quaderni di Alice

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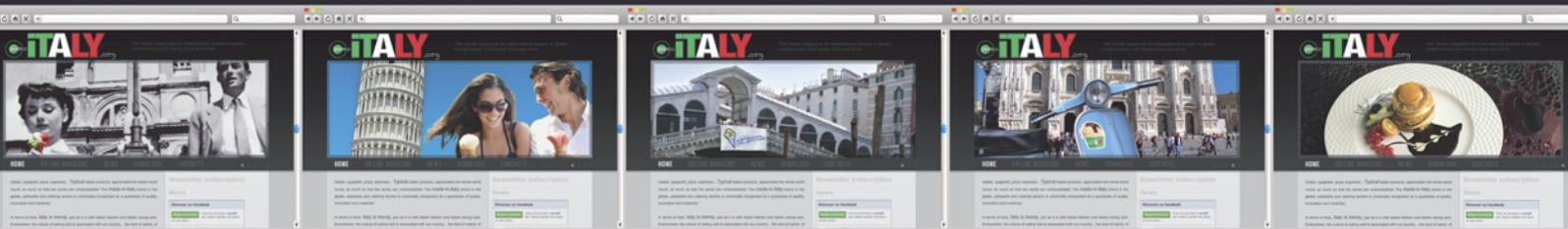
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**THE ITALIAN MAGAZINE FOR INTERNATIONAL BUYERS
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THE ART OF INNOVATION

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*



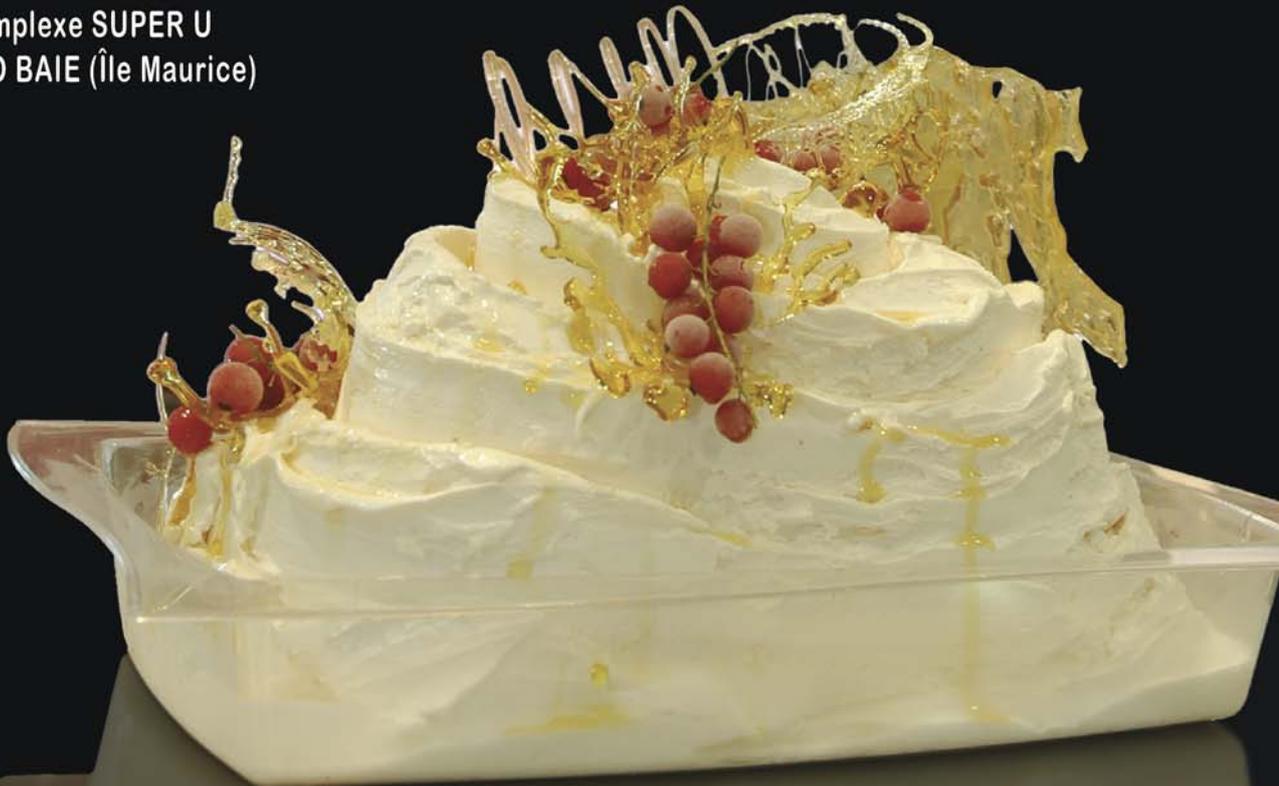
ACCADEMIA BIGATTON



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



Bigattori 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



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A REAL PARTNER

Aexperial, founded in 2005, is managed by an established team with over a decade of experience in the industry of food service equipment and catering. This has produced a company which stands out amongst its competitors due to its deep product knowledge, understanding of the market, drivers and dynamics, and last but not least, a profound expertise in marketing. From the latter, a personalized approach to customer service focussing on reliability and transparency has led to establish and develop important connections in Italy and above abroad. Aexperial is a dynamic enterprise, always ready to provide tangible and distinct answers to its costumers, organized in such a way to efficiently meet and satisfy the requests and needs of both the small consumer and large distributor. The company handles several product lines manufactured from high quality materials, polycarbonate, the best raw material, and stainless steel AISI 304 18/10. Aexperial is not a supplier but a real partner that offers a full range of professional equipment for catering, gastronomy and gelato production. Aexperial's core business is its complete line of gelato basins, moulded in top quality AISI 304 18/10 stainless steel with a polished finish. The range includes all the models (180x165/265x160/330x165/330x250/360x165/360x250/210x200/420x200) in all the depths. The most sold models, 360x165x120 (5 L) and 360x250x80 (6.5 L), are also made in transparent and black polycarbonate. To complete the package, for the display case Aexperial offers scoops with different colored handles made of nylon, a number of lines of spat-

ulas that can be customized on the handle with the customer's logo, cone holders, and napkin holders.

In order to guarantee the perfect and permanent reproduction of colors, typefaces, and size of the logo, various techniques are employed for customization. The latest technology, sublimation, guarantees perfect, long-lasting results. For the workspace, Aexperial offers indispensable accessories for the preparation of gelato, like rubber spatulas, skimmers, graduated pitchers, and graduated steel buckets. For transporting gelato the company supplies disposable basins, covers as well as isothermal carriers. Aexperial actively keeps working with market trends and changes. For example, in 2014 it has just added a line dedicated to the dipping cabinet and its tubs. Aexperial is doing its part to facilitate this return to the old ways, to the traditional gelato display case, by combining tradition with modern technology.

In fact, the company offers a full line of equipment dedicated to this product: tubes of various sizes as well as half tubs with a polycarbonate cover for storage and stainless steel cover for the dipping case. Always on the leading edge and available in all five continents, Aexperial looks forward to seeing you every year at Sigep in Rimini, Italy.



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il sistema
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Oggi, Alcas vi propone la possibilità di farvi riconoscere ovunque. Come? Grazie al servizio Typo, un sistema di personalizzazione in grado di rendere le vostre coppette uniche, originali e seducenti.



www.alcas.it



MAXIMUM VISIBILITY WITH TYPO



Alcas has always offered top of the line plastic and biodegradable containers and accessories for gelato shops. Quality, design, and practicality that bring out the best of the products. Today, Alcas makes it possible to highlight the shop's brand. How? Thanks to the Typo system, cups, spatulas, and spoons can be personalized in an original and attractive manner. Typo adapts perfectly to the needs of each artisan, with multiple solutions suited to different order quantities as well as to varying esthetic and communication needs. Thanks to a flexible personalization system, for example, it is possible to create ad hoc artwork, unique and engaging, featuring a highly visible logo on cups and spoons. In addition, for smaller orders Alcas has prepared a series of predefined

masks for use on cups, offering simple, effective personalization.

Typo by Alcas is the best way to express the shop's full personality and to add flavor to its gelato. What type are you?

Each cup is made of PS and includes a lid, in the following sizes: 60 cc, 80 cc, 100 cc, 130 cc, 170 cc, 200 cc, 250 cc, 300 cc, 400 cc, 500 cc. To complete the line, a practical display is available. Typo – Having personality is always right!



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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.

WHEN DREAMS BECOME REALITY



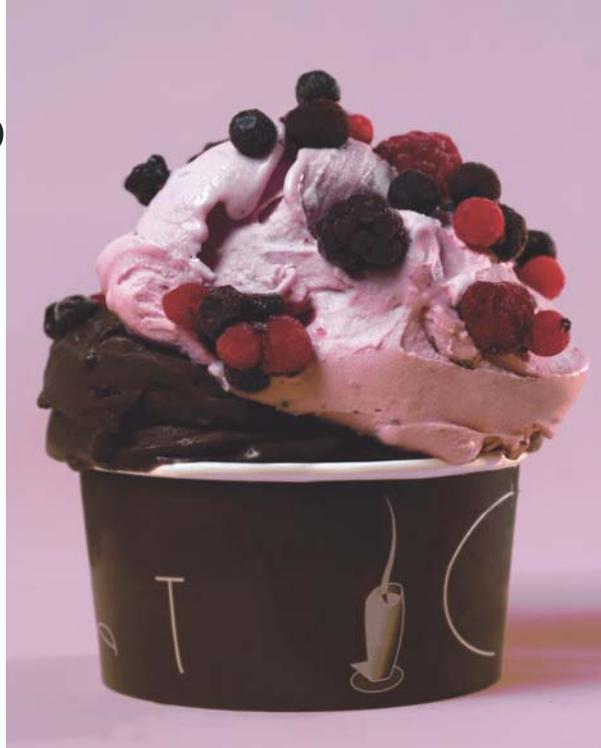
Alvena comes to life in the late 1980's thanks to its founder Mr. Ferdinando Peruchetti, one of the main creators of the phenomenal growth of the artisan gelato market in Italy since 1953. Ahead of his time, a man with a unique genius, Mr. Peruchetti immediately turned his attention to innovative products, such as yogurt and soy, quickly making them the leading products on the market as well as helping their consumption to increase constantly.

Research, passion, and vast experience have characterized Alvena since its foundation, gaining importance and prestige in the Italian production business of

semi-finished products for gelato. New products lines have been studied and marketed, and the company now has a complete range of dry and liquid semi-finished products that can satisfy and suit every need, even the most demanding. All Alvena's products are designed and developed by the Research & Development team, with great attention to the choice and quality of the ingredients and raw materials used to produce them. Alvena's experts develop recipes that can be easily implemented in any type of production, moreover the products are provided with a complete technical documentation with all the nutritional and use information. Over the years this has allowed Alvena to be a partner for high-level professional gelato makers and prestigious Italian industrial groups. Today Alvena is the only company in the industry to have its own direct delivery and distribution centers, cash and carry points in Milan and Turin, where the gelato makers can find all kinds of equipment, products and technical assistance to produce and sell excellent gelato or to open up new activities. In 2011 Alvena, in harmony with the environment, has been the first company in the industry to use solar energy for its own needs. And our story continues...

