

Year 3 - No. 6
punto
JULY-DECEMBER 2014

ITALY



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



OPERA

I T A L I A N A

The best of Italy in a Gelato

Opera Italiana is the outcome of a skilled selection of the best typical Italian products: Mortarelle Campane Hazelnuts and Tonda e Gentile Hazelnuts from Piedmont, Avola Almonds, Tuscan Pine Nuts, Bronte Pistachios, Mandorlato Nougat from Cologne Veneta. The best of Italy is at the service of your art, gelato maestro!



MISTERO

L A T I N O

A journey into flavour

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



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

New journeys into flavour



PASSIONE
TROPICALE
An Eden of taste

Passione Tropicale is an exciting journey through Thailand, the Philippines, Ceylon, Ecuador and Jamaica. The flavour is creamy and slightly spicy, this new proposal is the synthesis of its four original components. The result is an unexpected flavour: the perfect combination of creaminess and freshness of the fruit used.



MEDITERRANEO

Mosaic of flavours

Mediterraneo is the new Vie dell'Eccellenza flavour that harmoniously combines creamy flavours with fresh fruit. Its exclusively recipe comes from the careful selection of raw materials that are typical of the Mediterranean region: almonds, honey, mandarin oranges, figs, pistachios and sesame.



IKON a sight as you never seen before





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Prickly Pear • Pineapple • Conc. Passion Fruit
Passion Fruit • Mix Tropical • Mango
Papaya • Coconut • Banana • Carrot
Pear • Sour Cherries

Organic fruit purée

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Pineapple • Banana • Mango

Citrus juices

Frozen Lemon Juice - Primo Fiore
Sorrento Lemon juice IGP
Mandarin Juice Tardivo di Ciaculli
Sicilian Blood Orange
Pink Grapefruit • Lime

Rogelfrut
FRAGOLA • ERDBEERE
STRAWBERRY • FRAISE • FRESA
+ Zuckers - Zucker - Sugar - Sacre - Azúcar

PURE DI FRUTTA SURGELATA
Nicht conservare ni colarant.
Contiene coloranti naturali.
Cottura e consumo:
Nell'impasto: 1 grammo.
Nella preparazione: 30 grammi.
Netto: 100g (3.5 oz).
In der Packung: 100g (3.5 oz).
In der Packung: 100g (3.5 oz).
Non ricongelare il prodotto una volta scongelato.

FRUCHTPÜRE TIEGFROREN
Ohne Farb- und Konservierungsstoffe.
Aufbewahrung:
1 Tag im Kühlraum + 1 Tag im Gefrierfach.
In der Tiefkühltruhe: 10°C / 7 Tage.
+12°C / 30 Tage. +18°C bis zum Öffnen.
Ermal aufgetaut nicht mehr einfrieren.

FROZEN FRUIT PURÉE
Contains no colouring or preservatives.
Storage:
1 day in the refrigerator in the compartment 3 days.
In the freezer with +10°C / 7 days.
In the freezer with +12°C / 30 days. In the freezer with
+18°C / 30 days within the date of expiry printed above.
Never refreeze a thawed product.

PURÉE DE FRUIT SURGELÉE
Ne conserver ni colorants ni conservateurs.
Conservation:
1 jour au réfrigérateur - 3 à 4 jours dans le freezer.
Avec la date limite de consommation.
Dans le congélateur à +10°C.
Ne jamais recongeler un produit décongelé.

PURÉ DE FRUTA CONGELADA
Sin conservantes ni colorantes.
Modo de conservación:
En Rogelfrut: 1 día en helado 3 días.
En el congelador: +10°C / 7 días, en el congelador +12°C /
30 días, en el congelador +18°C dentro de la fecha
de caducidad impresa.
Una vez descongelado
no volver a congelar el producto.

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concentrato

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migliorata

ribes nero
Purée di ribes nero
surgelato

banana
Purée di banana
surgelata

ananas
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SURGELATO

passion fruit concentrato
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There is widespread hope that the economy is restarting pretty much everywhere. The United States is out in front with strong growth, and even Europe is slowly raising its head.

Italy, after many difficult years, has initiated a concrete set of reforms that are helping the country to recover its global credibility.

In particular, the food trade "Made in Italy" is finding great success worldwide. Italian wines and sparkling wines have achieved a position of absolute leadership, followed by numerous other excellent traditional Italian products. The only sore spot remains the sale of counterfeit food products that are sold as being Italian but in fact are not even close.

PuntoItaly has continued its roadshow across the planet, meeting thousands of professionals over these months who are interested in our excellent products. From Sigep in Rimini we went to Gelatissimo in Stuttgart, then onwards to Gulfood in Dubai, Europain in Paris, Food & Hotel Asia in Singapore, and finally to Pabogel in Rome.

Now we're getting ready for the new summer/fall season, which in reality has already started with our participation at World of Coffee in Rimini. This will be followed by FHC China in Shanghai, Sial in Paris, and then back to Dubai for The Specialty Food Festival. Our final stop will be the renowned Mig in Longarone. Those who want to visit us will find us at these specialized trade fairs, or at our website www.puntoitaly.org.

Bye!



Franco Cesare Puglisi

ITALY





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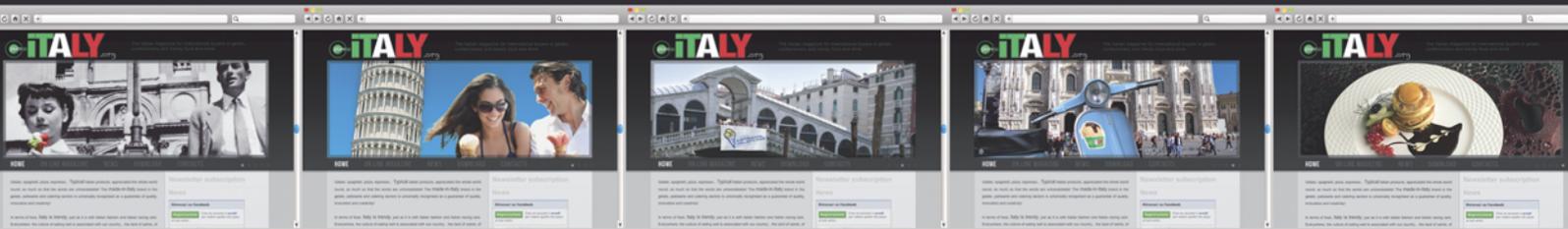




ITALY.org



The Website



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Patrizia Cecchi - Manager of Rimini Fiera's Business Unit



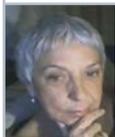
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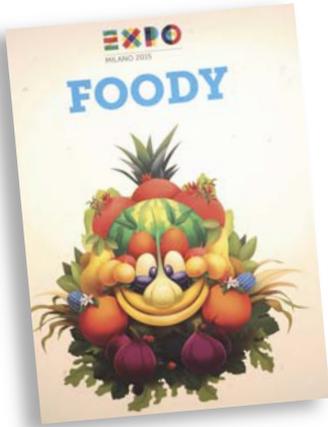
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EMOTIONAL JOURNEY



Less than a year from its grand opening, Expo Milano 2015 is starting to take shape against a background of its theme “Feeding the Planet, Energy for Life”. The exhibition will introduce the concept of Clusters, areas that group countries according to thematic identities and food supply chains instead of by geographic vicinity.

A fascinating pathway interwoven with technology and theatrical staging awaits visitors to Expo Milano 2015, the universal fair that will be held in Milan, Italy from 1 May to 31 October 2015. More than 140 countries from around the

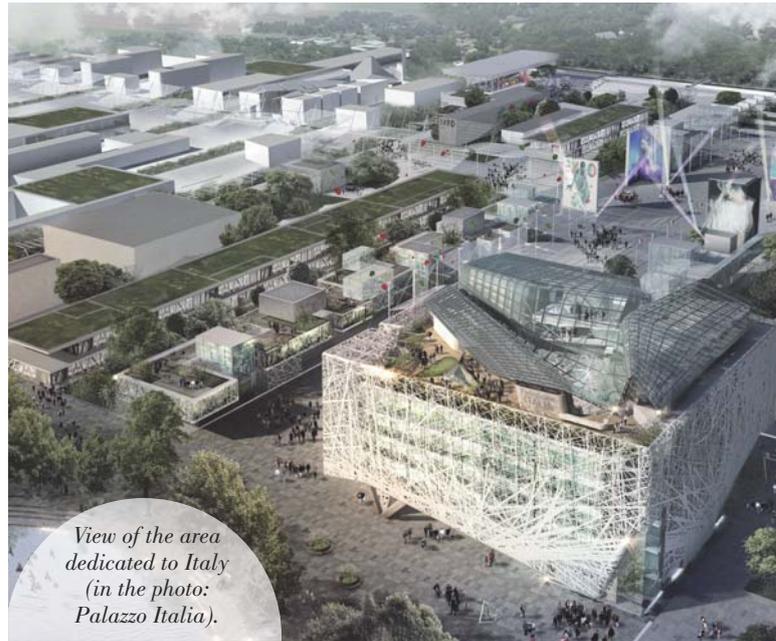
globe will present their point of view of the theme “Feeding the Planet, Energy for Life” in an area covering more than one million square meters.

More than 20 million people from around the world are ex-



pected to visit the exhibition. They will find thematic presentations dedicated to the complex world of food, a voyage through flavors and traditions unique to cultures from around the globe. In addition to the exhibits, there will be a busy schedule of initiatives dedicated to food education and raising the consciousness of planetary resources.

The countries with independent pavilions have already started construction. The spaces dedicated to Italy recall a local village, the small urban setting that was historically common to many Italian cities, illustrating the variety and richness of the peninsula. Special attention will also be focused on the Made in Italy supply chain, highlighting excellence in the areas of food and environmental sustainability. The Italian area will also include the Wine Pavilion, made by Vinitaly, designed to present the history and cultural traditions associated with wine.



View of the area dedicated to Italy (in the photo: Palazzo Italia).



Germany will have one of the largest pavilions (4,913 sqm). Inspired by the theme “Fields of Ideas,” the exhibit will show a new image of the country, underlining its commitment to the environment through government policy, cutting edge research, and business innovation.

Austria will present the new concept, “breathe.austria,” in which buildings and environment are perfectly integrated,



The Austrian pavilion.

Events



A huge oak tree outlines the Latvian pavilion. The large edifice has two levels and features interactive spaces that involve all five senses.

France has turned itself on its head. The structure, made completely of wood than can be disassembled and reused, has a spectacular form featuring free lines and invisible connections. The exhibit's theme is "Produce and feed in a different way", presenting achievements attained by the national agricultural and food industries. Inspired by its theme "From the Pure Source", the Hungarian pavilion reflects the importance of healthy food, a healthy lifestyle, and the need to guarantee food safety and biodiversity for future generations. The forms and materials reflect rural living and are developed according to principles of organic architecture. The central area is inspired by Noah's Ark, a symbol of salvation for living creatures, while the two sides recall shamanic drums, drawing the viewer back to ancient times and highlighting our mystical relationship with nature.

representing a tangible example of the sustainable relationship between urban life and nature. Thus visitors will find an unconventional pavilion consisting of a deep, natural forest where breathing becomes a sensory experience, a way of making air something that can be perceived. Inspired by minimalist architecture, the Lithuanian pavilion is composed of two cube-shaped buildings united by a series of walkways. The essential lines of the project recall a scale and represent the equilibrium between tradition and innovation as they pertain to the country's food business.



The Hungarian pavilion.

and legumes, cereals and tubers) and three themes (Agriculture and nutrition in arid zones; Islands, sea and food; Bio-Mediterranean). These large areas were conceived for gathering under the same roof different countries sharing common foods or interested in developing a common theme. They are actual villages with a strong geographic and thematic identity and with open spaces that can be used for events, food services, and shopping. The atmosphere of the land with its rural colors and aromas, welcomes visitors to the Rice Cluster.

*Great Britain's pavilion.*

Great Britain's pavilion is inspired by bees, taking visitors through a real orchard and field of natural wildflowers. At the structure's center, immersed in the green field, is a gold-colored steel sphere, representing a large hive, emitting the buzzing sound of a bee colony.

The Malaysian pavilion reflects the country's journey towards sustainability, focusing attention on the efforts made to transform the nation's key economic areas. The structure is in the shape of seeds, hosting agricultural products, oil and rubber palms, together with services for commerce and tourism.

A WORLD OF GLOBAL VILLAGES

Next to the individual country pavilions, Expo will include a series of nine large spaces called Clusters, destined to host six specific food supply chains (coffee, rice, cocoa, spices, fruits

*The Malaysian pavilion.*

Here one finds a stretch of land that looks like a huge rice field, a sort of botanical exhibit showing areas cultivated with different kinds of rice. There are kiosks that distribute rice in the common areas, while among the basins that represent plantations the public can participate in interactive games. Upon entering the Cocoa Cluster one has the impression of venturing into a gigantic jungle. In fact, the concept was inspired by the regions where cocoa is cultivated, the plantations in tropical and subtropical areas. Drawings, icons, and images on panels tell stories linked to this ingredient, from cultivation to processing, from distribution to transportation. The Cluster has a main pathway that connects the tasting area with the events area, as well as to the space dedicated to gastronomic performances.

The vast coffee fields in the tropical forests of Africa and Central America inspired the Cluster dedicated to this food. The space architecture reminds one of the highest branches of the trees that tower over the coffee fields, while the pavilions



are a metaphor for their trunks. The path through the exhibit takes visitors “from the earth to the cup”.

The Fruit and Legume Cluster is studded with small and large fruit plants. The irresistible aroma that bursts from every corner of this innovative village tempts visitors to discover the origins of both popular and less known varieties, in the context of a story that falls somewhere between history and legend.

The Spice Cluster opens a sensory universe that transforms into



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE

an actual village. It is an invitation to follow the course set by great navigators and explorers as they traveled across continents, lands, and seas, an experience that reveals the infinite uses for these ingredients in the kitchen, in medicine, and in cosmetics.

The Cereal and Tuber Cluster aims to illustrate the long supply chain for these products of the earth, taking the public through an itinerary rich with colors, surfaces, aromas, and suggestions. Bio-Mediterraneum Cluster outlines the unmistakable characteristics of the cuisine developed in this area. The narration tells the story of the people who, for millennia, sustained themselves on the resources of the generous seas, creating a unique cultural and gastronomic experience. Sicily, the first Italian region to partner with Expo, will guide the Cluster, coordinating the events of the 12 participating countries.

The idea behind the “Islands, sea and food” Cluster is “feeding the soul” through the sound, color, and aromas typical of this landscape. The roar of water, the cracking of ice, and the drumming of wood accompany the visitor, offering a harmony that is typical of lands surrounded by water.

A sandstorm in the desert is the symbol of the “Agriculture and nutrition in arid zones” Cluster. Thus are symbolized the difficulties of living and making the most of lands in those inhospitable areas where, notwithstanding appearances, there are hidden vital resources. ●

Synergistic Emblem

Foody is the official mascot of Expo Milano 2015. With its smiling face, designed by Disney Italy, the friendly character reflects the exhibition’s themes in a positive, original, empathetic fashion. Foody represents community, diversity, and food in its most basic meaning, source of life and energy. For this reason, the mascot is made of 11 elements, each having different characteristics and personalities that act independently: Josephine (banana), Manghy (mango), Piera (pear), Pomina (apple), Rap Brothers (radishes), Max Mais (blue corn), Guagliò (garlic). United in a single face, they constitute the ideal synergy between countries called to respond dynamically and positively to the nutritional challenges that our planet faces.

GRUPPO



Novelties 2014

Discover the exclusive new Montebianco products coming in
2014 for gelato ice cream shops and patisseries.



**SWEET
HARMONY
OF TRADITIONAL
PIEDMONTESE
TASTES**



Pasta Cavour

Inspired by the elegant atmosphere of 19th century Piedmontese cafes comes Pasta Cavour: the perfect balance of traditional Piedmont hazelnut, chocolate and coffee flavours, rounded off with a delicate touch of almonds and biscuit. Pasta Cavour gives you an extremely rich and tasty gelato ice cream which you can decorate with our milk chocolate covering (AN2A2204), and a sprinkling of amaretto crumbs (AN401029) and slivered almonds.



40%
"PISTACCHIO
VERDE"
DI BRONTE DOP



Perla del Sud

A mix of typical Mediterranean flavours: when the warm notes of "Pistacchio Verde di Bronte DOP" pistachios meet the taste of delicately toasted almonds and the freshness of lemon essential oils, that's Perla del Sud. A harmonious, well-balanced flavouring paste, for a fresh and delicate taste experience.





Cianduia Cold

A soft, smooth flavouring paste with a perfect balance of chocolate and hazelnuts: that's gianduia, the characteristic Piedmontese chocolate which is famous all over the world.

**INTENSE
LONG-LASTING
FLAVOUR**



Sorriso Amaro Gold

A special flavouring paste with the typical flavour of Italian bacio chocolate and hazelnut. Sugar free, it also contains whole pieces of hazelnut which make an even crunchier ice cream with a characteristic aftertaste.

**WITH
HAZELNUT
PIECES**



CREMROSCE' GOLD

Chocolate with a hint of hazelnuts. The presence of almonds creates a pleasant aftertaste, and combined with the chopped hazelnuts provides a richer and characteristic flavour.

**WITH ALMONDS
AND CHOPPED
HAZELNUTS**

Special White Chocolate Coating

Ideal for preparing Italian ice cream on a stick and for decorating gelato and semifreddo desserts, with over 60% white chocolate.



**60%
WHITE
CHOCOLATE**

Ciocolotta Dark

The Crémolotte range is expanding with this new dark chocolate. It has an intense dark chocolate flavour and stays soft even at -15°C . It is ideal for use in both ice cream shops and patisseries, as is decorating and filling.



*le
Crémolotte*

Base Basic

A base for all seasons, representing excellent value for money. Contains natural vegetable fibre (inulin).



**WITH
NATURAL
VEGETABLE
FIBERS**

Base Pronta Granita

A powdered, ready-to-use product for creating perfectly balanced granita ices. This product allows you to obtain multiple flavours, saving time and space.



**SAVE
TIME
AND SPACE**

Base Yellow Gold

Ideal for creating custard flavoured ice creams and bringing out their flavour. It combines perfectly with richer pastes, giving them a warm and appetising colour.



**REDISCOVERING
TRADITIONS**

Base Frutta Gold

Dairy-derivatives free and enriched with vegetable fibres and soy flour for even creamier fruit-flavoured gelato ice creams. Using Base Frutta Gold to prepare classic Italian-style sorbets will make them creamier than ever.



**EVEN
CREAMIER**

Crème pâtisserie

This pastry cream allows you to create excellent custard-based desserts with its smooth, creamy consistency and light vanilla flavour. It is extremely easy to use, even without a stand mixer. Quantities: 300 g per litre of pasteurised whole milk (you can also personalize it by substituting a part of milk with the same quantity of cream). It mixes very easily with various pastes, creams and alcoholic flavouring liquors.



**COLD-USE
PASTRY
CREAM
HIGH
MIXABILITY**

Meringamix

Ideal for use in patisserie, this whipped egg white based product allows you to prepare classic, soft and light Italian meringue. You can use a blowtorch or grill for decorations and meringue toppings, including Italian semifreddo desserts. It can be stored in the freezing cabinet.



**COMPLETE
EGG WHITE
BASED
PRODUCT**

HAPPY ANNIVERSARY

This year Mig will be celebrating its 55th edition, an achievement unmatched by any other gelato trade show. Here are the reflections of Paolo Rosa, director of Longarone Fiere Dolomiti.



What does Mig represent in the gelato business?

Mig is the oldest trade show in Europe dedicated to artisanal gelato. The value of tradition mixed with innovation is the key to maintaining a privileged position worldwide. The world has changed many times in the last 55 years. Mig has accompanied this evolution by proposing practical solutions, like building up relations between other countries and the Veneto region. In August, for example, Mig will participate at the Expo Inter trade fair in Porto Alegre, Brazil. Together with some Italian companies we will promote artisanal gelato in a country that today is home to many second- and third-generation emigrants from the Veneto area.

Mig has always defended the authenticity of artisanal products. How does it fulfill this delicate role today?

Acting as a sort of incubator for ideas and projects for our trade is a role that Mig has always played. Even recently at Longarone, together with artisans we dealt with the most difficult and thorny business issues in an effort to protect their business and their product. Some like to call Mig the “good artisanal gelato trade fair”, where people talk (competently), exchange ideas, and develop projects. So the manifestation is also seen as an ally in the battle to protect real artisanal gelato, an organization that must promote initiatives and stimulate gelato artisans to work together as a team.

What is the role of the “Innovation Mig Longarone Fiere” prize in promoting new ideas?

Mig is a small trade show, and we can’t and don’t want to change this. We want to generate talking points, stimuli, and

issues that require more study. To do this we came up with this prize in 2013, based on suggestions of a few companies who have been coming to Longarone for years. There were many participants in the first edition, numerous projects and innovations that bear witness to the desire to continue to invest and give artisans concrete tools to support their activities.

Can you talk about the “Local Gelato Shops” initiative?

It is an idea developed last year by my predecessor here at Longarone Fiere, Paolo Garna. He was very enthusiastic about it and was able to involve more than 80 gelato shops across the country. The objective is to use gelato to highlight local Italian foods so that artisans can use ingredients that make their product unique, while at the same time giving more visibility to specific local products.

How would you judge the success of the second European Gelato Day?

I think no other region in Italy made gelato the focus of attention on March 24 more than the Veneto region. Longarone Fiere organized nine different initiatives. However, we think much more must be done. We think that the supply chain needs to promote the product more, developing consumption through correct, targeted communication. Together with Artglace, Longarone Fiere worked to institute the annual celebration. Now artisans have one more marketing weapon in their arsenal, but they need to know how to use it. That’s why at the next Mig we will be discussing how to strategically use the 2015 European Gelato Day. ●

NATURALLY... MIG!

Local products, authentic flavors, and organic ingredients will be at the center of the 55th Mig (Mostra Internazionale del Gelato) scheduled for 30 November to 3 December 2014 in Longarone, Belluno, Italy.

T

The 55th edition of Mig will be distinctly focused on artisanal gelato made with local products. From competitions to training, ample space will be dedicated to local foods, authentic flavors from various geographical areas, and organic ingredients. Particular attention will be dedicated to European Gelato Day on 24 March, an event that was conceived in 2008



MIG

at Mig in Longarone, with initiatives destined to sensitize gelato arti-

sans to the importance of this celebration as a marketing tool for their businesses. Much attention will be given to the “Local Gelato Shops” initiative, developed to promote local Italian products through gelato. Even the competitions at Mig 2014 will be centered on the excellence of natural products. The Gold Cup will focus on making persimmon gelato, a flavor that was chosen to stimulate creativity and the professional abilities of artisans, asking them to compete using a flavor that is not widely available in gelato shops.

On December 3 the final of the “Festival d’Autore - Carlo Pozzi Prize” will be held, in which students from catering schools throughout Italy will compete. The “Gelato Shop in Web” prize will also be awarded to the best gelato shop website, as well as the “Maestri Gelatieri” prize to the gelato artisans and families that have successfully taken Italian artisanal gelato abroad. The second annual “Innovation Mig Longarone Fiere” will present the most innovative machines, equipment, furnishings, and ingredients.

Also scheduled are conferences of ArtGlacé, the Confederation of European National Associations of Gelato Artisans, and those of the principal associations of Italian gelato artisans who work abroad (Uniteis, Ital, and Agia). At the end of Mig, GA - National Committee for the Defense and Diffusion of Artisanal Gelato will declare the “2015 Gelato Flavor of the Year”. This year Italian gelato in Germany will be able to take advan-

tage of a combination with another excellent food Made in Italy: Parmigiano Reggiano. In fact, at last year's Mig the "Uniteis Flavor of the Year in Germany" was presented, an appointment that over the years has been a successful marketing strategy for creating brand loyalty in German consumers. Space will also be dedicated to recent Uniteis initiatives that, with the activation of a network of displays located in numerous Italian gelato shops in Germany, promote tourism in the mountainous northern Italian region of Belluno and other economic activities in the Veneto area.

