

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



# ITALY



*it's Gelato!*



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GELATO DAY**  
MARCH 24

Year 5 - No. 9 - JANUARY-JUNE 2016

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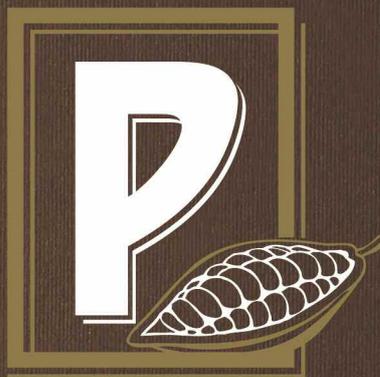
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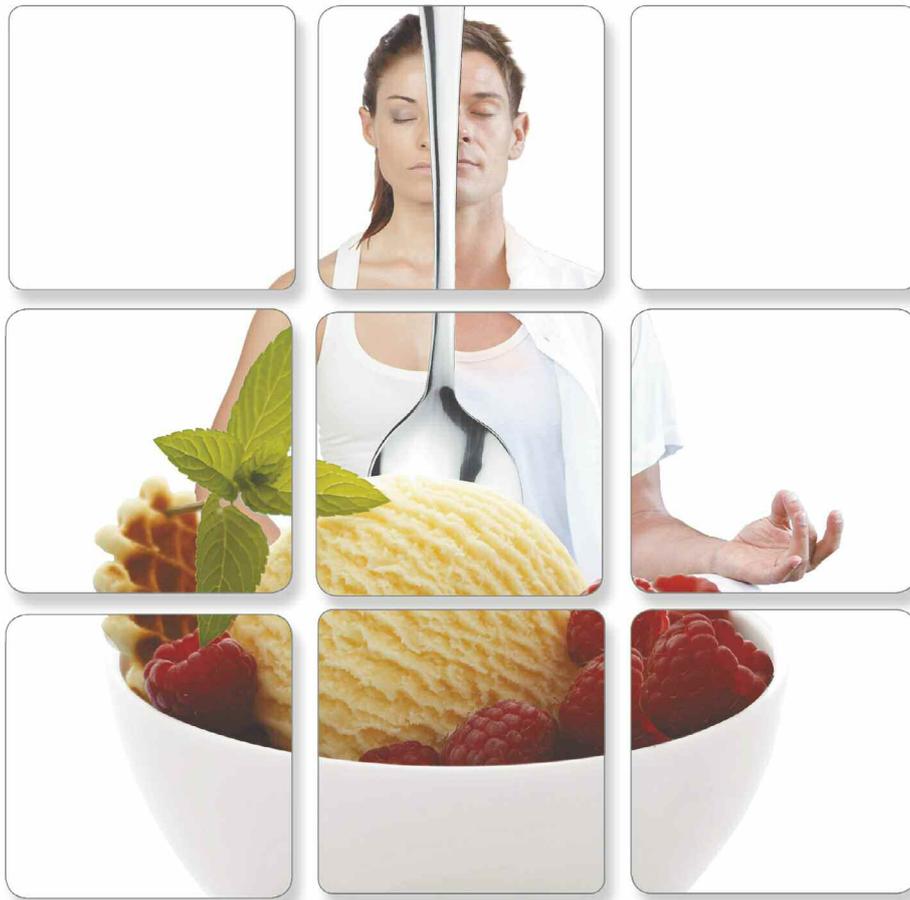
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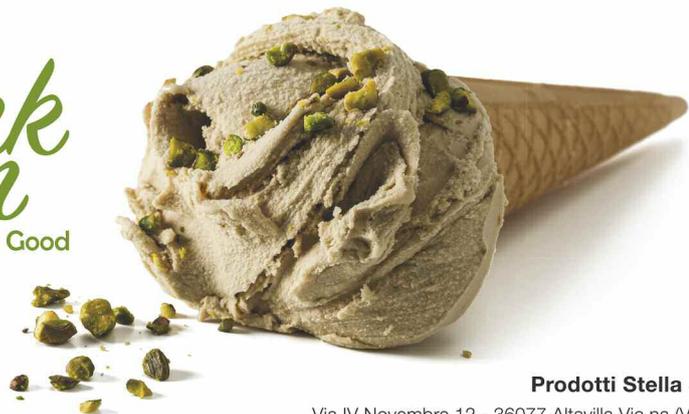




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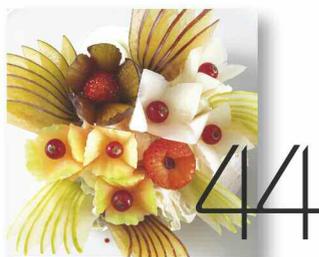
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summary

# PreGel

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Founded in Reggio Emilia, Italy in 1967, PreGel is present in over 130 countries. With two main production plants, 13 subsidiaries, plus an expansive network of distributors and wholesalers, PreGel ensures effective market control and allows for accurate interpretation of the needs of consumers around the world.

The call for innovation has been the company's driving strength from the very beginning, making it a prominent leader in the whole food industry: today PreGel stands globally as the largest manufacturer and distributor of specialty dessert ingredient solutions worldwide.

The material processing, the highest hygienic and sanitary conditions in which the products are manufactured and packaged, as well as the automatic management of the warehouse, place PreGel in a leadership position not only in the dessert market but in the whole food industry.



THE ITALIAN MAGAZINE FOR INTERNATIONAL BUYERS IN  
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PuntoItaly is starting its fifth year. It has participated in more than 50 international trade shows, distributed more than 50,000 magazines, and gathered information from 4,000 operators during exhibitions. It is a publishing formula that has been quite successful throughout the four corners of the globe. We are proud to have represented Made in Italy around the world.

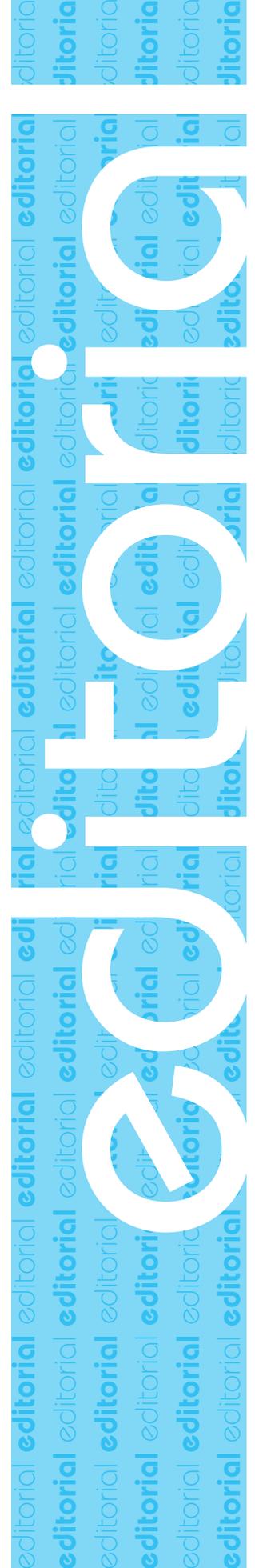
This issue's cover is dedicated to European Artisanal Gelato Day, made official on 12 July 2012 by the European parliament and scheduled for 24 March of each year. It is the only product to receive such recognition. Artisanal gelato triumphs in all shapes and sizes, and is fashionable wherever it goes. Another topic of great interest is the seventh edition of the Gelato World Cup, which will be held in January during the important Sigepe trade show in Rimini. Many nations will compete in this event that is sure to be filled with spectacular moments as teams battle to win the top of the podium. We've included in this issue many recipes from our master gelato and pastry chefs. Beppo Tonon, Roberto Rinaldini, Massimo Carnio, Alice Vignoli, and Antonio Mezzalana will delight you as they always do with their original, trendy creations.

In the coming months you will find puntoItaly in its own stand at Sigepe in Rimini, Europain in Paris, Gelatissimo in Stuttgart, Gulfood in Dubai, Gastropan in Romania, Food Hotel Asia in Singapore, and, new in 2016, at the NRA in Chicago, USA. We look forward to meeting you, but if you can't come to the trade shows you can find us at the magazine's website, [www.puntoitaly.org](http://www.puntoitaly.org).

See you soon!

Franco Cesare Puglisi

A large, stylized handwritten signature in black ink, appearing to read 'Franco Cesare Puglisi'.



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YOGURT GELATO  
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# It's Gelato!

By Franco Cesare Puglisi

For the fourth European Artisanal Gelato Day scheduled for 24 March 2016, a group of supporters gathered together to shine a spotlight on the event. There are several initiatives aimed at consumers, to underline the common festive message linked to the top-quality artisanal sweet.

A new message for all of Europe. With the slogan "It's Gelato!" positioned in the selfie for the 2016 information campaign regarding the European Artisanal Gelato Day, organizers aimed to provide a clear, simple modern communication to combine with the more traditional and greatly loved sweet artisanal specialty that is gelato. Today the selfie represents the universal language



24th March  
European Artisanal  
Gelato Day

24 Mars  
Journée Européenne  
du Gelato Artisanal

24 de Marzo  
Jornada Europea  
del Gelato Artesano

24. März  
Tag des handwerklich  
hergestellten Gelato

of youth, and it is for this reason that it was chosen to attract the attention of the new generations who represent our future. To change things up and give a clear signal of unity, this year, for the first time, five gelato associations have joined forces under the flag of the European Artisanal Gelato Day: Artglace in Europe, GA, Confartigianato, CNA Alimentare, and Maestri della Gelateria Italiana. Two important trade fairs also collaborated, Mig in Longarone and Sigep in Rimini. Add to them the efforts of Acomag, the association of machine and furnishing manufacturers for gelato shops, not to mention our contribution as coordinators of initiatives with the magazines PuntoloIT, Puntolotaly, and PuntoDE.



### How to participate

*The new poster, of which tens of thousands of copies have been printed, and the window decal has been distributed to all the gelato shops through the two trade shows that have joined in the initiative (Mig and Sigep). In the next months, the various gelato associations will send materials to their members who request them. They will also be included in the magazines we distribute in Italy, Germany, and Austria, as well as handed out from our stand at various international trade shows.*



GIORNATA EUROPEA DEL  
**GELATO  
ARTIGIANALE**  
24 MARZO

*it's Gelato!*

Con il sostegno di / With support from / Avec le soutien de  
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Next spring the promotional campaign “It’s Gelato!” will appear in various national media, accompanied by an intense calendar of local events organized by the various associations. All gelato artisans are therefore invited to use these simple but effective tools, placing the poster and decal in their shops to do their part in shining a light on this important initiative, ratified on 5 July 2012 by the European parliament with 387 favorable votes and the following motivation: “Of all the fresh dairy products, artisanal gelato represents excellence in terms of quality and food safety, adding value to agricultural products of every single member state.”

## Royal Pear

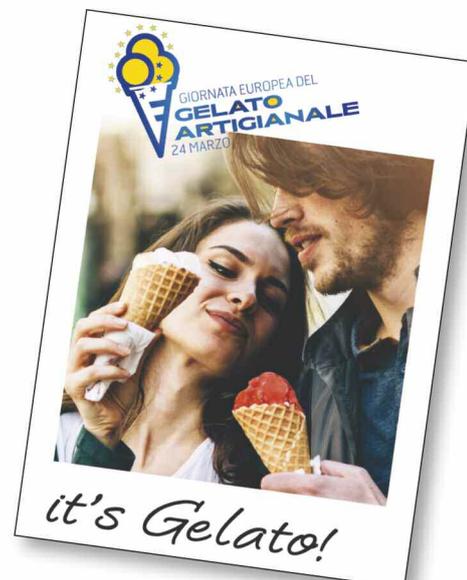
The European gelato day will have its own gelato created specifically for the event. This year it was Belgium’s turn to choose the flavor and the recipe.

### INGREDIENTS

- 2000 g of white base
- 2000 g of fresh pear
- Concentrated pear and apple sauce
- Belgian spice cookies.

### INSTRUCTIONS

Mix white base and fresh pear. Pour into the batch freezer and extract the gelato when it is done. Vary with concentrated pear and apple sauce, then add Belgian spice cookies.



# Success story



The 56th Mig - Mostra Internazionale del Gelato Artigianale - held at Longarone Fiere, the oldest exhibition of the sector, has once again been confirmed as a point of reference for gelato artisans from across the planet. 200 companies were present for this edition of the show, the only exhibition dedicated exclusively to machines, equipment, ingredients, furnishings, and accessories for gelato shops. The four days of the fair saw almost 27,000 visitors arriving from 50 different countries. In addition to the usual visitors from Germany, Austria, Holland,

Four days of high-level business at Mig in Longarone (Belluno, Italy, 29 November-2 December 2015), enjoying one of the highest turnouts in the past 10 years.