A DYNAMIC GROUP

Alvena is part of Armac Group, a dynamic group of companies, structured and prepared to solve any inconvenience, anywhere. Armac Group is the parent company that designs, sells and installs laboratories and complete shops for the gelato, confectionary, yogurt and coffee business in general. Additionally, it is a dealership for Iceteam that includes the best machines and equipment for gelato (Promag, Cattabriga, Coldelite, Elettro Freeze). Armac is the most complete and dynamic company in the market, with hundreds of clients as testimony of its success. A group made of a young, motivated and prepared team of people. Armac Group offers a highly professional and accurate service, providing the customer with know-how, skills and achievements developed over more than 30 years of activity in the design and manu-



facture of gelaterias, frozen yogurt bars, coffee bars and bakeries. Armac Group accompanies customers from the very beginning, where dreams are transformed into ideas, and ideas into reality. G&P Center is dealership of the prestigious brand Carpigiani, distributor for the gelateria and confectionary business of semi-finished products and accessories, through cash & carry stores, delivery, as well as international orders. Italian Concept merges all activities under the Armac Group exporting throughout the world the characteristic quality, style and know-how of the Made in Italy. Furthermore, it promotes on international markets license and franchise solutions of prestigious restoration brands. Sgm is a specialized company which produced professional powder and liquid mixers. It offers technical assistance for gelato machines, and a fleet of used, reconditioned and guaranteed machines. Lama Furnishings is our carpentry division specialized in the production of customized bar furniture for every type of requirement needed in your project. 365&Co is a company with head offices in the USA, franchisor of the 345 Caffè Italiano brand, which is specialized in the sale of machines, furnishings and products for gelaterias and food and beverage specialized stores.

ALVENA

DAL 1930 PRODOTTI DI QUALITÀ PER IL GELATO



ANSELLI

ANSELLI

SINCE 1930 QUALITY
PRODUCTS FOR ICE CREAM

TRADITION AND INNOVATION



Ansell has recently celebrated 83 years of activity. The company, in its history, has been placed in the market of Italian artisan gelato, knowing how to interpret the trends in the most innovative way. The company is constantly evolving and careful to changes in the market, it has gained recognition nationally

and internationally for the quality of services provided. Today, as throughout its history, Ansell 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.

Its most innovative proposals include Dopocena, a tasty alternative for the take away. They consists of glasses of gelato prepared following tasty recipes, garnished with combina-



tions 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.

In a cone of plexiglass,

Conotorta encloses a delightful cake. Based on the classic Italian pastry recipes, Ansell 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.

SHOP PROJECT

Over the past 20 years, the Milan-based company has implemented its range of highly innovative products making choices through which its customers have achieved business success, being able to be different, as much as possible, to the competitors. During this process the main way was always been to design, construct and launch a successful gelato shop.

For Anelli professionalism and business skills were, and still are, the basis on which to build a relationship, precise and punctual, with their customers.

So the store is transformed in time and the know-how allows to keep the value of the handmade product.

The market requires skill and preparation, through the years Anelli cooperate with the gelato makers to create many new points of sale. Together they have identified



the location, the setting of the shop up to the choice of equipment for the laboratory.

A global advising, completed with the widest attention to the training, where the techniques of production of the gelato meets the ability to engage the consumer.



ANSELLI

FOOD-AND-DRINK•PASTRY•GELATO

*I vincitori del gusto
nelle gelaterie di successo...*



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...le Supreme BABBI!



PINOLO PURO
SUPREMO



ARACHIDE
SUPREMA



PISTACCHIO
SUPREMO



BABBI
esploratori di dolcezza



SUPREME QUALITY

Noble pastes, excellent raw materials, authentic and genuine flavors: these are the features of Babbi Supremes, an exclusive selection of superior ingredients designed for the Master Gelato Artisans who love to propose uniqueness, quality and passion in their gelateria.

Increasingly popular, the Supremes represent the flagship of Babbi's production, refined pastes that exalt the pure flavor of ingredients and recipes. Supreme Peanut Paste is made of 100% top-quality peanuts and is esteemed for its full and





special taste. Supreme Almond paste is a great, classic flavor that Babbi re-elaborates in a modern way by mixing different varieties of Italian almonds, resulting in a harmonic evolution that creates an intense and tempting aroma. The Supreme Pure Pine Nut paste is perfect for the creation of an intensely pleasant gelato, suitable for all flavors and ages.

Last but not least, the great classics: the Supreme Hazel-

nut paste, featuring the full and incredible flavor of 100% highest-quality hazelnuts, and the Supreme Pistachio paste, made with 100% of the highest quality Sicilian pistachios, for a traditional flavor, always balanced and amazing.

A superior range of products, ideal for those gelato artisans who choose the highest quality and the most sincere passion for their products.



BABBI

3.. 2.. 1..
...Cheese



Kit Cheese Cake - cod. 3310NM

The best ingredients for ice cream and pastries since 1946

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DREAMING ABOUT AMERICA

Bigatton, inspired by the traditional American classic, has developed a delicious Cheesecake gelato paste that perfectly recalls the taste of the famous dessert. The particular flavor of fresh cream cheese is underlined by a variegate of mixed berries. The Cheesecake paste is available in cartons of twelve 1.4 kg jars, the variegate in cartons of four 3.25 kg jars. To guarantee maximum ease of use, there is a Cheesecake Kit that consists of four 1.4 kg jars of paste, two 3.25 kg jars of mixed berry variegate, and one 1 kg package of cookie flour. Truly exquisite and an alternative to the traditional recipes in the display case, it is a flavor that catches the attention of those looking for something different and increases the breadth of choices that are usually offered in the shop. Success is guaranteed.



BIGATTON

Our
Italian treasure



Kit Dolce Tiramisù - cod. 3309NM

The best ingredients for ice cream and pastries since 1946

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AUTHENTIC RECIPE

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

The contrast between the bitter cocoa and the delicate mascarpone cream accents its goodness, transforming it into a must among the classic flavors present in the display case. The Tiramisù paste is teamed with the Tiramisù

variegate to make treats that are even more attractive, and to add an exclusive taste. The Tiramisù paste is available in cartons of two 6 kg jars or twelve 1.2 kg jars. The variegate is available in cartons of four 3 kg jars. Bigatton also provides the practical Tiramisù Kit that contains one 6 kg jar of paste and two 3 kg jars of variegate. When eating gelato made with Bigatton's Tiramisù paste you can clearly taste all the ingredients and flavors of the original recipe. Give it a try!



BIGATTON

The best yogurt
flavours par
excellence . . .



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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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www.accademiabigatton.com

LIGHT AND HEALTHY

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



BIGATTON

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GULFOOD | DUBAI
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BRAVO S.p.a.

bravo.it

SIXTH GENERATION

Bravo is an industry leader in the production of machines for artisan gelato, pastry and chocolate. Since its establishment in 1967, Bravo has grounded his philosophy on successful products, such as Trittico, the first multifunctional machine for the dessert business, with more than 6 generations of continuity and progress since 1974.

Trittico is an advanced technology that works with a very simple mechanism and it is of easy interaction with the professional, who, with only one machine and in less than one square meter, can make gelato, sorbets, different pastry creams, whipped products, jams, marmalades, jellies, chocolate and creams, filling and salted sauces. It represents a trait d'union which binds the competences and the creativity of a Chef, gelato Chef or pastry Chef to the production capacities of a unique technology, creating a perfect union and synergy.



Trittico has supported and conquered the most important professionals from all over the world: from the Coppa del Mondo della Gelateria (Gelato World Cup) in Rimini to the Coupe du Monde de la Patisserie (World Pastry Cup) in Lyon, from the Asian Pastry Cup in Singapore to Starchef in New York City. It has already all the features to be a perfect support. A digital brain, programmed to work without any margin of error; a strong structure, to be always well performing and grant always a high production quality.

This year Bravo will present its new 2014 Trittico series with extraordinary features which make it a unique machine, even with reference to the price! The front plate has a new design, the front door is bigger for a larger and easier product extraction; it is available also with a 7" touch screen and it is supplied with the Ionic System of third generation to check the exact temperature of gelato, even if working with half load. But the greatest innovation is the new configurator which lets the professional build his own machine, according to his needs and requirements, choosing the most suitable model and the optionals that can satisfy his needs in his laboratory.

Discover Bravo's technology in our website or through our distributors and our branches of your area.

Follow us at Sigep Rimini (Hall C5, Booth 040), Gelatissimo Stuttgart (Hall/Booth 7B15), Gulfood Dubai (Hall/Booth Z-A42), FHA Singapore (Hall/Booth 2H3-01), NRA Chicago (North Hall/Booth 6629).

BRAVO



SOFT REVOLUTION



The **XVL** is an important range of compact robust floor-standing gelato machines that allow you to produce soft gelato using the most efficient technologies. Based on Carpigiani's experience, **XVL** is very versatile, and is designed for a large production.

Welcome to soft gelato world.



EASY TO USE

Control panel, large production space, precision dispensing, gelato swirl ready in an instant, self closing dispensers, aluminium pinless levers.

PERFORMANCE AND SAVINGS

XVL can produce milk-based gelato and fruit base / yogurt base gelato simultaneously.

HYGIENE AND SAFETY

Monthly machine cleaning.

REMOTE MAINTENANCE VIA INTERNET

XVL can be set for Internet connection to the TEOREMA remote maintenance system (optional).

GELATO WORLD TOUR, AN INCREDIBLE SUCCESS!



The Gelato World Tour, the Championship of artisan gelato organized by Carpigiani Gelato University and Sigep-Rimini Fiera (main partners Ifi and Mec3), started in May 2013 in Rome, then continued in Valencia in June and stopped in Melbourne last October. During these three stages, more than 300,000 visitors came to join the event and tasted 18,000 kg of artisan gelato, daily made in front of their eyes by the 48 best gelato artisans of the hosting nations.

The winning flavor in Rome was “Grumpy Heart” made by Francesco Mastroianni (Gelato shop “Il Cantagalli”), in Valencia was “Galleta de la Abuela” made by Maurizio Melani (Gelato shop “Veneta Gelato Italiano”) and in Melbourne was “Cremino” made by Donato Toce&Simone Panetta (Gelato shop “Gelato Messina”). The final standings were calculated by summing the votes of the public (weighted 50%) and the votes of a Technical Jury (weighted 50%).

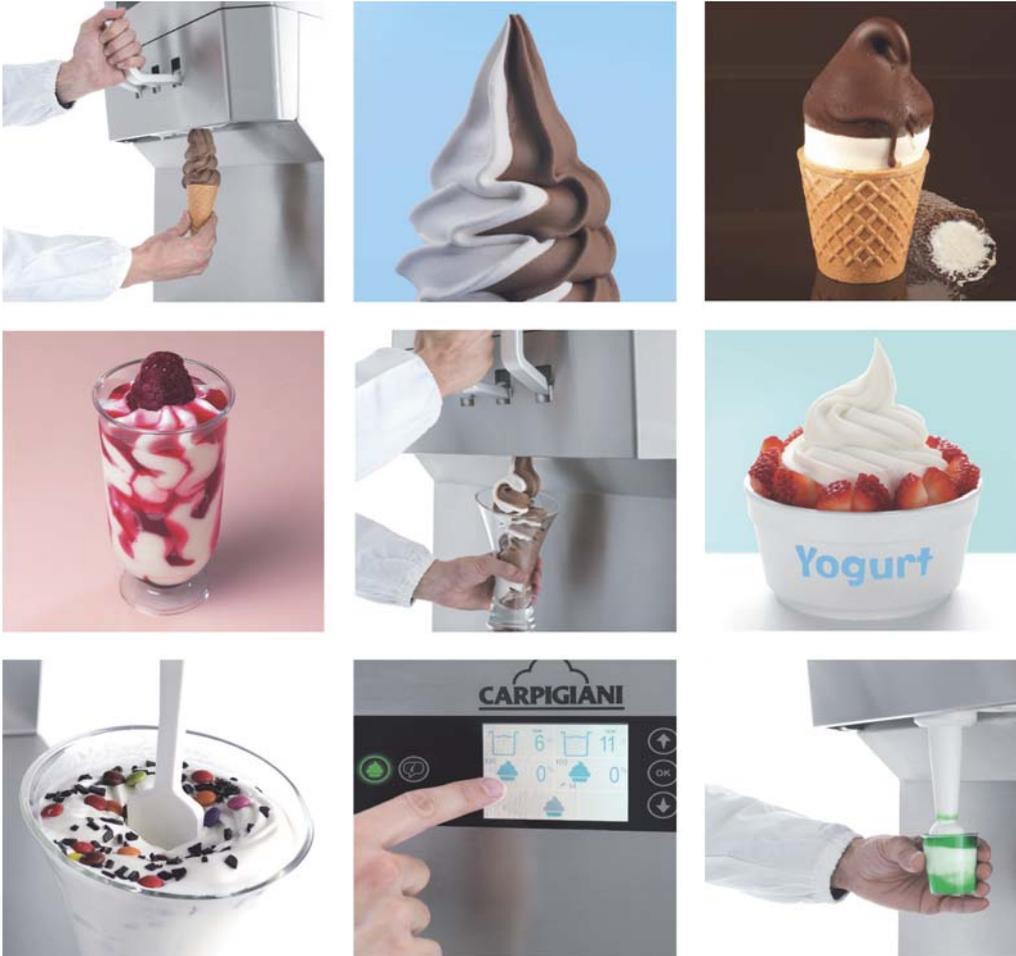
The event is “exporting” the culture of artisan and fresh gelato outside Italy and all over the world, where the economic op-