MORE INTERNATIONAL

One of the main objectives of Longarone Fiere is to stimulate the participation of those gelato professionals who work in non-traditional areas. For this reason, a series of specific initiatives has been scheduled, for example the presence of Longarone Fiere at Expo Inter (Porto Alegre, Brazil), the largest food show in Rio Grande do Sul. Mig has also been involved in the "Road to Expo 2015" program promoted by AEFI (Association of Italian Exhibitions and Trade Fairs) with the Ministry of Economic Development. In this context, Mig 2014 will be presented at World Food Moscow in September, seeking to motivate visits by Russian journalists and buyers to Mig in Italy. A special focus will also be reserved for Holland. There will be an exhibit of photographs called "Olandiamo in



Veneto" organized by the Dutch embassy in Italy, illustrating the emigration of artisans from Veneto to Holland. Dutch artisans of today will compete in events of the 55th Mig.

Longarone can be reached by professionals from all across the globe. The nearby international airports in Venice and Treviso boast numerous connections to Germany, France, Great Britain, and Holland, not to mention most of Central and Eastern Europe. Many services will be active during the four days of the manifestation to facilitate the participation of professional arriving from Italy and abroad. One of these will be a free shuttle bus from the Venice and Treviso airports to the Longarone fairgrounds. ●





AT THE CENTER OF THE EARTH

The organizational machine behind the 36th Sigep (Rimini, Italy, 17-21 January 2015) is running at full speed. A preview by Patrizia Cecchi, manager of Rimini Fiera's Business Unit.

What are your strategies for increasing international visitors?

We're working intensely, even organizing a rich roadshow abroad, so that we can build on the great success we've enjoyed with professionals by raising the profile of our visitors, especially those from abroad (who already constitute 18% of the total). All this in close collaboration with trade associations and with businesses, fundamental in helping the exhibition to grow. The organizing team is always working with events connected to Sigep. One of them, the Gelato World Tour, is traveling from capital to capital, journeying through the five continents to promote artisanal gelato worldwide, winding up in September with its grand finale in Rimini. And then World of Coffee for the coffee trade, a business that has a strong level of participation at Sigep. The Top Buyers operation will continue, together with activities in partnership with ICE, aimed especially at the BRICS, Orient, Northern Africa, and USA. In 2015, Sistema Sigep will be even more used to learn about services. And let's not forget the second phase of the Gelato World Tour.

Which will be the most popular events?

Sigep Gelato d'Oro, with its selections for the Italian team that will compete at the 2016 Gelato World Cup and the Pastry Events (Junior World Championship and Pastry National Championships) will be the top events, with their corresponding areas dedicated to the performances of great masters. But Sigep has many strong points. The four most

important are: it's the only trade fair in the world where the artisanal and gelato supply chains are completely represented; the fact that here, more than any other place, innovations as well as production and consumption trends are presented, along with new formats for shops and new marketing concepts; the reality that the exhibition has become quite popular with foreign investors (funds, banks, entrepreneurs); and, last but not least, strong relationships with the associations that represent the various trades.

What are the messages of the new ad campaign?

We started with a question: Can a trade fair for sweets be glamorous? The answer was yes. In fact, fashion and food are recognized as excellences Made in Italy, and food & fashion go together very well. So the Gambarini & Muti agency, who handled our communication for 2015, interpreted the concept by explaining that where fashion and trends match the values of world-renowned Italian artisanal products, success is guaranteed.

What new synergies do you expect from Sigep and A.B. Tech Expo being held at the same time?

With the second edition of A.B. Tech Expo, the trade fair that unites the whole bakery sector under one roof, there is increased space for baking and the range expands to include frozen foods. Remember that Rhex Ristorazione (Rimini Horeca Expo) is held at the same time as Sigep, completing the production chain with readymade dishes and food service. ●

BOOM TIME AT SIGEP

International business gave life to the 35th edition of Sigep, which experienced an unprecedented increase in visitors. High-level competitions, new developments, and trends in the artisanal gelato, pastry, and bread trades.



SHOW TIME

Following is a rundown of the initiatives that enlivened this most recent edition of Sigep.

Gelato World Cup. The sixth edition of the competition was won by the French team and their theme dedicated to the

Universe of Leonardo Da Vinci. Italy came in second with its World of flowers. Poland finished third, competing with its theme The elements.

Pastry Queen. Cher Harris, an American from the state of Pennsylvania, was crowned Pastry Queen 2014. Runners up were Tomomi Futakami from Japan in second place and Laetitia Moreau from France in third. Special prizes for individual achievements were also awarded: Laetitia Moreau for her



An unprecedented success for Sigep, the international exhibition dedicated to artisanal gelato, pastry, and bread that was held in Rimini, Italy on 18-22 January 2014. There were 173,904 professional visitors, an increase of almost 30,000 (+20.1%) over 2013. There was also an important increase in foreigners from the five continents, equaling 34,646 (+32%). The trade fair was the launching point for the Sistema Sigep project, a permanent platform designed to accompany companies as they expand internationally.

There was great admiration for the life-size chocolate statue of Pope Francis, made for charity by the 20 students from the Accademia Maestri Cioccolatieri Italiani.

The next edition of Sigep is scheduled for 17-21 January 2015.



sugar sculpture and plated dessert; Tomomi Futakami for organization, order, and cleanliness of the work area, chocolate cake, and dessert cup; Irene Falcioni (Switzerland) for her coffee tiramisu dessert.

Star of Chocolate. The first edition of this competition was won by a triad of Italians: Roberto Cantolacqua Ripani won first place, followed by Carmelo Sciampagna and Stefan Krueger. The jury was presided over by the master Ernst Knam. The honorary president was Eliseo Tonti.

Senior Italian Pastry Championship. Emmanuele Forcone won the challenge organized by the Accademia Maestri Pasticceri, Conpait, and Relais Dessert. The competition also had the objective of choosing the team that will represent Italy at the Coupe du monde de la Patisserie scheduled for Lione in 2015. Emmanuele, who will compete in the sugar competition, will be joined by Francesco Boccia for the chocolate challenge and by Fabrizio Donatone for the ice competition.

Junior Italian Pastry Championship. Marco Serlini won first place (as well as the prize for best organization and tidiness), followed by Mattia Cortinovés and Vincenzo Dalòiso. The theme of the competition was “Winter Olympic Games,” which was illustrated through an artistic rendering made of sugar and pastillage in chocolate (won by Mattia Cortinovés) and a hazelnut dessert cup (won by Lorenzo Marin).

Siga Competitions. Many people participated in the traditional competitions organized by Siga, the Italian association of gelato artisans. The “Best Pistachio Gelato” was won by

Giovanni Lasagna (Hamburg, Germany), followed by Salvatore Tripodi from Caffarel in second place and the Cremeria Rossi (Milan) in third. The challenge “One Thousand Ideas for a New Flavor - the Gelato of the Year” saw the triumph of the flavor “Etrusco” by the Casa del Gelato in Albenga, Savona; second place went to the Gelateria Ultimo Kilometro in Buggiano, Pistoia for its Mamma Mia flavor; third place went to Gelateria Bibò in Pescara with its flavor Tartufo Bibò. The “Gelato Artisan of the Year” was won by Adalberto Ornelli, owner of the famous Gelateria Ornelli in Rome.

Decor Challenge. Antonio Mezzalira (Gelateria Golosi di Natura in Gazzo Padovano, Padua) and Jennifer Boero (Gelateria Gelatiamo in Cairo Montenotte, Savona) are the two master artisans that tied for first place for their decorated gelato trays “Pistaccio 2.0” and “Vacanze Romane”.

Cake Design Italian Cup. A popular area at the trade show was dedicated to cake design. Opening day featured a performance by Buddy Valastro, the “Cake Boss”, who attracted a large crowd. The Romans Paolo Santilli and Valentina Urbini won the Cake Design Italian Cup, organized by Conpait. The competition employed an innovative method in choosing the 15 finalists, through a web contest. During the final in Rimini, the competitors were asked to make cakes having the theme “The Italian Renaissance”. The runners up were also Italians, Sebastiano Musolino and Fatima Lucchese in second position, and Laura Saporiti and Roberto Albanese in third.





Rimini Coffee Expo. The new exhibition area gave growing space to a business that meshes well with the other artisanal trades. There were many competitions opened to trade professionals, the most important being the Italian Barista and Coffee Championship, won by Giacomo Vannelli (Cortona, Arezzo). Second place went to Eddy Righi (Rimini), third to Luca Mosconi (Leghorn). The Latte Art competition was won by Chiara Bergonzi (Piacenza), and Coffee in Good Spirits was won by Francesco Corona (Materica, Macerata). The top finishers at the Affogato al Caffè competition were Manuel Sakay (Forte dei Marmi), Lucilla Peconi (Piacenza), and Ivan Valle (Verona).

Comunicando Award. The eighth edition of the prize given by puntoIT magazine for advertising in the gelato and pastry trade awarded the title of Comunicando Unica 2013 to the company Comprital for its campaign “Naturally unbeatable”. Other awards: Best Graphic Design to Babbi for the campaign “Happy hour mix”; Best Original Creative Idea to Domogel for

The numbers of Sigep 2014

- 173,904 professional visitors (+20.1%)
- 34,646 international visitors (+32%)
- more than 600 accredited journalists
- 134 million contacts through articles, press releases, newspapers, radio and TV, web, specialized press
- almost 300,000 visits to www.sigep.it
- 68,000 unique users connected in streaming at Pastry Arena (Italian and English) and Coffee Championships, 23% of which from abroad (Argentina and France above all)
- reach of more than 2,200,000 on Facebook, and more than 100,000 mentions on Twitter.

its advertisement “Play... with flavor”; Best Copy to Nutman for “Filled gelato from Sicily”; Best Visual to Isa for “For 50 years we’ve been listening to you. And nature”. The puntoIT Readers’ Prize went to Mec3 for “Hello Kitty”; The Sweetest Website Award went to Fabbri 1905. Giancarlo Timballo and Roberto Rinaldini were declared Communication Ambassadors.



UP CLOSE AND PERSONAL

Many activities at Sigep were dedicated to professional learning and training. The Association of Italian Gelato Masters presented the project “Health comes by eating... gelato!



Functional gelato in the modern age”, focusing attention on gelato that, besides being delicious, are true healthy allies that include elements like fiber, probiotic and prebiotic products, medicinal herbs, honey, or royal jelly. As part of a collaboration agreement between the Umberto Veronesi Foundation and the artisanal gelato supply chain, a research project on the relationship between nutrition and DNA was presented to a large crowd by Dr Elena Dogliotti. The initiative was organized by the magazine puntoIT with further support of AIIPA, ACOMAG, ArtGlacé, CNA Alimentare, Cogel-Fipe, Confartigianato, GA, Maestri della Gelateria Italiana, and Sigep. ●

FOR THE CUP, TOMORROW IS JUST AROUND THE CORNER

The sixth Gelato World Cup just finished and preparations have already started for the next edition, which will be held in 2016 at Sigep. Here are some thoughts on what's coming up from the competition's president.



A few months have already passed since France won the sixth edition of the Gelato World Cup. Still, it seems just yesterday that we woke up tired but happy and satisfied about yet another demonstration of the level of interest that our beloved gelato can generate both within and without our trade. And then, the next day, once the media hangover has passed and the organizational adrenaline rush has petered out, it's right back to planning the next edition. It seems impossible, but for us this work is indispensable, like water for a fish or oxygen for a scuba diver. We are making new plans and seeking innovative solutions to elaborate on the message and make the competition more and more professional. There will be changes, but it is too early to list them. We can say that the gelato itself will become even more important and a guarantee of professionalism and transparency will provide all teams with the chance to compete on a level playing field.

In the meantime, a first very important change is the constitution of the World Committee of Honor. It is composed of great professionals and representatives of some foreign teams, together with members of the founding Gelato World Cup committee, Sigep, and platinum sponsors Comprital and Valrhona. They will be authoritative guarantors of the proper management of the competition and they will provide important opinions regarding the new World Cup rules.



The French team winners of the 6th Gelato World Cup.



The Italian team runners-up in the 6th Gelato World Cup.



The Polish team placed 3rd in the 6th Gelato World Cup.

The second important announcement is that many countries in the world have enthusiastically launched selections for the teams that will participate in the next edition in 2016. During 2015 there will be 7-8 selections officially recognized by our organization, and this will help elevate the manifestation's level of professionalism. All this activity would not be possible, however, without the support of various partners that have helped make this event a success over the years. First of all, Fiera di Rimini, through our partner Sigep, has provided significant human and financial resources. Many other sponsors have also provided support for this initiative. Very important for the promotion of our competition are the media sponsors Pasticceria Internazionale and PuntoIT. One of these in particular, Editrade (managed by Franco Cesare Puglisi and Manuela Rossi), is celebrating its first 10 years of business and we thank them and wish them well in the future. From the first edition of PuntoIT they have been passionately following and supporting us, often offering precious advice and, today, generously reporting on the Gelato World Cup in this international publication.

Our hope is that we can all continue to collaborate with the same enthusiasm to raise the profile of artisanal gelato worldwide. ●

LIVE REPORTING

Full coverage of the sixth edition of the Gelato World Cup, which saw the victory of the French team, followed by Italy and Poland.



T

The biannual event organized by Gelato e Cultura and Sigep-Rimini Fiera, held on 18-19 January at Sigep in Rimini, racked up some big numbers at its sixth edition. Professionals and fans followed the two-day competition in person at the trade show or through social networks and the website www.coppamonodogelateria.it, which registered visitors from across the globe. Eleven countries competed, including Argentina, Australia, Brazil, Canada, France, Italy, Morocco, Mexico, Poland, Spain,

and the USA, for a total of 44 professionals and 11 team managers who made up the international jury. Each team included chefs, gelato artisans, ice sculptors, and pastry chefs. The French team won the top position for the third time, the first victory being in 2003, the second in 2010.

The team, led by Elie Cazaussuse, included Christophe Bouret, Benoit Lagache, Jean Christophe Vitte, and Yazid Ichemrahen. The crew elaborated the theme "The Universe

The Argentine team.



The Australian team.

of Leonardo Da Vinci”, beating out the current world champions from Italy and their “World of flowers.” The Italian team was led by Beppo Tonon and included Stefano Biasini, Luca Mazzotta, Marco Martinelli, and Massimo Carnio. The third-place Polish team members Aleksandra Sowa, Mariusz Buritta, Maciej Pieta, and Michat Doroszkiewicz worked with their team manager Pawel Malecki to produce a work entitled “The elements”.

The other competing teams and themes: “The journey of Marco Polo in search of flavors” for Argentina, with Eduardo Zacaria, Rubén Omar Darré, Erica Paula Rodriguez, and Ariel Segesser; “Illusion” for Australia, with Kenneth Train, Martino Piccolo, Nathan Griffiths, and Scott Astley; “Senna” (the Formula 1 driver who died 20 years ago) for Brazil, with Marcello Magaldi, Francesco Lima, Philippe Soffietti, and Sandro Jorge Mota Da Silva; “Natural beauty” for Canada, with James Co-



The Brazilian team.

leridge, Hans Pirhofer, Candice Low, Takashi Ito; “Music” for Morocco, with Issam Jaafari, Samir Mahboub, Younes Zarouali, and Moudni Nabil; “Alice in Wonderland” for Mexico, with Oscar Ortega, David Miranda Torres, Carlos Rabago Gaytan, and Gustavo Barbossa Balanzario; “Icons of today’s Barcelona” for Spain, with Baltassar Massot Ensenat, Mario Masià Berenguer, Jordi Mora Del Pozzo, and Jaume Turrò Andersen; and “Aloha spirit, in honor of the 50th US State: Hawaii” for the USA, with Claude Lambertz, Dirk Koepenastrop, Melissa Root, and Travis L. Dale. The teams competed in seven categories under the careful watch of competition officials Sergio Dondoli, Sergio Colalucci, and Mauro Petrini, using ingredients provided by platinum sponsors Comprital and Valrhona. The chefs prepared entrees, three hot dishes served with savory gelato. The gelato artisans made six types of chocolate gelato treats, presented on the ice and chocolate sculptures made expressly by chocolate and ice sculptors for the final Gran Buffet, as well as gelato cups with assorted flavors and decorations pertaining to their chosen theme. This



The Canadian team.



The French team.



The Italian team.



The Moroccan team.

was followed by the gelato cake competition using a maximum of three flavors. The final test was the new, spectacular technical challenge - the Mystery Box - in which each team had to prepare a well-balanced gelato served on a cone using ingredients that were revealed only at the beginning of the competition.

The work was judged by a technical jury presided over by the president of the French Gelato Artisans, Jean Claude David (who replaced one of the founders of the World Cup, Pierpaolo Magni, absent due to health problems, which fortunately were later resolved), the award-winning chef Luca Landi, and the eleven



The Mexican team.

BALANZARIO
 Mirko
 BUCCI
 Dav
 MIRANDA I
 Carlos
 RABAGO GAY
 Coppa del Mondo
 della Gelateria



The Polish team.



The Spanish team.

international team managers: Maximiliano César Maccarrone (Argentina), Michael Dowsey (Australia), Frederico Jardim Samora (Brazil) Toshi Tsugu Hara (Canada), Elie Cazaussus (France), Beppo Tonon (Italy), Kamal Rahal Essoulami (Morocco), Mirko Bucci (Mexico), Pawel Malecki (Poland), Angelo Corvito (Spain), and Claude Lamberts (USA).

Special awards were handed out for each category. Italy won an award from the press jury made up of journalists from Italy

and abroad: Alfredo Tesio, president of Gruppo del Gusto della Stampa Estera; Helle Poulsen, journalist and chef from Denmark; Livia Chiriotti, editor of Pasticceria Internazionale; Franco Cesare Puglisi, editor of Punto.IT; Bepi Pucciarelli, food and wine reporter; and Alberto Ruiz, director of Arte Heladero. The Mystery Box technical challenge sponsored by Ostificio Prealpino was won by Australia thanks to an excellent milk gelato made with Locker “layers”. The Electrolux special



The US team.

prize for entrees was won by Italy, while the Valrhona special prize for chocolate gelato treats went to France. Argentina won the Carlo Pozzi work organization and cleanliness award.

Motivated by the success of the sixth edition, the organizing committee - Giancarlo Timballo, Luciana Polliotti, Alfio Tarateta, Pierpaolo Magni, Sergio Dondoli, Sergio Colalucci, Mauro Petrini, Maria Rinaldi, secretaries Alessandra Pacini and Paola Franz, press relations manager Claudia Santoro, and the Sigep team coordinated by project manager Gabriella De Girolamo - are already hard at work preparing the 2016 edition through a series of selections that will be held worldwide starting in 2015. ●



The press jury.

PUNTOITALY WIRE

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

GELATISSIMO-INTERGASTRA

Stuttgart, Germany, 1-5 February

1,300 exhibitors - 90,000 visitors

It's strange to be back in Stuttgart, where, two years ago, puntotaly's international adventures started with its first trade fair abroad, when the magazine started actively promoting Italian excellence in a concrete and effective manner. Once again we're introducing ourselves to the German public, but now with a better understanding. No longer do we act simply as enthusiastic pioneers, but this time we are certain that we are offering interesting information about Italian products to a competent, professional public. We are here with issue number five of our magazine and the experience gained from some ten exhibitions and almost 100,000 kilometers traveled around the planet.

Stuttgart seems to understand this, and I realize it as soon as I leave the airport, finding spring temperatures instead of the Siberian cold







of the previous edition. The Stuttgart fair is very well organized, with its pavilions positioned just a few meters from the airport runways, the ever evident German efficiency, punctuality and precision in every detail, cleanliness throughout the exhibition, and an almost Latin neighborliness that makes me feel at home.

Located within the Intergasta trade fair, the Gelatissimo pavilion is an Italian domain and this helps increase the pleasant sense of familiarity, seasoned by the feeling of belonging to a legion of conquerors of the palate, which in this place is recognized by all the visitors with sincere enthusiasm.

Intergastra is a point of reference for the German market, but at the same time it catches the attention of a public that is increasingly international, as witnessed by the presence of foreign visitors coming from 44 different countries. Its undisputed appeal is confirmed by the statistic that 82% of visitors interviewed intend to return for the next edition. We certainly won't miss it!



GULFOOD**Dubai (UAE), 23-27 February****4,500 exhibitors - 80,000 visitors**

Here we are in Dubai! It's the third time I've come to Gulfood and, in a certain sense, I feel at home. The exhibition is growing fast. To allow visitors to get as much done as possible the 2014 edition has been extended one extra day. The event is part of the larger Dubai Food Festival, which lasts from 21 February to 15 March. The festival consists in a rich variety of initiatives, and the trade fair is without a doubt the main event.

Dubai is an important crossroads for business. Imports into the United Arab Emirates were valued at 3.6 billion dollars in 2010 and are estimated to reach 5.5 billion dollars in 2015. And most of this volume is exchanged right here in Dubai.



There are 20,000 brands on exhibit at Gulfood. Between exhibitors and visitors there are more than 150 countries represented, a sort of food Olympics that is held every year in the same place. In Dubai it is common to hear expressions that start with "the highest" or "the largest" because here everything seems to be record breaking



or at least ostentatious. I am therefore not surprised that right here in the heart of the UAE this exhibition makes it possible for my team to gather the most contacts ever collected since the beginning of our puntotaly adventure. This is a satisfying achievement that well compensates the frenzied work that we have to carry out in an exhibition that never stops, the public fills the corridors from morning to evening, and the cooking shows and other events continue without interruption.

Yes, Gulfood "smells of business." Anybody who loves the food business needs to be there. And the fact that the February evenings offer a pleasant temperature of about 20°C is a detail not to be overlooked.



EUROPAIN

Paris, France, 8-12 March

804 exhibitors - 77,000 visitors

Known throughout the world as la Ville Lumière (the City of Lights) both because it was one of the first cities to use electrical street lighting and the philosophy known as Enlightenment developed extensively here, Paris is one of the world's top tourist destinations. Famous for its architecture, its streets,



and its views, not to mention an abundance of museums, it is also known and envied for its romantic environment.

This popularity has been confirmed by many sources, for example the results of research done by MissTravel.com, which compiled 7,000 flight reservations from around the world and listed the 20 most popular destinations for couples and found Paris at the top of the list. Skyscanner.it and others always offer special promotions for trips to Paris for Valentine's Day.

At Villepinte, a town located to the north of Paris where the Europain exhibition is held, the romantic atmosphere is muted, replaced by the winds of business that blow strongly throughout the annual calendar year of events tied to various industrial and commercial trades.

The savoir-faire and creativity of the bread, pastry, chocolate, confectionery, and gelato artisans gave special value to the 2,480 demonstrations presented to visitors during the five days of the exhibition. In fact, this edition of Europain&Inter-suc was distinguished by its rich program of exchanges, business, events, and competitions for artisans and manufacturers. The competitions were particularly successful, including the Bread Master, the Confectionery Arts World Championship, the French School Cup, the selections for the French Coffee Championships, and the French selection of the Bocuse d'Or that ended the exhibition.

It was a true carnival of flavor that registered record-breaking numbers: 130,218 pieces of bread produced by exhibitors and competitors, 35,086 viennoiserie, 89,614 sweets, 23,650 crackers, and other foods using more than 19 tons of flour over five days.

FOOD&HOTEL ASIA**Singapore, 8-11 April****3,043 exhibitors - 45,000 visitors**

Landing in Singapore is immediately a unique experience because one of the more important attractions of this city-state is the Changi airport, a structure that is so well organized and so welcoming that you could decide to live there. For the fourth time, the hub in Singapore was the winner of the 2013 World Airport Awards held in Geneva, based on the Skytrax poll of more than 12 million travelers who voted on the quality and efficiency of airports worldwide. In addition to dominating the top 100 world airports, the Singapore airport also won the awards for Best Asian Airport and Best Airport for Leisure Amenities.

As soon as you leave the cool airport, you are hit with the full force of equatorial heat and humidity. The humidity remains at high levels throughout the trade fair thanks to almost daily rainstorms.

Puntotally's corner is located right at the center of the exhibition, in the pavilion that hosts the most prestigious coffee brands, next to the area set aside for coffee and tea competitions. In this area, even though the official language of the exhibition is obviously English, a lot of Italian can be heard and it is gratifying to see young bartenders of clearly oriental origin work hard to produce the best Italian style cappuccino.