Spain, Belgium, and Slovenia, many others arrived from the Slovak Republic, the Czech Republic, Ukraine, Moldova, Sweden, Poland, China, and Ghana. Worth noting the participation of eminent visitors from Zimbabwe, Angola, and Namibia for the "Africa Project," focused on training young people to produce artisanal gelato. Also present was a delegation from the Ice Cream Alliance, the association of British gelato artisans. As usual, the assembly held by Uniteis called hundreds of gelato artisans who work in Germany.

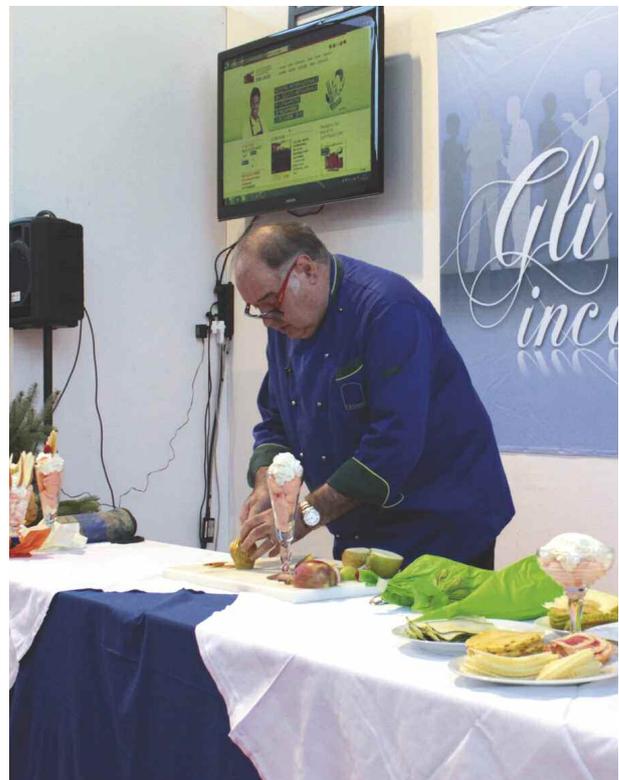


The Uniteis 2015 award was given to Oscar De Bona, president of Bellunesi nel Mondo, for his long collaboration and deep relationship with Italian gelato artisans in Germany. Around 20 certificates were awarded to people who have been members of the association for 25 years.

The conference rooms hosted the annual assemblies of Artglace, the federation that represents all the European gelato artisan associations, and the associations of Italian gelato artisans in Austria, Holland, and Germany.

There were numerous opportunities to discuss pressing topics, like the Uniteis conference on optimizing personnel costs in the gelato shop, and other initiatives dedicated to promoting the trade, like “Local Gelato Shops”.

In what has become a tradition in recent editions of the trade show, master gelato artisan Beppo Tonon showed his great technical and creative ability by demonstrating fruit carving.





### And the winners are...

Mig has always been synonymous with awards that are highly sought after by professionals of the trade. The 46th Gold Cup, dedicated this year to the ricotta flavour, was awarded to Sergio Del Favero from Pausa Gelato in Arcade, Treviso, Italy. Runners up were Roberto Coletti from Roberto Gelato in Utrecht, Holland, and Roberto Galligani from Casa del Gelato in Albenga, Savona, Italy. The winner of the Under 30 category was Alberto Franzolin from Fresco in Verona, Italy. The 20th international Gelato Master award was given to Henri Philippe Tavolieri, president of the Association Royale des Artisans Glaciers Francophones,



and to the Fassi family in Rome. This is a prestigious recognition that spotlights people or families that have given substantial support to the promotion and growth of Italian artisanal gelato. The third Innovation Mig Longarone Fiere award, was given to Industria Cono Artico for the Artisanal gelato product and production category, and to Dfi for the Machines, technology, and production equipment category.

The winner of the 14th Gelato Shops on the Web was the website [www.gelateralovat.it](http://www.gelateralovat.it), made by the gelato shop of the same name in Jesolo, Venezia, Italy, followed by Claudia Barzaghi from Levanto, La Spezia, Italy with the website [www.basilicoelimone.it](http://www.basilicoelimone.it).



First prize for the second Gelato Shop Selfie award went to Desideria in Nardò, Lecce, Italy, and to William David Dotto, the first Sweet Child on AppGelato.

Dedicated to students of catering institutes, the 22nd Carlo Pozzi national gelato competition had as a theme Local specialties in the gelato shop.

The winners were Erika Acquaviti and Martina Di Maggio from Ipsseo Don Pino Puglisi in Centuripe, Enna, with their Autumn in Mongibeddu, Etna. They won the professional batch freezer from Telme, in collaboration with Longarone Fiere. Second place was won by Eleonora Roro and Alessia Serra from



Ippisar D. Dolomieu in Longarone, Belluno. In a tie for third place were Francesco Di Bari and Anna Criscio from Ippisar Enrico Mattei in Vieste, Foggia, and Arianna Falcioni and Leonardo Marinelli from Lis A. Nebbia di Loreto, Ancona.

The 56th Mig exhibition concluded with the announcement of the gelato flavour for 2016: Bufala Pistacchiosa, prepared by Simone Esposito from Gelateria Acciaroli in Salerno, Italy. It will be made in gelato shops across Italy based on the official recipe they will receive. The gelato flavour chosen for gelato shops in Germany is Pistachio.

# Ready for the Cup



**Sigep**  
2016 RIMINI

Everything is ready for the seventh edition of the Gelato World Cup, which will take place during Sigep at Rimini (South Hall) on 23-25 January 2016.

The artisanal gelato trade is getting ready to follow a great, thrilling event. The seventh edition of the Gelato World Cup will be filled with excitement, as teams from the five continents challenge each other.

This year there are 13 teams competing for the title of World Champion: Argentina, Australia, Japan, Italy, Morocco, Mexico, Poland, Spain, Switzerland, USA, and new entries from Chile, Uruguay, and Singapore. Each team consists of a gelato artisan, a pastry artisan, a chef, and an ice sculptor, all led by an experienced team manager/coach who will participate in the technical jury. Presentation will be judged by an artistic jury.





The teams will compete in seven different challenges based on a theme chosen by the teams. In addition to technique, flavour, and presentation, teams will also be judged on pertinence to the chosen themes. Gelato artisans will have to prepare a cup of gelato including various flavours, a gelato cake, four types of chocolate gelato petit fours weighing at most 40 grams including decorations, and they will have to face the Mystery Box challenge. This is a particularly demanding test in which competitors will be assigned random ingredients, unknown to them up to that point. These ingredients must be used to prepare a gelato recipe in a very small amount of time. Once





made, the gelato will be served on a moulded cone to the international jury for tasting. The recipe will be evaluated by the technical judges. The chefs will have to produce three hot finger foods to be associated with a savoury gelato chosen by the team.



The important new developments of this year's cup are primarily concentrated in the artistic trials. In addition to an ice sculpture produced every day as the public watches, teams must also produce a block of ice with inclusions like flowers, fruit, nuts, vegetables, spices or other edible ingredients. The pastry artisans will have the difficult task of demonstrating their skills by building a sculpture made of brittle, constructed and assembled in the competition area.

Another new development for 2016 is the compulsory use by all teams of mineral water in sorbets, while for gelato special attention will be given to powdered milk. Organizers made this decision to highlight the role of these two ingredients in determining the quality of an artisanal product. Therefore the water that will be used in this edition will add essential value to the excellence of the sorbets. As noted by Giancarlo Timballo, president of the Gelato World Cup, "Let's not forget that this is an international competition, with participants from five continents, so the education of using high-quality water in the gelato shop is fundamentally important". As usual, all work will be done directly in front of the public and streamed live on the internet, to then be presented (and judged by the artistic jury) during the final buffet scheduled for the last day of the cup, in the competition area, on Monday, 25 January.

The Italian team: Diego Crosara, Antonio Capuano, Luigi Tirabassi, Amelio Mazzella Di Regnella, Alberto Carretta.



#### Competition Calendar

- **Saturday, 23 January:**  
entrées, petit fours, and ice sculpture
- **Sunday, 24 January:**  
gelato cake, decorated cup, and ice sculpture
- **Monday, 25 January:**  
ice sculpture, Mystery Box, and final buffet

# YES, WE SIGEP!

The global reach of Sigep - the international exhibition for the artisan production of gelato, pastry, confectionery, and bakery - continues to expand. The next edition will be held at Rimini on 23-27 January 2016.



Sigep is working to break every record. The 37th edition of the exhibition forecasts a large number of visitors (more than 187,000 in 2015, of which 38,000 arrived from abroad) and exhibitors. More than 1,000 companies will have exhibits in the 16 pavilions of the fair district, offering professionals a complete, high-quality range of products. One of Sigep 2016's main objectives is to increase the international profile of visitors even more, thanks to the world tour in receptive markets over the past few months that included, in addition to the stops of the Gelato World Tour, presentations in Cologne, Tokyo, Munich, Dubai, Zagreb,



Shanghai, Beijing, and Seoul.

To support exhibitors, the trade show promotes its "Sigep Year Round" activity, with many events held over the course of the year and multiple innovative tools, including Sistema Sigep which supports international activities, and Sigep Boost which is useful for assisting business growth using the exhibition's communications tools.

In the Top Buyers from the Five Continents environment, the platform on which supply and demand meet, Sigep's strong promotional investment in Asia, North America, and South America are worthy of note.

## TRUE CHAMPIONS

The number of international competitions held during the exhibition continues to grow.

For gelato, attention is focused on the seventh edition of the Gelato World Cup, scheduled for 23-25 January in the South hall of Rimini Fiera.

Creativity, technical experimentation, and exhibitions of great professionals distinguish the Pastry Events, initiatives organized together with Cast Alimenti and Ampì (Accademia Maestri Pasticceri Italiani), Relais



coffee-based cup dessert, a chocolate treat, a petit four, and a sculpture made from sugar and pastillage. The theme for the competition is “The Art of Dance”, which serves as a model of both rigor and grace, not to mention attention to detail. The jury that will judge the works is made up of the 10 competitors’ managers and will have as honorary president Iginio Masari, as president Char Harris (USA), and as president of the international jury Miguel Moreno (Spain). The international competition The Star of Chocolate will pit master chocolate artisans against each other in the creation of pastry specialties, drawing on jazz music for their inspiration. Professionals will travel from



Desserts, and Conpait. The Pastry Queen is the Pastry World Championship held every two years and reserved for women from around the world. Competitors this year arrive from Japan, Australia, Taiwan, India, Russia, France, Italy, Brazil, Croatia, and the Balkans. They will be asked to make modern tarts, a

Japan, Brazil, India, Italy, Austria, and France to participate. The challengers will be asked to make an innovative éclair, a dessert in a cup, and an artistic sculpture, not to mention re-imagining chocolate in a cup, served with two petit fours having different structures.



The Senior Italian Pastry Championship is one of the most important milestones in the career of pastry artisans. In fact, it is not by chance that winners of this competition have gone on to win the Coupe du Monde de la Pâtisserie in Lyon 2015. The ten challengers will compete for the title of Pastry Artisan of Italy, working with a theme based on Ikebana art.

All the pastry chefs who participated at Expo Milano will present at Sigep the delightful creations they made during the Expo, which will be tasted by all at the Pastry Gala. During these events Conpait in Expo will be presented, a book containing all the recipes made by the Confederazione Pasticceri Italiani.

The use of coffee as a primary ingredient in pastry and gelato will be at the core of the national competition "Wake Up Coffee & Espresso Ice Cream", developed with the intent of highlighting the harmonious aromas and flavours that arise when these creative worlds are blended. The contest will recognize the best breakfast





baked good and the best gelato made using coffee as a main ingredient and served with an espresso.

Sigep will host all the finals of the competitions based on coffee and that are connected with the prestigious international circuit of the Wce, World Coffee Events. For the Italian championship of the World Brewers Cup, participants will be tested on their skills when it comes to the manual pourover method, in which hot water is poured over coffee grinds held in a filter. Three judges will verify the value of solids present in the coffee, which therefore, besides being good, must also be prepared correctly.

In only 15 minutes participants in the Cibc (Italian Coffee Barista Championship) will have to make four espresso, four cappuccinos, and for custom non-alcoholic drinks with an espresso base.