portunities are real and relevant for everyone that wants to open a Gelato Shop. At the same time the Gelato World Tour is helping the local artisans to promote and increase their business. Rome, Valencia and Melbourne have become Gelato Capitals but many other cities are still to come: the next stages will be Dubai in February, Austin in May, Shanghai in June, San Paulo in July and Berlin in August. Be ready for the Gran Finale in Rimini (Italy) in September 2014, where the top three gelato artisans of each stage will prepare their hallmark flavor. The winning flavor at the final will be declared “World Best Gelato”. Follow the stages of the Gelato World Tour by visiting the Gelato World Tour website, as well as the Facebook, Twitter, Flickr and Instagram pages already fanned and followed by thousands of people.



THINKING BIG



XVL is a floor-standing gelato machine able to produce cones, large cups, and treats. Thanks to advanced technological standards and essential design, the XVL is well suited for businesses that have a large, demanding customer base.

XVL features 13-liter refrigerated hoppers fitted with mixers that constantly blend the mix to keep it fluid, ensuring easy flow into the freezing cylinder. The cylinders are long enough to guarantee gelato production even during rush hours. Each cylinder includes double-spiral beaters with idler and dedicated motor. In the two-hopper models, the independent motors and the design of the refrigeration system make it possible to produce two different kinds of gelato at the same time (for example, milk-based gelato and sorbet, or frozen yogurt).

The XVL/P has a gear pump that injects air pressure into the mix and feeds the production cylinders, resulting in a gelato with high overrun, up to 80%.

The XVL/G uses gravity to feed the cylinders. Control valves naturally add air to the mix producing a gelato having an overrun up to 40%. Inside the cylinders, one-piece POM beaters produce a gelato that is firm and dry. With XVL Carpigiani once again marries technology with a deep understanding of the market, manufacturing machines that are able to meet the very different professional requirements of various market segments.

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.



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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



BRILLIANT

Oversize Display

progettato grafico **MAIRINI**



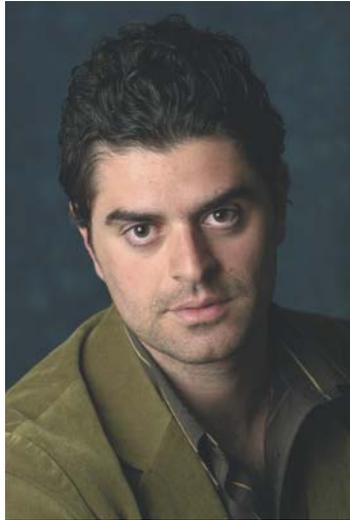
Design & Tecnologia su misura



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 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.

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COMPRITAL

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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

Excellence in the world

Fine Gelato and Pastry ingredients

Fine Gelato

Traditional Pastes

Fruit Pastes

Gelato Bases

Ready mixes

for Gelato and Granita

Ripples

Toppings



Fine Pastry

Pastry preparation

Soaks for Sponge cake

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Creams & Mousse

Essences & Aromas

Mirror Glazes

Chilled Desserts



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Fine Gelato and Pastry
Ingredients

LEGENDARY TASTES

Almost fifty years of experience have made Elenka become a worldwide synonym of success in Italian gelato and pastry. The company was founded in 1959 by Antonino Galvagno. With its philosophy on new healthy trends, the “small syrup and liquor production company” reached its first, high level of success with its “Zuppa Inglese” creation, a unique blend of raw materials that made the company expand all over the world.

Elenka turns tradition, premium quality and nature into mini works of art dedicated to the professionals of the gelato and confectionary world.

The continuous technological updates aim to always guarantee genuine recipes and preserve the products taste and aroma. Two modern plants, one in Palermo and the other in Arluno (Milan) covering 6.500 square meters where Elenka creates a huge number of home-made gelato and pastry ingredients every day. For each product only the best raw materials are used to enhance old recipes of the famous Sicilian tradition.

Innovation of plants and production processes is always implemented by respecting tradition. Elenka’s expertise, specialized staff ISO 9001 and ISO 14001 certification allows for many different products to be created: from milk and fruit bases for gelato, pastes, soaks for



sponge, fillings, toppings, chocolate covers, essences and coatings. Elenka’s experience, innovation and creativity produce many product lines for Gelato and Pastry. Major examples are “i Classici” the classics, “Conca d’Oro” line (Lyophilized slush bases),

“Frutta Quick” (fruit bases), “Chocolate line”, (hand-made for gelato chocolate bases), “La Nocciola” Hazelnut and the Historical “Dariloi” Milk gelato base. A huge variety is available to satisfy each client's needs that can then be transformed by chef's into delicious products.

Among its exclusive tastes, we should mention Pistacchio Oro Verde (a trade mark of Elenka), a top quality pure pistachio paste produced with pure pistachios from Bronte (Etna Volcano). The company has won many awards, including the first prize at the Sigep Tradeshow in 2012 (coffee flavour), in 2011 (chocolate), in 2010 (pistachio) and in 2009 (hazelnut). At Artoza (Athens) it won the first, second, third and fourth prizes at the pistachio Championship. One of the biggest ambitions of Elenka will become a reality soon: the first school in Sicily teaching the arts of pastry, gelato and bakery.



ELENKA

EVERYONE'S NUTS FOR

NUTTY

FABBRI

1905



NUTTY
CHOCOBIANCO



NUTTY
PISTACHIO



NUTTY
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NUTTY
CEREALS



NUTTY
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TRY IT DIRECTLY
IN THE TUB

The latest born in the Fabbri family is no longer alone! Delicious as a velvety marbling, alone in the tub or directly in the batch freezer with durum wheat bread and milk to reproduce the magical "Bread & Nutty". Today you can find Nutty in five new different flavours.

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www.fabbri1905.com
www.amarenafabbri.com

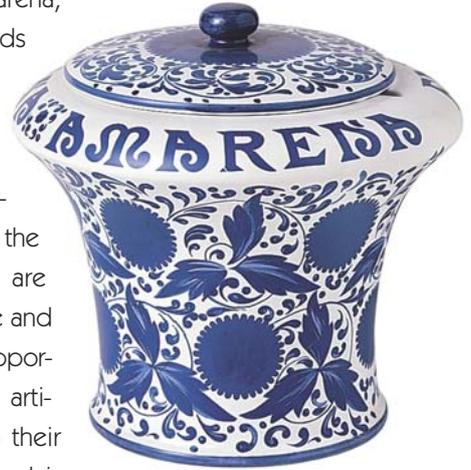


BREAD, BUTTER AND... AMARENA!

An excellent traditional treat is “bread, butter, and jam.” Today this children’s favorite is also a part of many adults’ breakfast, and now it can be transformed into a gelato flavor thanks to the new Delipaste Bread, the perfect gelato to serve with Amarena Fabbri! Besides the in-



comparable Amarena, bread gelato finds another perfect match with Nutty, an irresistible snack alternative any time of the day. The recipes are practically infinite and provide ample opportunity for gelato artisans to unleash their creativity. Combine them with all the new



Fabbri Nutty flavors, with all the marblings in the range, both classic and fruit flavors, with Fabbri Crockolosi, or adding raisins, nuts, cereals....

SOFT WELLNESS

With its high concentration of milk protein, SuperSoft Fabbri makes it possible to make a soft-serve gelato that has an incredibly subtle flavor. Just add water and sugar to one of the available variations: milk, strawberry, yogurt, chocolate, and vanilla. SuperSoft can be personalized with Fabbri concentrated pastes or with one of its many variegates, from Marbling to Crockolosi crunches, as well as Gourmet Sauces, and Crunchy toppings. SuperSoft is your secret weapon for making a healthy frozen yogurt. Just mix it with Yog 30 to obtain a more delicate flavor, or with Fabbriyog for a stronger flavor. Combining Yogurt Light and Amarena Light you have a complete lunch with fewer than 100 calories. And there you have an exquisite low-calorie dessert ready to be tasted. Both soft gelato and frozen yogurt can be enhanced by adding the complement par excellence for all gelato, be it classic or soft: Amarena Fabbri!

Like many other Fabbri products, SuperSoft is gluten free and is made in full compliance with Kosher and Halal standards.



FABBRI 1905

FOOD-AND-DRINK•PASTRY•GELATO

EVERYONE'S NUTS FOR

NUTTY

FABBRI

1905



NUTTY
CHOCOBIANCO



NUTTY
PISTACHIO



NUTTY
NERO



NUTTY
CEREALS



NUTTY
WHITE CEREALS



With Nutty there is more taste... actually more tastes!
Fabulous fillings for your croissants or pancakes, great for
semifreddo and verrines, perfect on Gelato!
Everything is more tasty with NUTTY!

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

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

www.fabbri1905.com
www.amarenafabbri.com



THE INCOMPARABLE

Amarena Fabbri is much more than a synonym for goodness and sweetness. It is the symbol of the company that first invented it in 1915, when Rachele, wife of the founder Gennaro Fabbri, had the idea for “amarena cherry with fruit.”

Emblematic Made in Italy excellence, Amarena Fabbri is the result of the careful selection of the best fruits that are pitted and candied in syrup following a procedure that follows Rachele’s original recipe. For this reason, Amarena Fabbri has become the symbol for an Italian specialty that is unique and unequalled.

Essential for decorating, garnishing, and giving an unmistakable flavor to any gelato or pastry creation, Amarena Fabbri has been developed in many different variants. For example, Amarena Frutto is available in different sizes, to satisfy many different requirements. The TuttoFrutto version with syrup is truly a treat for the palate, and is particularly suited for enriching gelato cups and for decorating desserts. Drained Amarena, whole pre-candied cherries without syrup, are perfect for decorating and filling gelato treats. And don’t forget Brisures, broken and irregular cherry pieces.

Very much appreciated as a filling, the cherries are available as Amarena Colata, a purée of fruit pieces perfect

for croissants, tarts, and cakes, and Amarena Passata, without fruit pieces. Not to mention Amarena

Fabbri Marbling and Amarena Marbling Light, without added sugar. Flavorings include Delipaste Amarena, a concentrated paste with a high percentage of syrup and pulp, and for granita machines Syrupmatic Amarena, an exclusive juice concentrate.

Fabbri offers a wide variety of solutions for decorations. Amarena Nappage features a delicate flavor, and the glaze itself remains transparent and shiny both above and below freezing. Gourmet Sauce Amarena Fabbri is a sweet sauce having the unmistakable flavor of Amarena Fabbri, perfect for sweets and for making drinks. Another solution for mixed drinks is Mixybar Amarena Fabbri, the syrup with the perfect concentration for mixing with drinks. Amarena Frutto is also ideal for cocktails. Amarena Fabbri is available in prestigious gift packaging, the traditional pearl glass jar with its unmistakable white and blue decorations.