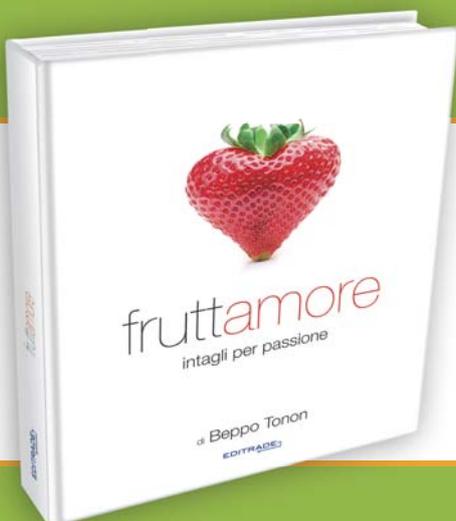
Italy is well represented at this event by 266 exhibitors, placing us second behind only Singapore, and in front of China, Malaysia, Taiwan, and USA. The second European nation is France with 121 exhibitors, less than half the Italians.



The trade show is very big, covering an area of 97,000 square meters, with exhibitors coming from 64 countries and 40% of visitors from across the ocean.

The night after the last day of the trade fair, I leave Singapore and face the 13 hour flight to Milan. But waiting for the flight at Changi Airport is such a pleasant experience that we were almost surprised when it was time to board a flight that was filled with managers who were tired but satisfied, like a company of conquistadores returning from their campaigns abroad. ●





This masterful food carving rich with colorful contrasts is centered on the fig. Its “petals” open one by one until they reveal a delicate gelato center. The recipe is taken from the book “Fruttamore, intagli per passione” (Fruttamore, carving for passion) published by Editrade.

SEPTEMBER MORN

The fig, a delicious late-summer fruit, offers its nectar transformed into buds with a gelato or fruit sorbet center. The light colors of the gelato contrast with the purple pulp and the bright green skin that stand out on the white porcelain of the plate, now a garden.



THE CARVING

- Suggested fruit: fig. Possible alternatives: peach, melon
- Gelato flavors: milk-based
- Decoration suggestions: serve on a round, white plate so that the fanned slices can follow the round edges
- Basic guidelines: figs with light green skins are more solid and easier to carve
- Tools: carving knife



Choose a fruit that is not too ripe with skin intact. Wash and dry. Start carving.



Cut incisions that run about one third the height of the fruit, forming petals around the fig.



Having completed all the incisions, use two hands to very delicately turn the two parts and detach them.



Remove the pulp from the center. You can use it for other recipes.



Take other fruit and use a sharp knife to cut some thin cross sections.



Delicately open the slices, making sure not to ruin the fruit pulp.



Place the slices in a circle on a white plate, then add the fruit in the shape of a flower.





MULTICOLOR NECTAR

There are numerous varieties of fig, more than 150. In general, there are two principal kinds of fig: the fiorone fig matures between the end of spring and early summer; the normal fig reaches maturity at the end of summer. The skin can be found in different colors.



The most popularly sold ones are black and green. The former are actually dark purple, the skin is thick, and they are therefore more delicate to work with. The latter, light green ones, are a bit more resistant and easier to carve.

FINISHING FLOURISH

In the center of the fig flower place a ball of gelato, preferably milk-based. Vanilla, cream, zabaione, or chocolate are the best. A fresher alternative is to use sorbet. In this case your best bets are fig, peach, or melon. ●







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 Sorbets on stick, published by Editrade.

THE NEW FRONTIER

Artisanal gelato on a stick is a valid alternative to the classic cone. In recent years, gelato artisans have understood that to increase sales they have to “extend” the sales counter to include new products. And what better solution than to explore new markets - like gelato on a stick - that up until recently was the exclusive domain of industry giants.

Gelato on a stick is simple and easy to make, not to mention well received by customers who are already accustomed to buying ice pops and other ice creams on a stick from large manufacturers.

The gelato artisan can schedule production, keep stock in storage, and display finished products even in a small space for simple, fast sales.

If the cold chain is respected, gelato on a stick has a long shelf life thanks to the low storage temperatures and ease of serving. It keeps well in home freezers thanks to the microstructure of its ice crystals and can be eaten as soon as it is taken out of the freezer. The flavor does not change over time.

One last important note: the production of gelato and/or sorbets on a stick requires minimum investment.



The main difference between an industrial ice pop and an artisanal version of gelato on a stick is the goodness, quality, and authenticity of the ingredients.

The artisan’s distinctive advantage is that of creating custom products using selected and guaranteed ingredients (organic, seasonal, local, and so on). With stick treats all this is possible, offering an infinite number of combinations of ingredients, coatings, and garnishes.

The stick, as opposed to the cone, makes service and take-out even easier to manage. Portions are well-defined and the price is precisely calculated, reflecting the type of ingredients and the weight of each gelato.



TOFFEE

CREAM GELATO, TOFFEE CENTER, AND MILK CHOCOLATE COATING

With stabilizer 5 g

Ingredients	Qty (g)	Sugars (g)	Fats (g)	Milk solid (g)	Other solid (g)	Total solids (g)
• whole milk	590,0	0,0	20,7	53,1	0,0	73,8
• cream 35%	157,0	0,0	54,9	9,1	0,0	64,0
• nonfat dry milk	35,0	0,0	0,4	33,3	0,0	33,7
• sucrose	161,0	161,0	0,0	0,0	0,0	161,0
• dextrose	21,0	19,3	0,0	0,0	0,0	19,3
• glucose	31,0	29,5	0,0	0,0	0,0	29,5
• neutral 5 g	5,0	0,0	0,0	0,0	5,0	5,0
Total	1000,0	210,0	76,0	95,5	5,0	386,3
%	100,0	21,0	7,6	9,6	0,5	38,7



With cream base 50

Ingredients	Qty (g)	Sugars (g)	Fats (g)	Milk solid (g)	Other solid (g)	Total solids (g)
• whole milk	586,0	0,0	20,5	52,7	0,0	73,2
• cream 35%	159,0	0,0	55,5	9,2	0,0	64,7
• nonfat dry milk	21,0	0,0	0,0	20,0	0,0	20,0
• sucrose	150,0	150,0	0,0	0,0	0,0	150,0
• dextrose	20,0	18,0	0,0	0,0	0,0	18,0
• glucose	29,0	27,9	0,0	0,0	0,0	27,9
• hot cream base 50	35,0	14,0	0,0	14,0	4,9	32,9
Total	1000,0	209,9	76,0	96,0	5,0	386,7
%	100,0	21,0	7,6	9,6	0,5	38,7

Other ingredients:

- toffee, readymade or from scratch (sugars 60%)
- milk chocolate coating

Instructions

- Pasteurize the desired quantity of ingredients using the high pasteurization program (85°C/185°F).
- Allow the liquid base to age at 4°C (39°F) for at least a few 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. Leave empty about one centimeter (half inch) at the top of the mold.
- Use a pastry bag to top off each mold with toffee.
- 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 milk chocolate by heating it to a semi-liquid state, being careful not to exceed 35°C (95°F).
- Dip the stick treats partially into the chocolate, leaving the toffee visible. Place the treats in the blast freezer for a minute, until the chocolate coating becomes dull.
- Place the gelato on a stick in the display case for sale or store for later use. ●





WHO IS ANTONIO MEZZALIRA

Antonio was born in Sandrigo (Vicenza, Italy) 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. In 2013, he won the Gold Cup in the “Plate Gelato” competition held during the Host trade fair, and first place at the Florence Gelato Festival with his Pine Nut flavor. In 2014, he won first place in the Décor Challenge at Sigep for decoration of the display case and the Terme Delice prize at Abano Terme with his Lemon, Lime, and Basil flavour.

CHRISTMAS GELATO

New ideas on offering the sweet flavors of Christmas all year round.

MASCARPONE GELATO WITH PANETTONE AND ZABAIONE SAUCE

for the gelato

Ingredients:

- fresh whole milk 565 g
- mascarpone 180 g
- skim milk powder 45 g
- sugar 15 g
- dextrose 75 g
- honey 25 g
- base 50 stabilizer for milk-based gelato 35 g
- 30 DE dehydrated glucose syrup 60 g

Total 1,000 g

Instructions

Heat all ingredients to 85°C. When the temperature is reached, pour the mixture into the batch freezer. Before extracting the gelato at -7 to -8°C, add 50 g of panettone in cubes for each kilo of gelato. It is best to toast the panettone cubes in the oven at 180°C for about 6-7 minutes before adding them to the gelato. Soak other 50 g of panettone per kilo of gelato in coffee flavoring (see recipe) and place it in the blast freezer for five minutes before using it. Extract the gelato and variegate it with the panettone and zabaione sauce. Place in blast freezer for other 10 minutes and then, before placing it in the display case, sprinkle with cocoa powder.

for the zabaione sauce

Ingredients:

- marsala 250 g
- egg yolk 125 g
- sugar 125 g
- corn starch 10 g

Mix together all ingredients and heat the sauce to 85°C. Cool rapidly to 20°C.

for the coffee soak

Ingredients:

- moca coffee 500 g
- inverted sugar 450 g
- Marsala 50 g

Mix boiling coffee with other ingredients and then allow to cool to room temperature. Can be stored in the refrigerator for up to 10 days.



photo credits: sxc.hu

GELATO WITH ZIBIBBO AND ZALETTI COOKIES

Ingredients:

• fresh whole milk	440 g
• cream	135 g
• skim milk powder	40 g
• sugar	110 g
• egg yolk	50 g
• 30 DE dehydrated glucose syrup	40 g
• base 50 stabilizer for milk-based gelato	35 g
• Zibibbo	140 g
• inulin	10 g
Total	1,000 g

Instructions

Heat all ingredients to 85°C except for the Zibibbo, which will be added at the end of the cooling phase. Pour mixture into the batch freezer. Add the Zibibbo when the temperature reaches about -6°C to avoid denaturing the protein and collapsing the gelato. Before extracting at -7 to -8°C, add 50 g of crumbled

zaletti cookies for each kilo of gelato. Place in the display case after resting one day at -18 to -20°C.

Suggestion

Decorate the tray with some zaletti cookies and maybe add a handful of raisins that have been marinated in Zibibbo for a day.





LEMON, HONEY, AND GINGER SORBET

Ingredients

• Amalfi lemons	200 g
• water	440 g
• ginger	30 g
• sugar	110 g
• acacia honey	50 g
• dextrose	25 g
• 30 DE dehydrated glucose syrup	70 g
• base 50 stabilizer for fruit	35 g
• inulin	40 g

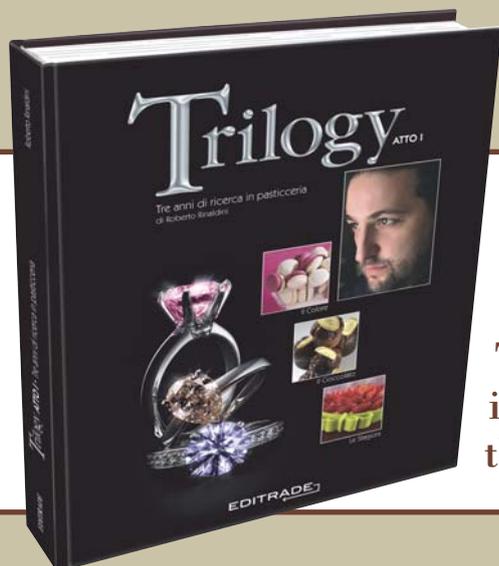
Total **1,000 g**

* This recipe is great for people who are suffering from a sore throat.

Instructions

Mix the stabilizer (or base) with the sugars and inulin, then blend these solids with the water. Follow the instructions on the label of the stabilizer. Some manufacturers suggest letting the mixture rest for a few minutes (cold procedure), while others suggest heating to 65-85°C and then dropping to 4°C to better dissolve the sugars (hot procedure). At this point, to the sugar and inulin mixture add extracted ginger and lemon juice. Blend everything together, adding the honey. Freeze in the batch freezer. Place in blast freezer for about 10 minutes. Before placing in the display case, decorate with strings of acacia honey with the help of a squeeze bottle. ●





Elected “Pastry Chef of the Year” by *Ampi*, Roberto Rinaldini has developed a meal completely based on chocolate. To help share the secrets behind his innovative creations, the master wrote the book *Trilogy*, published by Editrade.

ALL CHOCOLATE

First Course

Cocoa ravioli with ricotta cream and porcini mushrooms. Finely diced vegetables, pine nuts, and pistachios

Makes six servings

RICOTTA CREAM WITH PORCINI MUSHROOMS

Ingredients:

• ricotta	100 g
• mascarpone	50 g
• Bucciattello cheese	50 g
• chopped porcini	100 g
• grated parmigiano	50 g
• salt and pepper	as needed
• egg	1

Preparation

Mix ricotta and mascarpone in a mixer. Add other ingredients. Allow to rest in the refrigerator for 30 minutes. Fill pastry bag.

PASTA FOR RAVIOLI

Ingredients:

• low-gluten flour	200 g
• cocoa	30 g
• water	60 g
• eggs	2

Preparation

Knead together all ingredients for 10 minutes and allow to rest in the refrigerator for 30 minutes. Roll out to 1 mm thickness. Cut into 4x4 cm squares. Place filling on top of one square and close with another on top. Seal with fluted pastry wheel.





Plate decoration

Cook ravioli and then stir fry them with the finely chopped vegetables. Place on plates and then garnish with salted pine nuts and pistachios.

DICED VEGETABLES

Ingredients:

- carrots 100 g
- potatoes 100 g
- zucchini 100 g
- leek 30 g
- extra virgin olive oil as needed
- salt and pepper as needed

Preparation

Clean all vegetables and then finely dice them. Store in cold water with ice. Boil for two minutes and cool in ice. Lightly stir fry in oil and then add to ravioli.



Second Course

Cubed beef filet marinated in balsamic vinegar and glazed with chocolate, served with valerian and raspberries

Makes four servings

CUBES OF MARINATED FILET

Ingredients:

- cubes of beef filet 300 g
- extra virgin olive oil as needed
- balsamic vinegar 60 g
- salt and pepper as needed

Preparation

Stir fry beef in a little bit of oil. Add balsamic vinegar and then boil off excess liquid.





CHOCOLATE SAUCE

Ingredients:

- meat and vegetable broth 100 g
- fresh cream 35% 50 g
- agar 2 g
- chocolate 72% coating 50 g
- salt as needed

Preparation

Heat broth to 60°C. Add cream and agar. Bring to a boil. Pour onto coating and emulsify.



VALERIAN AND RASPBERRY DECORATION

Ingredients:

- valerian 100 g
- raspberries 30 g
- extra virgin olive oil as needed
- salt and pepper as needed

Preparation

Dress with oil, salt, and pepper.

Plate decoration

Glaze plate with chocolate sauce. Place beef cubes covered with balsamic vinegar and decorate with valerian and raspberries.

Dessert

Chocolate mousse, whipped milk chocolate ganache, and white chocolate lemon cream



Makes six servings

72% CHOCOLATE MOUSSE

Ingredients:

- | | |
|------------------------------|-------|
| • fresh milk | 100 g |
| • cream | 200 g |
| • dark chocolate 72% coating | 280 g |
| • gelatin | 6 g |
| • water for gelatin | 30 g |

Preparation

Heat milk to 60°C. Add gelatin and emulsify with chocolate. Heat to 30°C and combine with whipped cream.

WHIPPED MILK CHOCOLATE GANACHE

Ingredients:

- | | |
|------------------------------|-------|
| • fresh cream 35% | 350 g |
| • fresh cream 37% | 290 g |
| • milk chocolate 35% coating | 450 g |
| • gelatin leaves | 6 g |
| • water for gelatin | 30 g |

Preparation

Heat the first part of the cream (35%) to 70°C. Add gelatin and emulsify with melted coating. Slowly add 37% cream. Allow to crystallize at 4°C and whip right before serving.



WHITE CHOCOLATE LEMON CREAM

Ingredients:

• fresh milk	600 g
• fresh cream 35%	200 g
• pasteurized egg yolks	150 g
• sugar	150 g
• white chocolate coating	560 g
• gelatin leaves	5 g
• water for gelatin	25 g
• zest of two lemons	

Preparation

Zest lemons and infuse in the liquids at 4°C for 12 hours. Filter. Prepare crème anglaise, heat it to 82°C, and then pour onto the gelatin which has previously been placed in cold water. Slowly add cream to the chocolate melted at 35°C and emulsify with mixer. Store at 4°C, covered with plastic wrap touching the cream's surface.



Plate decoration

Prepare mousse in quenelle shape and place on top of a line of ganache. Then form some puffs around the rest of the plate and decorate with raspberries. ●



WHO IS MASSIMO CARNIO

Massimo is a third-generation pastry chef who learned trade secrets from his father and grandfather. Since 2000 he has operated his pastry shop and café “Alla Villa dei Cedri” in Valdobbiadene (Treviso, Italy) which has become a point of reference, especially for breakfasts and his selection of chocolates, in addition to a renowned selection of treats and ceremonial cakes. His passion for working with chocolate started more than 20 years ago. Recently he has specialized in artistic design, learning from the best chocolate masters in the world how to unify elegance and simplicity. Success and personal satisfaction came during the Gelato World Cup at Sigep 2014, where he participated as master chocolate maker for the Italian team, earning the silver medal. His chocolate sculpture was well received, together with treats having the theme “Flower flavors”.

CHRISTMAS WEAVE

A small masterpiece made completely of white chocolate.

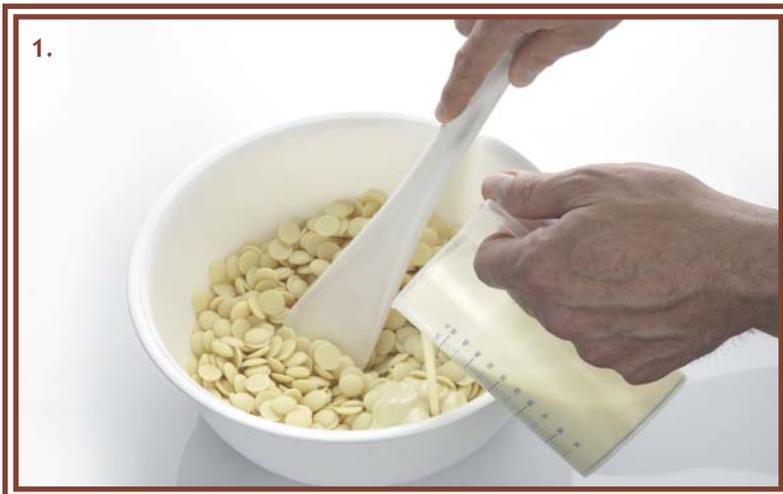


Base, supports, flowers, panettone, Santa Claus, star, trees, columns... everything you see in this piece of art is made of white chocolate. The various techniques illustrated here avoid

as much as possible silicone molds to provide more space for personal creativity and skill, introducing simple elements to breathe life into artistic works.

SEQUENCE

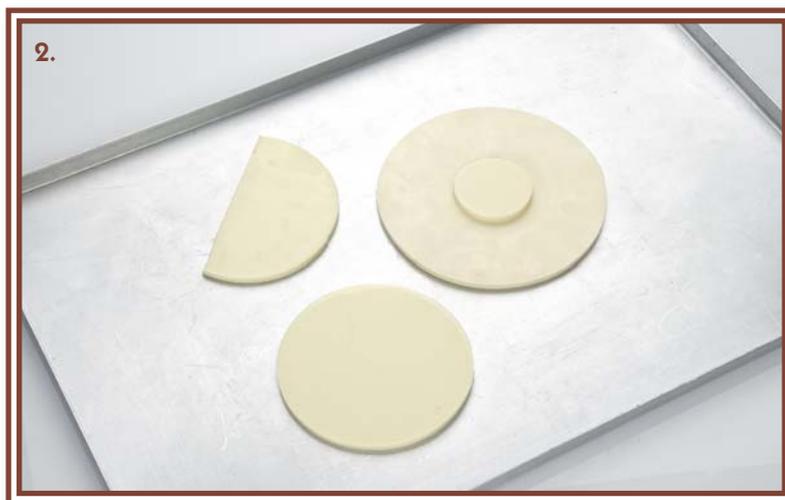
1. Break up different kinds of light-colored chocolate (white, yellow, orange), sifting the fine powder. Place the large pieces in a bowl and add tempered white chocolate until the desired density is achieved. Pour immediately into the mold.



2. Cut out cardboard strips and trace the supports for the panettone in the desired shape. For fastening, pour about 2-3 mm of chocolate onto baking paper. Once it has started hardening, place the cardboard strips on them and then pour other tempered chocolate into them until you reach the desired thickness.



3-3 bis. To make the various parts of the central support, use the bottoms of pans having various diameters. For the central tube, wrap some robust acetate on itself to make a cylinder. Fill it with white coating.

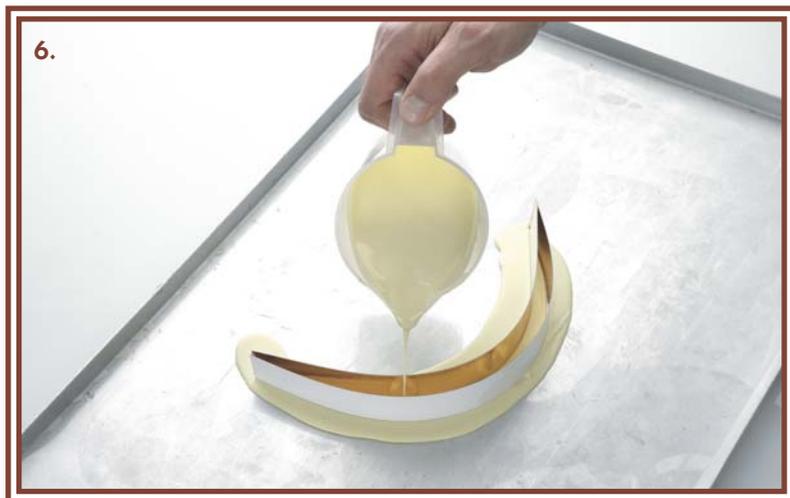




4-4 bis. For the panettone, pour tempered white chocolate into polycarbonate molds. After removing them from the molds, sprinkle with dark chocolate to give the typical color of panettone. Pour white chocolate into the silicone or gelatin molds to make pine trees. You can use full or partial pieces to make smaller pine trees. Use a mold to make a Santa Claus with white chocolate that has been colored as desired.

5-5 bis. For the waves that wrap around the central support, pour a film of white chocolate on acetate. As soon as it hardens, pour more white chocolate and spread it out evenly until it reaches 3-4 mm. When it starts crystallizing, cut long triangles and wrap the sheet around a large cylinder.





6. For the half moons, use strips of cardboard, as you did for the panettone supports.

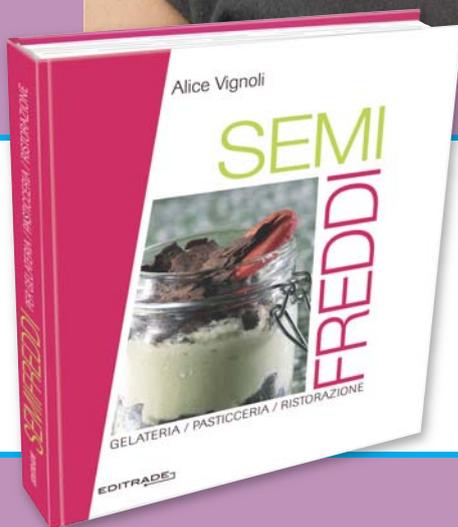


7. For the flower petals, cut some linoleum into the desired shapes. Spread the tempered white chocolate and allow it to crystallize on round molds to get the right curvature. Using half spheres made ahead of time and attached three on top of another, start creating the central pistil to which the petals will be attached.

For the shelves of various sizes, after having poured tempered white chocolate on acetate (3-4 mm), place some rings of steel of various diameters. When it starts to contract, pour more white chocolate until the desired thickness is obtained. ●







DELICIOUS TEMPTATION
One idea dedicated to the world of single-serving treats, to add some class to the display case. The recipe is taken from the book “Semifreddi”, published by Editrade.