The Italian Latte Art Championship will see artist-baristas compete for victory in only eight minutes, during which they have to prepare two identical lattes, two identical hot macchiatos, and two identical custom drinks to present to two presentation judges, a technical judge, and a head judge.

The Italian Coffee in Good Spirits Championship is divided into two phases. In the first preliminary step, competitors have five minutes to prepare and eight minutes to produce four drinks, two hot coffees and two cold coffees, all with alcohol. The drink must be on theme with the country that hosts the championship. The top six competitors will then compete in the final round. Also scheduled is the Italian Roasting Championship based on the ability of the participants to evaluate coffee, roast it, and serve a high-quality cup. The Italian Cup Tasting Championship is a tasting challenge. The Italian Ibrik Championship is dedicated to preparing Turkish coffee.

2016 will also see the return of Barista&Farmer for a third edition. Ten baristas from different countries will be chosen by a public and professional jury from the many who registered online. The winners will be presented during Sigep and then will fly to Brazil where, for ten days, they will live with coffee growers and will attend the Barista&Farmer academy.



# PUNTOITALY WIRE

By Davide Pini

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

## IBA

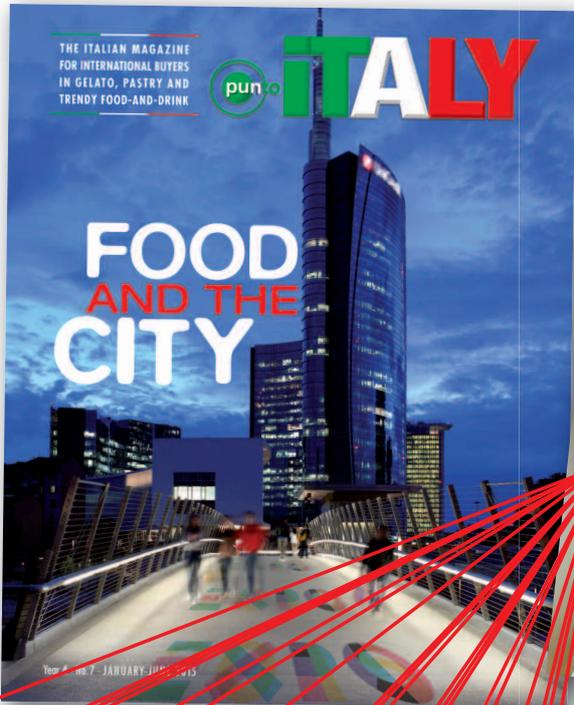
Munich, Germany, 12-17 September

1,300 exhibitors - 77,000 visitors

The trade show is the international meeting point for bread makers, pastry chefs, restaurateurs, café owners, and hotel professionals, as well as retail food professionals, for a total of 77,000 visitors arriving from more than 170 different countries.

Since 1949 it has represented an innovative platform for the trade and supplies a complete panorama of all the new developments available in the market. Its international importance is demonstrated by the significant proportion of visitors from abroad, about 60% of the total, who, over the six days of this manifestation held every three years, fill the 12 exhibition pavilions.







According to interviews carried out during the exhibition, the search for new developments is the primary reason people come to the show, and 92.5% of them rated the exhibition “good to excellent” on this point, evidence of the quality offered by the exhibitors from 57 countries. 95% of those interviewed found that the companies that participated gave a useful photograph of the market and its sectors. An interesting point that came out of the survey is the increased level of optimism expressed by visitors: a large majority (82.6%) considers the trade’s economic situation “good to excellent,” a result that is much more positive than the 2012 edition when the percentage was 75.7%.



A captivating stand constantly filled with Editrade personnel represented puntotaly’s participation, having returned once again to Germany, a place where interest for products Made in Italy continues to be high.

## HOST

Milan, Italy, 23-27 October

2,000 exhibitors - 151,000 visitors

The 2015 edition of Host was special because of it being held at the same time as ExpoMilano, connected physically by a direct passage running between the two exhibitions.



This opportunity, combined with the promotional activities carried out before the event, helped expand Host to cover 14 pavilions, two more than in 2013, with companies arriving from 47 countries.

The final results exceeded even the most optimistic expectations, with almost 151,000 professional visitors, a 13.5% increase over the 2013 edition. Evidence of the international breadth of the exhibition is the exponential increase of professionals arriving from

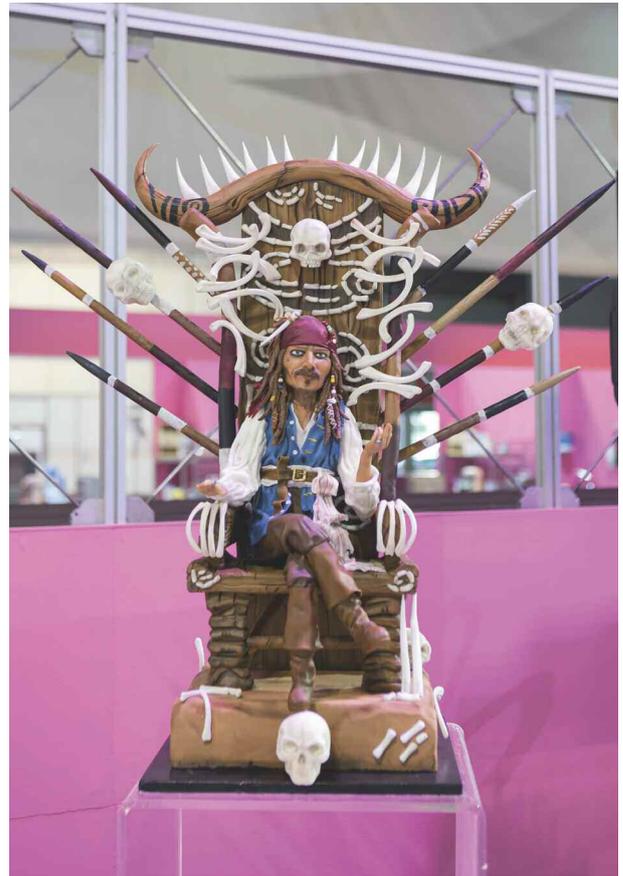
abroad: 60,383 people from 172 countries, 40% of total visitors and 17% more than before.

International statistics were boosted by arrivals from the US, with an increase of 77%, as well as 36% growth in visitors from China, followed by increases from Spain (+26%), France (+21%), and Germany (+14%).

This edition of Host was enlivened by more than 400 seminars, workshops, cooking shows, tastings, and competitions, not to mention a Guinness world record established for the most different flavours of chocolate gelato: more than 120. Making the most of our

“home-court advantage,” our magazine was represented at the Editrade stand, where we met with many Italian professionals and a good number of foreigners, some of whom we had met at other trade fairs in their native lands.

The next edition, the 40th, will be held during the last 10 days of October 2017.



## SPECIALITY FOOD FESTIVAL

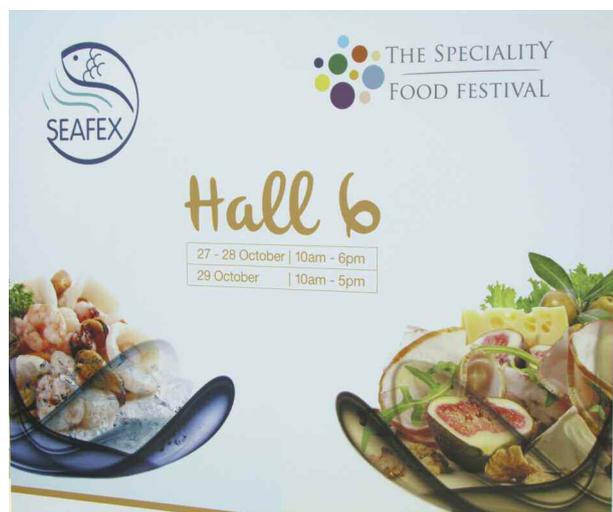
Dubai (UAE), 27 - 29 October

180 exhibitors - 13,000 visitors

Visiting Dubai at the end of October is always a very positive experience: the humidity characteristic of local summers is replaced by a pleasant warmth, very invigorating, especially for me since I come from a country that, at this time of year, is moving quickly into autumn. The pleasantly warm and breezy evenings draw people outside, eating at an outdoor table of a bistro or steakhouse, walking down palm-lined, illuminated streets, making the most of the safe air that one breathes in this vivacious city.

Puntolity's corner is right at the centre of the Speciality Food Festival, a young exhibition that grows every year, evidence of the increasing interest in the culinary world. The institutional areas dedicated to cooking shows are complemented by private shows sponsored by the numerous companies present, coming from 29 different countries.

Italy is constantly onstage, a key figure in The Italian Cuisine World Summit, a good occasion to meet chefs who have earned Michelin stars; the seventh Risotto World Contest and Pasta Premier League, where we find different interpretations of two classic Italian dishes; Italian Pizza World Summit, three days of competitions alternating with acrobatic displays; Italian Espresso Summit, celebrating the little big Italian coffee.





## FOOD & HOSPITALITY CHINA

Shanghai, China, 11-13 November

2,600 exhibitors - 40,000 visitors

At this point it has become a tradition: for the fourth time in a row puntotally's year closes with its participation at Food Hospitality China, held at Shanghai New International Expo Center China, known as Sniec. The exhibition is three days dedicated to food, meat, baking, sweets and snacks, and gelato. Held at the same time as Pro Wine China for the past few years, it has become a very popular event, with a level of participation worthy of respect.

Once again our magazine is a Media Partner, a rather unique case since most partners come from China, indicating the visibility our magazine has achieved in these four years of activity at the most important exhibitions on the planet.

2015 was particularly dynamic, with a significant in-



crease in events that puntotally participated in and five trips to events outside Europe: two in Dubai, one in Hong Kong, and two in Shanghai, requiring 80,000 km of flight, about one hundred hours on a plane, which has its charm but can also be claustrophobic for a person who is almost two meters tall.

But during these trips I was able to see different cultures constantly on display on these traveling stages, and between meetings at airports and encounters at the trade shows I have admired the enthusiasm that unites people of different ethnicities when they are focused on promoting their national pride. If in the world we felt the same spirit that enlivens hospitality trade shows, the conflicts would be insignificant.

# Bye Bye Gelato



Gelato Festival concludes its 2015 edition with a finale in Florence and proclaims Paolo Pomposi as Europe's top gelato master.

The finale held in Florence was the last event of the 2015 edition of the Gelato Festival, the traveling gelato show dedicated to the public at large and focused on spreading the concept of quality artisanal gelato, made with selected ingredients and advanced technology. The award for top European gelato master was given to Paolo Pomposi of the Badiani gelato shop in Florence. With his Dolcevita flavour, featuring a Buontalenti base and sauce made with hazelnuts and cocoa,



# Festival

the artisan - who had already won the London stage - earned the highly sought Coppa Medici trophy. Second place was awarded to Marco Venturino of Varazze, Savona, with his Lemon and Basil sorbet, while Giovanna Bonazzi from Verona won third place with her flavour Red Riding Hood. The results of the competition were decided by the votes of a qualified technical jury along with those of the public. Numerous special prizes were awarded, including one to Nicola Netti of Lamezia Terme, conferred by the Gelato Festival in memory of the gelato master Alberto Pica. Another special award was given to Vetulio Bondi for his interpretation of new international food trends, Vegan Gelato. The 2015 Gelato Festival included 20 stops in Italy and Europe, starting in Florence on April 30th and then traveling to Rome, Milan, Turin, Naples, Viareggio, Riccione, Senigallia, Bari, Catania, Palermo, Parma, Amsterdam, Valencia, and London. "Europe has reinforced the success of Gelato Festival 2015", declared the event's promoter Gabriele Poli. In fact, the stops in London, Amsterdam, and Valencia were enormously successful: 150,000 visitors, 15 tons of gelato produced, 90 gelato shows, and 20 flavours offered.



# MADE IN JAPAN

The flavour “Natsumatsuri” by Akira Hattori from Yokoama won the Gelato World Tour - East Asia Stage.



Its name sounds like “Summer Festival” and for the gelato maker who did it, the flavour has become a real pride: “Natsumatsuri” by Akira Hattori of the Gelateria La Verdure in Yokoama won indeed the Gelato World Tour - East Asia Stage. Second place to “La Dolce Vita di Tè” by Yu Lee & Amber Lin, Ninao Gelato Clas-sico (Tainan, Taiwan), third to Delizie al Limone (A Memory of Amalfi) by Yoshifumi Arita, Arita (Nagasaki, Japan). There were two special mention: “People’s Choice” to White Passion by Andrea Bonaffini, Yellow



Lemon, (Taipei, Taiwan) and “Maestri Gelatieri” to the flavour Chocolate Banana & Nuts by Jun Tanaka & Shinzato Kaoru, Vito Atelier (Fukuoka, Japan). The Judge’s Special Mention went to Amalfi Coconuts with Meringue by Munehisa Tomoyuki & Munehisa Tomoko, L’oiseau Bleu (Yamaguchi, Japan).