FABBRI 1905



VIRNA

intriguing transparency

FB is a trademark of **CLABO GROUP** s.r.l.
Viale dell'Industria | Zona ZIPA | 60035 Jesi (AN) | Italy
Tel. +39 0731 61531 | Fax +39 0731 6153211

www.fbstyle.it | info@fbstyle.it



INTRIGUING TRANSPARENCY

Another protagonist comes onto the scene as an Italian and international success. Virna is the expression of contemporary taste that goes beyond the passing fads of fashion, free of excess or extravagances. Standard double flow allows for perfect subzero refrigeration and an unbeatable visual experience.

Virna is the landmark for pastry and gelato display market. Contemporary taste and technological appeal for a

unique cabinet: FB Virna is available on three different types of linear and angular modules.

Its unmistakable straight glass structure, with transparent plexiglass pillars, allows a panoramic exposure, for a compact and versatile cabinet. The offer is enhanced by an unrivaled illumination: LED lightning off the rack on top and display shelves with, optional on the flavour-tag holder.

With no excesses and extravagances, Virna is the main performer of the contemporary and minimalist style, a display destined to last overtime because it goes beyond fashion. A flawless aesthetic effect designed to valorize a complete range of products dedicated to the professionals of gelato and pastry.



AN EXCLUSIVE STYLE

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 hand-made 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 an 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

THE FIRST MACHINE FOR FRESH GELATO

GX4

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



FRIGOMAT

GELATO AND PASTRY MACHINES

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

INTERNATIONALIZATION, A MUST!

Frigomat has been developing and manufacturing machines for the production of gelato and pastry specialties for more than 40 years. It is the ideal technological partner for gelato artisans, pastry chefs, and food operators worldwide thanks to its complete line of machines designed to meet the requirements of both modern artisanal laboratories and soft-serve ice cream and yogurt shops. Its mission is the continuous research of innovative technologies aimed to the best artisanal traditions and to increase the value of the Made in Italy image abroad. This dedication to research & development, together with a strong focus on technical and commercial training of its distribution network, represent the foundations of the maximum quality guarantee before and after sales. Thanks to a widespread network of specialized dealers and distributors, the company offers master gelato artisans, pastry chefs, and operators worldwide the most innovative solutions, granting in every country punctual and dependable sales and technical assistance. Since 2002 Frigomat has a prestigious cooperation with the American “Taylor Company” for the distribution of the “artisanal Italian gelato machines” by

the worldwide “Taylor” network. A dedicate range of machines labelled “Taylor by Frigomat” has been specifically created. The 2012 saw the birth of the “GPS - Gelato Professional School”, which offers gelato and pastry courses which scope is to spread the Italian sweets culture all over the world. It represents a sure way of acquiring and improving professional skills for producing pastry and artisanal gelato products, as well as new sweet creations of the moment that feature gelato mixed with other ingredients (single-serving treats, semifreddo, and so on). The school’s main campus is located at Frigomat headquarters in Guardamiglio, Italy, and other satellite campuses are hosted by dealers across the planet (including Australia, Great Britain, France, Czech Republic, Hungary, Romania, USA, Canada, Thailand, and Peru). The network is in constant expansion and plans call for the opening of other sites. Every year the company attends trade shows in Italy and abroad, both directly and through partnerships with local distributors. The international market and recognition are Frigomat’s primary targets, aligned with its efforts to spread and promote Italian traditions and excellence throughout the world.



FRIGOMAT

Everybody wants to become Fructital

sgsm.it



 **FRUCTITAL**[®]
...bontà e tradizione nel gelato dal 1922

Quality.

For us it is hard to think of a word which better represents our company and our products. Improving every day is our goal since more than 90 years. Always with the same passion.

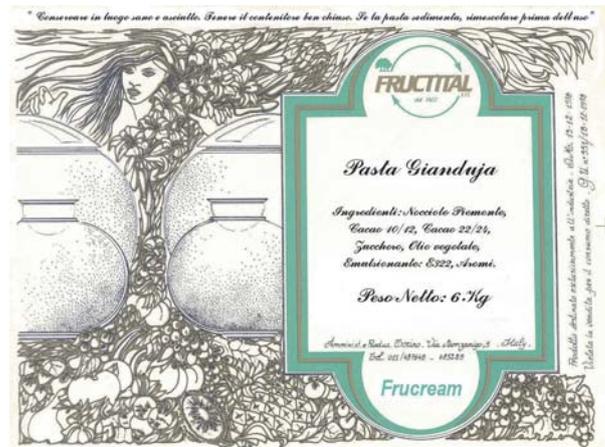
info@fructital.it - www.fructital.it

THE SAME PASSION, SINCE 1922

The beginnings of Fructital are in 1922 in Piedmont, Northern Italy, in the production of ingredients and semi-finished products for the artisan gelato and pastry-making industry. Since then, the company has combined the ancient and strong tradition and the most modern technologies to offer its customers a wide choice of quality products. Fructital fully commits in meeting the needs of gelato artisans, especially taking care of the selection of raw materials. Over the years this choice has developed into a sophisticated quality research. Each product is developed and tested in the company laboratory, to guarantee the highest quality standards. All raw materials are refined and processed within our workshop with traditional methods (in particular, all dried fruit is cold refined to preserve intense flavour and aroma). "Tonda Gentile Trilobata" hazelnut, pistachio nut from Sicily, high percentage use of first choice fruit: these are just a few examples of what our company does to ensure the artisan a genuine gelato, whose quality is appreciated all over the world. Among Fructital's new proposals there are a natural line (without emulsifiers), a no sugar line, and some new specialty ready-to-use kits.

Over 40% of sales (and growing) are related to export thanks to the expertise of well-established professionals in the sector combined with the initiative and marketing studies of a young dynamic team. Investments in research and development are constant over time. Step by step technical and start-up support is designed specifically for each single 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 to give the possibility to create together customized recipes and packaging.

Fructital is also investing to expand and improve the production area, in order to offer a better environment to



its staff and a punctual service to its customers. In January 2014 we are moving to our new workshop which covers a total area of over 2,000 square meters. The automation of process will be under the careful eye of a well-trained production staff, which has matured experience with the company throughout the years in order to preserve quality and craftsmanship.

Years go by, tastes and technologies change and Fructital is renewed every time. Since 1922, always with the same passion.



FRUCTITAL



MADE IN ITALY

Passion... Perfetta



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.

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

info@fructital.it - www.fructital.it

SWEET PERFECTION

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.



ONE PRODUCT, MANY CREATIVE USES

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 filling 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 variegate, to enrich your cones giving a delicious taste of cocoa and hazelnuts.



Try Perfetta in its ten different flavours: classic Perfetta, white chocolate, pistachio, hazelnut, coffee, Ciotofresh (chocolate, nougat and mint), Cubana (rum and hazelnut grains), cherry, lemon, mandarin.

FRUCTITAL

galatea

... è naturale
prodotti per gelato artigianale

Valore Sociale
Per l'impresa responsabile



Galatea is the 1st and ONLY company in the field to be awarded with the VALORE SOCIALE certificate by ICEA.

Value your gelato!

We have always been producing raw materials for Artisanal Gelato and Pastry.

All products are free from artificial flavors and synthetic colors, cochineal red included.

Try our Libera Line!



Have a look at
Valore Sociale



Meet us at:

SIGEP RIMINI PAD. B1 STAND 191 . GELATISSIMO STOCCARDA PAD. 7 STAND C32

WWW.GALATEAGELATI.IT - Tel. +39 0434 598109 - e.mail info@galatea-gelati.com

A SMALL COMPANY WITH BIG VALUES

Galatea by Milk&Fruit is the first and only company in its industry to earn Social Value certification from the Istituto per la Certificazione Etica ed Ambientale (ICEA). ICEA is a Consortium that monitors and certifies companies that carry out their activities in respect of both people and nature, protecting the rights of both workers and consumers. Having certified around 13,000 companies dedicated to strong ethical, environmental, and social values, ICEA is one of the most important entities in the field in Italy and Europe, working to support balanced and socially sustainable development.

The ICEA website includes the press release related to the certification, indicating that “Galatea has complied with multiple Social Responsibility standards thanks to its dedication and commitment and especially by producing healthy products for gelato and pastry shops, promoting exclusive lines that are free from chemical additives, respecting work contracts, being transparent with its customers, being environmentally-friendly, participating in social and educational activities in its territory.”

LIBERA

Libera is Galatea’s flagship. Libera is the outcome of years of work in selecting the best ingredients for the preparation of our products both for Artisanal Gelato and for Cold Desserts.

Libera is the ultimate achievement after years of studies and laboratory research. Libera offers the Artisanal Gelatiere a complete range of “Clean Label” products for gelato. Libera is the jewel in the crown of the Ethics that

Galatea daily relies on to produce its own ingredients for Artisanal Gelato according to Italian traditions.

The most revolutionary flavor in the Libera line is Spiruli, the naturally blue gelato. Its blue color, very popular with children, is derived from the pigment of Spirulina algae. Spirulina is rich in essential amino acids, vitamins and minerals. Galatea stands for healthy, traditional gelato, without using any artificial shortcuts.



GALATEA



Gel Due
ICE CREAM PRODUCTS

*Italian Ice Cream
all over the world.*

Via D. Cimarosa, 33 - 40033 Casalecchio di Reno (Bologna) ITALY
Tel. +39 051 6132910 - Fax: +39 051 6132928 - E-mail: 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



EASY TO USE AND
MORE PRODUCTIVE.
ANOTHER REASON WHY
IT IS CALLED
FRUTTUOSA.



Natural fruit always provides a good service.

Fruttuosa, the range of Giuso preparations, is a perfect example of this, where excellence, speed and ease of execution go hand in hand.

Many flavours available all year for ice cream which is easy to make and difficult to forget.

The extremely broad range, is a real palette of flavours.

We provide the ingredients and you have the pleasure of making masterpieces.

Fruttuosa Fruit: *Pineapple, Blood Orange, Banana, Strawberry, Raspberry, Lime, Lemon, Mandarin, Green apple, Melon, Yellow Peach, Pink Grapefruit, Red currant, Tropical.*

100% natural, contain up to 70% real fruit.

Fruttuosa Cream: *Chocolate, Extra Dark Chocolate without milk derivatives, Coconut, Fiordilatte, lactose-free Fiordilatte, Liquorice, Hazelnut, Peryò with Omega 3, Pistachio, Vanilla.*

Only the best, authentic natural ingredients.

FRUTTUOSA: THE “TRUE” FLAVOR OF GOOD GELATO

High-quality ingredients, innovative recipe development, versatility: these are the principal characteristics of Fruttuosa, the line of Giuso products designed to speed up and simplify the production process for gelato artisans while at the same time guaranteeing an impeccable finished product, perfectly balanced in its structure, with unique flavors and colors. The flavor and esthetic results achieved are unparalleled for products of this kind. Fruttuosa delivers high levels of performance and service thanks to convenient single-serving packets containing all the ingredients necessary to make a soft, creamy gelato just by adding water or milk, depending on the flavor. Fruttuosa boasts a complete line of flavors, including 10 milk-based flavors and 14 fruit flavors. Made with the best “true” ingredients, the milk-based Fruttuosa recipes required a significant level of technological innovation to achieve the various available flavors since for some of them the real ingredient can be added only by means of the complex, delicate process of microencapsulation. This technique provides a high level of ingredient stability in powder form and perfect solubility

in the mix, guaranteeing a perfect gelato in both structure and flavor. Fruttuosa Fruit is a range of 100% natural products containing up to 70% real fruit, without emulsifiers and stabilizers, using only natural flavors and coloring to produce an excellent fruit gelato - soft, creamy, and stable - year round. It is ideal for producing all those flavors that are based on fruits that are either hard to find or difficult or slow to handle. With Fruttuosa, for both milk-based and fruit gelato, Giuso provides gelato artisans with an excellent service, offering them a product that is extremely simple and versatile for preparing unique, high-quality gelato, and at the same time allowing them to express their creativity in developing new and delicious treats for consumers.