TECHNOLOGICAL EVOLUTION

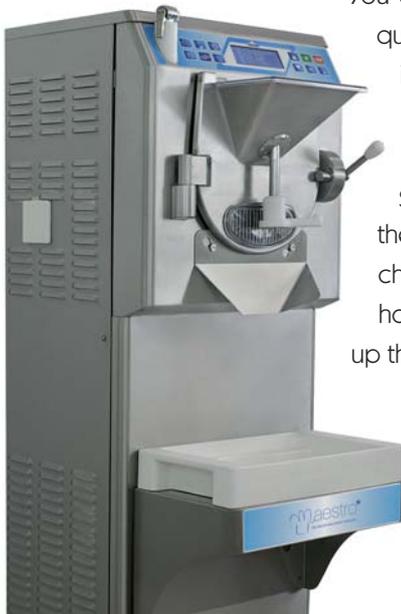
Thanks to recent technological advances, multifunction machines can simplify the work of professional artisans, offering a wide range of tools to enhance creativity. When ready, these creations present very well in modern display cases.

MULTIFUNCTION MACHINES

In recent years, the technology of gelato machines has trended towards offering a higher level of multifunctionality. Many machines combine the classic functions of pasteurizers with modern batch freezers and are designed to produce sauces, chocolate, and pastry creams. Some work with two cylinders, one for pasteurizing and cooking and one for cooling, others combine both functions into a single cylinder. Ingredients are added to the cylinder as needed. During heating, the beater moves the mix at the proper speed. Then the mixture is slowly cooled and taken to the final temperature. To assist the artisan, the machines have preset programs for producing classics like bases for semifreddo, sauces, creams, and chocolate.

Use and maintenance. These machines are very easy to use.

You can work in “color” sequence, optimizing cleaning cycles. For example, poached strawberry, berry sauce, berry gelato. Maintenance is the same as for gelato machines. Often you can use hot wash cycles to speed up the work.



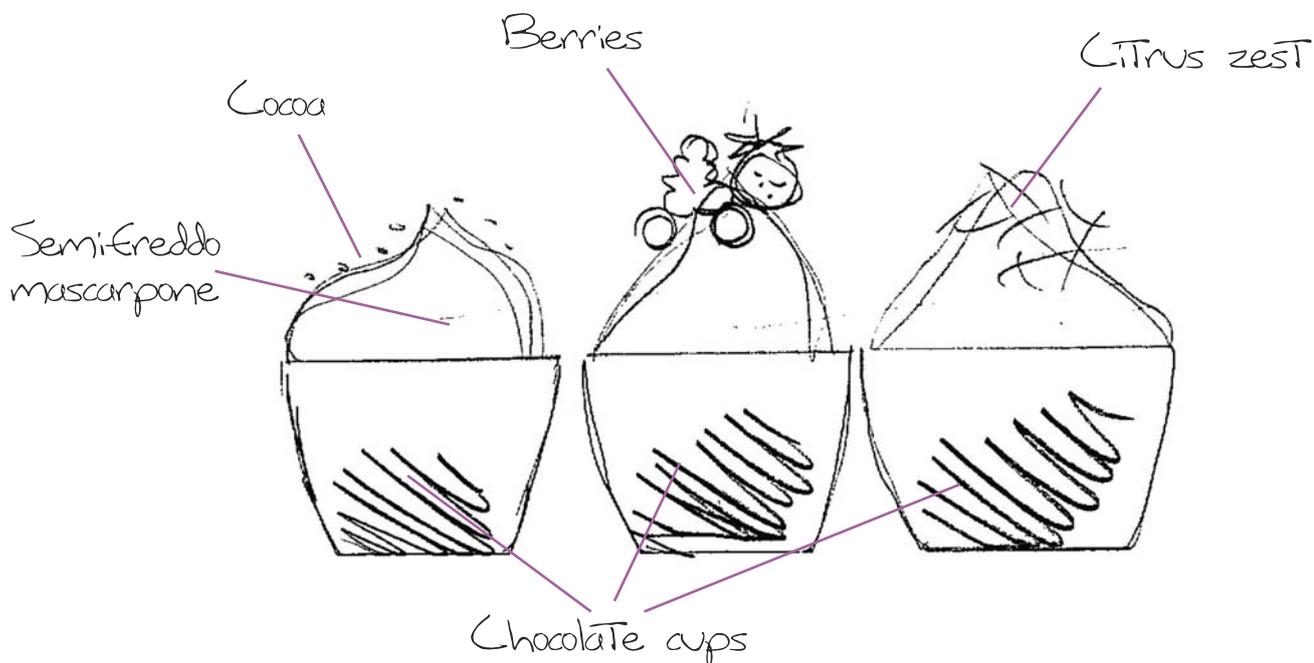
DISPLAY CASES

Once produced, the semifreddo has to be put on display for sale. This means you need a dedicated display case in your locale. There is a wide variety of sizes, designs, and capacities available in the market. Usually semifreddos are placed in vertical cases, possibly with glass on four sides to optimize visibility. Display cases usually have static or ventilated refrigeration. Static cases are useful for shops that don't sell semifreddos on a regular basis. With a static case the product can remain on display for a number of days without drying out due to the ventilation. The downside is that a static case requires frequent defrosting to remove ice crystals. Ventilated cases are useful in that they don't form ice, so they don't require defrosting. However, if a semifreddo remains in the case for a while it will tend to dry out. Successful artisans use visual merchandising to set up their displays.

Use and maintenance. The display case is the treasure chest filled with artisanal jewels, so it needs to be kept clean and in order. Every once in a while it needs to be turned off, defrosted, and cleaned and disinfected in accordance with the HACCP manual.



MASCARPONE NESTS



Makes 60 small cups

SEMIFREDDO

Ingredients:

- fresh cream 35% 1000 g **A**
- mascarpone 500 g **B**
- pâte à bombe 200 g **C**
- sucrose 100 g **D**
- vanilla pod 101 g **E**

Instructions

Place chocolate cups on tray. Flavor the pâte à bombe with seeds extracted from the vanilla pod. In the mixer, blend together the fresh cream, mascarpone, and sugar. Add the cream and mascarpone mixture into the pâte à bombe one spoon at a time, trying not to deflate the pâte. Place the semifreddo mix into a disposable pastry bag without a tip, cut a 1 cm diameter hole, and portion into the cups. Place the treats in the blast freezer until they are hard.

Summary

Combine **C + E**.

Whip **A + B + D** in mixer.

Combine the two mixtures.

Fill cups.

Decoration

Remove from blast freezer and decorate as desired.

Storage

The frozen, decorated product can remain in the display case at -19°C for two weeks. If frozen to the core (i.e., -32°C for one hour) and undecorated, it can remain in frozen storage at -19°C for three months.

In the market

You can choose to substitute **B** with a mascarpone flavoring.

Variants

You can create infinite combinations by changing decorations, semifreddo, and types of chocolate cups. ●



THE THOUSAND FACES OF VENICE

A city that is a case of global marketing.

Every year Venice is visited by millions of tourists, many of which make only a quick stop. This puts an incredible amount of pressure on the local inhabitants, which have decreased to only 60,000 in the city center. For this reason, many have proposed that the city be transformed into a sort of amusement park. In 2008, John Kay of the Times actually suggested that the city be entrusted to managers at Walt Disney. A recent study showed that Italy is ranked fourth for international tourism, but in the forecast of countries that people want to visit in the next four years it finished second, behind Australia. Nevertheless, you can find many Venices around the globe. No other city in the world boasts so many imitations and reproductions. ●



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



Venice, a unique city

There are many cities in the world that are famous for the symbols that identify them, like San Francisco and its Golden Gate, Paris with its Eiffel Tower, Dubai and the Burj Khalifa skyscraper. Venice, however, is unique because it is famous for the city taken as a whole. A number of films have been situated in Venice, hosting characters like Indiana Jones, James Bond, and Nosferatu, proving that this incredible city is the perfect background for every kind of adventure.

Venice is a mix of charm, magic, and mystery, all conditioned by the city's curious geography: an archipelago of 118 islets intersected by 150 canals and interconnected by 417 bridges. Born out of the water, with no roads for cars, it is a singular city, even when it comes to names! The only piazza is called San Marco (there is also piazzale Roma, the only one cars can enter). The other piazzas are called "campo" (field), the streets are called "calle" (passage), the canals "rio" (stream), except for the Canal Grande and Giudecca.

The gondola is the oldest Venetian vessel and it is known to people worldwide. Today it has become a symbol of tourist Venice. The name of the boat comes from the Latin "cunula" or shell. It is 11 meters long, weighs 600 kg, and can easily be handled by a "gondoliere" with a single oar.

True Venetian cuisine

International trade in Venice has made an impression on local cuisine: spices, sweet and sour flavors, corn. Corn flour is a critical ingredient in Venetian cooking. Polenta, with fowl or codfish, is manna for Venetians and the tourists that know how to avoid the tourist restaurants that serve international menus. Another classic is “Fegato alla veneziana”, a dish made with liver and onions, now a classic of traditional Italian cuisine. Codfish (actually stockfish, but Venetians call it codfish) reaches levels of perfection in Venice. It is interesting to learn that the dish arrived unexpectedly to this city, due to the shipwreck of a Venetian vessel under the command of Pietro Querini in 1432 on the island of Rost, south of the Lofote Islands in Norway, where the castaways learned to cook it and then brought it back home to Venice. But even fish from the lagoon is quite a specialty, something to be tasted while visiting Venice. For example, “brodetto” soup made with different kinds of fish is always delicate and delicious.



Venice around the world

The charm of Venice has touched the fantasy of many tourists, some of whom have tried to rebuild it in other parts of the world. In 1964, the architect François Spoerry drained some swamps around Saint Tropez, in the heart of the Azure Coast, to build a small town with 12 km of docks and 7 km of canals able to host up to 3,000 boats. Thus was born Port Grimaud, a small Venice that is home to fewer than 1,000 inhabitants during the winter, but during the summer is invaded by tourists from all over the world. According to a recent study, there are 32 Venices in the United States, 22 in Brazil, 16 in Colombia, six in Mexico, four in Nicaragua, three in Ecuador, Guatemala, and Costa Rica, two in Bolivia, El Salvador, and Peru, and one in Canada and the United Arab Emirates. In some cases, only the name is the same, in others some detail is reproduced. In extreme cases, the whole city is reproduced to the point that it becomes a tourist attraction. This is the case of The Venetian Macao Resort Hotel in China, which occupies an area the equivalent of 60 soccer fields, has 3,000 hotel rooms, a theater, and a 15,000-seat stadium. Surrounding it is a shopping mall covering 90,000 square meters, with a convention center and 350 boutiques, intersected by three canals with gondolas. It's an imitation of an imitation, since it was inspired by a similar structure in Las Vegas.

photo credit: sxc.hu



Venice in Vegas

Owned by the Las Vegas Sands Corporation, “The Venetian” is located on the Strip, the street populated by the most famous casinos in Las Vegas. It has 4,049 rooms and an 11,000 square meter casino. When taken together with the adjacent Sands Expo Convention Center and The Palazzo Hotel and Casino Resort, it constitutes the largest hotel complex in the world, with a total of 7,128 rooms. Construction work started on the Venetian on 26 November 1996, when the Sands Hotel, purchased eight years early by the billionaire Sheldon Adelson, was demolished with a spectacular controlled explosion. It was inaugurated on 3 May 1999 with a festive event that included the participation of the actress Sophia Loren. At the time it caused a sensation

because it was one of the most expensive hotels ever to be constructed in the world, the cost being around 1.5 billion dollars. In front of the Venetian's main entrance are accurate 1:2 scale reproductions of the San Marco bell tower and the Rialto bridge. An artificial lake continues into the structure, a canal filled with reproductions of traditional Venetian gondolas running along the shopping mall. Sometimes the fake gondoliers sing Venetian songs, but when they hit the high notes on “O sole mio,” a song from Naples, 700 km away from Venice, it is clear that it's all just a magnificent façade.

ARGENTINA, ONCE UPON A TIME



A fascinating journey marked by the milestones that gave rise to the birth and exponential development of the culture of Italian gelato in Argentina. (Part 1)

There was once a man from Genoa named Giacinto Caprile who, around 1828, sailed off to Buenos Aires with the dream of making a fortune by selling a little bit of everything: fabrics, essence of rose, and, to round things out, weapons. Business was so good that Caprile returned many times to Italy to restock. During one of his voyages between Genoa and Buenos Aires he had a thought. He could try to transport blocks of ice to Argentina, the ice business being very remunerative in

Italy. In fact, ice had been used in Italy for centuries for storing food (snow cellars and snow wells were abundant), so he could equip himself for the voyage. Caprile organized the first naval transport of huge blocks of ice stowed in specially designed iron cases, stored under thick layers of straw. Genoa-Buenos Aires: the attempt was successful and Caprile was able to sell all the ice in an instant. The ships carrying the precious cargo were named *Idra*, *Apollo*, and *Adelaide*, and they also

regularly transported passengers and mail.

Giacinto Caprile moved to Argentina but he didn't forget his origins and the needs of the poor. Using his earnings, he founded the Italian hospital in Buenos Aires and imported renowned Barletta wheat into Argentina, significantly contributing to the economic development of his new country. The ice, one could say, had been broken. Others got into the ice business started by the Genoese entrepreneur, importing the precious material from the United States and England, supplying cafés and restaurants on a regular basis.

As in many other parts of the world, people in Argentina started adding ice to their drinks (like for example wine, beer, liquor, fruit juices, and so on). Iced drinks and slush became very popular in the bars and cafés of Buenos Aires, and were inevitably followed by the more elaborate and refined version of the cold dessert: gelato.

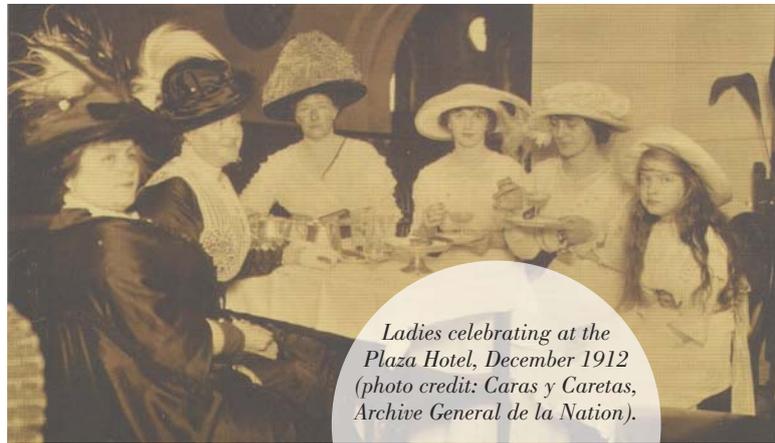


FORERUNNERS AND A TURNING POINT

The two oldest locales in Buenos Aires were the Cafè de los Catalanes, established in 1799 by the Ligurian Michele Delfino, and the Cafè de Marco, owned by the Spaniard Pedro José Marco. In 1826, there were 11 cafés in the Argentine capital. In 1856, the new owner of the Cafè de los Catalanes, the Italian Francesco Migoni, boasted that he was the best producer of cream gelato in Buenos Aires.

The first locale to add gelato to its menu was the Café del Plata, owned by the Portuguese Miguel Ferreyra, which had an Italian master gelato artisan in its kitchen. The journalist Miguel Bilbao wrote, "It was in this period (1855) that don Ferreyra... sold the first gelato in Buenos Aires. The first night he offered gelato to his customers was a triumph. Over one of the patios he hung a sign with the following verses: 'Sweet drink/of delicate snow/that gives so much pleasure'. The gelato was served in cups as large as a cone".

It is clear that up until then it was difficult to produce gelato. You had to find ice (very expensive and not always available), salt, and then, using brute strength, spin the "sorbettiera" in the mixture until it became solid. And it didn't remain solid for very long. It melted like snow in the sun. Besides all this, the number of professional gelato artisans was very limited. The first turning point occurred in the second half of the



Ladies celebrating at the Plaza Hotel, December 1912 (photo credit: Caras y Caretas, Archive General de la Nation).

1800s, when the Alsatian Emilio Bieckert and his partner Emilio Hammer started to produce ice in the Argentine capital, within their beer brewery. From then on, ice would always be available and at accessible prices.

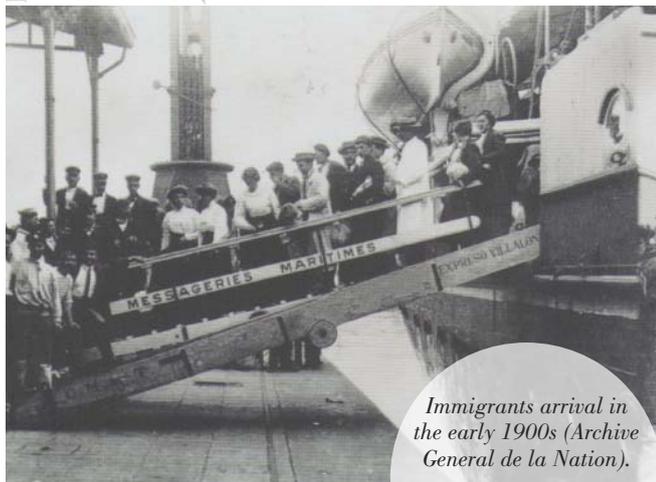
FIRST ITALIAN GELATO'S AMBASSADORS

In the late 1800s and early 1900s emigration from Europe assumed biblical proportions. Between 1881 and 1914 4,200,000 foreigners arrived in the port of Buenos Aires, two million of these being Italian. In the early 1900s it took about 50 days to sail from Italy to Argentina. Most Italians were fleeing poverty, and the majority were from southern Italy (Naples, Salerno, and so on), but some also came from Veneto and Piedmont. In their eyes one could see the hope of building a better life.

In another article we will take a look at another wave of emigration, originating mainly from Veneto, Friuli, Piedmont, and so on.



Testimonials



Immigrants arrival in the early 1900s (Archive General de la Nation).



Seller of icy waters (Archive General de la Nation).

At the beginning of the 1900s, the first “pure” gelato shops were established in Buenos Aires: El Vesuvio, founded by Alfonso Cositore in 1902, and Saverio, opened in 1909 by Francesco Saverio Manzo from Salerno. Both offered traditional Italian artisanal gelato. The locales were elegant and sophisticated, complete with table service, something new for the capital city. It must be remembered that at that time Argentina was experiencing an economic boom and gelato, which was still considered a luxury, quickly became a favorite of the new middle class. Among others, the musician Carlos Gardel often stopped in at the Saverio gelato shop, his favorite flavor being lemon.

Other gelato shops followed. Cataldo Mitrone opened “El Aeroplano” and Alfonso Albanese inaugurated El Apolo in the famous La Boca quarter. The shops Gelateria Fain and Due were opened in the eastern part of Buenos Aires. These last two served also as gelato schools for many immigrants to learn the trade. El Fain was founded in the 1920s in the Haedo

quarter (where it still exists today) by Timoteo Fain from Forno di Zoldo (located in northern Italy, the breeding ground for Italian gelato artisans), a skilled and generous artisan, a true master, the first of many educational experiences.

Many gelato artisans were from the Campania region, especially Naples and Salerno. Their shops, opened in various quarters of the capital, often had names recalling their origins, like Uso Napoli. The names of the artisans included Vincenzo Scannapieco, Carmelo Montefuso, Vincenzo Cimini, Mastropasquale, and so on. But there were also names like Cositore, Manzo, Ruggiero, Arpino, Albanese, Apicella, Manzi, Cirullo, Mintrone, Esposito, Mamato, D’Amato, Montefuso, Fiorini, Giardina, Sabbo, D’Auria, Tesorieri, Franza, Zofi, Giordano, and Salvatore Di Lietto, among others.

Some of these shops still exist today and are run by the founders’ grandchildren and great grandchildren.

NOT JUST MEN

Thanks to the writer Martha Montalvetti⁽¹⁾ we have learned that at the beginning of the “Age of extremes” a gelato shop called Gelateria Argentina was opened in the internal province of Jujuy by a woman, Benita del Barco. Her specialty was milk gelato with cinnamon. At the beginning of the summer, ice was transported in burlap sacks by mule, and when the caravan stopped at the gelato shop the local inhabitants started celebrating. To signal that the gelato was ready, Benita hung a red flag outside the door.

TECHNOLOGICAL EVOLUTION

It was very difficult to make gelato at the time, as it was made almost completely by hand. The sorbettiera containing the



Vehicle for delivery of ice.

gelato mixture would be placed in large vats. Then a great wheel would be turned by one, two, or even four men, spinning the sorbettiera in ice and salt until the gelato solidified. The proportions of ice and salt varied according to the outside temperature and the required freezing temperature: three portions of ice to one of salt produced a temperature of about -18°C . And that was not all. The artisans had to find milk, sugar, water, eggs, fruit, and so on. Milk, and oftentimes water, was boiled in normal pans before “constructing” the gelato mixtures. The eggs had to be washed, the fruit peeled, and so much more. The life of a gelato artisan was difficult and required 16-18 consecutive hours of work in high season, because after you made the gelato you had to sell it.

A first important technological step occurred around 1923, when in Argentina a motor was added to the sorbettiera. This innovation was introduced by an Italian mechanic named Ghezzi, specialized in gelato machines. The application was later perfected and modernized by Mileo.

In Italy in 1927, Otello Cattabriga, an Italian mechanical genius residing in Bologna, sought a patent for a machine that practically eliminated the need for manual labor. His machine was a mechanical sorbettiera with an arm that moved vertically to scrape frozen gelato off the walls and back into the liquid mix at the bottom. The spinning movement then push the liquid onto the cleaned walls so it could freeze. The movement was the same as what artisans had been doing manually for centuries, scrape and spread, scrape off the walls and into the liquid at the bottom.

A similar machine was manufactured in Argentina by the company Siam. The new batch freezer was very successful,

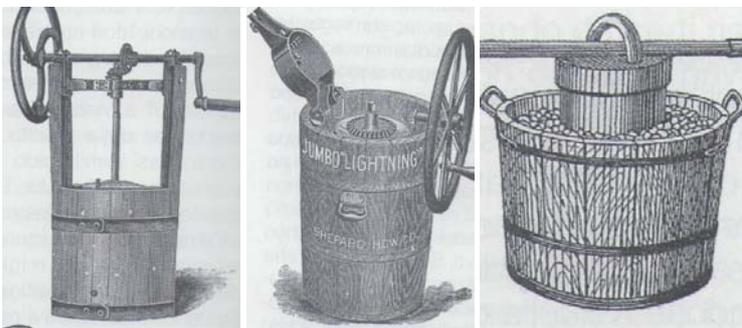
and together with cold storage cabinets revolutionized the quantity and quality of artisanal gelato in Argentina.

The 1940s. Only 20 years after the worst catastrophe that humanity could remember, a new world war broke out in Europe, and with it a new wave of emigrants was about to crash on the shores of Argentina. It was a good wave, though, because it brought hope, enthusiasm, work, and solidarity. But this is another story, which we will save for the next edition. ●



Gelato peddler in Buenos Aires, early 1900s (Archive General de la Nation).

⁽¹⁾ Historia del helado artisanal. AFADHYA (Asociación Fabricantes Artesanales de Helados y Afines). April 2011, Buenos Aires.



Ancestors of modern batch freezers (late 19th Century).

CARLOS GARDEL'S FAVORITE LEMON GELATO

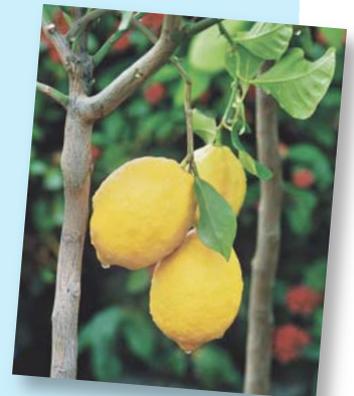
By Alejandro Tedeschi, president of AFADHYA

Ingredients

- Water 4 l
- Lemon juice 1 l
- Brown sugar 20%
- Glucose 10%
- Neutral stabilizer 20 g

Instructions

Boil water, sugars, and neutral stabilizer for 10 minutes. Cool to 20°C . Add lemon juice, making sure to eliminate any pieces of white rind. Beat and pass liquid through a sieve. Let the mixture set for about an hour. Freeze in the batch freezer. It's delicious!