“Our 16 gelato artisans have delighted Tokyo with their wonderful creations”, said Achille Sassoli, director of the Gelato World Tour. “They were all unique, sumptuous and surprised even the most discerning palates. We are delighted with the choice of the visitors and the Technical Jury. We wish the top three flavors who will represent the East Asia region at the Grand Finale of the Gelato World Tour in Rimini, Italy in 2017, all the best”. He added: “Tokyo’s excellence and creativity in the world of pastry, healthy lifestyle and artistic culture delivered on its promise as the perfect city for our second competition in Asia. We are extremely grateful for

the warm welcome received and to the many visitors who embraced the delight of gelato and stayed to enjoy the fun-filled three days”.

Visitors to the event were well rewarded for their support of Gelato World Tour with a playful moment when everyone gathered to cheer the Korean Seongdeok Park, Gelateria Dolcerefreddo (Daegu, South Korea) the winner of the “Tonda Challenge” by Iffi (a battle to the last scoop between gelato artisans to prepare the perfect gelato cup of 60 grams). They also cheered for the Italian Andrea Bonaffini, Gelateria Yellow Lemon (Taipei, Taiwan) the winner of the “Stack it High Show-down” by PreGel (Gelato Maestros’ competition to create the highest Gelato in the World) and Chihiro Yokoyama, of the International Institute of Coffee Tasters-Japan, the winner of the special mention “Barista Champion” by Rancilio Group.

The Tokyo stage of the Gelato World Tour has set new records. More than 5000 kilograms of gelato have been produced in front of the crowds at the Carpigiani Laboratory, the biggest ever created in Japan, thanks to the support of Sigep-Rimini Fiera. The gelatos have been displayed in the internationally awarded Iffi cabinets. 3200 litres of milk, 700 kilograms of sugar, 400 litres of cream and 600 kilograms of Pregel ingredients have been utilized by the gelato artisans and more than 20.000 espressos have been made with the Rancilio Classe11 Xcelsius.

Tokyo, its citizens, residents and visitors showed how much they loved gelato. Every day they came in hundreds already 2 hours and savoured all 16 top flavors of the East Asia region. The Village of the Gelato World Tour at Komazawa Park was continuing to be packed to the brim every moment. Gelato Tickets sold out, 72.000 gelatos served. The Gelato World Tour, which has the patronage of the Italian Ministry of Foreign Affairs and of Economic Development, is the first international traveling competition in search of the best flavors in the world. It has already toured eight Gelato Capitals - Rome, Valencia, Melbourne, Dubai, Austin, Berlin, Rimini and Singapore - and is directed by Carpigiani Gelato University and Sigep - Rimini Fiera. The next stages will be in USA, Brazil, China, UK, Germany and Italy.



Akira Hattori, first prize.

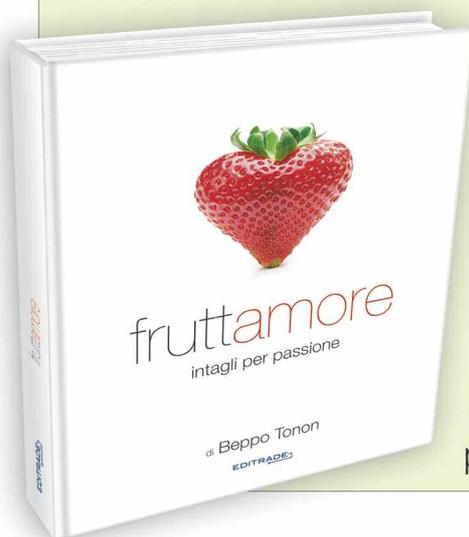


# WHO IS BEPPO TONON



Owner of the restaurant and gelato shop Ca'Lozzio, which is above all a cultural and artistic circle, he won the first prize at the three most important competitions of decorative gelato cups in Longarone (Italy), Alicante (Spain) and Erfurt (Germany). In 2006 he won the Gelato World

Cup. He has been invited to several TV shows in Italy and abroad: for the show *Detto Fatto*, with which he works from time to time, he used fresh fruits and vegetables to recreate Expo 2015's mascot, Foody. He currently teaches vegetable and fruit sculpture techniques. This recipe is taken from the book *Fruttamore, intagli per passione* (Fruttamore, carving for passion) published by Editrade.



# BLOOMING DESSERT

A visually complex composition sure to make an impression: gelato and whipped cream topped with a bouquet of mixed fruit. A great idea for serving a healthy, authentic dessert in an original manner. A fruit salad with gelato dressed for a party. Apples, plums, strawberries, yellow and white melon: a fresh triumph to hail the arrival of the beautiful season.

**Suggested fruit:** apples, plums, strawberries, white melon, yellow melon.

**Gelato flavours:** cream.

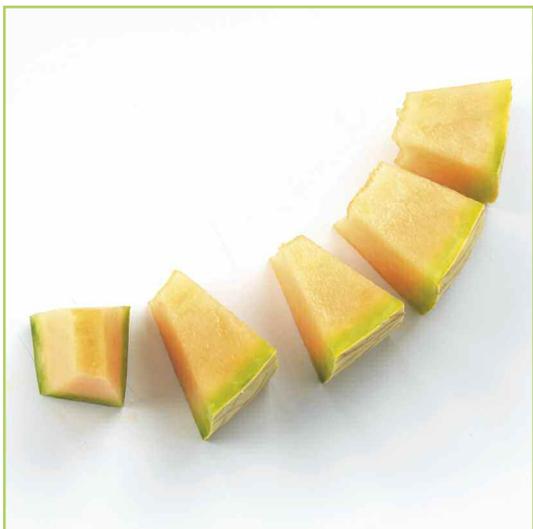
**Suggested decoration:** whipped cream on the gelato helps create a more uniform base for the carved fruit.

**Primary rule:** sour apples and plums counterbalance the decidedly more sweet melon and strawberries.

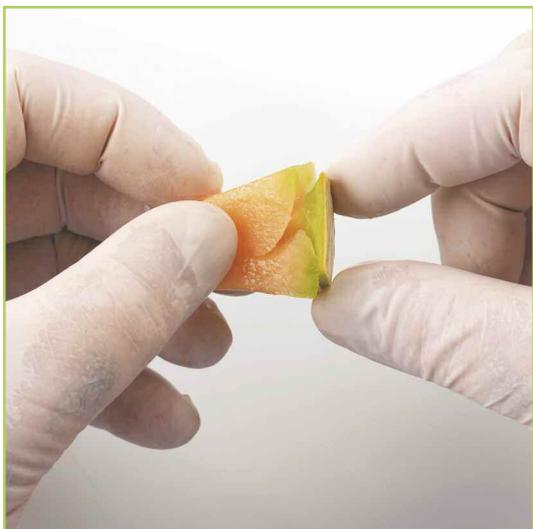
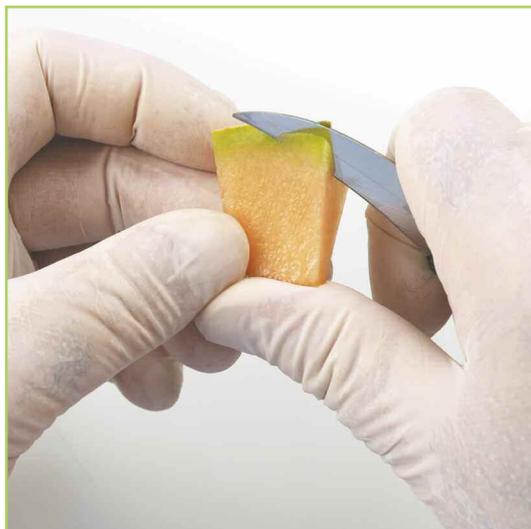
**Equipment:** carving knife.



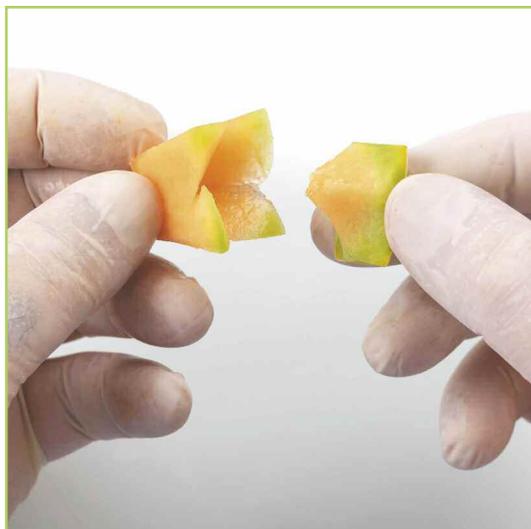
From a slice of melon,  
cut some cubes of the same size,  
with rind.



Using a carving knife,  
slice the four corners on the side  
of the rind, with the cut inclined internally.



Separate the two parts,  
turning one hand clockwise  
and the other counterclockwise.



Thus is made a flower.  
Place a blueberry or currant  
in the centre.

With a knife, cut the four petals from the part where they attach to the stem.  
While cutting, vibrate the blade to add corrugation to the petal.  
Twist the two parts in opposite directions.



Remove the pit and position the tip of a strawberry at the centre of the flower.



With the strawberry, follow the same procedure as for the plum: slice the fruit from the tip and separate the two halves by rotating in opposite directions.

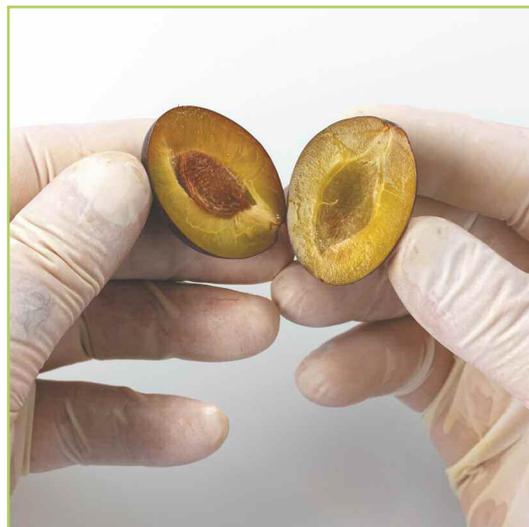


Decorate the centre of the cut strawberry with currants.

To make the fans,  
use fruit with the skin intact,  
useful for creating displays  
with contrasting colours.



Cut the apple or plum in half,  
removing the core or pit.



With the help of a sharp knife,  
cut the two halves into thin slices  
having the same thickness.



Holding the slices with the right hand  
and helping with the left,  
open them like cards, making fans.

## ANOTHER ALTERNATIVE

As the season progresses, you can replace the melons with watermelon and add red plums to the composition, which are rounder, using a blackberry at the centre. For the fans you can get creative with different kinds of apple, playing with alternating colours, or with pears and nectarines.



# WHO IS ANTONIO MEZZALIRA

By 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 flavour. 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. In 2015 he was technical director of the Gelato Festival, together with Giorgio Zanatta, and, in February of the same year, he inaugurated the Tonino Leardini Gelato Master School with his gelato gourmet course.

# SPRING TRENDS

Gelato and sorbets featuring flavours and aromas that celebrate spring and shades of pink, fuchsia, and purple, fashionable colours of the upcoming season, to offer in the gelato shop along with classic flavours. Here are three variants that can inspire other ideas for a fashionable display case.