GIUSO

FOOD-AND-DRINK • PASTRY • GELATO



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

YOUR MOST PRECIOUS JEWELS.

“Nocciola del Piemonte IGP”

“Pistacchio Verde di Bronte DOP”



Only the best for your ice cream.

Cultivated in Alessandria, Asti and Cuneo provinces, the traditional Hazelnuts of Piemonte Region are absolutely considered as the best in the world thanks to their delicate and round taste and for their persistent and intense aroma. Made with these special hazelnuts, our ice cream, your ice cream, will let you and your customers experience a top quality product with a perfect taste. Offer it to your consumers, they will surely be pleased and gratified.

Thanks to our pure pasta 100% of “Green pistachio of Bronte DOP”. In Bronte, heaven of the pistachios, this fruit is cultivated with its taste and its aroma universally recognized as unique. Its organoleptic qualities (sweet, delicate and particularly aromatic) and the unmistakable colour allow you to prepare an inimitable ice cream of very high quality.



GRUPPO



AUTHENTIC QUALITY



Anselmi's creations are the result of extensive research of ingredients, selected for more than a century with expert care. Emblematic of its selectivity are its pure pastes, which are unique and exquisite. The principal ingredient in the 100% pure "DPO Bronte Green Pistachio" paste are Bronte pistachios. Bronte is a region in Sicily, Italy, where this particular nut that has such an exclusive aroma is cultivated. Its flavor (sweet, delicate, and particularly aromatic) and its unmistakable color make it



possible to prepare high-quality gelato, in perfect harmony with the traditional standards of Anselmi. The pure "PGI Piedmont Hazelnut" paste is made with the high quality Tonda Gentile Trilobata, universally known as the best in the world for its full, delicate flavor and its dense, persistent aroma. The PGI designation is a guarantee of the product's quality and authenticity. Montebianco

earned INOQ certification which means that it can process and package PGI Piedmont hazelnuts in its production facilities.



GRUPPO MONTEBIANCO

FOOD-AND-DRINK • PASTRY • GELATO



It's tasty.
It's light.



No added Fat, No added Sugar.

In line with modern food trends, Doppiozero is the right solution for all people taking care for wellness without compromising on the pleasure and taste of a perfect gelato.





It's right!



All the taste with less calories.

Doppiozero range is available in many indulgent tastes: Cocoa, Bisqui, Cappuccino, Milk&Honey, Licorice, Lemonkrem, Cream, Vanilla, Yogurth and also Fruit to realize delicious sorbets.



LIGHT PLEASURE



Doppiozero is “light” artisanal gelato from Montebianco, an authentic and healthy treat because it doesn’t have added sugars or fats. Doppiozero answers the growing consumer demand for nutritious, balanced products that are both traditional and gratifying in flavor. With Doppiozero it is possible to make a low-calorie gelato, ideal for maintaining a perfect figure, without sacrificing flavor. Soft and creamy, it has all the nutritional value of the traditional product but with fewer calories: only 90-95 per 100 g, compared to 250 in tra-

ditional gelato. For this reason, Doppiozero makes it possible to eat a delicious gelato without compromising nutritional balance. It is the perfect solution for those who are looking to stay fit but who don’t want to give up the satisfaction of a good gelato. Doppiozero is available in many refreshing flavors, to satisfy even the most exacting demands: Biscuit, Cocoa, Cappuccino, Milk&Honey, Licorice, LemonKrem, Cream, Vanilla, and Yogurt. In addition, with the exclusive “fruit” solution, gelato artisans can create any sorbet they





want: strawberry, mixed berries, melon, and more, all with a very low calorie count: an average of around 75 calories per 100 g. Preparing Doppiozero is fast and easy. Just mix a package of product with two liters of boiling water. For sorbets, the recipe is one package to 1.3 kg of fresh fruit and 1.5 liters of lukewarm water. Yogurt is made by mixing one package of product with 3 liters of cold skim milk. Doppiozero is supplied in 1.1 kg packages (ten packages per carton). Doppiozero is supported by a wide range of promotional materials for use in the shop: posters, large and small totems, flavor labels, and taste markers. Doppiozero is a part of Montebianco's Taste&Wellness line, specifically developed to combine the flavor and freshness of artisanal gelato with solutions aimed at benefitting physical wellness. The highly innovative Doppio-

zero is one of Montebianco's most cutting edge sections. In fact, since its founding in 1966, Montebianco has maintained research and development as a keystone of its growth strategy, developing products that have made gelato history.



GRUPPO MONTEBIANCO



THE BASE FOR ALL GREAT DESSERTS

The Art of Pâtisserie is about creativity and artisanality but also ingredients are important and the Montebianco Group, with its new product range Casa dolce Casa, is able to satisfy the most demanding Gelato Makers and Pastry Bakers, thanks to high quality and easy to use products. A wide range of Sponge Cakes and Puffs, without hydrogenated fats and without colorants, to let our customers express their creativity and passion at the best.



A complete range of Sponge Cakes and Puffs, in convenient packages, to satisfy every need.



GRUPPO

montebianco

THE HOME OF GOODNESS

For more than 50 years, the Montebianco Group has been synonymous throughout the world of high-quality pastry and gelato. Over time, its research and development division has developed the ability to formulate recipes in line with market trends, using carefully selected raw materials. All this experience has brought forth the Casa dolce Casa line: delicious and innovative baking products, simple and authentic for making desserts quickly and easily. The family of products includes soft round and rectangular sponge cakes, also available in cocoa flavor. Perfectly cut, they have a light and uniform structure, an airy texture, and absorb liquid flavoring without crumbling. Not to mention dobus in both classic and cocoa varieties, produced using an exclusive recipe that makes it easily rollable. It is a critical ingredient of traditional specialties all over the globe. And we can't forget the puffs, available in two sizes (diameter 35 and 45) for any creative need. Light and round, perfectly dried and crunchy, they are completely hollow for easy filling. All products in the Casa dolce Casa line are free of hydrogenated fats and added colorings. They are available in convenient packaging that can



double as displays. Besides full cartons, they can also be supplied in single flow packs, satisfying the supply needs of even the smallest shops.



GRUPPO MONTEBIANCO

FOOD-AND-DRINK • PASTRY • GELATO

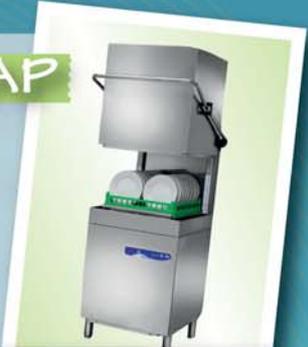
HOONVED®



Serie CE



Serie CAP



Serie APE



Serie STE

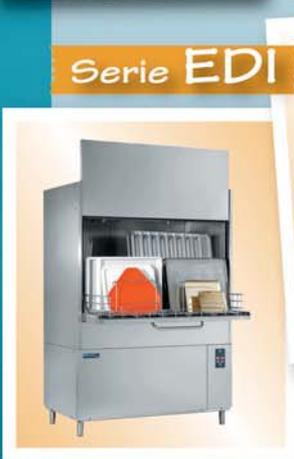


C81E



C90E

SPARKLING RESULTS
EVERYTIME



Serie EDI



Serie HT-HTP



WASHING PROFESSIONALS

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



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



HOONVED

FOOD-AND-DRINK•PASTRY•GELATO



The Art of Gelato



Brilliant
Idea
Born again



WHAT A BRILLIANT IDEA! WE WELCOME THE 401 AND 603 BIB



Since the Longarone Mig exhibition the first two models of the Icteam1927-BIB range of single and twin flavours with mix are now available for producing soft gelato and frozen yogurt with high efficiency and being extremely easy to use and clean. The direct expansion cooling cylinder is connected to the most advanced electronic systems, to the electronic consistency control and are fed by means of peristaltic pumps mounted inside the refrigerated lower cabinet. This setup allows for a consistent overrun, various technical advantages described below and a high quality volume and extract flow on both traditional soft gelato and frozen yogurt. Both are made using a beater tested by chain stores throughout the world. Consequently the BIB range is appropriate for producing soft gelato as well as frozen yogurt without the need to adapt, adjust or change any parts. Regarding cleaning and ease of maintenance the peristaltic pump has clear advantages as it does not have any of the pump components in contact with the mix nor do they wear except for the economic rubber tube which requires periodic cleaning. On the whole the peristaltic pump has many fewer components than other pumps used on similar machines and under equal conditions it allows for time and work savings for the operator or the technician.

The mix containers are made from stainless steel so as to obtain a strong construction and only require to be cleaned in the washer and then remounted. The capacity is large allowing the operator to concentrate on the sales service. The electronic control has a low level mix indicator so that the operator can quickly refill and also has a service counter.

The refrigerated cabinet is in all effects a refrigerator and can

be used to preserve the mix or food products during the day or during closing hours by leaving the machine on stand-by. Obviously the compressor has sufficient power to meet both the service requirements as well as the cabinet refrigerator requirement and only makes the components function when they are required thus achieving maximum economy.

The remote technical assistance is especially powerful and is only activated on request by the client. It allows the distributor responsible for the machine to be able to identify, monitor and foresee possible problems thus minimizing the sometimes unclear telephone descriptions of the problem and avoids displacing a technician without truly knowing the cause of the problem.

HIGH LEVEL OF SERVICE

Last but not least we come to the name of this new range. The BIB system (Bag in Box) which is an alternative to the machine's standard containers and consists of bags containing the gelato liquid mix and that are directly connected to the machine. On our new range this is an optional extra but it is highly characteristic and takes into account hygienic requirements and ease of use. This system originally from Anglo Saxon markets is becoming popular in Europe and on the large emerging markets. The BIB range also refers to this modern



interpretation of soft gelato and frozen yogurt starting with these two basic units and is sure to keep surprising in the near future.

The mission that BIB is committed to is to combine the practical and economical approach to maintenance and cleaning and service, the high performance typical of the North American tradition, the high Italian and European engineering in terms of consistency control, product management, and flexibility in handling different recipes.

ICETEAM 1927

Italian Style

in the world

Design

Production

Complete furniture made to measure

 **ICETECH**[®]
GELATO MACHINES

Made in Italy

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ROMA

REALLY SOFT GELATO

Icetek soft machines are manufactured in several models, Happy and Euro, and they can be divided into 1- or 3 flavours counter machines, with or without pump, as well as into 3 flavours machines for floor with or without pump. Icetek soft machines are assisted by a modern electronic board controlling gelato consistency at any time by enabling the operator to monitor and to read the consistency values and the preservation temperature on the display.

They are manufactured in order to produce really soft gelato having excellent consistency while enabling the operator to customise consistency, just as it may wish. The points of strength of Icetek soft machines are: electronic control of gelato consistency; electronic control of preservation temperatures; basic level indicator in tanks; high-overrun gear pumps; stirring system in stainless steel with counter-agitator and interchangeable scrapers; tropicalised-air version for high performance levels; high refrigerating power installed for high gelato production; ergonomic design for decoration purposes.



ICETECH

FOOD-AND-DRINK•PASTRY•GELATO

Finally I've found the system.

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



HCS

HCS 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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Tel. +39 0721 20021
Fax +39 0721 201773
www.ifi.it - info@ifi.it

Gelatiere
Artigiano



NEW RECORD SPEEDS!



Gino Maniaci, winner of the Tonda Challenge.