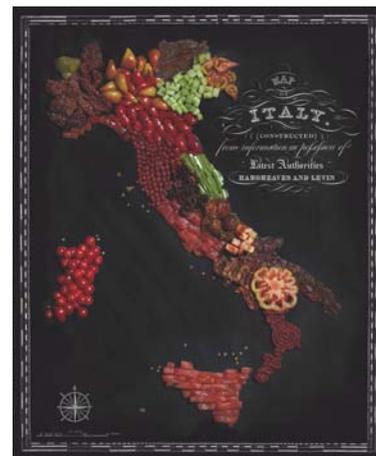
THE GEOGRAPHY OF FLAVOR

A journey around the world with flags and maps made of the food that represents each country.

Tell me what you eat, and I'll tell you where you come from. We all know that food is a strong identifier when it comes to culture, a symbol of countries and continents. Thus was born the idea to combine national foods with their corresponding national emblems. Some time ago, the advertising agency Whybin\Tbwa came up with an original idea to promote the Sydney International Food Festival, the largest food fair in Australia. The creative team made twelve national flags using the foods associated with each country, placed on elegant, white rectangular plates. The result was an assortment of the most beautiful (and delicious) flags in the world. To compose the three colors of the Italian flag - green, white, and red - the agency used the ingredients that the world instinctively associates with that country, basil, pasta, and tomatoes. Olives and feta cheese were used for the Greek flag, curry and rice for India. A red circle of tuna sashimi on white rice formed the Japanese flag, while banana leaves, limes, pineapple, and passion fruit came together to represent the Brazilian flag. Pita bread and parsley were chosen for Lebanon. The collection of unusual food banners was rounded out with a meat and sauce casserole for Australia; rambutan, lychee, and starfruit for Vietnam; Kimbap and sauces for South Korea; gorgonzola, brie, and grapes for France; chorizo and rice for Spain; and cured meats and the famous cheese filled with holes for Switzerland.

The flexibility of the concept and the images made it possible to use the food flags in all the communication materials developed for the events associated with the festival.





DELICIOUS HORIZONS

The New Zealander photographer Henry Hargreaves collaborated with New York food stylist Caitlin Levin to produce a series of eleven maps made of food. The layout is the work of graphic designer Sarit Melmed, who used a black background and selected fonts to give the maps a vintage style. Exploring new places through local foods is often a way of understanding the cultural complexity of the region. This creation used many iconic foods of different countries and continents, transformed into many pieces of highly original maps.

For the most part, each country is made of only one type of food. South America, for example, is made of citrus fruits, while spices identify India, kiwis New Zealand, and tomatoes Italy. In this latter case, Hargreaves notes that while this vegetable comes originally from the Andes in South America, Italy is universally recognized as the “home of the tomato”. The medley of ingredients continues with grilled shrimp outlining Australia and cookies forming Great Britain and Ireland. Bananas were used for the African continent, while Japan is transformed into an archipelago of algae. Finally, China is composed of numerous types of spaghetti and noodles, France features an abundance of bread and cheese, and the United

States is the undisputed king of corn.

Henry Hargreaves observes that “our maps show how food has traveled the world, transforming and becoming a part of the local cultural identity. How can you go to France and not eat its bread and cheese? And who would ever consider making a Brazilian caipirinha without using some lime? These maps are a fun interpretation of global foods, carefully made with genuine samples. It is a project that speaks of food as a universal bond between people”. ●

BUYING IN THE DARK

Daily activities like choosing a product at the supermarket or reading an ingredients list at a gelato shop are practically impossible for the blind, due to the lack of regulations that provide for labels that are accessible to them.

The subject of labeling regulations is always popular, but today there is no legislation that provides for those who are unable to read labels. This even though the latest estimates of the World Health Organization find that there are about 3.9 million blind people living in industrialized nations, a small army of consumers who have difficulty freely choosing any kind of food. In supermarkets, food shops, restaurants, and even gelato and pastry shops, those who can't see must always ask for somebody's help.

MEDICAL EXPERIENCE

European regulation 2004/27/CE establishes labeling guidelines for medicines. All medicinal packaging should include labels in braille so that people who are blind or otherwise visually impaired can find the right product. The regulation is a guide for packaging manufacturers, supplying precise instructions on how to produce raised characters on the packaging and illustrating how to make sure that the text does not change when read by fingers on a daily basis. Appendices to the regulation describe how to measure the height of the braille dots and their legibility. Other than pharmaceuticals, the European Commission has not defined a voluntary system of braille labeling for other industrial products, notwithstanding a specific request made by 446 parliamentary delegates in June 2011.

A LOW BARRIER

In the dark, food packages are hard to distinguish. Experience is not enough to distinguish a package of sugar from a package of salt, a jar of jam from a jar of pickles, or to easily tell the



difference between packages of cold cuts, drinks, and bottles of still or carbonated water. Not to mention information regarding expiration dates, cooking times, and instructions for use and storage. The food market is not very accessible to the visually impaired and has too many barriers for those who use their hands to get along in life. Consequently, products are not chosen freely. Manufacturers also suffer, as they cannot promote their goods to those who can't read the name of their products. Companies specialized in braille printing have demonstrated that printing braille on packaging adds very little to production costs. The Italian market has already seen

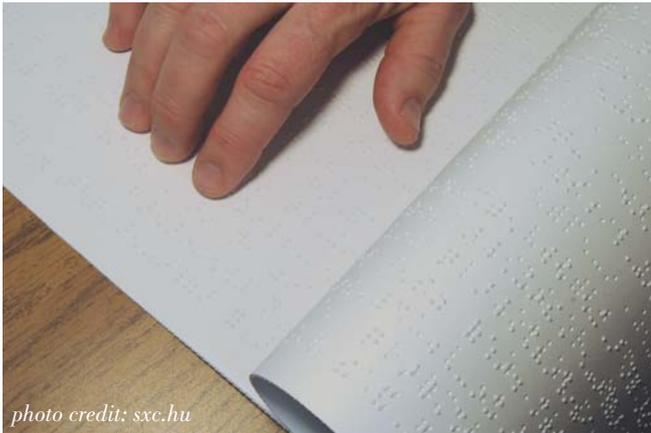


photo credit: sxc.hu

products that are sensitive to this problem. A company specialized in organic products has added braille printing containing the name of the product, the brand, and the expiration date. Wine producers are also becoming quite active in this sense, adding braille to their labels as well.

In France, a well-known supermarket chain offers braille labeling on 40% of its own branded products, with braille also available on the shelf labels. A British chain has started pilot programs to test implementation, and in Switzerland the Association for the Blind has initiated a few projects in collaboration with large retailers.

However, not all materials are suited to be used with this al-

phabet. While there are no problems for paper, cardboard, and rigid plastic, the light, flexible plastic used for items like snacks cannot maintain the dots. In fact, a paper label would have to be added, compromising the recyclability of the plastic. As far as restaurant menus and gelato and pastry shop ingredient lists are concerned, one of the biggest problems is how to get a braille version produced quickly and cheaply. In contrast with normal menus, braille versions have to be reprinted often since the dots disappear with use. They can't be laminated because then the dots would be covered up, so they must remain in their paper form, which is also not very hygienic. In addition, locales need to periodically update their list of specialties with new products.

If you want to print your own, the cost of the necessary media is not very expensive, but the braille machine itself is, running a few thousand euros. You could always have the job done by a specialized company at a cost of a few euros and a pretty quick turnaround. For the point of sale, the return on investment is practically immediate. It is important that you effectively communicate your initiatives to local associations and institutions that work with the visually impaired. And public opinion will certainly not remain indifferent to businesses that demonstrate sensitivity to consumers who are in need of a little extra assistance. ●



photo credit: sxc.hu

AUSTRALIA DREAMING

The artisanal gelato shops in Australia have an Italian heart. Opportunities and risks associated with opening a shop down under.



Davide De Mattia, reporter for puntotItaly.

Artisanal gelato in Australia is currently in the middle of a golden age. Business is expanding and, according to recent market research (ICE Agency, Sydney Office), it will continue to grow during the next five years. Forecasts calculate an increase in sales of 2.2% per year and volume growth of 3.6%. This growth is due primarily to innovation and the introduction of new products and machines, a significant part of which is manufactured in Italy.

Gelato consumption (including industrial ice cream) is high, around 18 liters per person. This level places Australia in third place worldwide, behind New Zealand and the United States. The continent has seen a proliferation of independent and chain gelato shops like Movenpick, Gelatissimo, and Pure

Gelato. However, a census of the existing shops has never been taken since there is no trade association or trade publication to refer to for statistical data.

So, opening a gelato shop seems to be an intriguing idea. But what are the risks? Here are some thoughts from those who have already tried.

A REAL CHALLENGE

The spread of artisanal gelato in Australia is linked to the presence of a deep-rooted Italian community that, over time, introduced and consolidated Italian culinary traditions. A good example of this is the experience of Stefano Del Dorso, a gelato artisan with 35 years of experience who went to Australia 10 years ago. He opened a number of shops in Perth (Western Australia), including Dolce Vita in Fremantle and Scoops in the Carousel mall in Cannington.

“The limited number of gelato shops in Australia might lead one to think that there is a great business opportunity,” explained Del Dorso to Davide De Mattia, a puntotItaly reporter. “But that’s not necessarily true. Many entrepreneurs have not been successful because they thought that all they had to do was open a shop in Australia and then start counting all the money that would come pouring in”. There is a business opportunity, says Stefano, but you can’t ignore the factors that can cause problems. “First of all, you have to consider a matter that all businesses have to deal with in Australia, the high costs of investment and maintenance. Both rents and salaries



Stefano Del Dorso in his Scoops shop, in the Carousel mall in Cannington (Western Australia).



Positioned in the center of the mall's corridor, Scoops is open on all four sides and has a spectacular display case filled with a wide range of gelato and sorbets.

are high, even though they are counterbalanced by product costs that are also higher than usual". But there is a second aspect that must not be underestimated as it is equally important. "There isn't much of a 'cult' following for artisanal gelato in Australia, at least not as much as in Italy and other countries. In fact, most gelato shops are in Italian quarters like Carlton, in Melbourne. It is not a foregone conclusion that a gelato shop opened anywhere in Australia will be popular".

Finally, we asked Stefano the three key factors that made it possible for him to achieve success in the gelato business. "The first and foremost is passion, without which I could never have achieved certain results.

This is followed by patience - a lot of patience. Sometimes it can be frustrating entering a market where gelato is not known or appreciated and having people ask all the time if the product is really gelato or just normal ice cream. The third but certainly not least important factor is location. Besides finding a strategic position, you need to consider the cultural and economic background of the area where you work".

Stefano's most successful shop is Dolce Vita. It is located in central Freo (the nickname local residents have given to Fremantle), a popular seaside resort about half an hour from Perth. Up until a few years ago, this area enjoyed a particularly prosperous level of tourism, and frequently there was a line of customers that extended outside the gelato shop, all waiting to taste Stefano's famous artisanal gelato. For various reasons tourist levels have recently dropped significantly. There are now obviously fewer customers, but business is still sufficient. Scoops opened a short time ago in a strategic location in a shopping mall, near the movie theater. Positioned in the center of the mall's corridor, it is open on all four sides and features a particularly spectacular display case showing off a wide selection of gelato and sorbets. Besides classic products, Scoops offers a specialty that is both original and particularly suited to the Australian market: the gelato chosen by the customer is served on a stick and dipped in melted chocolate, available in different flavors, and then the whole is garnished with the topping desired. Given the shop's structure, the gelato is produced offsite using ingredients and equipment Made in Italy, which is then stored in the display cases, also of Italian origin.

HOME SWEET HOME

One of Australia's most famous gelato shops, Casa del Gelato, is located in Melbourne. An authentic piece of Italy in Australia, the shop was opened by Ottorino Pace and his wife Joanna in November 1980. The gelato is made daily using machines manufactured in Italy and top quality natural ingredients.

All the fruit flavors are made using fresh Australian fruit and are 100% free of fat, milk, and gluten

Testimonial



(with the exception of the banana flavor, which includes milk). Some of the more unusual flavors include boysenberry, caramelized figs, jasmine, and rockmelon. The milk-based flavors are produced with fresh Australian milk,

cream, and eggs. They include Cinnamon, Custard, Honey Crumble, Ricotta, and Rum Crunch. Many flavors include the most refined Belgian chocolate, like Choc Chip, Choc Mint, Choc Orange, Chili Chocolate, and Jamaica Choc. There is also a wide selection of soy-based flavors like Natural, Chocolate, Coffee, Hazelnut, Pistachio, and Bacio.

Originally from Sicily, Ottorino Pace moved to Melbourne in 1960. A few years later he opened his first gelato shop and was immediately successful, not only among his fellow Italians and local Australians, but also with the multiethnic immigrants living in the city.

Ottorino has won numerous awards for his skill and artisanal abilities. In 2009, he earned the Mastri Gelatieri award at Mig in Longarone, Italy, and first prize for his Mango and Passion Fruit flavor at Sigep in Rimini for the “1000 New Flavor Ideas” competition. ●



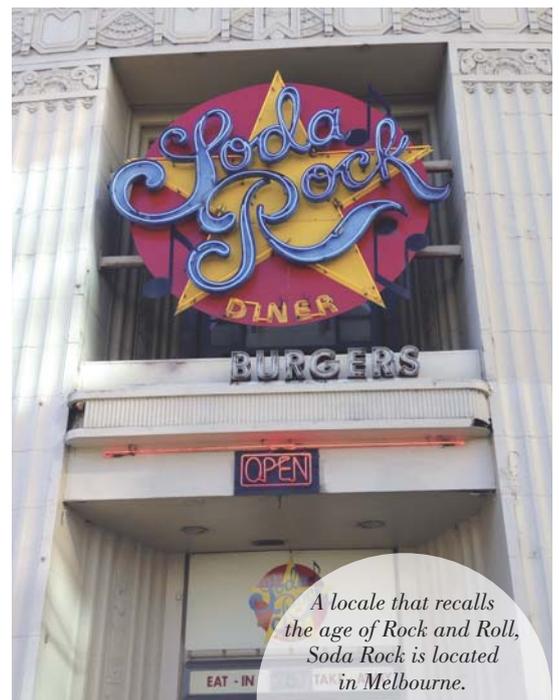
Founded in 1980, Casa del Gelato is a piece of Italy in Melbourne.



Mogo Icecreamery is a cafe/gelato shop in the small town of Mogo, New South Wales.



Located in the Italian quarter of Melbourne, Il Dolce Freddo has won international recognition for its wide variety of artisanal gelato flavors, all produced daily. The display case presents 24 flavors, including Passion Fruit, Green Tea, and Lychee.



A locale that recalls the age of Rock and Roll, Soda Rock is located in Melbourne.

Market & job

For sale long-established business of production and selling of artisanal Italian gelato for contractors (gelato shops, restaurants, catering). Large and well-established customer base, fully equipped laboratory, insulated van for delivery, everything according to law with licences issued by the State of California. Location: Los Angeles (California)
Please contact:
mobile +39 340 3303039

Leading company in the field of semi-finished products for gelato and pastry shops is looking for sales managers for Germany and Austria. Requirements: strong motivation for sale; ability to work to targets within a workgroup in continuous expansion; strong managerial skills; strong interpersonal and organizational skills; spoken and written German knowledge; car owners. We offer: high-level sales commissions, rewards to the achievement of the objectives and refund of expenses.
Please send your cv to:
info@galatea-gelati.com

Leagel srl, well-established company operating in the sector of semi-finished products for gelato and pastry, is looking for sales agents for Germany, for expansion of its sales network. Requirements: experience in the food field, competence, organizational skill, professionalism, German knowledge and willing to relocate on the territory. We offer: very interesting and highly motivating emoluments. Please send your cv to:
jobs@leagel.com
or fax (+378) 0549 999477

Pastry Chef skilled in the preparation of desserts, savoury specialties and artisanal gelato, available immediately even abroad, is looking for work. I guarantee the utmost professionalism. Possibility of facilitated recruitment. Accommodation required. Location: Torre del Greco (Naples, Italy)
Please contact: Pasquale Fiorenza: ph. +39 081 8491988
mobile +39 339 8197608

For sale important gelato shop/bar accommodation facilities in a well-known Caribbean locality. Very consolidated turnover, strong touristic attraction. Price on request. For more information please contact: info@editradesrl.it entering the code SM 6/2014 in the email subject

For sale artisanal gelato shop with licence for food and drink supply (type B), well-established clientele, well-equipped, everything according to the law, ideal for family run business; training on request. Location: province of Savona (Italy), near the sea
Please contact:
mobile +39 338 2296712

For sale artisanal gelato shop in the old town centre next to Villa d'Este. Location: Tivoli (Rome, Italy)
Please contact:
mobile +39 348 4763618 (Delfina Salvati)
e-mail: dolcesativoli@libero.it

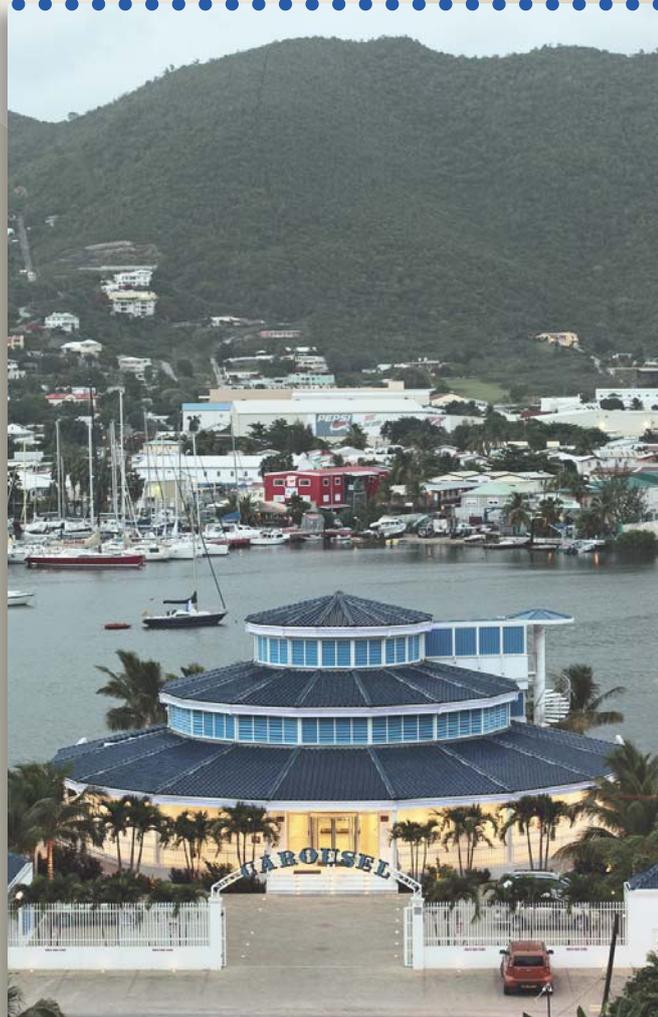
Italian Pastry Chef is looking for job in England.
Please contact:
mobile +39 328 8045958
e-mail: intilefilippo@gmail.com


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THE GELATO BOUTIQUE IN THE HEART OF THE CARIBBEAN

Carousel, a gelato boutique on a happy island, a singular place that remains in your heart because it spreads joy, beauty, and a lot of passion.

Ionela Grigoras, reporter for puntoItaly.



Since I am always looking for beauty, goodness, and things done with passion, and since I also love gelato and the sea, I went looking for a place that could satisfy all these needs. I had been told that Carousel was a gelato shop that is different from all the others, so I decided to go see for myself.

Carousel is an enchanting locale located in St Maarten, in the Netherlands Antilles. There, children, adults, tourists and locals meet to enjoy a few minutes of sweetness, joy, and relaxation. The shop was founded in 2010 and is owned by an Italian entrepreneur who has lived in New York for almost 40 years. The locale is run by his daughter and son in law, two wonderful people who have been able to transform their work into pure passion.

As soon as you arrive in front of the shop you are struck by the majestic building located on the shore, colored white and blue and divided into three circular stories. The modern external walls of the ground floor are decorated with 124 images that are all bound by a common subject: gelato. They are pictures taken from the past and the present, portraits of both common folk and celebrities from all over world, all coming together to say one thing: gelato unites people, makes them happy, and is loved by young and old alike.

Entering the 500 square meter shop, you are welcomed by an



inviting display case filled with 39 flavors of gelato, not to mention a wide selection of frappe, floats, cakes, crêpes, and waffles. The gelato, served in homemade cones, is made exclusively with fresh ingredients, like milk, cream, and fruit. All other ingredients are Made in Italy. The 90 square meter production area is visible to the public so customers can watch the gelato being made. There are

two pasteurizers, two batch freezers, seven refrigerators, a blast freezer, and one water saver. Next door is a storage area of the same size. Cleanliness and order reign supreme. In addition to gelato, Carousel also has a piano bar for its adult customers where they can enjoy cocktails, alcoholic drinks, fruit juices, and Italian coffee.

From an architectural and design point of view, Carousel is a true jewel. The flooring is Italian glass, the chairs and tables are Knool-Saarinel. All the





walls are covered with Bisazza mosaics and the same material is used in six large pictures (180x115 cm) that add a touch of exclusive refinement. And it is hard not to notice the enormous Bohemian chandelier (two meters in diameter) that adds style to the central part of the shop. The locale offers free Wi-Fi and also has a television and stereo system. Two air conditioning units guarantee comfort on the hottest days. To



avoid the risk of an electrical blackout, the shop has its own generator. The bathrooms are easily accessible, even for customers with handicaps.

Such a refined place could not be without a souvenir shop where it is possible to purchase Italian ceramic vases, carousels of all sizes and colors, t-shirts, and bags customized with the shop's logo. I left for last the description of the object that is the joyous focus of the youngest customers: a uniquely beautiful, large carousel, Made in Italy, featuring splendid colors and music that bring glee to all.



Carousel has two docks that boats can moor at so it can easily be reached by sea, where, once a week, about 300 people depart from Disney World in Florida and sail to St Maarten, stopping at Carousel for a 100% Italian gelato. St Maarten is an 88 square kilometer island with a double personality, thanks to the international border that divides it in two: the Dutch St Maarten to the south, and the French Saint Martin to the north.

The Dutch St Maarten is an enchanting land, framed perfectly by the Caribbean. It is a safe place for tourism and has therefore been called The Friendly Island. Here, people of various nationalities live together in harmony. The tourists are mainly American. For payment people use NAG (Netherlands Antilles Guilder), euros, and US dollars. There is no VAT and there aren't any customs duties.

Carousel is a gelato boutique on a happy island, a singular place that remains in your heart because it spreads joy, beauty, and a lot of passion. I'm glad that I could meet this Italian family that crossed the ocean to bring one of the most renowned and appreciated symbols of Made in Italy: true artisanal gelato!