## **PIGGY** (Milk and strawberry gelato)

WITH FRUIT BASE 50

### INGREDIENTS:

- whole milk 470 g
- 35% fat cream 150 g
- non-fat powdered milk 35 g
- sugar 100 g
- dextrose 35 g
- 30 DE dehydrated glucose syrup 60 g
- cream base 50 35 g
- strawberries 115 g

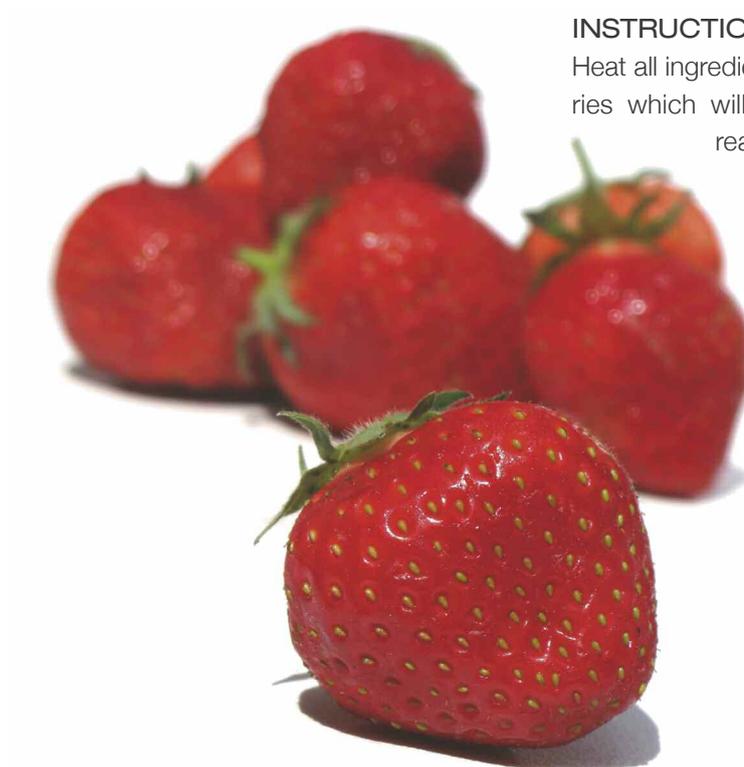
**Total 1000 g**

WITH CREAM BASE 100

### INGREDIENTS:

- whole milk 470 g
- 35% fat cream 150 g
- non-fat powdered milk 35 g
- sugar 90 g
- dextrose 30 g
- 30 DE dehydrated glucose syrup 40 g
- cream base 100 70 g
- strawberries 115 g

**Total 1000 g**



### INSTRUCTIONS

Heat all ingredients to 85°C, except for the strawberries which will be added later. Once the mixture reaches 85°C, allow it to cool to 4°C.

Leave it to rest for 12 hours and then blend it, adding the strawberries. Place mixture in the batch freezer. When finished, extract the gelato and variegate with strawberry sauce if desired.

Place in blast freezer for 10 minutes and then move the tray to the display case.

**GPR** (sorbet with pink grapefruit, pineapple, and raspberry)

WITH FRUITBASE 50

**INGREDIENTS:**

- pink grapefruit 50 g
- pineapple 300 g
- raspberry 200 g
- water 195 g
- sugar 100 g
- dextrose 40 g
- 30 DE dehydrated glucose syrup 80 g
- fruit base 50 35 g
- Total 1000 g**



WITH FRUITBASE 100

**INGREDIENTS:**

- pink grapefruit 50 g
- pineapple 300 g
- raspberry 200 g
- water 195 g
- sugar 100 g
- dextrose 35 g
- 30 DE dehydrated glucose syrup 50 g
- fruit base 100 70 g
- Total 1000 g**



**INSTRUCTIONS**

Cut fruit into pieces and juice. Mix the base with sugars, then blend these solids with water. Follow the directions on the base's instructions. Some companies indicate to let the mixture set for a few minutes ("cold method") or to heat to 65°C or 85°C and then cool to 4°C, to better dissolve the sugars ("hot method"). At 4°C add the fruit juices. Pour the mixture into the batch freezer and follow machine instructions. Extract the sorbet, place in blast freezer for five minutes, and then move to the display case set to -11°/-12°C. Decorate with raspberries, pineapple leaves, and grapefruit slices which have first been frozen in the blast freezer.



## DOG ROSE AND RICOTTA

(Ricotta gelato with dog rose sauce)



## INSTRUCTIONS

Blend all ingredients except for ricotta and Damascus rose essence. Heat to 85°C and then cool to 4°C. Blend together the rose essence and ricotta and then pour into the cooled mixture. Freeze the mixture and when it is ready extract and variegate with dog rose sauce. Place in blast freezer for about 30 minutes. Allow to rest at -18°/-20°C for one day and then move the gelato to a display case set to -12°/-13°C.

WITH CREAM BASE 50

### INGREDIENTS:

• whole milk	335 g
• 35% fat cream	130 g
• ricotta	250 g
• non-fat powdered milk	50 g
• sugar	120 g
• dextrose	20 g
• 30 DE dehydrated glucose syrup	40 g
• cream base 50	35 g
• inverted sugar	20 g

**Total** 1000 g

WITH CREAM BASE 100

### INGREDIENTS:

• whole milk	335 g
• 35% fat cream	130 g
• ricotta	250 g
• non-fat powdered milk	45 g
• sugar	120 g
• dextrose	10 g
• 30 DE dehydrated glucose syrup	20 g
• cream base 100	70 g
• inverted sugar	20 g

**Total** 1000 g

Add

• salt	1 g
• natural essence of Damascus rose	5 g



### Dog rose sauce

• dog rose	100 g
• inverted sugar	500 g
• water	100 g
• apples	500 g
• lemon juice	15 g

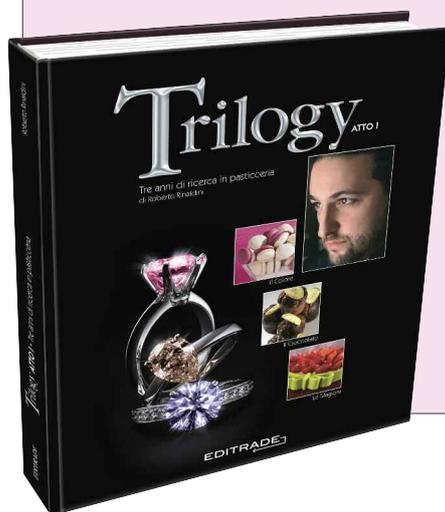
Heat to 96°C the mixture of dog rose, cubed apples with skin, and water. Allow to simmer for about 30 minutes or until the apples are cooked. Pass mixture through a sieve, add inverted sugar and lemon juice, reheat to 96°C and allow to thicken.

# WHO IS ROBERTO RINALDINI



Elected in 2013 “Pastry Chef of the Year” by Ampì, Roberto Rinaldini has twice won the title of World Gelato Champion. At Sigep 2014 he received the prize “World Pastry Ambassador” from the magazine puntolT, and in September of that year he joined Relais Dessert, the French association which brings together the world’s pastry and chocolate elite. He was a member of the jury in the cooking talent TV show “Il più grande pasticcere” (The Greatest Pastry Chef). He has created, organized, and consulted on various competitions for

Sigep at Rimini, like the Junior Pastry World Cup, The Pastry Queen, The Star of Sugar, and The Star of Chocolate. He has opened Rinaldini Shops in various cities in Italy and in Tokyo, creating elegantly designed environments where desserts are the centre of attention in all their expressions. To share the secrets behind his innovative creations, he wrote the book *Trilogy*, published by Editrade.



# PINK STRAWBERRY HONORE

RECIPE FOR SIX 18 CM CAKES

A springtime version of the Saint Honoré - a dessert that historically uses heavy creams - with fresh strawberries and delicate fillings to be enjoyed even during the hottest months.

## PUFF PASTRY

### INGREDIENTS:

*for the dough*

- flour 320 W 1200 g
- Cervia salt 20 g
- malt 10 g
- butter 100 g
- water 600 g
- white wine 100 g

*for folding*

- butter 1000 g

## INSTRUCTIONS

Mix all ingredients for the dough in the mixer. Fold once three ways and once four ways and then leave to rest for two hours. Fold again once three ways and four ways. Use after another two hours. Store in refrigerator at 4°C covered with plastic wrap.

## Saint Honoré Disc

Roll out dough to a thickness of 2.2 mm and cut out 3 cake discs. The first must have a hole punched in the centre to keep it from rising too much. The other two discs must have their centres removed by using a ring mould that is 4 cm smaller than the disc diameter, leaving a 2 cm frame. Use egg to attach the three parts, positioning the full disc on the bottom and the other two on top. Allow to rest two hours in the refrigerator before baking.



**VANILLA SPONGE CAKE****INGREDIENTS:**

• egg whites	360 g
• pasteurized egg yolks	190 g
• white sugar	200 g
• vanilla pod	1
• cornstarch	120 g
• weak flour	120 g

**INSTRUCTIONS**

Whip egg whites, sugar, and vanilla. Sift the flour and cornstarch. Delicately fold yolks into the whipped egg white using a soft spatula. Add flour and cornstarch. Fill three steel rings having a 16 cm diameter and bake in oven at 175°C for 30 minutes. Cool in blast freezer at a temperature above freezing and then cut in half.

**STRAWBERRY WHIPPED CREAM****INGREDIENTS:**

• whipped 35% fat cream	1300 g
• fresh strawberry puree	500 g
• gelatin sheets	10 g
• cold water for gelatin	50 g
• white sugar	100 g

**INSTRUCTIONS**

Soak gelatin in water, heat fruit pulp to 30°C, combine sugar and gelatin dissolved in the microwave. Add to the whipped cream. Allow to harden in the refrigerator for two hours. Use a pastry bag with jagged tip to make a large central curl.

**VANILLA BAVARIAN CREAM****INGREDIENTS:**

• crème anglaise	650 g
• gelatin sheets	10 g
• water for gelatin	50 g
• 35% fat cream	200 g
• Bourbon vanilla pod	1

**INSTRUCTIONS**

Add gelatin soaked in water and dissolved in the microwave to the crème anglaise at 35°C. Whip cream with vanilla and then delicately combine the two mixtures. Use it immediately, filling the puff pastry with 1.5 cm of cream. Cover with sponge cake disc having a 16 cm diameter.

**CARAMELIZED STRAWBERRY****INGREDIENTS:**

• white sugar	2000 g
• water	750 g
• glucose	340 g
• tartaric acid	20 g
• strawberries	as needed

**INSTRUCTIONS**

Cook caramel at 155°C, add tartaric acid, and then stop the cooking with a cold bain marie. Use when the density is right for a thin layer around the fruit.





# 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 Sigepe 2014, where he participated as master chocolate maker for the Italian team, earning the silver medal. His chocolate artwork was much admired during this event, together with a selection of petit fours having the theme “Flowery Flavours”. Carnio’s already crowded trophy case had to make room for his victory at the prestigious Italian Chocolate Championship, held during Sigepe 2015, earning him a spot as Italy’s representative at the final of the Cacao Barry World Chocolate Masters held in Paris in October 2015.

# RED ROSES FOR YOU

## ROSES AND CHOCOLATE, A COMBINATION THAT GOES STRAIGHT TO THE HEART

The red rose is the flower most associated with love, the sacred flower of Venus, goddess of love. The delicate fragrance of the rose spreads silently, just like chocolate. And both go straight to the heart... Contrasting colours give life to this chocolate work, made completely by hand without using any moulds, just PVC piping. The principal actors are the red roses, adding passion to simple white vases and creating a strong contrast with the container's metallic decorations. Various techniques are used to enhance simple elements like piped decorations on the vase, stems, and leaves that culminate in a bright red flowery explosion of petals made with a spatula. Also very effective are the waves at the base, made with PVC pipes in a dark red colour, but in this case metallic.





1. To make the wave base, create a base with PVC piping and foam rubber, wrapping it with film. Cover with multiple layers of chocolate. Use an airbrush to give the base a metallic red colour.



2. To make the vases, insert a sheet of acetate into a PVC pipe. Use pipes of different sizes to get vases of different heights.



3. Pour chocolate into the pipe. Once it hardens remove the pipe and acetate.



4. Knead the chocolate that has been processed in a cutter and create stems for the roses and for decorating vases and the base.



5. Use white chocolate processed in a cutter to make rose petals. Use a spatula to spread chocolate on a sheet of acetate, giving it the form of a petal. Remove the petals from the acetate and wrap them to create a flower bud.



6. To make the leaves, use a sponge to add green colouring to a sheet of acetate and then wait for it to dry.



7. Lightly etch the design on the vase that you will then trace with piping. Use the piping cone to trace the design.



8. Pour a layer of chocolate onto the green-coloured acetate and then cover with another sheet of acetate.



9. Use a PVC pipe to roll out the chocolate until it is very thin. Cut the leaves before the chocolate crystallizes, pressing the mould on top of the acetate. When the chocolate has cooled carefully detach the leaves.



10. Use an airbrush to give a metallic white colour to the vases. Delicately use a damp sponge to highlight some of the decorations on the vase.