At the third stage of the Gelato World Tour (Melbourne, Argyle Square, 25-27 October 2013) Ifi's display cases Bellevue with Panorama Technology, Tonda and the HCS system were used to serve 6,000 kg of artisanal gelato in 50,000 mini-cones and 80,000 cups during 3 afternoons. Bellevue with Panorama Technology is the latest innovation from Ifi. Users of the counters claimed gold and silver medals in the competition that is taking artisan Gelato all over the world. The gelato masters were also full of praise for the fast serving speed offered by Tonda and the HCS closure system in the Cloud, Screen and Lunette display cases.



Gianluca Morotti of Ifi and Gino Maniaci, winner of the Tonda Challenge.



The versatile gelato master Gabriele Maggiorelli urged on the gelato makers and their assistants as they strove to produce two gelato cups weighing exactly 60 grams until the very last second of the competition. The young gelato maker Gino Maniaci from "Vulcano Gelato" in Rye claimed the "Golden Spatula" for the winner.

The winners of the Melbourne stage Donato Toce and Simone Panetta from the "Messina" gelato parlour in Melbourne, and John Crowl from the "Cow and the Moon" gelato parlour in Sydney, who came in second place, used the most photographed piece of equipment at the GWT: Bellevue with Panorama Technology. See you in Dubai in February 2014 for the next stage of the GWT.

Second place to John Bruce Crowl.





Street

LOUNGE

VINTAGE

EACH STYLE HAS ITS **LAYOUT**

We design, realize and promote Your business with the style that fits you the most.

Layout is the only partner able to realize the most functional furnishing for the agreed concept. A partner that turns your ideas into unique solutions and helps you nourishing your business plan. **Layout is the solution that improves your ideas. It's your Enterprise.**

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LAYOUT

IDEAS, PLANS AND FURNISHINGS FOR YOUR BUSINESS



layout.italproget.it
italproget.it

STYLE AND RELIABILITY OF A LONG EXPERIENCE

For more than twenty five years, ItalProget has been designing and implementing original decor ideas and innovative technological solutions for the food and beverage market. Thanks to its diligent activity in research and development of the most advanced production processes, the continuous monitoring of market trends, the close collaboration with young designers, the company is today one of the most solid and reliable realities in the world of the decor and furnishings of points of sales. Thanks to a network of commercial partners, ItalProget is present on the national and the international market, as a spokesman, throughout the world, of high technological quality and of the Made in Italy style of design. ItalProget provides high-quality solutions in compliance with the contractual technical requirements, carried out under maximum safety conditions, meeting deadlines, in line with the expectations of the market and in accordance

with current norms. Thanks to expertise workmanship and experience, the company brings precision and handcraft to an industrial scale, thereby obtaining an excellent product, known and appreciated both in terms of the quality of the materials and the technical characteristics. The objective of the company is to share, with its staff, designers, partners and clients, quality as a mission, an ethic that each day translates itself into a convergence of ideas and expectations.



IDEAS FOR LARGE BUSINESS

Layout is your partner, capable of transforming your ideas into unique solutions and helping you to create and develop your business project. Layout is a new approach, a new professional figure to accompany you in designing and developing your concept, helping you to create the

most accurate and coherent visual identity for your brand. Layout is the ideal partner to create the most functional, attractive and made-to-measure furnishing scheme for your concept. Layout is the solution that can make your idea - and your business - great.



ITALPROGET

Soddisfa anche i palati più esigenti



Taste the difference!



A GOOD HEART

La Cialcon has always been dedicated to developing high-quality cones, thanks to the careful selection of raw materials. The company was established in 1964 in Silea, Treviso, Italy. Five years later the firm welcomed its first automatic machine, which jumpstarted the development of this dynamic manufacturer. Within a decade all the production lines were automated. The company continued to evolve in its efforts to remain in step with its growing market. Thus was born the new headquarters building, completed in 2003, covering more than 6,000 square meters. The production areas and warehouses incorporate modern technological solutions, including innovative packing and moving systems that make it possible to deliver to customers cones and wafers in perfect condition, no matter the destination. Today La Cialcon can meet the needs of any request from

anywhere in the world, thanks to a production capacity of more than 1,200,000 pieces per day. Its strategic strength is its motivated team that believes in company values and that includes more than 30 specialized technicians. The product line features more than 80 different items, both molded and rolled. Two product lines are of particular importance for the company: covered cones available in three variants (puffed rice, Arlecchino, and coconut) and sleeved cones. Sleeved cones have an outer paper lining to guarantee maximum hygiene. The paper lining can be personalized with the name of the customer's shop, providing an obvious source of promotional value. The full range consists of high quality products realized with the best selected raw materials and all "Made in Italy" in our factory. La Cialcon recently updated its website, making navigation much simpler and faster. The domain name is available both at .com and .it, the latter underlining the fact that all items in the catalog are strictly Made in Italy.



LA CIALCON

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



CHOOSE THE INCOMPARABLE FLAVOUR:



Creamy, crunchy, delicious:
it's Cookies[®], the genuine and original flavour by MEC3.

SIGEP, Hall Ovest A7 - C7

FOR FURTHER INFORMATION CONTACT US:



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mec3.it





COOKIES THE ORIGINAL

The Cookies story is very special. It began in December 2000, when in the Mec3 workshops we were searching for an innovative idea to present in at the Mig exhibition. After numerous attempts we came up with an idea: very few but healthy ingredients including the best cocoa, good quality butter and the soft wheat flour used for preparing our famous handmade shortbread cocoa biscuit following an artisan recipe.

From this unique and original idea we created the Biscottino paste and the delicious chocolate and hazelnut variegate containing the crunchy biscuits: Cookies secret to success is the delicious combination between the taste of the traditional Italian shortbread biscuit, the soft cocoa and hazelnut cream and the irresistible grains of cocoa shortbread biscuits. Simple products - eggs, milk, butter, cocoa and hazelnuts - prepared carefully with love and attention have made Cookies the most loved flavour in the gelato parlour, for over than ten years.

COOKIES & CO.

Cookies is not just an ingredient for gelato, its versatility allows you to create an infinite series of recipes, all presented in the exclusive recipe book that we have dedicated to this product.

With Cookies a great variety of products are available for your gelato parlour: a showcase of gelato prepared with the Kit Cookies, gelato pralines and a line of take-away products: for satisfying all tastes and for a truly mouth-watering experience.



MEC3

Quella®

The original



THE ORIGINAL COCOA AND HAZELNUT CREAM DEDICATED TO GELATO

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



MEC3 The leading company in the world in Gelato ingredients.

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www.mec3.com - mec3@mec3.it

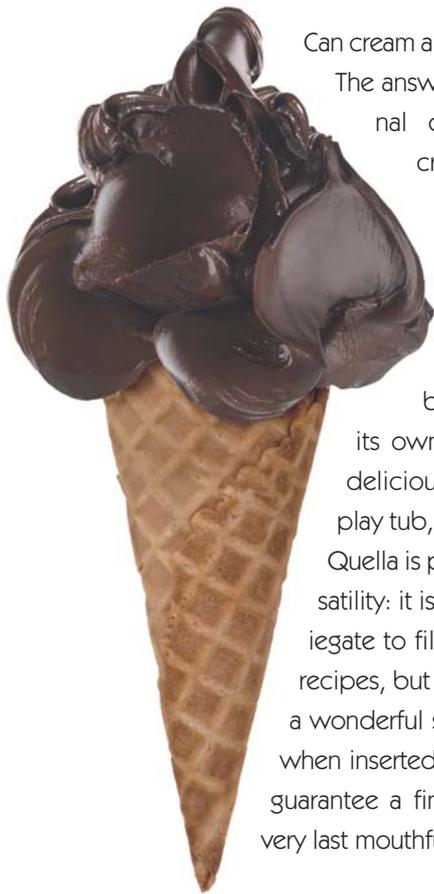


THE CREAM THAT BECOMES GELATO

Can cream also be a gelato flavour?

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

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



MEC3 VARIEGATES

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

CHOCOLATE AND HAZELNUT NOVELTY

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

Quella



MEC3

Le migliori patatine della città hanno trovato casa.

Finalmente sono arrivati i contenitori che tutte le patatine aspettavano. Aperti, sono ideali per il consumo immediato. Chiusi, grazie ai fori salvafragranza, conservano tutta la bontà delle patatine fumanti. Li puoi scegliere nell'esclusivo design di serie, oppure personalizzarli a piacere. In più, sono perfetti anche per altri alimenti caldi.



protegge la qualità, rispetta l'ambiente



EVEN MORE COMPLETE



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 carrier, paper cone sleeves, crepe paper box, popcorn containers, food containers, hot paper save wrappers and lids.

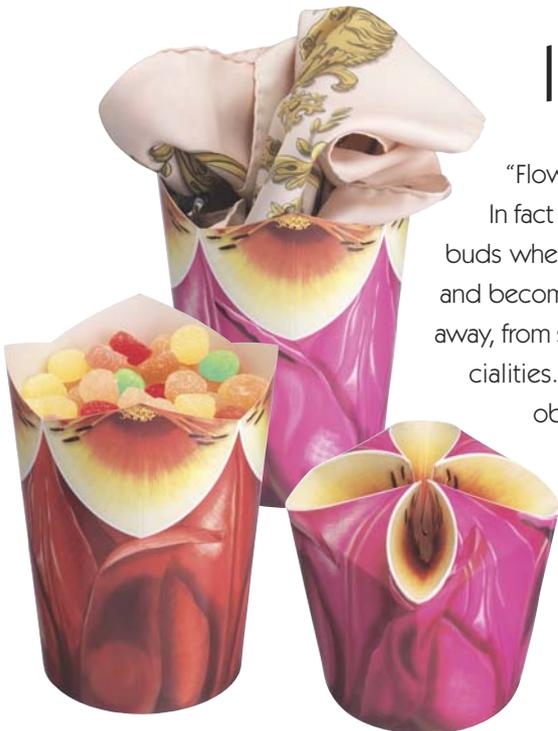
Medac has expanded its line of gelato cups with the new WP1000 container, to meet emerging market demands with skill and professionalism. The cup's capacity is approximately 1.176 ml and it's also available with a cardboard lid (model CB1000). Special attention is paid to the client's aesthetic requirements. 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.



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

E-CUP

esalta il prodotto
rispetta l'ambiente



Naturalmente!



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



Da oggi l'impegno raddoppia con la linea **E-CUP Medac** ancora più rispettosa dell'ambiente grazie all'utilizzo di cellulosa proveniente da foreste la cui gestione responsabile è certificata FSC. La carta è accoppiata con una pellicola proveniente da fonti rinnovabili idonea al contatto alimentare.

E-CUP Medac è biodegradabile e compostabile, può essere smaltita con il rifiuto organico per essere riutilizzata come fertilizzante. Personalizzata su specifica richiesta del cliente, permette di valorizzare il proprio logo associandolo ad un prodotto ambientalmente sostenibile e naturale.

E-CUP Medac è il risultato del coerente percorso di sviluppo di un'azienda etica, orientata ad instaurare un equilibrio sostenibile tra i processi produttivi e l'ambiente circostante.

Più rispetto per l'ambiente, più forza al tuo prodotto...E-CUP Medac.

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 internally 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



CRIC
&
CRÖE

The Crunchy Ice Cream!
White Gianduia and Varicream Wafer

crack !!!



SEMILAVORATI E DECORAZIONI PER GELATERIA E PASTICCERIA

Nutman Group srl - viale Italia 166/168 - Canelli (At)

Tel. 0141.835225 - info@nutman-group.com - www.nutman-group.com

THE GELATO THAT CRUNCHES

Nutman Group has created a new kit that includes everything necessary for making gelato in one kit! It's called Cric & Croc, designed to make a milk-based gelato with white gianduia flavor, variegated with Nutman Varicream Wafer and enriched with wafer crunches. It's a special flavor that pleasantly surprises – and this is the really new part – since usually gianduia isn't white. This product's key to success is that it offers consumers

of all ages a unique flavor, both soft and crunchy at the same time, thanks to the inclusion of Varicream Wafer, a rich chocolate and hazelnut cream enriched with wafer crunches, which goes perfectly with the white gianduia paste, making the whole irresistible.