To learn more about this wonderful place, please con-



tact the owners at
 Carousel St. Maarten
 60A Welfare Rd. St. Maarten
 tel. (1-721) 5443112
 carouselsxm@yahoo.com
 www.carouselstmaarten.com ●





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*



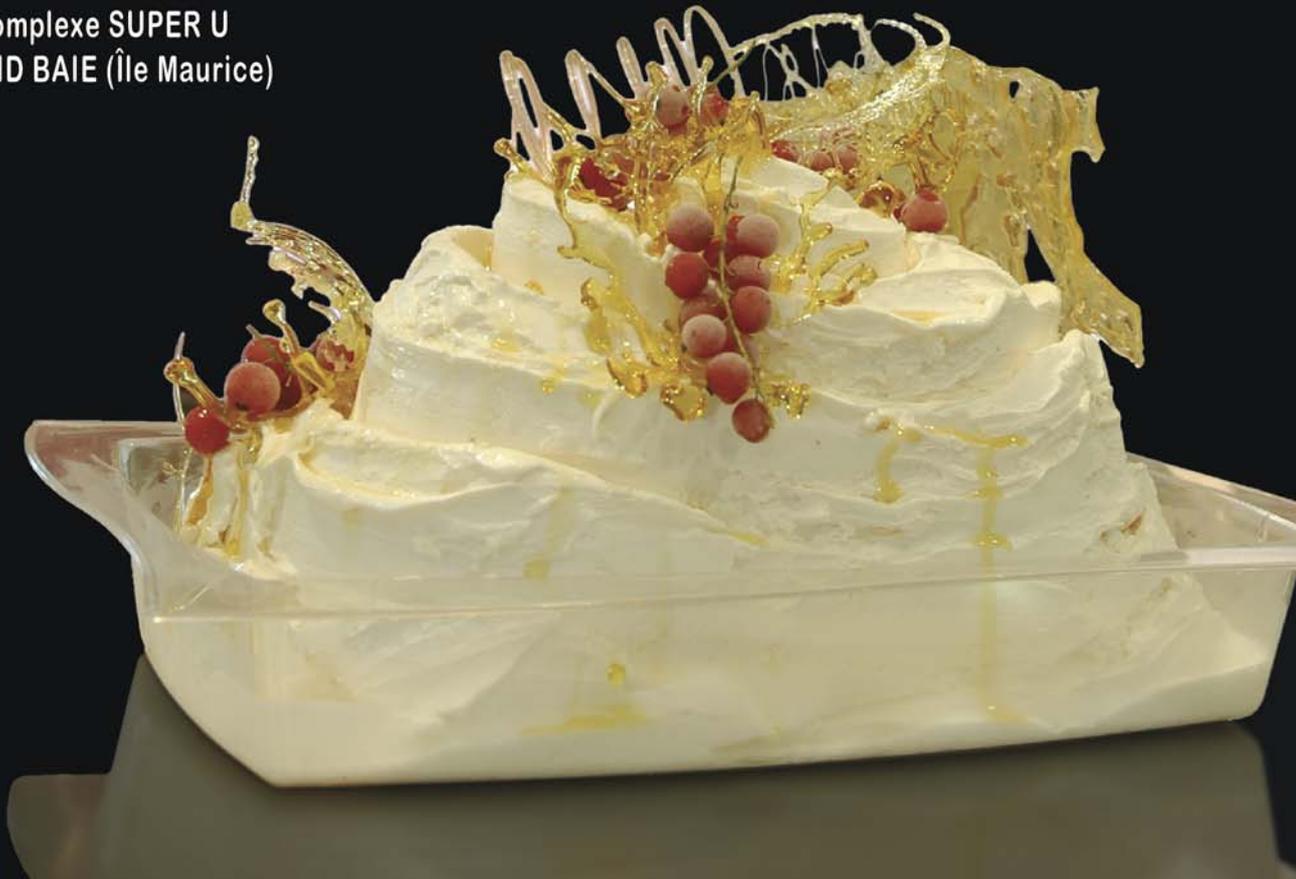
ACCADEMIA BIGATTON



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



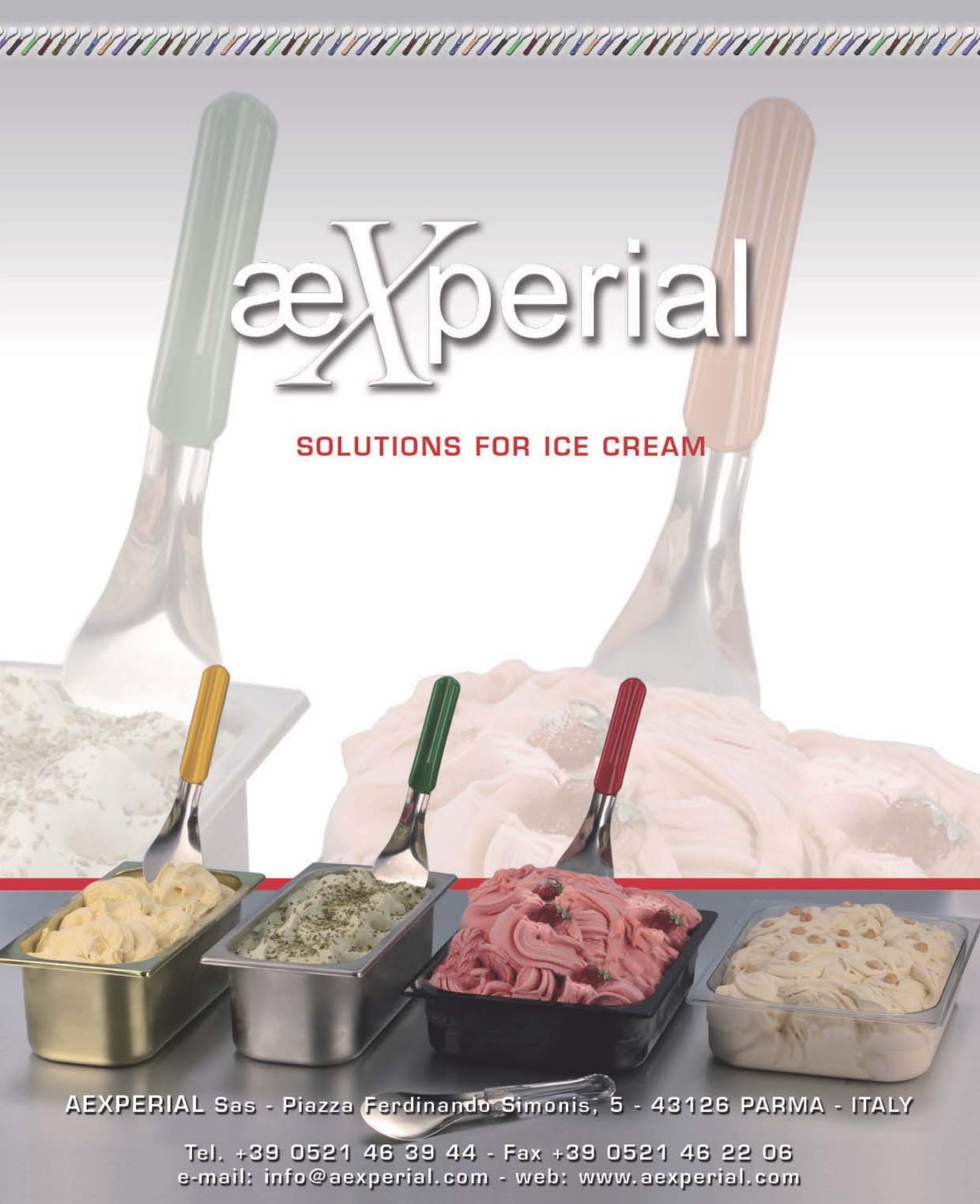
TUNISIA: AN HISTORIC PRESENCE

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



aEXperial

SOLUTIONS FOR ICE CREAM



AEXPERIAL Sas - Piazza Ferdinando Simonis, 5 - 43126 PARMA - ITALY

Tel. +39 0521 46 39 44 - Fax +39 0521 46 22 06
e-mail: info@aexperial.com - web: www.aexperial.com

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.



AEXPERIAL

Alvena Excellence in Gelato



ALVENA | MILANO ITALY

PH. +39 02 98280138 | WWW.ALVENA.IT





TRADITIONAL

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



SOY LINE

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



PASTES & TOPPINGS

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



YOGURT

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



CHOCOLATE

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



PARFAIT

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



FRUCTOSE

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



SLUSH

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

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.



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 Icceteam that includes the best machines and equipment for gelato. 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 manufacture 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 Carpi-

giani, 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 produces 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 Caffe Italiano brand, which is specialized in the sale of machines, furnishings and products for gelaterias and food and beverage specialized stores.

NEW PRODUCTS LAUNCHED

Honey Cream and Poppy Seeds. A precious, natural and nutritious food, honey is proposed in a gelato version, enriched with poppy seeds. Sweet and nutritious, honey and poppy seeds are the two ingredients of this original and seducing combination, developed for whom relish flavours associated with well-being. On the one hand, the so called "Gold of the Alps" - honey-, rich in nutritional aspects and on the other hand poppy seeds, known for their rich supply in calcium and vitamin E. Ricotta cheese and Figs. Two products to prepare a par-



ticularly delicious gelato that enhances two flavours typical of the Italian territory. Our high quality Ricotta paste contains a high percentage of fresh sheep milk ricotta cheese. The Caramelized Fig variegation sauce is lightly caramelized, and combined to the lightly sapid flavour typical of the ricotta cheese results in a gastronomical savory heaven.



ALVENA

DAL 1930 PRODOTTI DI QUALITÀ PER IL GELATO



ANSELLI

ANSELLI

SINCE 1930 QUALITY
PRODUCTS FOR ICE CREAM

TRADITION AND INNOVATION



Ansellì 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, Ansellì 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, Ansellì 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

Variegates with BABBI Wafer

The most delicious Wafer of the world on your Gelato.



Thanks to the **Variegates with BABBI Wafer** your Gelato will become even more special: the **unique Wafer texture** combined with the **smooth cream flavour** creates an **unforgettable and delicious experience**.

PISTACCHIOKROK



PRALINÈ



CAFFÈKROK



COCCOKROK



GIANDUIAKROK



Seguici su:



www.babbi.it

"Supreme" by BABBI

The champions of taste in the best Gelateria.



MANDORLA
SUPREMA
Almond

NOCCIOLA
SUPREMA
Hazelnut

PISTACCHIO
SUPREMO
Pistachio

PINOLO PURO
SUPREMO
Pine Nut

ARACHIDE
SUPREMA
Peanut

The **SUPREME** by BABBI: noble pastes, excellent raw materials, authentic and genuine flavours; an exclusive selection of great ingredients that addresses to those Gelato masters who love authenticity, quality and passion in their Gelateria.

BABBI
since 1952...

CRUNCHY GOODNESS

Babbi has widened the range of Variegates enriched with its famous and unique Wafer, with two new products: Gianduiakrok and Pistacchiokrok.

Gianduiakrok is a chocolate hazelnut-based sauce filled with wafers that remains crunchy even in the Gelato, thanks to an

exclusive artisanal production process carried out by Babbi. With its delicious cream and its hazelnut flavour, it is the perfect Variegata for the Buonissimo flavour, made with the new Babbi Buonissimo paste. For an even more delightful touch, add Babbi Golosa Bianca to the mix.

BUONISSIMO FLAVOR

White base	3500 g
Buonissimo paste	420 g
Dextrose	35 g
TOTAL	3955 g





Pistacchiokrok is a delicious variegate made with pistachio cream and white chocolate, enriched with Babbi wafers and pistachio pralines. It is the perfect Variegate for the cassata-flavored Gelato, made with Babbi Suprema Cassata Siciliana paste. Prepare the Gelato following the recipe, then variegate it with Babbi Pistacchiokrok layers; finally decorate it with chocolate flakes and candied fruit.

SPECIAL CASSATA

White base	3500 g
Fresh cream 35%	350 g
Babbi Suprema Cassata Siciliana paste	420 g
Dextrose	35 g
TOTAL	4305 g

Gianduiakrok and Pistacchiokrok are available in cases of four small buckets containing 2.5 kg of product.





Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

www.bigatton.com . bigatton@bigatton.com . Bigatton Produzione +39 02 971554

SOFT AND CREAMY

The base that makes Italian gelato excellent throughout the world is Doppia Panna 100 Bigatton (Double Cream 100 from Bigatton), the polyhedric product that makes it possible to create a mixture for a creamy, stable and always smooth gelato. Doppia Panna 100 Bigatton is a carefully calculated mixture of top ingredients, processed in masterly fashion, to obtain star results.

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

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



BIGATTON

The art of blending
the flavours of
gelato and confectionary !



The best ingredients for ice cream and pastries since 1946

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KIT Muffin cioccolato cod.3312NM - bianco cod.3311NM

INTRIGUING AND TASTY

The muffin, that well-known American confection, is also now part of Italian culture, and is to be found in lots of points of sale and fast food outlets.

Delicious in both the white version enriched with chocolate drops and the black cocoa version with bilberries, it has now established itself as an alternative to the classic Italian brioche. Bigatton promptly decided to create an intriguing semi-finished product that comes in two versions, each with the appropriate flavouring. Used in a white base with a neutral flavour, it produces the taste and classic look of the American muffin; the bits contained in the flavouring create a blend of tastes that appeal to adults and children alike. The product is also recommended for stuffing cakes and semifreddi.

The Muffin Bianco (white) kit is composed of 2 3-kg jars of Muffin Bianco paste, 2 3.25-kg pails of Muffin Cioccolato flavouring and 1 1-kg bag of Gocce di Cioccolato (chocolate drops). The Muffin Nero (black) kit is composed of 2 3-kg jars of Muffin Cioccolato paste, 2 3.25-kg pails of Mirtillo (bilberry) flavouring and 1 1.9-kg bag of Wfrutta Mirtillo.



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



**I can satisfy my cravings ...
and still keep in shape !**

The new taste Yogurt Zero Zero

The best ingredients for ice cream and pastries since 1946

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LIGHT AND HEALTHY

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



BIGATTON

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YOUR MACHINE
FROM TODAY ON
WITH BRAVO!

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BRAVO[®]
bravo.it

NEW TRITTICO: IT'S TIME TO CHOOSE



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 profes-

sional, 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. Its strong points are: 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. 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.

With the new Duo Series, just introduced in the market, Trittico becomes more than just a versatile technology, it becomes a customizable tool, so that each professional can configure it, according to his needs!

Entering the website configurator.bravo.it, the customer can select the Trittico model which is more suitable for him and choose the optionals that will make Trittico his own Trittico, only buying what he really needs!

Thanks to the innovative configurator, the customer has the possibility to see the machine virtually equipped with all the accessories that can be useful in his laboratory, but most of all he will find the technical data that will help him making the best choice.

Extraordinary features makes the new Trittico a unique machine: the front command board has been restyling with a new design; the front door is bigger for a major and easier product output; the optional 7" touch screen (as optional); the Ionic System of third generation, a new patented tool to improve the ionic control system also during the batch-freezing of a small amount of gelato.

So configure your gelato and pastry machine and choose just what you need: it's time to choose!



BRAVO

Labotronic High Effi



ciency. High saving.

High efficiency and maximum production flexibility. This is the ideal machine for production of gelato both in high and low season. Labotronic HE has been designed to improve all stages of your work. It is handy and ergonomic in every element. You will be able to produce every type of gelato, saving time and money, because this high efficiency machine will gratify your work and boost your income.



THE GELATO WORLD TOUR ROCKS FIVE CONTINENTS!



Gelato WorldTour® 2013 2014



public and media to the artisan gelato world. The contestants compete by preparing just one of their best flavors. At each event the final ranking is based on the votes both of the public and of a professional jury. Experts and visitors thus judge the entries together, electing a winner for each stage, as well as a series of honorable mentions. The Village of the Gelato World Tour is a little corner of magic in the heart of the world's gelato capitals. The public is invited to explore the world of artisan gelato and meet the gelato

The Gelato World Tour, the “Formula One” of artisan gelato organized by Carpigiani Gelato University and Sigep-Rimini Fiera (main partners Iffi and Mec3) is rocking the world! At every stop of this globetrotting event with the mission to spread the gelato culture and passion worldwide, a special panel of experts and trade associations selects the 16 best gelato artisans in the host country. They create top-quality flavors, putting all their skill into capturing the best in a food that represents quality, tradition, and handcrafted creativity. An incredible opportunity for them to gain visibility and introduce both



artisans, stars of this unique event. The public can enter the Gelato World Tour Village for free, attend classes led by instructors from Carpi-giani Gelato University, and watch the creation of a top-quality gelato, which can be tasted by purchasing the gelato ticket. The Gelato Mu-seum also offers a chance to dis-cover all the stages of the history of gelato, from 12,000 BC to the pres-ent. 60 organization staff members, 1 million euros of equipment, 24,000 kg of equipment, 300 sqm of tent structures travel the world to set up the village in each gelato capital. The three highest-ranked contestants from each stop get the chance to take the spotlight in the Grand Finale in Ri-mini, where they compete for the title of “World’s Best Gelato”. The first edi-tion started in May 2013 in Rome, then continued in Valencia, Mel-bourne, Dubai, Austin (Texas), Berlin and Rimini. During these seven stages, more than 500.000 visitors came to



join the event and tasted more than 30 Kg of artisan gelato, daily made in front of their eyes by the 24 best gelato artisans of the hosting nations. This event “ex-ports” the culture of artisan and fresh gelato outside Italy and all over the world, where the eco-nomic opportunities are real and relevant for everyone that wants to open a Gelato Shop. At the same time the Gelato World Tour helps the local artisans to promote and increase their business. Many cities all around the world want to become Gelato Capitals and the best is yet to come: the next edition of the Gelato World Tour will astonish the public with many news. Fol-low the stages of the Gelato World Tour by visiting the web-site www.gelatoworldtour.com, as well as the Facebook, Twitter, Flickr and Instagram pages already fanned and followed by thousands of people.



GelatoWorldTour® & Co. the new tour



2015-2016

CARPIGIANI



Cartoprint. All the cups you can fancy!

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



The mark of responsible forestry



Cartoprint



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 perpetual



CARTOPRINT



BRILLIANT

Oversize Display

progettato grafico **MAPIRI**



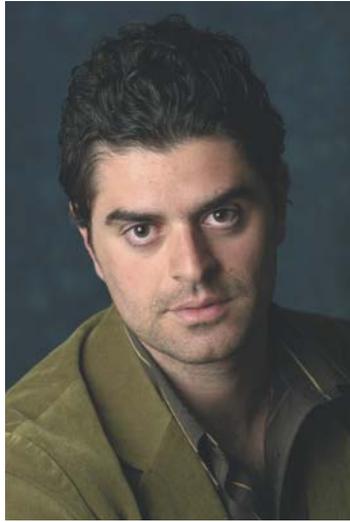
Design & Tecnologia su misura



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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

NATURALLY INVINCIBLE

The future of gelato is your challenge... Win it with us

It's due to the highest "cleanliness" of the ingredients' label,
the pure nature of the best raw materials,
the technological innovation of micronization,
the professional value of an exclusive programme...
with Giubileo Experience the future of the excellence
of handmade gelato is in your hands.





G
GIUBILEO
EXPERIENCE

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

Fillings

Creams & Mousse

Essences & Aromas

Mirror Glazes

Chilled Desserts



www.elenka.it

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Elenka SpA - Palermo & Milan - Italy
www.elenka.it - email: elenka@elenka.it

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
NERO



NUTTY
CEREALS



NUTTY
WHITE CEREALS



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.

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

www.fabbri1905.com
www.amarenafabbri.com

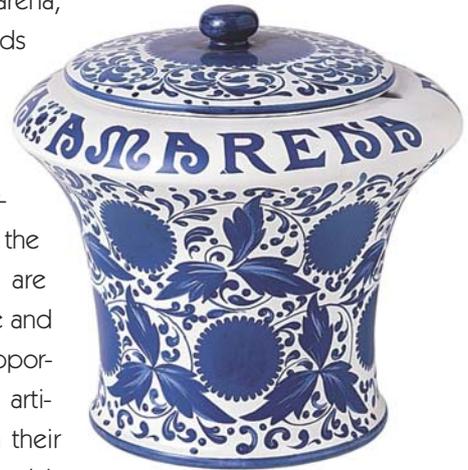


BREAD, BUTTER AND... AMARENA!

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

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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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

Sofia



Endless beauty

Sofia is the result of how FB conceives the exposition of products: more space to lights and beauty. Endless views are fully opened to all clients while FB's style and design will lead the customer's eye to your products.



SPOTLIGHTS ON ELEGANCE



An uncommon synthesis of beauty and functionality, Sofia is the most representative showcase with double display among the FB family.

Sofia and its regal elegance has the advantage of dressing spaces without cluttering them, enhancing the character of any interior. A refined taste of a unique design, both in the elegant linear version and in the sinuous shapes of curved modules, allows you to integrate the showcase even in the most exclusive circles. FB's design has reached its highest levels with Sofia, which is the expression of the most refined "Made in Italy" style. An elegant design of pure shapes and transparent lightness catches the customer's attention and increases all products visibility, whether they are gelato, pastry or

chocolate. The displayed products are highlighted by a design made of lights and shades, accurate angles and transparencies.

Technologically speaking, Sofia stands out for its embracing and homogeneous refrigeration, that spreads all over the displayed area; starting from the upper compartment, down to the shelves of the RVS version, then inside the lower compartment, which is easily accessible by the pull-out drawer.

Every sweet specialty will meet its perfect displaying condition thanks to the large range of temperatures offered by Sofia's line.

The compositional flexibility is very high, thanks to two different heights, three lengths for linear modules and a corner element.

Sofia: the passion, the insight of an idea and the ability to make it true.



STORIES OF SUCCESS

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

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

FB has 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,

PROUDLY PREPARED AND SERVED IN FRONT OF THE CUSTOMER

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. GX: THE ORIGINAL!



FRIGOMAT

GELATO AND PASTRY MACHINES

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FRESHLY MADE GELATO? GX, THANKS!

Frigomat GX range meets the needs of the professionals who want to offer their customers freshly made gelato. They are extraordinary pieces of equipment that open a third path into the gelato market, right between artisan gelato and soft ice cream.

In fact the machines are batch freezers featuring a “storage” function, equipped with thermostats for the regulation of the temperature, in order maintain the product ready for serving. The customers can watch the gelato “creation” right in front of their eyes. The system is extremely easy to use, simple to clean and to maintain. They are available with two and four tubs, air or water cooled. The autonomy of each tub grants maximum flexibility. The units are equipped with a shower hose and a steel beaters featuring scraper blades simply removable for easy washing; the cleaning water drains directly out of the cylinders.

The equipment can be customized and introduced into existing locations (restaurant, café, gelato shop) or set up as an independent corner of offering artisan gelato guaranteed by the Frigomat quality.



The GX machines are innovative and simple tools for producing, displaying, and selling an always fresh product, made right in front of the customers!

FRIGOMAT



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

EVEN MORE BIG, WITH THE SAME PASSION!

The beginnings of Fructital are in 1992 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.

Each creation 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 speciality ready-to-use kits.

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 safe and pleasant environment to its staff and a punctual service to its



customers. Since January 2014 the company expanded its workshop and warehouse area which covers now a total area of over 2,000 square meters. The automation of process is under the careful eye of a well-trained production staff, which has matured experience with the company throughout the years, offering therefore an excellent quality of the products without compromises. The company uses modern equipment

that at the same time is able to preserve craftsmanship. The production and mixing of the powders is carried out in a dedicated environment, with temperature and humidity controlled, with continuous air suction. The productivity was increased by 100% compared to the old production area.

A part of the old production area has been used for the storage of the finished product by improving the preparation and service of order fulfillment, with the possibility to offer a faster service quickly delivering standard products. The space devoted to the roasting of nuts and to the refining of classic pastes has been doubled as well as the processing department of fruit pastes today equipped and organized to meet the most stringent certification requirements. Years go by, tastes and technologies change and Fructital is renewed every time.

Since 1992, always with the same passion.



FRUCTITAL

Origine naturale

made in Italy



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

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CHEERS!

From the centuries-old Piedmont winemaking tradition was born Moscato D'Asti, a wine that expresses the taste of tradition and excitement of bountiful lands. A sweet and aromatic wine with fruity notes which originates in the hills of the Langhe and Roero from the vine Moscato Bianco. In its innovative and refined "Moscato&Fragolina" kit, Fructital combines the intense and elegant taste of this wine from Piedmont and the freshness of wild strawberries. In the pack the gelato maker finds also the base "Bollicine", the new and creamy base for the production of alcoholic sorbet. The bottles of



Moscato wine comes from Bracco del Dente, fine wine producer from Langhe hills.

THE NATURAL ALTERNATIVE

Always attentive to the needs of a changing market, the new LineaStevia Fructital offers a complete line of products containing powdered extract of Stevia Rebaudiana, the zero-calorie sweetener of natural origin. A new taste experience that combines the pleasure of the palate with attention to health. Stevia has a sweetening power 200/300 times greater than that of sucrose, then it is sufficient a small amount to reach the level of sweetness desired, and this translates into a gelato with reduced caloric intake. The line includes LatteStevia ideal for making milk flavors with the addition of milk, and FruttaStevia for fruit flavors prepared with water and unsweetened fruit pulp.