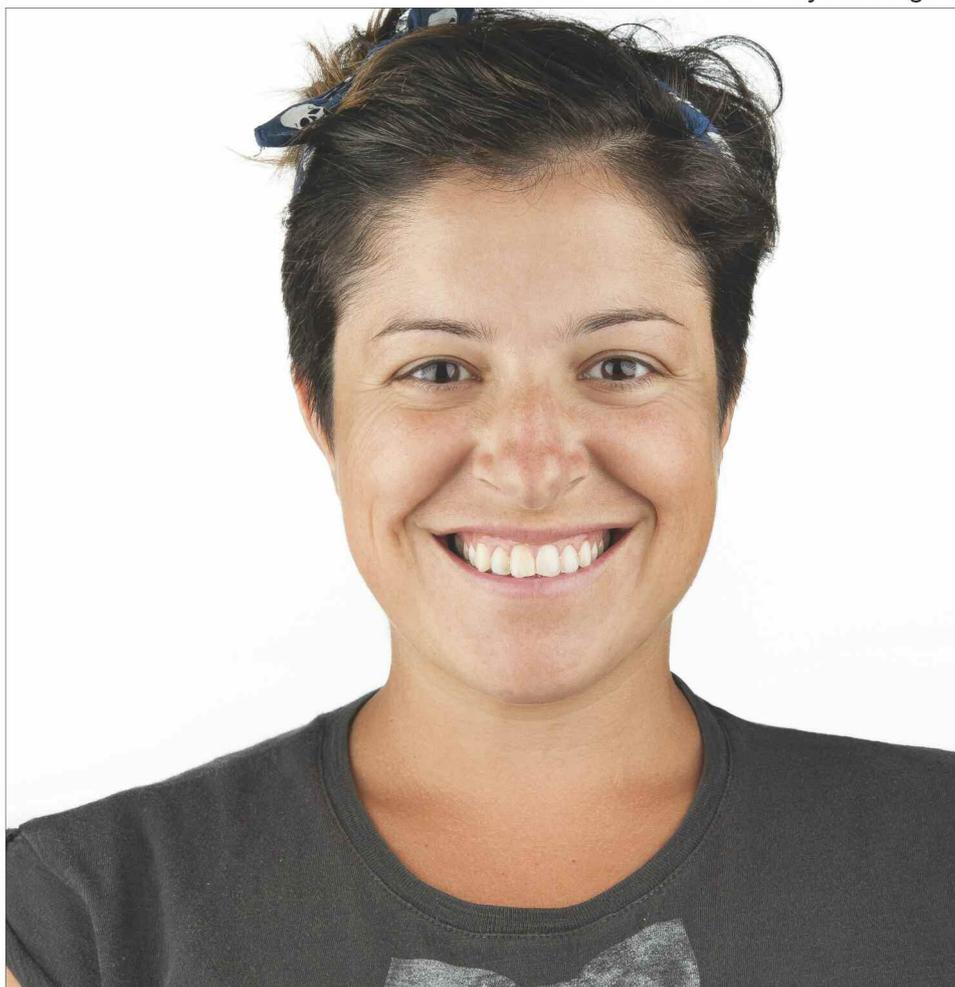


11. On an acetate sheet, use a spatula to create some stems that will add movement to the base. Use an airbrush to make the roses red.

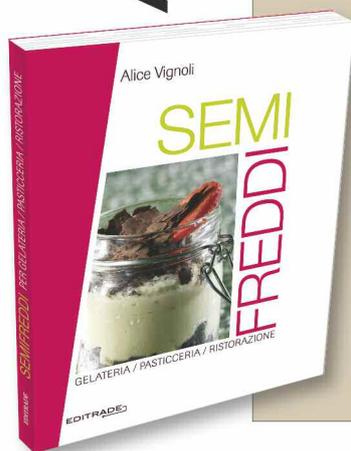


12. Once the piece is assembled and finished, polish the base using a damp sponge.

# WHO IS ALICE VIGNOLI



Alice calls herself a “black belt in gelato”. Bolognese by birth, the daughter of a gelato artisan, Alice has built her career around the passion for her work. For years she worked as an instructor at Carpigiani Gelato University, where she displayed her broad knowledge of practical techniques in classic gelato, espresso gelato, and semifreddo pastry making. In 2010, she wrote *Semifreddi*, a book of recipes, followed a few years later by *Alice’s Notebooks*, both published by Editrade. For two seasons, beginning in 2010, she worked as consultant and production manager for Gelaterie Affresco, a chain of retail shops and two production labs. Always abreast of current legislation and HACCP procedures, she also works with gelato companies worldwide. She has been working as a tutor with the television program *Detto Fatto*.



# ITALIAN MERINGUE

## INGREDIENTS

<i>Egg white</i>	g 500	<b>A</b>
<i>Sugar</i>	g 750	<b>B</b>
<i>Water</i>	g 125	<b>C</b>

Flavour with vanilla pod and/or lemon zest as desired.

## TRADITIONAL METHOD

Pour sugar and water into a pot and bring to a boil. At the same time, start whipping the egg white in a mixer at low speed. With a thermometer, check the temperature of the sugar: it will be ready when it reaches 121°C. Increase the speed of the mixer and slowly drizzle the hot sugar mix into the egg whites. The meringue will be ready when the mixing bowl is cool and the meringue has doubled in volume. It will look airy, solid, and shiny.

## SUMMARY

Slowly whip **A**

Heat **B + C** to 121°C.

Pour **B + C** on **A** and increase the speed.

## SMART METHOD

It's best to use fresh pasteurized egg whites. Mix the egg whites, sugar, and water in a plastic or Pyrex bowl that can be used in the microwave. Mix ingredients with a whip and cook in the microwave at maximum power for two minutes, mixing periodically. The mixture is ready when the sugar is completely dissolved and there is a white foam on the surface. Pour into the mixer and whip until the bowl is cool.

## SMART SUMMARY

Combine **A + B + C**

Heat in microwave at maximum for two minutes.

Whip in the mixer.



## MORE INFORMATION

The proportion of egg white and sugar can vary, and, depending how the recipe balance changes, you will have a heavier or lighter meringue and a differing level of sweetness.

1 egg white / 1 sugar = light meringue = solid structure

1 egg white / 2 sugar = heavy meringue = creamy structure

The proportions can be varied as necessary to meet the needs of each individual application.

# JAPANESE CUP

Yield: 10 cups with Ø 12 cm

## INGREDIENTS

### GREEN TEA SAUCE

<i>35% fat cream</i>	g	200
<i>Sugar</i>	g	750
<i>Matcha tea</i>	g	205
<i>Green tea leaves</i>	g	220

Bring cream and sugar to a boil in a pan. Add green tea leaves and Matcha tea powder. Allow to simmer until volume is reduced by half. Filter and cool.

### SEMIFREDDO

<i>35% fat cream</i>	g	750	<b>A</b>
<i>Italian meringue</i>	g	200	<b>B</b>
<i>Green tea sauce</i>	g	100	<b>C</b>

### RECIPE AND ASSEMBLY

In a bowl, emulsify Italian meringue and green tea sauce. Whip the cream in a mixer. Fold the whipped cream into the rest of the mix, one spoon at a time, trying not to lose volume. Portion the mixture into the Japanese cups using a pastry bag. Place cups in blast freezer to harden.

### SUMMARY

Emulsify **B** + **C** in a bowl.

Whip **A** in mixer.

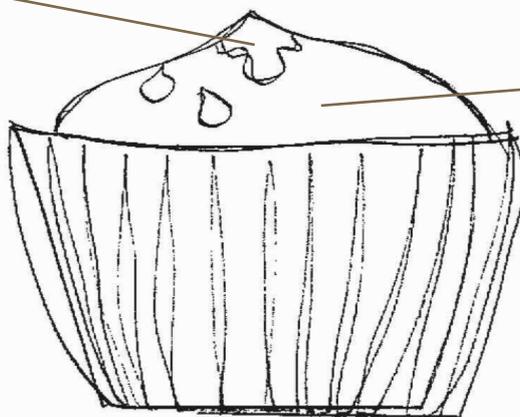
Combine **A** with other ingredients.

Portion into cups.

### DECORATION

Decorate the cups with drops of sapa or with a sweet and sour sauce.

Decoration with  
drops of sapa

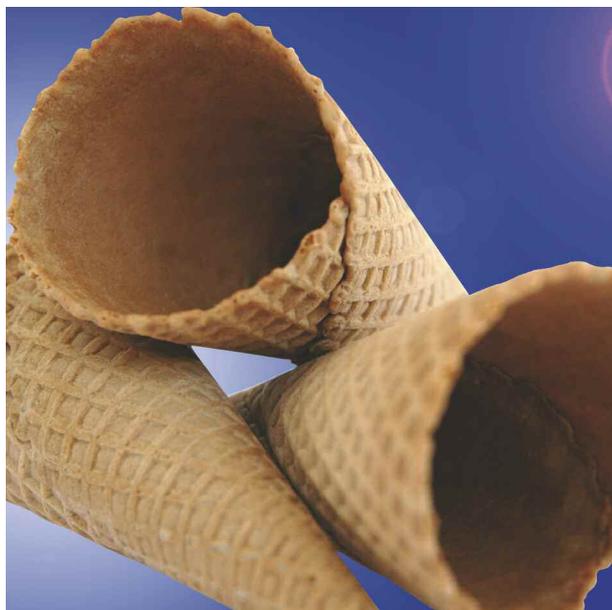


Green Tea  
semi-Freddo



# Gluten free,

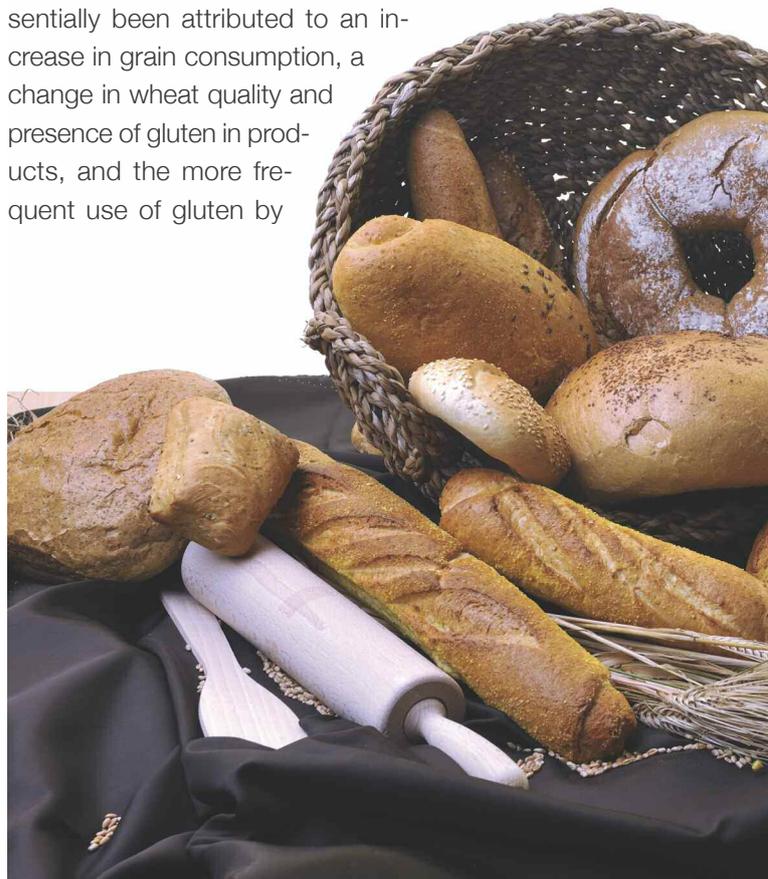
The market for gluten-free products is growing. Demand comes not just from those who are intolerant, but those who want to adopt a diet that promotes wellbeing.



The market for gluten-free products is growing constantly. In the United States, sales have increased 20%, 30% in France, while the UK forecasts growth of up to 50% by 2019 (source: Mintel). The reasons for this positive trend are linked to two fundamental factors. The first is flavour: these foods, in fact, taste just as good as their traditional cousins. The second, but not less important, has to do with availability and variety, as these foods make their way onto the shelves of large supermarket chains.