The kit includes five kg of white gianduia paste, five kg of Varicream Wafer, and one kg of wafer crunches. Also included are flavor labels and a set of five table totems.





*bas*NCE

Origin Evolution



BACK TO BASICS

The Nutman Group has leveraged its experience to produce two new bases designed specifically for all the professionals who want to use only natural products and to provide their customers with full disclosure, thanks to a label that is clear and understandable by all. A return to simplicity aimed above all at those consumers who love quality traditional gelato and a product made with simple ingredients of another time. Today artisanal gelato competes with other modern treats and the challenge is

to create more innovative, natural products with excellent results. Nutman's answer to this trend are the bases NoE Crema and NoE Frutta, two new bases having the primary characteristic of excluding all "E"s, like added thickeners, stabilizers, emulsifiers, flavorings, and gelling agents. For 2014 Nutman has also added a new lactose-free base which is suitable for both those who are lactose intolerant and those who are not, for a gelato that is lighter and more easily digested. Try our NoL base!

basi **NoE**



NUTMAN



A JOURNEY THROUGH PASSION

365



Design without compromise:
the most appreciated showcase by pastry
and gelato professionals throughout the world.

The most imitated original

browse the site: www.orionstyle.it

THE MOST IMITATED ORIGINAL



How can we make something beautiful if it is already nice? Just make it fantastic. It's absolutely the showcase more admired and more imitated of our market, a real point of reference for customers all over the world.

The display cabinet 365 can be employed at any moment of the year, whatever the season. This is because the temperature setting can be personalized from -20°C to $+4^{\circ}\text{C}$, according to the product displayed. The display space can also be divided up and organised according to various requirements, thanks to a special system that it makes possible to raise, lower or hide the shelves automatically, by the single touch of a button. Fifty different ways of displaying and conserving are thus available to choose from, for gelato, pastries, or snacks. Or for all of them together. With 365 of the best locals in the world change their appearance in a few minutes.

A JOURNEY THROUGH PASSION

Orion was born thanks to the idea and the commitment of 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 show-cases 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.

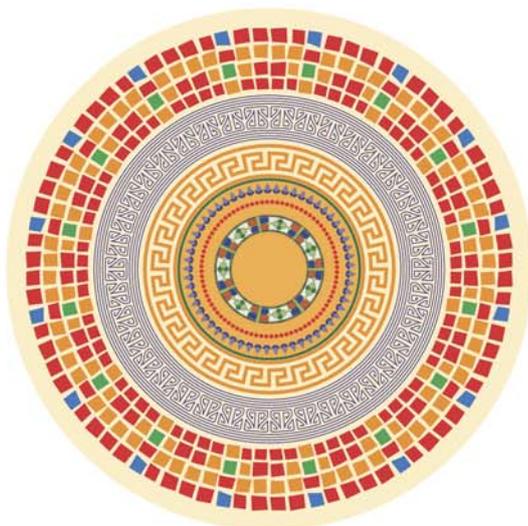
Extremely versatile, Morettina can be used in the tube exactly as it is, and can stay in the display cabinet together with gelato. It is available in 6-kg pails.



PERNIGOTTI



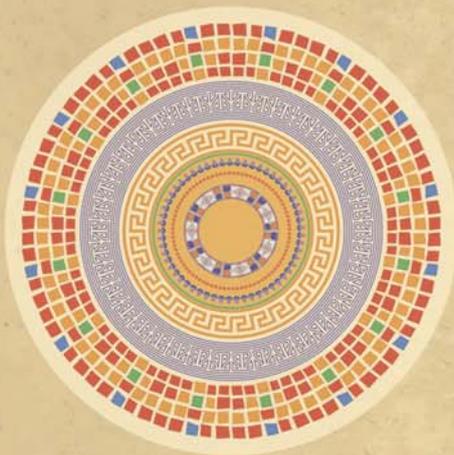
PRODOTTI STELLA S.p.a. via 4 Novembre, 12 Altavilla Vicentina 36077 VI Tel. +39 0444 333600 Fax +39 0444 370828



MEDITERRANEO

Mosaic of flavours





MEDITERRANEO

Mosaic of flavours



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    



IN THE MIDDLE OF THE EARTH

Our journey throughout the world in search of excellence has led us to the discovery of flavors that are unique, genuine, excellent.

We started from Italy, with Opera Italiana. This designer gelato is the result of an accurate selection of the best Italian products: Mortarelle Campane and Tonde Gentili hazelnuts; Avola almonds; Tuscan pine nuts; Bronte pistachios; almond nougat from Cologna Veneta.

Our next stop was in the Americas, and here we came up with Mistero Latino. This original gelato is the result of mixing low-fat cocoa from the Dominican Republic with Guatemalan coffee, Brazilian cashew nuts, Mexican vanilla, Jamaican rum and a blend of exclusively Italian dried nuts. Passione Tropicale is the result of our crossing into Asia: pineapple, coconut and brown sugar. It is creamy taste with a hit of spice, recalling scents from the Philippines, Thailand, Ceylon, with a tropical touch.

Our taste for exploring though, has not waned yet. Now our travels take us to the middle of the earth, the place where three continents meet: Africa, Asia, and Europe.

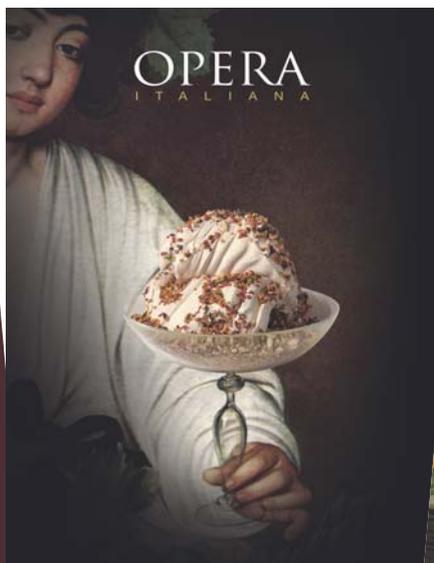
We have now reached the Mediterranean, the cradle of the oldest civilizations on the planet, an ideal place to foster unique world cultures. Here we have obtained an excellent taste, a combination of unique flavours and fragrances: almond, fig, honey, and tangerine.

We called it Mediterraneo.

Try closing your eyes, imagine the taste... it feels just like being there!

Imagination, however, sometimes requires a gentle shove, so we decided to let you try the new 2014 products, together with other "Le Vie dell'Eccellenza" products. Where? How?

Just take a look at the fair schedule: Gelatissimo, Ijsvak, Prodexpo, Expo Sweet, Sweet Targ, Bagatech, Europain, FHA... scan the qrcode for an updated events list! If you are looking forward to a true journey in taste, an experience everyone should try at least once, experience "Le Vie dell'Eccellenza", and let yourselves be surprised by new sensations.



PRODOTTI STELLA



All natural



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AUTHENTIC INGREDIENTS, SINCE 1936

There is more to gelato than what the word suggests. The many flavour combinations, preparation methods and ways of presenting it, make of gelato a universe that keeps evolving and expanding. Our big bang took place more than 75 years ago. Since our company was born, our mission has not changed: to spread throughout the world the quality and image of Italian artisan gelato. Research, study and innovation are the cornerstones of our daily work. Our aim is to ensure a certified production using only high quality ingredients. With the very same objectives in mind, we created All Natural. This line of products is characterized by the use of natural ingredients that are exactly the same as the raw materials of origin. All Natural products do not contain hydrogenated vegetable fats; GMOs, or ingredients derived from GMOs (Prodotti Stella never uses them in any of its products); synthetic colourings; thickeners; stabilizers and emulsifiers, or other synthetically obtained products. We use exclusively natural aromas. Our controls guarantee that your gelato will be of excellent quality and genuine taste. An example? Pistachio Cream Sicilia is exclusively made with selected pistachios from Sicily, nothing else goes in it. If you are looking for authenticity, our new All Natural range will allow you to meet your customers' expectations, including the growing demand for quality ingredients and, above all, natural ones. All Natural has grown to include many new items: bases, cream flavors, fruit flavors, variegati and decorations. All products are strictly natural and authen-



tic, and allow for a much richer gelato showcase. All Natural is all of this and much more, but we think the best way to convey what making "natural gelato" really means to us is to invite you to try it: taste it, test it, adapt it to your needs; monitor the result, stability and authenticity... in other words, "making gelato is a passion that makes of gelato a form of art to savor every day".



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.



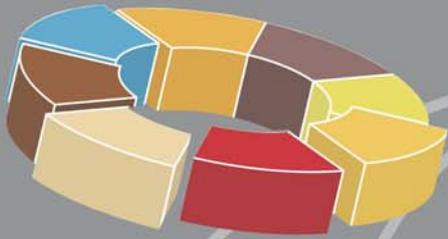
THE VALUE OF EXPERIENCE

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

MODULATE YOUR BUSINESS



GROUP  Since 1974

VECOGEL

IL GELATO A SERVIZIO COMPLETO

www.vecogel.com

ITALY

Padova - Udine - Verona

YOUR MODULAR SHOP

Giotto 4.5 by Ve.Co.Gel is a design for a modular shop with reduced dimensions (only 4.5 metres in diameter). It is equipped with a visible workroom which can be assembled according to one's needs. It is made up of 8 units, each of them can be used for a different purpose, as gelato shop, bakery, coffee shop, chocolate shop, milk bar, kebab shop and so on, and, above all, it can be added to over time with one

or more units. Giotto 4.5 is made of prestigious materials including stainless steel, painted steel, tempered glass panels, Okite, which make it easy to transport it, to dismantle and to re-built it according to different commercial needs. Overhead power supply, water supply and drains make Giotto 4.5 a fantastic and practical solution to be placed in corridors in shopping centres, in airports... since it does not need any fixed floor drains, thus making it ideal for even the most remote location. Giotto 4.5 is the result of the know-how and the experience that Ve.Co.Gel has developed over many years in the design and production of fully-equipped shop



premises. In addition to structures and furniture, the project includes the accessories, necessary materials and staff training in production and sales.

It goes without saying that Giotto 4.5 has all the necessary health and safety certification.



VECOGEL



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.

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info:

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



YOGHURT MADE IN ITALY

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

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

IN EXCELLENT HEALTH

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



YOGORINO

FOOD-AND-DRINK•PASTRY•GELATO

35th

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

Ufi
Approved
Event

Sigep



RIMINI, ITALY 18th 22nd JANUARY 2014

THE GREAT SHOW OF GELATO AND ARTISAN CONFECTIONERY EXCELLENCE



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World Cup
6th Edition*



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47921 Rimini RN Italy
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Exhibitor Info:
g.degirolamo@riminifiera.it

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business space

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



Impressive variety



INTER GASTRA

Leading Trade Fair for
Innovative Gastronomy

01 to 05 February 2014 : Messe Stuttgart



www.intergastra.de

THE TOP HOSPITALITY EVENT



Ever since it moved to the New Stuttgart Trade Fair Centre, Intergastra has only been going in one direction, i.e. quickly upwards. More than 1,300 exhibitors, around 100,000 square metres filled with innovations and recipes for success, plus a unique infrastructure: Stuttgart will become the meeting-point and the trend barometer for the hospitality industry from 1 to 5 February 2014. With continuous growth in terms of exhibition space and the number of exhibitors and trade visitors, Intergastra 2014 will be both the most innovative and the largest event for the hospitality industry in Central Europe.