Among our range of flavors in paste and powder, the following may be used in combination with the base LatteStevia to propose a completely sugar-free gelato (containing no sucrose):
Arachide Salata 100% (salted peanuts),
Caffè RCF (refining coffee),
Cioccolato Nero Dark

(dark chocolate),
Mandorla Gelateria 100% Premium (pure almonds),
Nocciola Varietà Tonda Gentile Trilobata (TGT hazelnuts),
Nocciola Varietà Tonda Gentile Trilobata M. (TGT hazelnuts with a medium degree of roasting),
Nocciola Varietà Tonda Gentile Trilobata Special (TGT hazelnuts with a medium-high degree of roasting),
Nocciola Varietà Tonda Gentile Trilobata G.M. (Italian varieties of hazelnuts with a high degree of roasting),
Pistacchio Puro 100% (high quality pure pistachios, not coloured),
Pistacchio Puro Extra (pure pistachios),
Pistacchio Puro Oro (high quality, natural green),
Caffè Più (coffee),
Liquirizia Più (liquorice).



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:

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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.*

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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



THE DIFFERENCE BETWEEN
A CHOCOLATE ICE CREAM
AND A REAL CHOCOLATE ICE CREAM
IS CUZCO.



The Aztecs discovered chocolate.
Giuso invented **Cuzco**.
The first complete product for ice cream using
real chocolate rather than cocoa in its recipe.
An **exclusive patented** process turns chocolate
into powder which can be so easily used to produce
a **Real Chocolate Ice Cream**.
Easy to use, no balancing problems
and easy to work with a spatula in the display case.
No vegetable fats and plenty of real chocolate,
the precious gift the Gods granted the Aztecs.

The range of Cuzco chocolate allows the ice cream maker
to produce a diversified and inviting range of products,
able to fully respond to the current
consumption trends:
Cuzco White Chocolate
Cuzco Fine Milk Chocolate
Cuzco Dark Chocolate
Cuzco Superior Dark Chocolate
Cuzco Extra Dark Chocolate
Cuzco Origin Dark Chocolate
Cuzco Gianduja

CUZCO, TRUE CHOCOLATE GELATO

Developed in 2006, the line of Cuzco ingredients for chocolate gelato was immediately welcomed as a revolution in the production of true chocolate gelato. In fact, up until then this flavor could be made only by melting blocks of chocolate in the gelato mix, a complex procedure that often caused problems with component balancing.

Cuzco, produced with true chocolate that has been transformed into powder by means of a patented process, made it possible to simply and surely achieve a gelato flavor that is very close to the pure taste of chocolate. With Cuzco, gelato artisans can provide quality while maintaining production simplicity, ensuring perfect balance and scoopability in the display case.

All the products in the line boast unique ingredient excellence because they are made using high quantities of chocolate (chocolate is the first ingredient on the label), no vegetable fats, and only natural flavorings, if any at all. Cuzco also offers gelato artisans ample opportunities for customization, both in the basic recipes and in the composition of creative presentations that stimulate the curiosity of customers.

The Cuzco line includes various kinds of chocolate, making it possible to offer a diverse se-



lection of true chocolate gelato, in harmony with the latest trends. More specifically, the Cuzco true chocolate line includes: Cuzco White, Cuzco Milk, Cuzco Dark, Cuzco Superior Dark, Cuzco Black Extra Dark, Cuzco Original Dark, and Cuzco Chocolate Hazelnut.





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



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.

GRUPPO





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





ers. 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 Doppiozero 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.

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 luke-warm 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 mark-



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.



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



603 Bib

401 Bib

Idea *B*orn again



603 Reverse

WHAT A BRILLIANT IDEA! WELCOME TO THE BIB SERIES

Since the Longarone Mig exhibition the first two models of the Iceteam1927-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.



NEW 603 BIB REVERSE: STATE-OF-THE-ART SOLUTION BY ICETEAMSOFT

603 BIB reverse is provided with high technology and with a particular that makes it an ideal machine for self-service sale points. The display and the refrigerated cabinet are located at the back and easy to access; this allows to effectively separate the staff and operations area from the customers' self-service area.

ICETEAM 1927

Italian Style

in the world

Design

Production

Complete furniture made to measure

 **ICETECH**[®]
GELATO MACHINES

Made in Italy

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www.frigogelo.it - frigogelo@frigogelo.it



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



panorama.ifi.it

IFI AND GELATO WIN THE 23RD ADI COMPASSO D'ORO

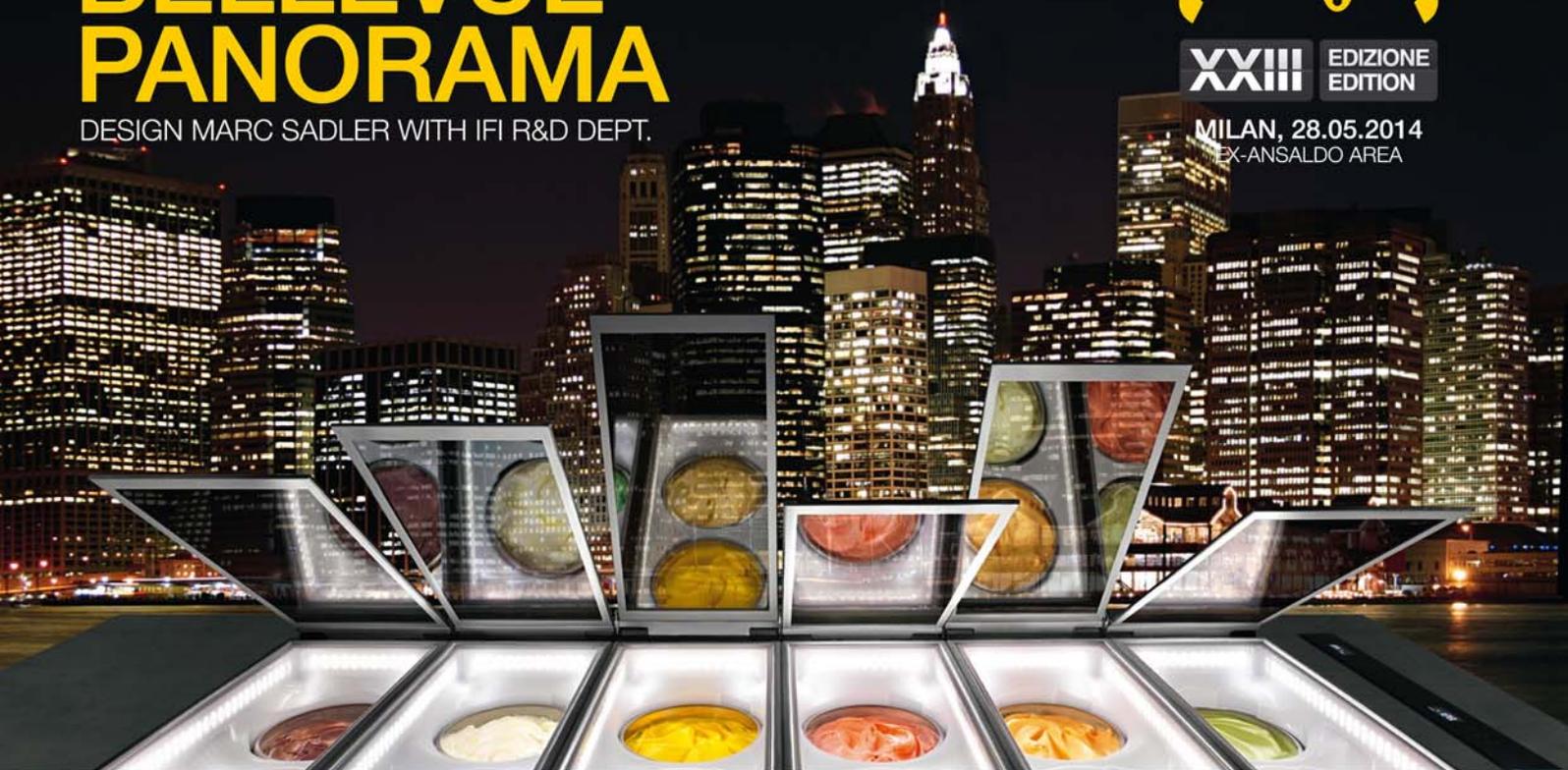
BELLEVUE PANORAMA

DESIGN MARC SADLER WITH IFI R&D DEPT.



XXIII EDIZIONE EDITION

MILAN, 28.05.2014 EX-ANSALDO AREA



For the first time in the history of the ADI (Industrial Design Association) Compasso d'Oro, the most authoritative institution in the design world has given its highest award to an artisan gelato display case. In this case the award has special meaning since it is the most recent Compasso d'Oro with which ADI will present itself at the Milan Universal Exhibition in 2015. The name of IFI will thus be placed in the highest rank in the design hall of fame, together with the names of the designers and brands that have made the history of industrial design and whose task is to restore the prestige of Italian expertise in the world.

In a sector linked to tradition like artisan gelato, IFI continues to stand out as a firm that cultivates research, technology and design at the highest levels, combined with an excellent work ethic and Italian flair.

The winner of the award is the Bellevue display table with Panorama Technology designed by Marc Sadler in collaboration with the IFI R&D Department, a brand new synthesis of two pillars of artisan gelato parlours that have always been the opposite of each other: perfect gelato storage in pozzetto counters and visibility of flavours in display cases.



MIG INNOVATION AWARD LONGARONE 2013

Official display case Gelato World Tour

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Socialize with IFI



INDUSTRIEIFI

ARTISAN GELATO WINS THE COMPASSO D'ORO

For the first time in the history of the Adi (Associazione per il disegno industriale) Compasso d'Oro, the most authoritative institution in the design world has given its highest award to an artisan gelato display case: Ifi's Bellevue with Panorama Technology. In this case the award has special meaning as Bellevue-Panorama will be the most recent Compasso d'Oro presented by Adi at the Milan Expo in 2015. The name of Ifi will thus be placed in the highest rank in the design hall of fame, together with the names of the designers and firms that have made the history of industrial design.

Bellevue display case with Panorama Technology (designed by Marc Sadler in collaboration with the Ifi R&D



Department), won the prize for being a brand new synthesis of two pillars of artisan gelato parlours that have always been the opposite of each other: perfect gelato storage in pozzetto counters and visibility of flavours in display cases, as well as for bringing important benefits in terms of visibility, ergonomics, hygiene, and usability. The chairman of Ifi Gianfranco Tonti says: "Receiving the highest award in the design field is extremely satisfying, and testimony to companies which, with passion and sacrifice, intend to continue to operate and provide employment in Italy, an opportunity to relaunch the message that looking to tomorrow means conveying new languages, new ideas and new approaches. Ifi has dedicated itself to the culture of innovation since the early sixties, and now has a R&D Department with over thirty in-house professionals working alongside established and emerging industrial designers, and collaborating with design colleges, opening its doors to their students. With our philosophy and our vision, the Compasso d'Oro is the most sought after goal, a medal that everyone at Ifi can view with well-deserved pride".

IFI



I
FEEL
FOOD

Technologies, Projects
and Furniture for Bars,
Ice-Cream Parlours
and FoodStores

*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.**

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



POWDERS AND LIQUIDS AUTOMATIC WEIGHING

PRECISION IN WEIGHING
REPLICABILITY OF RECIPES
ELIMINATION OF ERRORS
SECRECY OF RECIPES
SAVING OF TIME
REDUCTION OF COSTS
MANAGEMENT AND CONTROL
EFFICIENCY IN PRODUCTION
TRACEABILITY OF PRODUCTION

THE TECNOLOGY IN THE WORKROOM



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unica



UNICA... THE FUTURE IS NOW!



The automatic dosing machine Unica is an innovative concept of equipment and service specifically developed for the gelato, patisserie, bakery, biscuits laboratories or generally in the food industry preparations where ingredients microdosage is required.

Designed and manufactured by Lawer, a company based in Biella (Piedmont, Italy), the machine weighs, with extreme precision and automatically, all ingredients required for recipes preparation, whether solid or liquid. The maximum quality is granted as well as the repeatability of the weighs, without any possibility of errors. Moreover the know how is absolutely protected and the recipe remains 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, efficiency, optimisation of the production and traceability of the operations. With Unica it is possible to optimise the different stages of the process reducing the necessary time for the recipes preparation and consequently the cost of the production.

Unica is also an efficient marketing tool. By entering a reserved area, the operator can check and monitor the daily or monthly production, and then use this data to better plan the production.



LAWER

Quella®

The original

family is growing!

Quell'altra

The original

White chocolate

Quello®

The original

Caramel

New

Quella

The original

Hazelnut and cocoa



Discover Quello®, the caramel flavour.

FOR FURTHER INFORMATION CONTACT US:



+39.0541.859411



mec3@mec3.it



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MEC3 
The Genuine Company

QUELLA FAMILY GROWS!



Following the great success of Quella and Quell'altra, the family of inimitable spreadable creams created by Mec3 for the gelato showcase continues to expand thanks to the arrival of Quello, Quella bio and Quella Pastry! Quella, the original hazelnut and cocoa cream and Quell'altra, an inimitable white chocolate flavored cream are the best-selling creams dedicated to the world of gelato that can be enjoyed just as they are or combined with

Quella[®]
The original

a multitude of flavours, giving you the opportunity to constantly produce new creations for your showcase. Quello is an amber coloured delicious salted butter caramel cream that can be poured directly into the gelato tray and enjoyed just like a creamy gelato, but also used as a filling for cakes, crepes and delicious macarons. To complete the family we have added to this fantastic trio Quella bio, a product which contains all the goodness of Quella certified 100% organic and Quella Pastry, with its formula dedicated to pastry making ideal as a filling. The Mec3 Master Gelato chefs have developed a complete recipe book for creating delicious "cremini" (layers of gelato and creams) using Quella, Quell'altra and Quello, for an infinite variety of flavours: layers of gelato in perfect harmony with the creamy texture of these creams, creating unique, amazing recipes!



MEC3



CHOOSE THE INCOMPARABLE FLAVOUR



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

FOR FURTHER INFORMATION CONTACT US:



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mec3@mec3.it



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 shop, 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 shop: 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.

NEW COOKIES BLACK

Cookies becomes black and white to create a gluttonous gelato that combines the delicate creaminess of the white chocolate with the vigorous crunchiness of extradark

shortbread. Ideal as a snack

for both children and

adults thanks to the freshness and quality of its ingredients, Cookies Black makes the gelato showcase even more delicious and appealing.



MEC3

Dopo il piatto piano, il piatto fondo, ecco... **il piatto verticale!**

Nei contenitori, Medac è incontenibile, oggi lancia **Tower**, il "piatto" da asporto a sviluppo verticale! Anche personalizzabile.

Tower: tutta la qualità, la versatilità e la comodità di un contenitore alimentare per piatti caldi e freddi, dagli spaghetti alla frutta.



protegge la qualità, rispetta l'ambiente



FOOD AIMS HIGH

Medac company from Salerno Italy, that was already ahead of its times in 1960 producing cups and containers for takeout food, has always distinguished itself with great originality within a context of total quality. One of its latest creation is Tower, an exclusive container for vertically transport of hot and cold foods. Featuring two tabs for closing the top, it can contain any type of food,

from spaghetti to fruit, meat to dessert, including gelato.

Another new development is the WP1000 container.

This cup, which holds about 1.176 ml, has a paper lid with a ring available in black, blue, white, cream, and gold colors. The new container is a great addition to a line of Medac products that already includes a wide selection of gelato and drink cups in numerous different formats. These are in addition to the many other products, like cups for french fries, the coffee and hot drinks collection, crenellated cups for yogurt, tray carriers, paper cone wraps, crepe holders, popcorn containers, food containers, coffee trays, heat-conserving straps, and paper lids.



WHEN CREATIVITY BLOSSOMS



The Flower range of containers, one of Medac's most advanced designs, is being extended with the small Mini Flower version. The new containers hold 200 ml and are perfect for small portions of hot and cold foods, in addition to candy, chocolates, and small objects. It is available in three different themes: the romantic Rose, the inspirational Sky, and the elegant Face.

The Flower and Mini Flower collections were made to surprise your customers. Closed, they look like delicate buds. Opened their petals transform into a vivacious flower. Flower is suited for transporting every kind of food, from sweet pastries to savory meals, both cold and hot (up to 70°C). It is made from cardboard derived from virgin cellulose, a material that can be reused for making high-quality packaging, is recyclable, and has a low environmental impact.



MEDAC

E CUP

esalta il prodotto
rispetta l'ambiente



Naturalmente!



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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.

IN HARMONY WITH THE ENVIRONMENT



Medac E-Cup is the line of biodegradable and compostable cups and spoons made of pure cellulose certified by FSC, the Forest Stewardship Council, which means the cellulose comes

from forests that are managed according to rigorous environmental, social, and economic standards. This paper is coupled with a film of Mater-Bi, an innovative plastic that is biodegradable, compostable, and recyclable according to European regulation UNI EN 13432. The use of Mater-Bi reduces gases that add to the greenhouse effect and also decreases the consumption of energy and non-renewable resources, completing a clean cycle: agricultural raw materials return to the earth without releasing noxious substances. In fact, Medac E-Cup received the Vinçotte OK Compost certification which means that UNI EN 13432 compliance guarantees full biodegradability and compostability, down to the inks and additives.

E-Cup confirms Medac's constant attention to environmental concerns, environmentally sustainable development being a principal commitment for the company. This focus was recognized in 2006 when the firm's environmental management system was certified ISO 14001, joining the already earned ISO 9001 Quality and SA 8000 Social Accountability certifications.

E-Cup products can be customized with promotional messages, including the FSC and Vinçotte OK Compost logos.



A NATURAL BREAK

To reduce the environmental impact of thousands of cups used every day during company coffee breaks, Medac designed E-Vending Cup, a biodegradable and compostable cup for hot and cold drinks made specifically for vending machines. Part of the E-Cup collection, this cup is made of FSC-certified paper lined with special Mater-Bi film. Once it has been used, it can be disposed with other compostable materials.



MEDAC



CRIC
&
CROE

The Crunchy Ice Cream!
White Gianduia and Varicream Wafer

galacomunicazione.com

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.





basi NCE

Origin Evolution



BACK TO BASICS

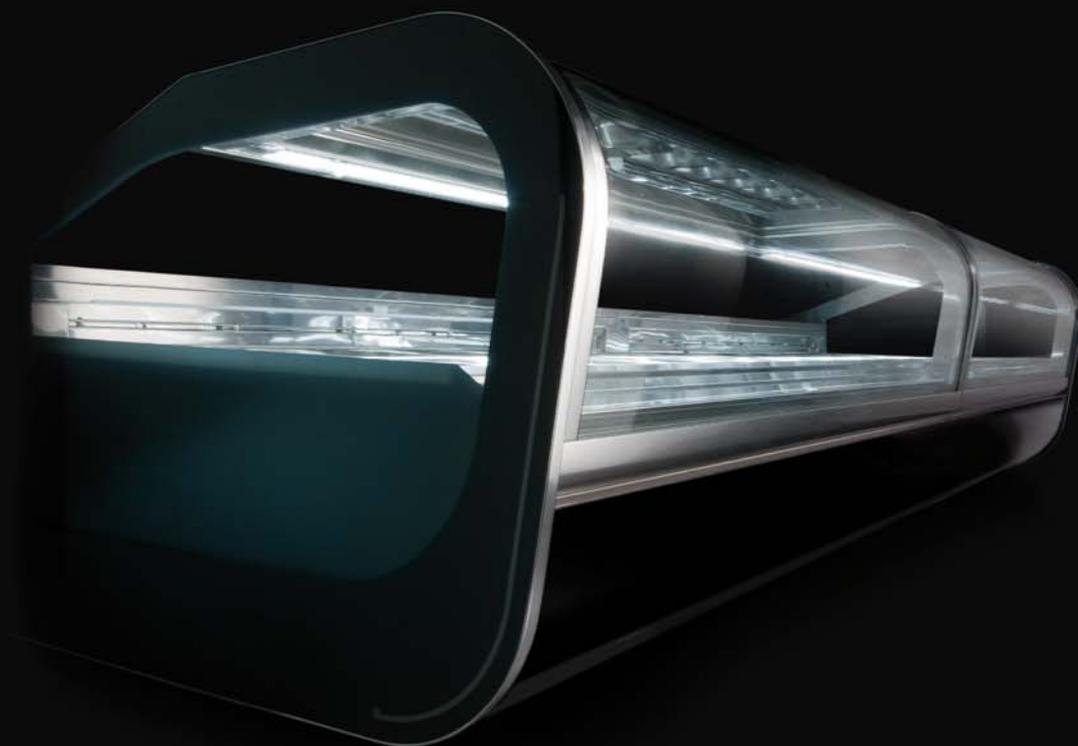
The Nutman Group has leveraged its experience to produce two new bases designed specifically for all the professionals who want to use only natural products and to provide their customers with full disclosure, thanks to a label that is clear and understandable by all. A return to simplicity aimed above 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



IKON

a sight as you never seen before



ORION
www.orionstyle.it

HUMAN DESIGN



project without overlapping it.

Ikon, a glass “drawer” leaning towards the customer,

Ikon: the cabinet becomes a case, that can be placed on any bar furniture, complementing its beauty without emphasis. Ikon is at the service of the designer who needs a technology very versatile in its aesthetic but which can be easily integrated into the style of the final

where gelato and pastries are literally “under the eyes” of the client. Ikon exalts the overall image of any space, no longer disturbed by the technological item.

Ikon is a technological object of a great complexity. It is born to stress the concepts and to push to the limit the potential of current technologies: it is made of a transparent, heatable and resistant curved glass, with a very tight radius. An incredible compact basin whose components have been rearranged to promise a 700 mm depth, the same of any bar counter.

Ikon is an interesting integration between technological achievements and industrial design, a project in which you leave space to the performance and to the appeal of displayed products, able to move any illusory sophistication to the background.

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 showcases in series, is the best known brand in Europe, thanks to the production of more than 5000 cabinets each year, offered worldwide. Fundamental, in this scenario, also the contribution of a well structured and competent sales network. Among the technological innovations of Orion, the intro-



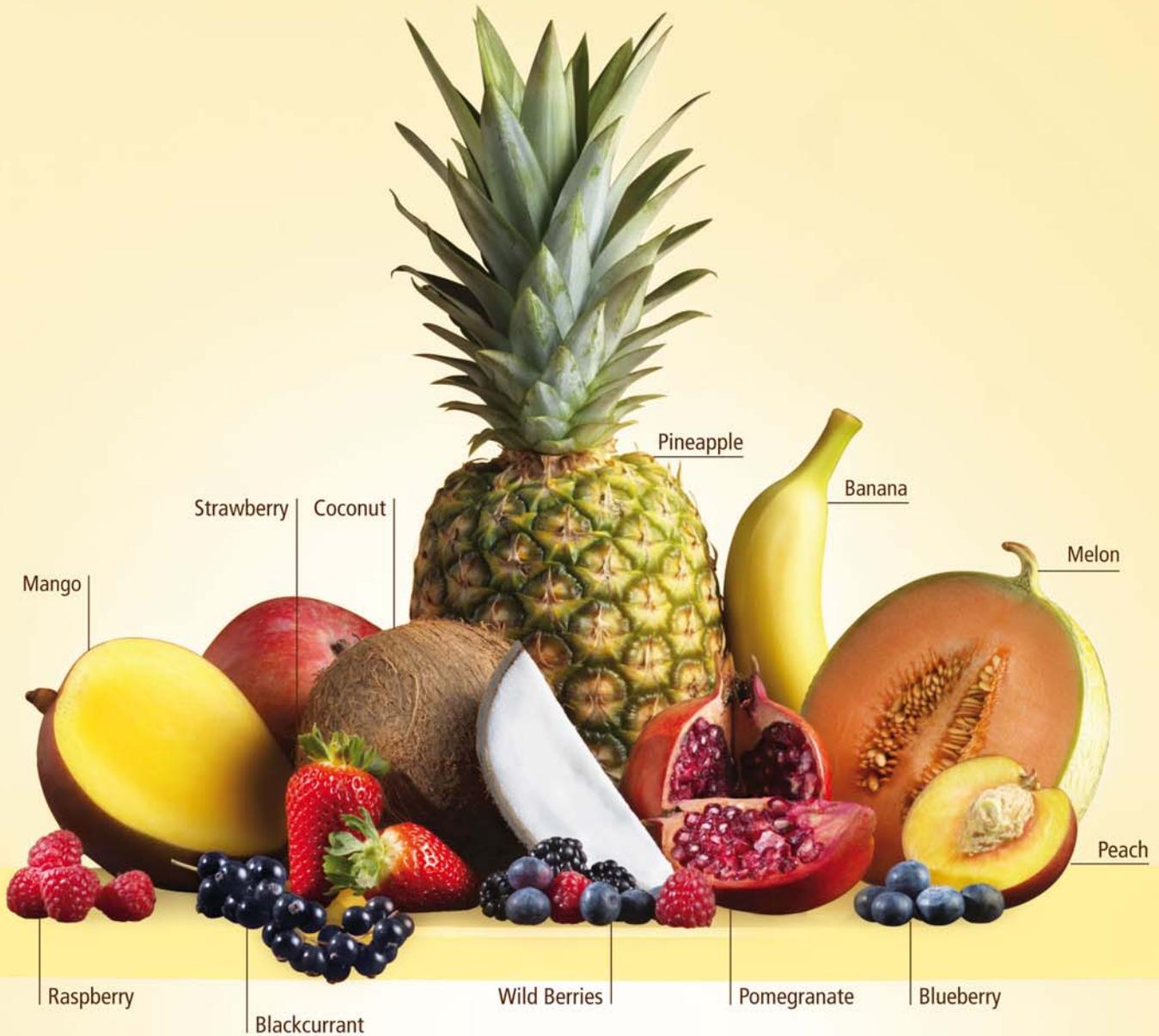
duction of spherical double glass and the opportunity to exhibit in a single showcase products requiring different holding temperatures. As always, Orion aims to offer to

professionals of gelato and pastry showcases that are an expression of high-performance technology and aesthetics.