In the period April 2014 - April 2015, the gluten-free food and beverages launched in the US market in-

creased 18% (source: Innova Market Insights). The foods receiving the most focus are baked goods, cereals (for breakfast bars and cereals), and snacks. The proportion of gluten-free product launches in the cereal business is much higher than the overall food and beverage market (+21% internationally, with a high of +43% in the USA). The baked goods sector saw fewer launches, around 9%. Of these, cookies grew the most, with more than 40% of the new baked goods launches, while gluten-free bread accounted for less than 16%. Snacks also grew significantly, with an average of 13% worldwide, more than 42% in the US. The ADI (Italian Association for Clinical Diet and Nutrition) maintains that in these past years there has been a progressive increase in diagnoses of celiac disease, especially in children. The causes have essentially been attributed to an increase in grain consumption, a change in wheat quality and presence of gluten in products, and the more frequent use of gluten by

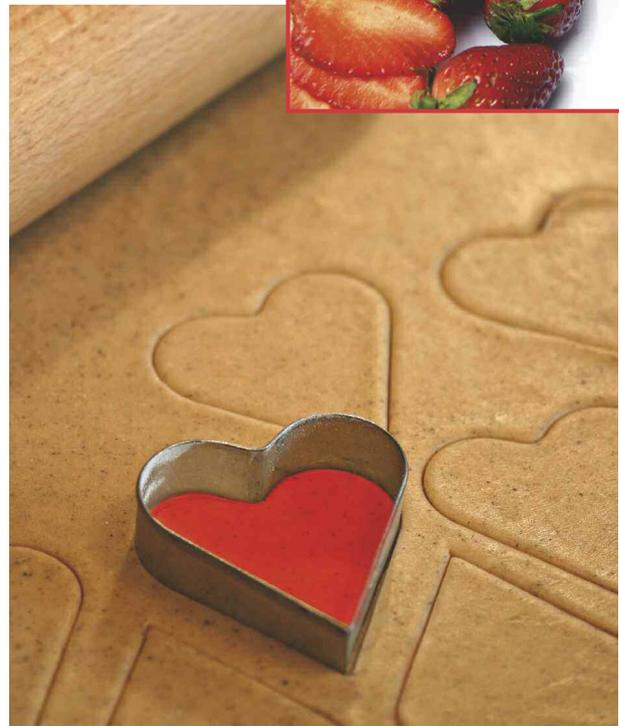
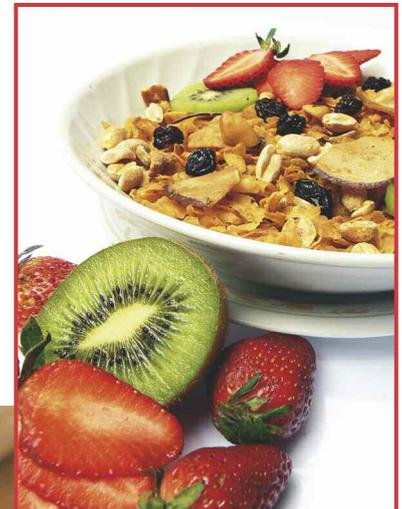


# worry free

industry as an additive or filler. Intolerance, however, is no longer the only reason for purchasing gluten-free products. An increasing number of consumers choose these products because they consider them to be more “healthy” thanks to possible benefits to the digestive tract, not to mention their usefulness in weight-loss plans. The case of the United States is emblematic. In this country, less than 1% of the population has celiac disease, 6% is hypersensitive or intolerant to gluten, but 30% of adults choose to avoid gluten. The label “gluten-free” has become a marketing tool, pushing the sales of all kinds of products, similarly to other overused labels like “sugar-free,” “organic,” “light,” “GMO-free,” and so on.

All the same, one must not generalize. Nutritionists agree that it is not advisable to follow such a diet if one’s health does not require it. A recent study carried out by The George Institute for Global Health in Australia analysed 3,200 gluten-free foods in various categories and concluded that their nutritional and caloric values were essentially the same as traditional foods in those categories.

The elements that make industrial food appetizing are four: sugar, salt, fat, and gluten. Removing one of them, it is inevitable that the others must increase so as not to compromise product taste. If you want to follow a balanced diet, therefore, today more than ever it is critical that you learn how to read food nutrition labels. And international labelling regulations have been moving in the same direction: consumers must be informed to safeguard the health of all.



# The future is at the bottom of the ocean

Traditionally used in oriental cuisine, algae are appearing on tables around the world, and according to experts, they represent a concrete solution to the problem of world hunger.

Up until yesterday, algae were an ingredient limited to oriental cuisine. Today, they have entered the diet not only of vegetarians and vegans around the world, but

also of more traditional consumers, so much so that in Europe and the United States they represent one of the fastest growing foods.

It is estimated that currently around the world 19 million tons of algae are produced and sold every year. Since the 1980s, algae farms have been located in China, India, United States, Myanmar, and Mexico. New facilities are now starting to appear in Europe. In the greenhouse laboratories of the Dutch university in Wageningen, new growing techniques are being studied, and in Great Britain some time ago the Tesco supermarket chain added algae to its vegetable aisle. This mas-



sive growth is linked to the fact that, besides being valued for their nutritional properties, algae are cheap to farm, requiring little energy. And to grow there is no need for hard-to-find agricultural land, just sea water or lakes, available in abundance around the world. This is why FAO maintains that these plants represent one of the possible solutions to the problem of world hunger, considering that global population is destined to grow exponentially over the next decades, increasing from the current seven billion to nine billion in 2050.

### COLOURFUL WELLBEING

Algae from salt water and fresh water are considered a super food, containing essential amino acids, large quantities of minerals and vitamins, and having antioxidant properties. They contain high proportions of protein, sometimes reaching as much as 60%.

The typical types of algae used in cooking are divided into five groups according to their colour: green, red, brown, blue, and white. For all intents and purposes they are vegetables to be served as a side dish, along with many dishes of traditional cuisines or to be used in preparing new creations.

Sea lettuce (*Ulva lactuca*) is a green alga with wide leaves and, as suggested by its name, can be consumed like normal lettuce.

Spirulina (*Spirulina maxima*) is a blue alga that grows in fresh water, originating in Mexico, where the Aztecs used to eat it together with corn to prepare for great mental and physical efforts. It is the richest known plant source of protein and contains vitamins, minerals, essential amino acids, omega 3, and omega 6. It can be added to homemade tagliatelle pasta or used as a condiment. It is also a great new additive for smoothies, together with bananas and



apples. Used in Japanese cuisine to wrap maki, the Nori alga (*Porphyra tenera*) carries out anti-ulcer and antibacterial activities. It is sold in leaves and is great for adding flavour to soups and salads. Similar to twine, the Wakame alga (*Undaria pinnatifida*) stimulates the immune system. It can be served raw with pickled vegetables or together with citrus fruit in a refreshing summer salad. When cooked, it is particularly suited to soups. Very rich in iron, the Dulse alga (*Palmaria palmata*) is a red alga that usually grows in the wild along the Pacific coasts and in the North Atlantic. In some countries like Ireland it is used to flavour meat dishes, because once it is cooked it tastes like bacon.

The Arame alga (*Eisenia bicyclis*) has a dark colour and is usually cut in long filaments. It is steamed or stir-fried in a little oil, has a delicate flavour, and is considered useful for rebalancing physical wellbeing.

Rich in potassium, phosphorous, and iodine, the Kombu alga (*Laminaria digitata* or *Laminaria japonica*) is often used when cooking legumes, since it makes them softer and more digestible, as well as in soups and omelets. Agar agar is made from red algae belonging to different genera and is used as a natural jelling agent in many foods like puddings, jams, creams, and sauces.



# Italian lessons... Hands edition

By Davide Pini

How to interpret Italian hand gestures.



The famous zoologist and anthropologist Desmond Morris held that for human beings the hands are what the baton is for an orchestra director, guiding the rhythm and meaning of the words.

Remaining in this metaphor, Morris further held that Italians are the best “orchestra directors” in the world. Gesturing and moving with picturesque animosity as they speak is one of the peculiarities that best identifies Italians worldwide, to the point where it is normal in old American films to see caricatures of Italians, their stereotypical image being decidedly loud, high-pitched, and making wide, visibly frenetic gestures. Some gestures have such a complex meaning that, for an Italian involved in strongly

emotional situations, they can replace not only a word but whole phrases or concepts. In the case of Italians, it surely can be said that “a gesture is worth more than a thousand words”.

## ORIGINS OF ITALIAN GESTURING

An Italian who does not make gestures either has their hands tied together or is not Italian. Making gestures, in fact, has been a part of being Italian since the 16th century when, with the beginnings of modern theatre, Italian companies travelled across Europe putting on spectacles in which the dialogue were a fundamental part of the show. To overcome the difficulty of translating texts into the many different local languages, the actors often fell back on gestures to facilitate the comprehension of what they were representing, thereby refining a technique that then made its way to the whole population.

Since then hand language has not abandoned the Italians and in fact it blends perfectly with the musicality and gaudiness of a language that is very articulate and full of complex expressions.

For an English-speaking person, it is terrifying to learn that in languages like Italian or Spanish a verb can have 48 different forms when you consider present, past, future, condition, subjunctive, and imperfect tenses. This is a very interesting subject for those whose native tongue is English, one of the easiest languages, and that, fortunately for them, is spreading across the globe as a universal second language. But Italian is not the only embarrassing language.

In German, gender follows rules that don't seem to follow common sense, as underlined by Mark Twain, who noted that a young German girl is not female

while a turnip is. Turkish has very long words that can be translated only with full sentences, like “Evlendimcesine rahattılar”, which translates to “someone in your house made a mess as if they were in their own home”.

There are even more complex cases, like Tuyuca, spoken in east Amazonia, which has 50 different genders. So gesturing can be very helpful in many situations, and Italy is surely master of this art.

## ITALY BY HAND

Many popular gestures in Italy come from Neapolitan tradition, homeland of hand language. In Naples, in fact, communicating by hand assumes its most striking and bizarre forms, almost to the point of becoming an art form! The frequency of use of hand gestures in Italy varies by region, so there are also different gesture dialects found throughout the country. For example, southern Italians gesture much more than northern Italians, and symbolic gestures are created and used frequently, especially in Naples and Sicily. What complicates things is that often the same gesture can be understood differently depending on location. For Neapolitans, for example, raising eyebrows signals to others that danger is afoot, while in other regions of Italy this gesture indicates a sly, mischievous person. In Rome and Naples, touching the nose

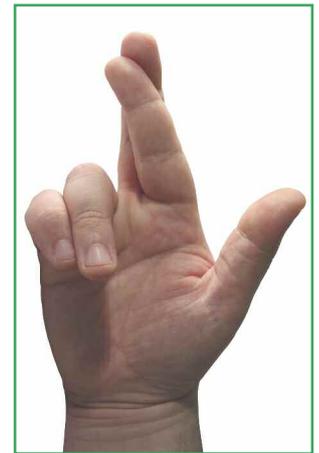
with a finger indicates a sincere, friendly warning of danger, while in Sardinia it is done by those wanting to reveal a secret. Even irony is communicated with gestures. An example is the gesture of clapping hands. When used literally, this gesture is used to show approval and praise. However, it can also be used ironically, to show sarcasm, criticism, and strong disapproval.



The peculiar ability to speak with hands, a distinguishing characteristic of Italian culture, makes it possible to express instinctive and spontaneous emotions, unconditioned gestures that are full of meaning, that distinguish and identify Italians worldwide, not only as fun folklore, but rather an identifiable cultural imprinting capable of communicating beyond dialects and social barriers.

## INAPPROPRIATE TONES AND GESTURES

Gestures and vocal tones have many fun connotations for Italians, but they can also be the source of misunderstandings that create embarrassing situations. Attention should be paid to tone of voice, for example. Italians are happy people who get excited easily, and this is usually a characteristic well-liked even abroad, but if this energy is expressed by yelling too much, even inadvertently, this can create an immediate resentment in those present, particularly in Northern Europe or in Anglo-Saxon lands. Some cultures consider excessive gesturing to be provocative and aggressive, a sign of bad manners. Italians are also unique when it comes to personal distance. They are an affectionate people who love physical contact, standing close and looking straight into others' eyes when they speak.



Often, however, Italians touch arms and shoulders of those with whom they converse, something that can be quite bothersome to some people, or even interpreted as a sign of lack of respect. Misunderstandings caused by gestures are in fact a problem around the world. If a young foreigner traveling through Nigeria were to hitchhike using an up-turned thumb, the passing Nigerians might get offended because for them that gesture is rude. The lesson is clear: whether you want to be Italian or not, be careful how you speak... with your hands!

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# GELATO PASTRY,



The Gelato Pastry University by Carpigiani launched its unique training program with the first course for professional pastry chefs, held last November in Tokyo.

From the left: Alessandro Racca, Lorenzo Scrimizzi, Makoto Kato president of the National Pastry Chef Association, Shigekatsu Kimura, Hiroyuki Emori.