Intergastra provides an unparalleled overview of new developments and innovations in the hospitality branch with its sectors hotel, gastronomy, community catering, confectionary and café. Exhibition halls are divided according to specific topics enables a grouping into six categories: Kitchen systems, Food, Coffee & Cakes, Gelatissimo, Ambience and equipment as well as Beverages. Also Intergastra scores with its special areas including accompanying congress-programme, Fokus Hotel and Intergastra Neo. Incorporated in Intergastra with about 100,000 sqm of exhibition space and ap-



proximately 90,000 visitors the gelato family meeting takes place in two themed halls solely for Gelatissimo and coffee on 20,000 sqm of exhibition space. The special trade fair develops the market potential of gelato shops, confectioners, gastronomy and hotel sector in Germany and the neighbouring countries. Gelatissimo develops its seductive charisma right on time before the start of the season and is the ideal platform for companies offering ingredients and additives, work and technical equipment, or products and services for manufacturing and the sale and presentation of gelato. Gelatissimo visitors are specialists who love their job and guarantee a very high level of professional quality: 35% work in the sectors gastronomy, restaurants and hotels, one-third are owners or employees of gelato shops. In addition there are 16% from the bakery, confectionery and café sector.



INTERGASTRA

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23-27 FEBRUARY 2014
DUBAI WORLD TRADE CENTRE

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FOODSERVICE, HOSPITALITY AND
RETAIL EVENT JUST GOT BIGGER**

With over 20,000 brands, 4,500 exhibitors and double the features from 2013, we want to give you more time to explore. Which is why Gulfood is now 5 days.

Whether you want to supersize your business or delight customers with unique and inspiring flavours, you'll find a whole world of new and enhanced features including World Cuisine, Halal Heroes, and Major Buyers Majlis, to name a few.



REGISTER TODAY

And you'll also get a FREE pass for **Gulfood Manufacturing** on 9-11 Nov 2014 - the new event for the F&B manufacturing, processing and packaging industries.

Gulfood @gulfood Gulfood - Food, Hotel & Equipment Exhibition gulfood@dwtc.com ■ www.gulfood.com

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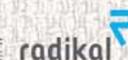
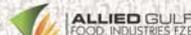
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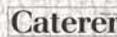
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EXTRAORDINARY EDITION

The 27th edition of Gulfood, the world's biggest annual food and hospitality industry trade show to be held 23-27 February at Dubai World Trade Centre (DWTC), will feature a host of innovative new items, specialist conferences, high-ranking ministerial summits and pioneering B2B programmes.

In an historic first, the show will be expanded to five days under a directive issued by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai.

Gulfood 2014 will not feature its processing, manufacturing and packaging equipment elements, which will now take centre-stage at the inaugural Gulfood Manufacturing - running at DWTC from 9-11 November, 2014. As a result of the complementary shows' visionary segmentation, Gulfood now boasts an additional 27,000



sqm of freed-up floor-space for 4,500-plus local, regional and international exhibitors to conduct specialist foodservice, retail and hospitality trading, and explore international networking opportunities with more than 80,000 global visitors.

The additional Gulfood floor-space has enabled 10 new country pavilions to be introduced to its 2014 line-up including Bahrain, Basque region, Colombia, Czech Republic, Japan, Kingdom of Saudi Arabia, Mexico, Romania, Serbia and Vietnam. A total of 121 national pavilions are confirmed for February.

With GCC food imports forecast to reach US \$ 53.1 billion by 2020 according to a report by the Economist Intelligence Unit, the MENA region's business potential is significant for global food and beverage related businesses. The hospitality and tourism sector remains a bright spot across the GCC, whether its luxury and leisure

tourism in the UAE, religious tourism in the Kingdom of Saudi Arabia, or sport related tourism in Qatar.

Dubai's strategic position as a recognised gateway between East and West and the re-export hub into the other regional countries, Africa, the Far East and the Sub-Continent, adds to Gulfood's appeal.



GULFOOD

Opportunity lies in the middle of difficulty.
Nel pieno delle difficoltà risiede
l'occasione favorevole.

Albert Einstein



Nuova data!!

23-26 Marzo 2014

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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 March 2014.



PA.BO.GEL.

The Apple of the Industry



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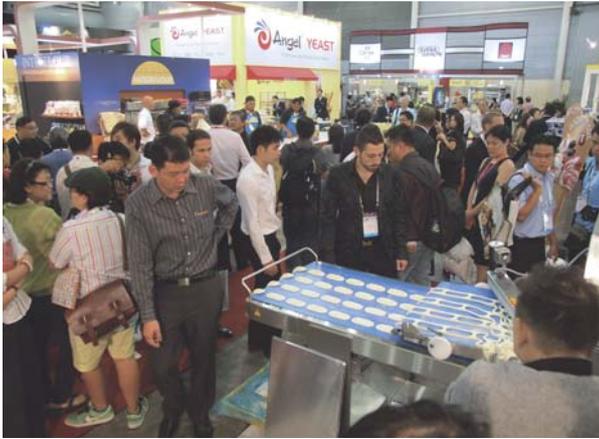


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A WINNING RECIPE



From ovens and equipment to ingredients, decorative elements, moulds and packaging, Bakery&Pastry2014 is a real mecca for industry's baking and patisserie needs. Held at the Singapore Expo from 8 to 11 April 2014, the exhibition serves as a one-stop shop and biennial meeting ground for industry professionals from across Asia to not only source for the latest products, but to also network and display their skills on an international platform. Easily categorised into four segments - ingredients, preparation and processing equipment, presentation accessories, and display fittings - Bakery&Pastry will feature a host of returning as well as first time exhibitors. Debuting at this edition is a group pavilion organised by the Japan Bakery & Confectionery Machinery Manufac-



turers' Association (JBCM). Into its 11th edition, Bakery&Pastry has established itself as the region's leading industry trade event that attracts visitors from over all over Asia. Buyers from major establishments such as BreadTalk, Carlton Hotel Singapore, Gardenia, JW Marriott Korea, Kinh Do Bakery from Vietnam, Raffles Hotel Singapore and St. Regis Hotel Singapore visited the event's last edition held in 2012. Industry folk are attracted to the ever growing, vast and relevant exhibit profile that the show has become well-known for. A host of top international and local suppliers will transform the Singapore Expo into a buzzing global market place of bakery and pastry products that cater for all aspects of the preparation, processing and presentation.



FHA



HOOB

10/12 June 2014
Rimini, Italy

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THE COFFEE CAPITAL



The next World of Coffee is set at Rimini (Italy) from 10th to 12th June, hosting the key players of a system that employs a workforce of 100 million staff worldwide, serving 2.5 billion cups daily to consumers on five continents. It's now Italy's turn to host the most important international coffee expo organized in Europe by ScaE (the Speciality Coffee Association of Europe), of which Rimini Fiera is a member and which since 1998 has worked on projects for spreading coffee culture and promoting special coffees, according to its Mission Statement. World of Coffee is the global crossroads of great coffee artists, new technologies and all the fascinating roads taken by coffee seeds, from the harvest through selection to roasting. A bean that attracts the whole world. The figures confirm this: 30,000 trade members awaited, 200 brands on show, 20,000 sqm of



expo space, 12 areas for events, competitions and workshops, 33 nations represented in ScaE. In the context of the World of Coffee 2014, the World Barista Championship will also be held, attending competitors from about 60 countries. Every year, this competition elects the person making the world's most "extraordinary" coffee-based beverage. There will therefore be an exceptional combination, featuring commercial and cultural issues, but also great shows, with performances by the world's most famous barmen. Rimini Fiera will also host other great world-level competitions, including The World Brewers Cup and debates on the state of the art in coffee, the possibility of networking with the sectors experts or taking part in the demos scheduled, in which the key players will be the various professionals that are related with the coffee world in public venues (barmen,

pastry cooks, gelato makers, bakers and chefs). Plus the new feature: the World Coffee Roasting Championship, reserved for coffee roasting companies.



WORLD COFFEE



NEW YORK CITY
60th Summer Fancy Food Show
JUNE 29 - JULY 1, 2014

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*.

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Reserve your booth today!



UNIVERSAL MARKETING

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TOP QUALITY SHOW

Since 1955, the Fancy Food Shows have been North America's largest specialty food and beverage marketplace. Between the Winter Show in San Francisco and the Summer Show in New York City, the Specialty Food Association events bring in more than 40,000 attendees from more than 80 countries and regions to see 260,000 innovative specialty food products. Summer Fancy Food Show will be in New York City from June 29 - July 1, 2014. Discover 180,000 products including confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more, and connect with 2,400 exhibitors. Fancy Food Show takes pride in hosting the best networking and educational events. Business Builders 1-to-1 is a special program designed to give you the opportunity to meet with our Fancy Food Show exhibitors in pre-arranged ten-minute meetings held on the Saturday before the show floor opens. The Summer Fancy Food Show presents educational seminars and tours addressing the basics of specialty food, social media marketing and other topics important to manufacturers, foodservice and retailers. It creates opportunities for buyers to discover innovative products in targeted showcases and enjoy informative cooking demos from celebrity chefs. Partner for the Italian companies wishing to attend at Fancy Food Show is Universal Marketing, which repre-



sents 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

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ARTIGIANALE**
24 MARZO

M I G P A S S I O N E U N I C A

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. During the Mig, conferences are held on the most important issues of the day, and also meetings and international competitions, such as the “Coppa d’Oro” (Gold Cup), which in 2013 focused on “fiordilatte” flavoured gelato, and the Festival d’Autore (Original Creations Festival) reserved to students of Italian hospitality institutes. Other prestigious prizes are the “Gelaterie in Web” (Gelato Shops on the Web), awarded to the best gelato shop



websites, and the “Maestri Gelatieri” (Master Gelato Makers) prize, awarded to a family or a person who has made a special contribution to promoting artisan gelato in the world. Since 2013, Longarone Fiere yearly also promotes, in the frame of the expo, the “Innovazione Mig Longarone Fiere” International Award, showing the results of research and innovation in the products and processes related to the activities of artisan gelato makers. It is a competition among business ideas having an innovative and original content, developed by Italian and foreign manufacturers and/or service companies. The Award is promoted by Longarone Fiere with the support of Aiipa and Acomag.

PROMOTING ITALIAN GELATO AND PROFESSIONAL TRAINING

Alongside Mig, Longarone Fiere Dolomiti is promoting a series of initiatives serving the world of gelato. Mig is always attended by a lot of young people: they are the future talents picking up the baton of the Italian gelato makers that over the past decades have promoted all around the world the very true “gelato” taste, an Italian excellence. Professionalism is always more than the basic requirement to open a gelato shop: training and continuous upgrading of skills are therefore a substantial prerequisite. On the premises of the Conference Centre at Longarone Fiere Dolomiti, a fully equipped gelato laboratory is available during the year to associations and institutes aiming to organize their professional courses for gelato makers.

MIG

17th-21st JANUARY 2015

4th INTERNATIONAL EXHIBITION OF TECHNOLOGY & PRODUCTS
FOR BAKERY, PASTRY AND CONFECTIONERY

AB tech expo

BAKERY & TECHNOLOGIES

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of AB TECH Expo will be
simultaneously with
SIGEP in 2015 and 2017.

JANUARY
2015
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ALL THE BEST OF THE BAKERY & TECHNOLOGIES



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 last 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



**ORGANIZZAZIONE
VITTORIO CASELLI SPA**

TRADE FAIRS AROUND THE WORLD

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

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

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

HOFEX

Gulfood

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**...and lots
more!**

A COMPLETE PARTNER FOR TRADE FAIRS



Andrea Caselli, grandson of the founder Vittorio.

The Organizzazione Vittorio Caselli operates in the following product sectors: clothing - agriculture - food and wine - interior design and furniture - catering and hospitality equipment - consumer and producer goods - communications - air conditioning, heating and ventilation, building and construction - electronics, energy and lighting - jeweller's and goldsmith's work - packaging, food processing - wood (machines and technology) - marble - medical and dental - plastics and rubber - health - print machines and products - textiles (machines and equipment) - transport - tourism - utensils and metal work; etc.

SERVICES OFFERED

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



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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