ORION



12 NEW FRUIT COMPOUNDS



JUST LIKE A FRESH HARVEST

Fruit, in all its freshness and authenticity, is the main actor in the new “Pernigotti New Fruit” line of fruit compounds. The wide selection of flavors was designed so that artisans can offer 12 natural flavors: banana, strawberry, mango, raspberry, pomegranate, pineapple, coconut, wild berries, melon, yellow peach, blackcurrant, and blueberry. The exclusive balanced recipe used to produce the 12 flavors was developed to make the gelato more inviting, emphasizing the acid taste typical of fruit. The ingredients include three types of sugars, which help both to enhance the flavor of the fruit and to maintain gelato softness. All colorings are

natural and in line with current market trends; the new Pernigotti fruit compounds are gluten free. They are available in cases containing two 3.5 kg buckets. Production dosage is 70-80 grams per liter of mix. Shelf life is 18 months.

Last but not least is another new development from Pernigotti, Pomegranate variegate, made with 43% fruit and 30% seeds. It is gluten free and balanced with three different sugars to provide body and to prevent it from sliding off gelato. It is perfect for yogurt, pomegranate, cream, milk and ricotta gelato. Each case contains two 3.5 kg buckets of product.



PERNIGOTTI

DAL 1860
PERNIGOTTI

Chock

A creamy nut chocolate variegate,
enriched with crunchy hazelnut chips, hazelnut praline and wafer.
Ideal for gelato, gelato cakes and semi-frozen desserts.



**HYDROGENATED
FAT-FREE**

A TOUCH OF CLASS

To make gelato truly irresistible, Pernigotti has created Variiegato Chock. It is a delicious chocolate hazelnut variegate enriched with tasty ingredients: chopped hazelnuts, toasted hazelnuts and wafers, making it even more crunchy. With Pernigotti Variiegato Chock, it is possible to enrich any gelato milk-based, enhancing it and will not disap-

point the most demanding customers expectation. Ideal for cones and cups, this new product increases presentation value. It is also the perfect ingredient for gelato cakes, semifreddo and every kind of dessert.

The product does not contains hydrogenated fat and it is available in 5 kg buckets.



PERNIGOTTI

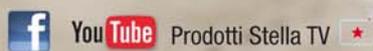




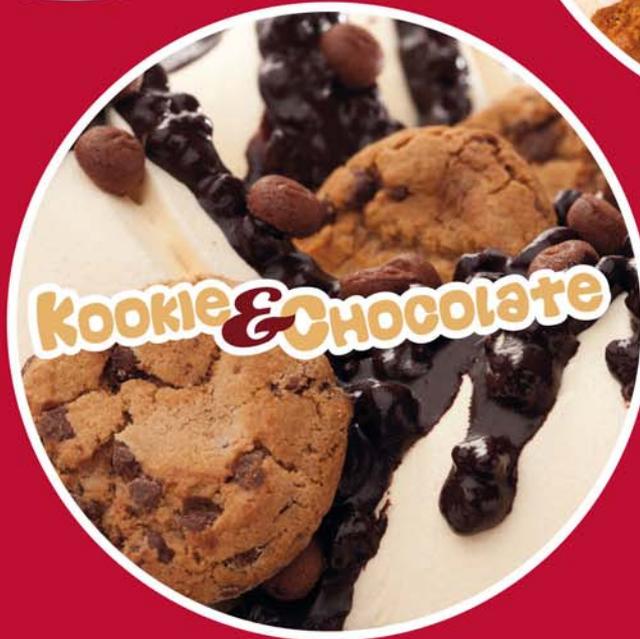
PRODOTTI STELLA S.p.a.

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

www.prodottistella.com info@prodottistella.com



I Want Kookie



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via 4 Novembre, 12 Altavilla Vicentina 36077 (VI) Italy
Tel. +39 0444 333600 Fax +39 0444 370828 www.prodottistella.com info@prodottistella.com



I WANT KOOKIE

Three cookies combined with three different gelato flavours. Dark chocolate cookie filled with vanilla cream, caramelized biscuit, and chocolate chip cookie: which of these treats would you like to try first?

Kookie & Cream, black on the outside and white on the inside. The gelato combines delicious white vanilla taste cookies, a chocolate cookie-flavoured variegato with pieces of black cocoa cookies and a decoration of crunchy dark chocolate cookies.

Kookie & Caramel: the gelato with the flavour of "caramelized biscuits" also known as "Speculoos". It is composed by a Caramel-flavoured paste, characterized by a lingering taste of caramel cookie, along with a variegato rich in pieces and caramel cookie crumbs.

Kookie & Chocolate: the typical American chocolate chip cookies, made of shortbread and dark chocolate chips. Chocolate chip cookies meet gelato thanks to a product consisting of a paste, a variegato of extra-dark chocolate cream with plenty of crumbled butter cook-



ies and a decoration of tasty small cocoa biscuits.

All these ingredients with great taste and quality help you creating your own cookie-flavoured gelato combinations, semifreddo desserts, stick gelato, single servings and plated desserts. Need some ideas? Just let us know.

Prodotti Stella turns cookies into gelato flavours, to please gourmands and cookie addicted! For more info: www.prodottistella.com - info@prodottistella.com.



PRODOTTI STELLA



All natural



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

www.prodottistella.com info@prodottistella.com    Prodotti Stella TV



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.



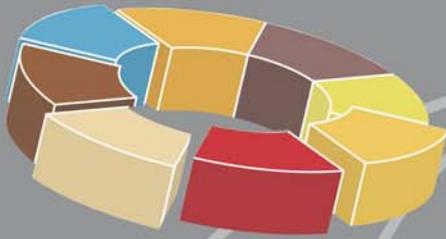
THE VALUE OF EXPERIENCE

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.

MASTER:

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LICENSE AVAILABLE
(confidential negotiations)

info:

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



YOGHURT MADE IN ITALY

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

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

IN EXCELLENT HEALTH

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



YOGORINO

FOOD-AND-DRINK•PASTRY•GELATO

★★★★★
**A 5 STAR EVENT
FOR 5 STAR SUPPLIERS**
SELL YOUR GOURMET PRODUCT
TO ONE OF THE
**WORLD'S MOST
LUCRATIVE MARKETS**

88%
ALREADY
SOLD OUT



SECURE YOUR STAND TODAY TO BE ONE OF THE MANY SUCCESS STORIES

82%

OF EXHIBITORS SECURED
ORDERS VALUED BETWEEN
US\$100,000 AND US\$500,000

110

EXHIBITORS FROM
30 COUNTRIES

12,285

DEDICATED BUYERS
FROM 98 COUNTRIES

92%

OF EXHIBITORS RATED
THE OVERALL SHOW AS
GOOD TO EXCELLENT



“WITH OVER US\$ 1 MILLION IN GROSS SALES
CONDUCTED DURING THE SHOW AND MORE THAN
US\$ 5 MILLION FORECAST, WE WILL DEFINITELY BE
BACK NEXT YEAR.”

AGUSTIN CACERES,
VP OPERATIONS, LE GROUP INDUSTRIES LLC



“THIS IS OUR THIRD TIME AT THE SHOW AND OUR MOST
SUCCESSFUL YET! IT IS A GREAT OPPORTUNITY FOR 4
CORNERS TO ATTRACT POTENTIAL CUSTOMERS FROM
MARKETS WE WOULD NOT NORMALLY REACH.”

ABEER ARAFA,
SALES MANAGER, 4 CORNERS



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TAKE YOUR BUSINESS AROUND THE WORLD, AN EXCLUSIVE EVENT FOR GOURMET PROFESSIONALS

9-11 NOVEMBER 2014, WWW.SPECIALTY.AE

The Speciality Food Festival, to be held 9-11 November 2014 at Dubai World Trade Centre, is your gateway to the lucrative Middle East gourmet and specialist food market, powered by Gulfood, the world's biggest annual food and drink hospitality show.

With its strategic location between Europe and the Far East, the UAE is the Middle East's trading hub with a market share of AED 300 million per annum and is the third biggest re-export centre in the world. Dubai is a unique destination that is both, a dynamic business centre and a tourist paradise, offering a wide variety of attractions, shopping centres, fine dining and five-star hotels.

The Speciality Food Festival is the Middle East & Africa's largest trade fair covering the entire gourmet food and drink industry. It's a truly international event, with 110 exhibitors from 30 countries, 9 country pavilions, and over 12,285 buyers from 98 countries.

2014's Speciality Food Festival sees an upsurge in onsite features, creating more dynamic marketing and enhanced ROI opportunities.

At Chef's Corner regional celebrity chefs will create a se-



ries of signature dishes during all three days of the show, while at Guess the Gourmet five visitors will be selected, blind-folded and given the opportunity to taste-guess some of the finest gourmet ingredients. Coffee Masters Championship Final, the Barista Bonanza Coffee Championship, organised by the Speciality Coffee Association of Europe, will host their finals live at the show. In collaboration with Dubai Municipality and Maltrade (Malaysia), there'll be special workshops on Halal Certification.

New for 2014, the Speciality Food Festival Awards will recognise the most innovative new products on the market. All the Speciality Food Festival award winners will

have the opportunity to showcase their winning products in display cases on the show floor.

Launched in 2013, the Hosted Buyers Programme identifies, invites and arranges for key regional buyers to have pre-arranged meetings with exhibitors.

Visit: www.speciality.ae or contact: speciality@dwtc.com



THE SPECIALITY FOOD FESTIVAL

FOOD-AND-DRINK•PASTRY•GELATO



MEAT CHINA 2014

6TH INTERNATIONAL MEAT & MEAT PRODUCTS & EQUIPMENT EXHIBITION



The 18th International Exhibition for Food, Drink, Hospitality, Foodservice, Bakery & Retail Industries



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ASIA

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12 - 14 November 2014

SHANGHAI NEW INTERNATIONAL EXPO CENTRE (SNIEC), CHINA

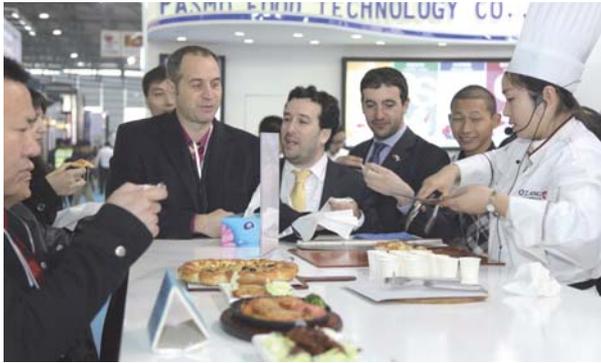


www.meatchinaatfhc.com



FHC GROWS ACROSS CHINA

12-14 NOVEMBER 2014, WWW.FHCCHINA.COM



FHC, China's premier food and hospitality trade show continues its rapid growth and this year in two cities. The exhibition will take place in Shanghai and Chengdu in November 2014, both cities recognized as regional trade centres for the food and wine distribution sectors across China. The 18th edition of FHC China for food and hospitality products and held alongside the 2nd edition of ProWine China for wine and spirits will take place at the Shanghai New International Expo Centre from 12-14 November 2014; three days later, FHC West will take place for the 2nd edition in Chengdu, the capital city of Sichuan province from 18-19 November 2014. As demand continues to grow in China for imported food and wines, FHC China, ProWine China and FHC West China are all experiencing a significant increase in demand for space from more companies and coun-

tries wishing to supply this expanding market of quality conscious Chinese consumers and the buoyant food and wine, retail and hospitality sectors.

Demand for imported foods in China is growing at 15% per annum. The National Bureau of Statistics of China, forecasts that China will become the world's largest market for imported foods by 2018.

Reflecting this growing demand for imported food and wines, the show organisers are reporting a 20% increase in demand for space by food suppliers at FHC China and a 30% increase in space bookings by wine companies attending ProWine China in Shanghai. While FHC West in Chengdu has moved from a one day event in 2013 to a two day trade show this year, to accommodate requests for increased space from companies displaying a full range of food and wine products to new customers they will meet in Chengdu and across Western China.

2,000 companies met over 33,000 buyers at FHC and ProWine China 2013 in Shanghai. Over just three days, buyers visited to source a wide variety of products including fresh and preserved foods, to fruit and vegetables; meat; seafood; bakery and dairy products, to snacks; confectionery and chocolate; olive oil to spices and sauces; jams and flavours; tea & coffee; wine & spirits and much more.



FHC CHINA

1959 TRADIZIONE  INNOVAZIONE 2014
un unico appuntamento

MIG

LONGARONE

55a Mostra Internazionale del Gelato Artigianale

55th International Gelato Exhibition

Machinery, equipment and products for artisan gelato production

Longarone 2014

30 novembre - 3 dicembre

30th November - 3rd December

www.mostradelgelato.com



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

MIG PASSIONE UNICA

OVER A CENTURY OF ARTISAN GELATO MAKING

30 NOV.-3 DEC. 2014, WWW.MOSTRADELGELATO.COM

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 Aiiipa 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

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sigep.it

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New format

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ALL NUMBERS OF SUCCESS

17-21 JANUARY 2015 - WWW.SIGEP.IT



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 wholehearted, active collaboration of the most important artisan associations for the various sectors. The statistics have continued to demonstrate the success of Sigep. Thus the 35th Expo, held in 2014, welcomed 173,904 profes-

sional visitors (+20,1% compared with 2013), with more than 1,000 enterprises exhibiting over an area of 110,000 sqm. The number of foreign visitors, 34,646 from the five continents, represented an astonishing +32% 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, 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 better connect supply and demand, for many years Sigep has offered the Top Buyer from Five Continents program, which allows exhibitors and foreign buyers to set up business appointments to be held during the trade fair. The same goes for Sigep Neo, which provides similar opportunities for those who are getting into the gelato and pastry trades for the first time. And let's not forget the platform developed in 2014 at www.sistemasigep.com that helps Italians open gelato shops all over the world.



SIGEP

ITALY 217

ABtech expo



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Bakery
EVENTS
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17th - 21st

January 2015

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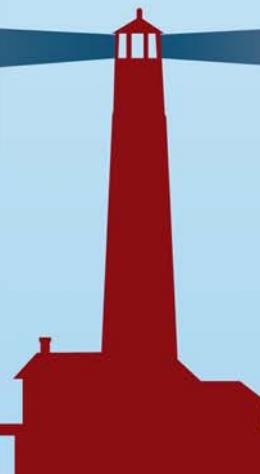


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International Exhibition**

IV Edizione

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1-4 MARCH 2015 - WWW.DMPSRL.EU



The next edition will focus more than ever on its primary objective: uniting the full wheat supply chain, the sectors dedicated to transforming and processing raw materials, packaging, and furnishings in a single location, thereby strengthening these businesses and offering participants concrete business opportunities in an international context. The product groups will be divided into thematic areas along a pathway organized so as to optimize visits and to allow professionals to immediately see new materials and ingredients, products, equipment, furnishings, and services for artisanal gelato, pastry, bread, and food service. The exhibition will also promote a rich program of events, including demonstrations and forums, as well as competitions for trade masters to challenge each other at a high level.

Preparations are in full swing for the fourth edition of LevanteProf, the international trade fair that on 1-4 March 2015 will welcome the latest developments from the bread, pastry, pizza, gelato, beer, wine, bar, catering, packaging, and hotel trades. Organized by D.M.P. of Rome, the event will be held at the new, prestigious pavilion at the Fiera del Levante in Bari, Italy, which has always been considered the “gateway to the east,” a strategic setting for promoting business between central/southern Italy and the rest of the world.



LEVANTE PROF

in Milano



International Hospitality Exhibition
23_27.10.2015 fieramilano



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MILANO 2015
1 MAY • 31 OCTOBER

AT HOST 2015 GELATO WILL BE... HOT

23-27 OCTOBER 2015 - WWW.HOST.FIERAMILANO.IT

Innovation, creativity, and global lead. These are the ingredients for the "recipe" - not secret, but surely inimitable - that is Host, International Hospitality Exhibition, which will be held at fieramilano in Rho 23-27 October 2015, during the food-focused Expo Milano. It is a unique formula that combines manufacturers with the vertical specialization of dedicated areas, covering the full trade. At Host 2015, the bread/pasta/pizza section will be synergistically linked with professional food services in a single macro area, while gelato/pastry will be linked with the coffee/tea section. A third macro area will be dedicated to contract and tableware.

The effectiveness of the formula is confirmed by the participants themselves. As of today, about a year and a half before the start of the exhibition, more than 700 companies from around the world have already reserved a place so they can present their goods and services to around 1,500 high-profile international buyers. The trend is in line with the record-setting results of 2013, which saw 1,700 exhibitors from 48 countries (+6.5%, with 350 new entries), of which 559 came from abroad (+16.5%), and 133,000 professional visitors (+7% compared to 2011), 38.7% of which were international (51,600, +21% compared to 2011). There were double-digit increases for the USA (+28%), Russia (+64%), UAE (+141%), Japan (+24%), and Germany (+14%), while international



buyers included large delegations from China, Russia, and India, setting 38,400 business appointments on the digital Expo Matching Program.

The exhibition will promote a packed calendar of events, including the Pastry Gelato Chocolate world championship and the Cake Designer world championship, organized by FIP, the International Federation of Pastry Gelato Chocolate.

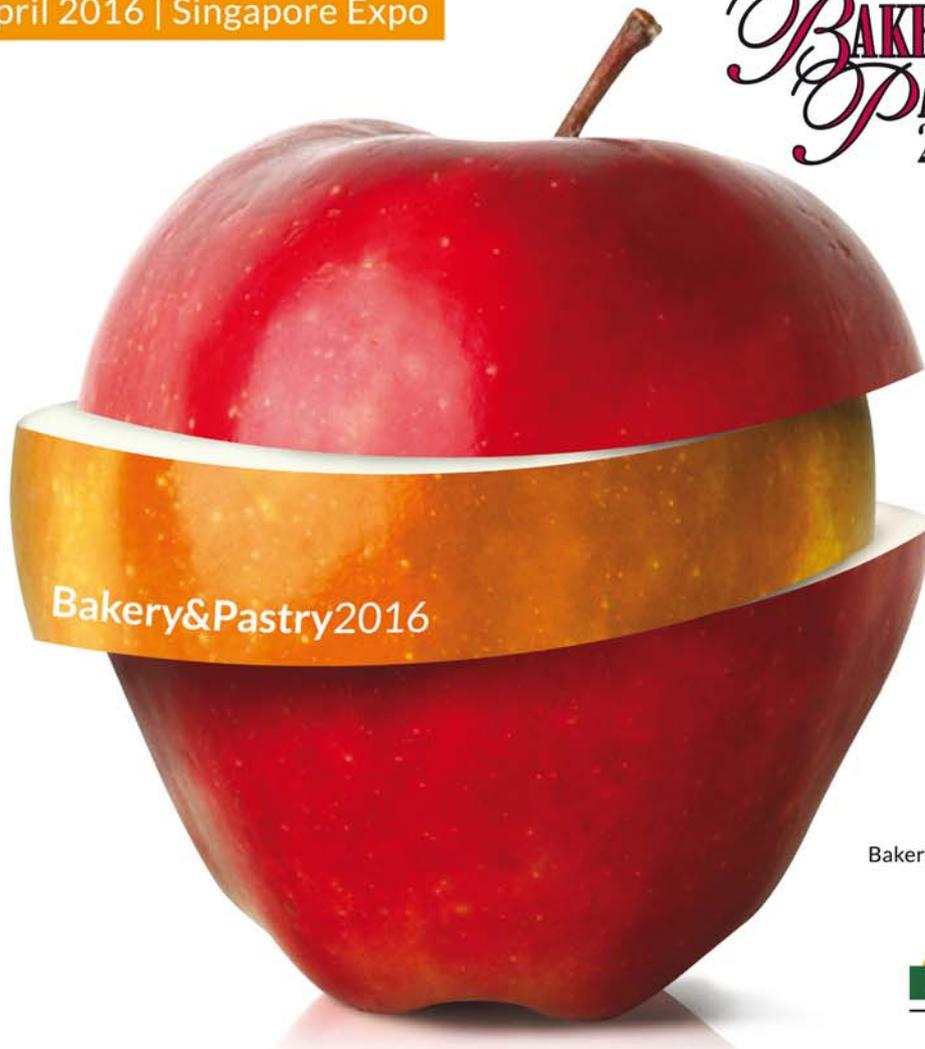


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Food&HotelAsia / Wine&SpiritsAsia

BUSINESS AT THE TOP

12-15 APRIL 2016, WWW.FOODNHOTELASIA.COM

The 19th edition of Food&HotelAsia2014 (Singapore Expo, 8-11 April 2014), Asia's largest and much-anticipated mega biennial food and hospitality tradeshow, closed on a high. Attendees to the show had an exhilarating week closing deals, forging new partnerships, making new business contacts and learning about the latest trends in the industry.

The event showcased an impressive spread of offerings which ranged from the finest and most unique food ingredients and products, food service equipment and technology, hotel amenities, hospitality technology to wines and liquors from a mix of returning and new regions. The show started off by setting new records. Spanning an



immense area of 102,000 sqm, it was the first event to fully occupy Singapore's biggest exhibition venue. The show had 3,213 exhibitors, the largest assembly to date, and 63 group pavilions. It attracted 64,826 attendees, 43.1 per cent of them from overseas. This astronomical congregation included trade visitors, exhibiting staff, conference speakers and delegates, and judges and competitors. The exhibition was accompanied by an International Conference with speakers focusing on key topics and is-



sues faced by the F&B and hospitality industries, including new ways to deal with the manpower shortage, managing hotel operations and revenue optimisation strategies; managing F&B operations and food concepts; and latest technologies for the hotel and F&B sectors.

There were also world-class competitions, such as the FHA Culinary Challenge (FCC) which saw more than 800 chefs from 27 countries taking part as competitors and judges. After four days of fierce competition, chefs from Singapore took the two top prizes - Best Chef and Best Apprentice Team Two to Tango in the Individual Challenge; Tam Shui Vocational High School, Taiwan, walking away as champions in the Dream Team Challenge and SATS Catering, Singapore, emerging victorious in the Gourmet Team Challenge.

The National Team Challenge and Battle for the Lion held every four years, also returned to the FCC this year, with Singapore and Hong Kong national teams taking the top awards in each category respectively. In addition, there was the Asian Pastry Cup with Malaysia coming out tops, held in conjunction with Bakery&Pastry, The FHA Barista Challenge and first-ever FHA Latte Art Challenge, the RIPE-WSA Cocktail Challenge and the WSA Wine Challenge were also held alongside the event.

FHA2016 and WSA2016 will return to Singapore Expo on 12-15 April 2016.



FHA

FOOD-AND-DRINK•PASTRY•GELATO



**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
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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 Italian Pavilion at FHA 2014.

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 Gulfood 2014.



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