Pastry chefs from the Land of the Rising Sun gathered on November 26 in Tokyo for Gelato Pastry University's first course. The teaching team, able to amaze the participants with elaborate and tasty creations, is led by Alessandro Racca, internationally renowned gelato and pastry chef who became the youngest winner of the "Gelato Gold Medal" in 1985.

Shigekatsu Kimura and Hiroyuki Emori, among the most renowned Japanese pastry chefs, complete the talented team.

Structured to perform as a laboratory of ideas focused on high quality, Gelato Pastry University offers participants a high-level curriculum, employing part of



# A NEW SWEET ERA

Carpigiani Gelato University's methods and objectives. The school is designed to meet the needs of professionals looking to expand their training, and aiming to develop new and creative product lines. There are five different types of courses. Each course lasts six hours and focuses on basic gelato making, gelato cakes, French- and Italian-style mignon pastry, pastry shop business and much more. The headquarters are located at the Carpigiani Japan premises. Carpigiani has chosen to place the school in Japan because it is a country where the art of pastry has reached maximum levels of perfection and innovation.

“The courses at the Gelato Pastry University are run by professional chefs who are already successfully involved in the gelato business”, says Lorenzo Scrimizzi, president of Carpigiani Japan. “And this is very important because the objectives we want to achieve through this school are the following ones: to create a ‘laboratory of ideas’, to propose various business models, to promote the use of professional equipment in the production kitchen as a tool to increase productivity as well as quality and safety of the final product”. Carpigiani’s presence in Japan dates back to 1980, when Carpigiani Japan was founded. Since then, the

Japanese subsidiary has offered an intense training program based on Carpigiani Gelato University’s methodologies, featuring around 30 seminars per year, reaching a total of 400 participants per year.



# Good to meet you



Dedicated to dessert professionals, Sweetacus is a web platform for sharing trade experience and knowledge.

Knowledge and taste come together on [sweetacus.com](http://sweetacus.com), a web platform for all those who want to share experience and knowledge in the gelato and pastry business. Sweetacus is a virtual space that gathers all those social activities and technical information that until now were spread across multiple environments. It does this by harnessing the best resources of the internet - crowdsharing, crowdsourcing, and the cloud - to bring together the collective experience and knowledge of professionals from across the planet. Those who subscribe to Sweetacus will receive real-time updates every time community members add ingredients, share recipes, or simply write their opinions. The ingredients added by the community are the foundation for building recipes that members can add to their personal recipe collections saved in the cloud, therefore available everywhere. These can then be shared with a few colleagues or the full global com-

munity, including descriptions, images of the finished product, illustrated instructions, and preparation times for the various phases. Nutritional information is also provided, including allergens, total calories, and fat and sugar content. Ingredient quantities can be recalculated based on the total desired yield or on the availability of a single ingredient. Sweetacus also includes important technical tools like a balancing program for gelato and ganache, and the possibility to create new sorbet recipes in just a few seconds using wizards that, based on answers to a few questions, automatically calculate the ingredients required for the finished recipe. The platform is organized into five sections: ingredient database; personal and shared recipes, including the balancing program; resources like suppliers and associations to be followed and reviewed; expert tips entered by the users; and blogs written by the global professionals themselves.

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## THE ART OF INNOVATION

Accademia Bigatton is a lively team of experts with international experience in the field of Italian gelato and pastries. Accademia Bigatton dedicates itself to the preparation and starting up of the artisan makers of gelato, supplying them with suitable technical and logistic support. The team of Accademia Bigatton is formed of experts in the field of gelato parlours, pastry shop, marketing, furnishing and design. The training includes basic level courses for gelato parlours and pastry shops for beginners, both owners and employees responsible for the production. It also includes advanced courses for groups and individuals, personalised courses, innovative courses on



specific subjects in the world of gelato and pastries. Accademia Bigatton is based in Portogruaro (Venice, Italy), in the most modern structure in existence in the sector of teaching the art of gelato and pastries. It is equipped with all the most innovative equipment available on the market today. The courses, which are all free of charge, are



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





# BRAZIL: SPANNING THREE GENERATIONS

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



*Alfredo Chiappetta*



*Renato Chiappetta*



*Adriano Chiappetta*



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

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.



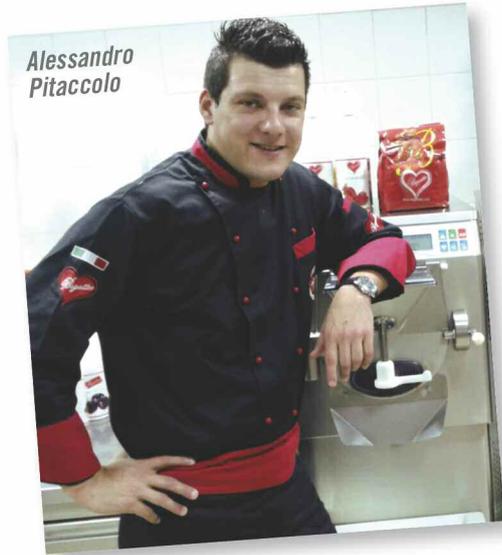
# Brasile



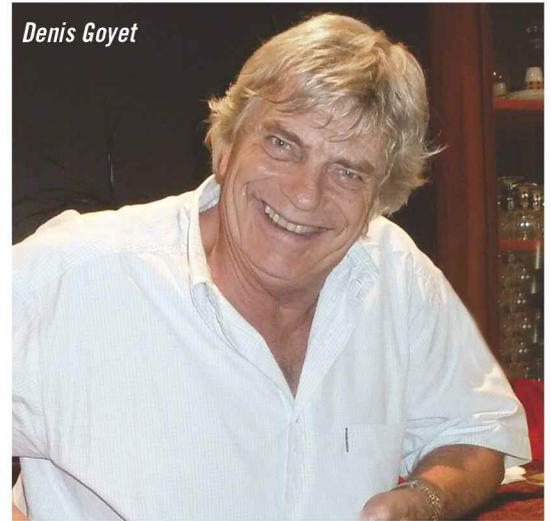
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# MAURITIUS: THE SOUTHERN-MOST SCHOOL IN THE WORLD



Alessandro Pitaccolo



Denis Goyet

On the Island of Mauritius the Accademia Bigatton operates out of Executive Destination Management Ltd., managed by Mr. Denis Goyet and with the permanent collaboration of the master pastry chef, Alessandro Pitaccolo. The Academy is tooled up with all the latest generation equipment, and promotes highly professional courses for persons wishing to learn the art of gelato, pastry and chocolate

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

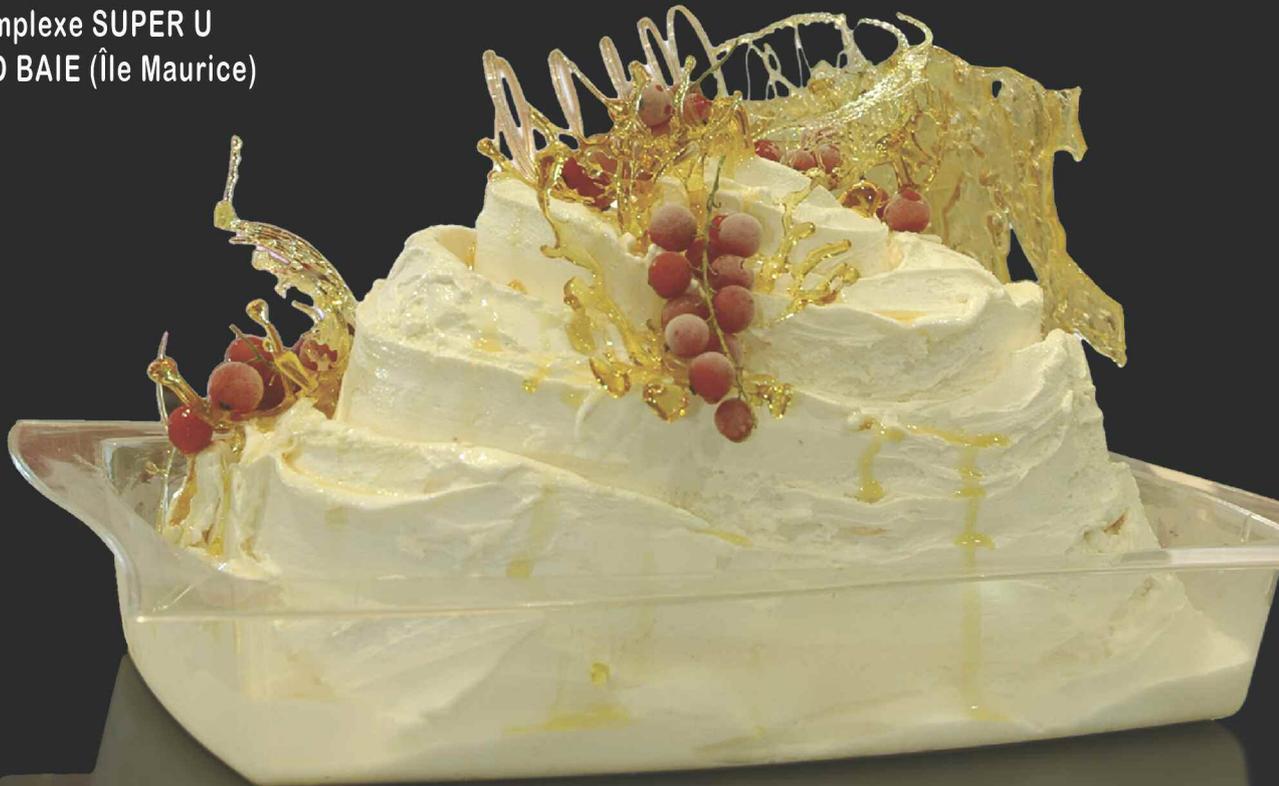




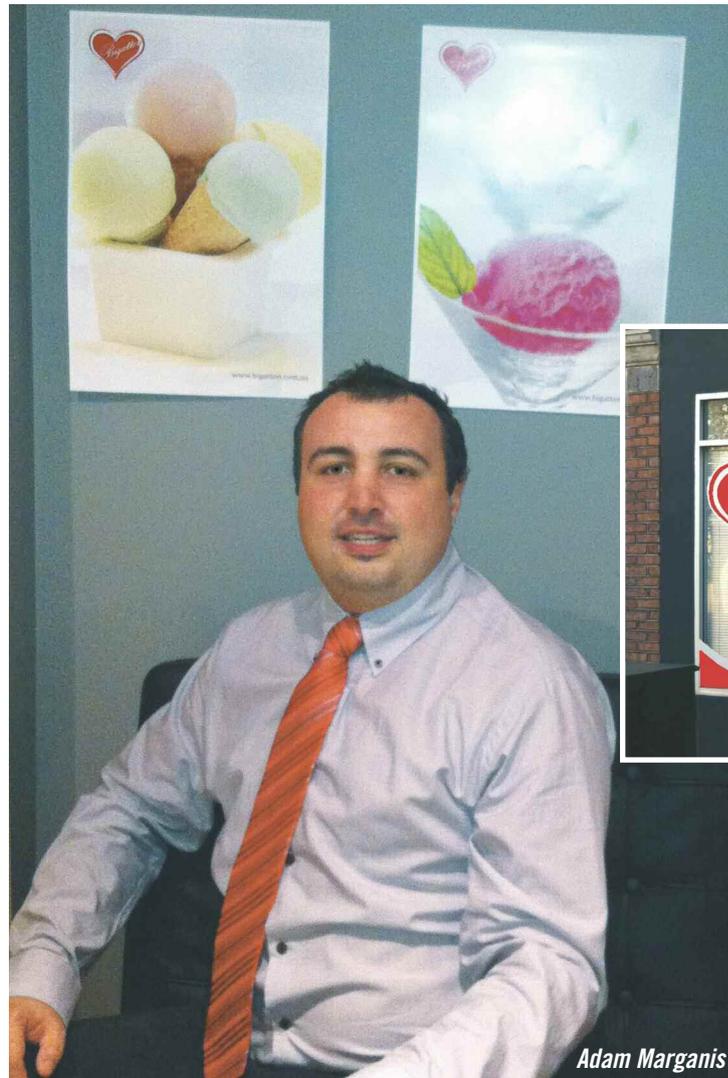
# Mauritius

Executive Destination  
Management Ltd

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



## 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.





# Australia



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AUSTRALIA



# TUNISIA: AN HISTORIC PRESENCE

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

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

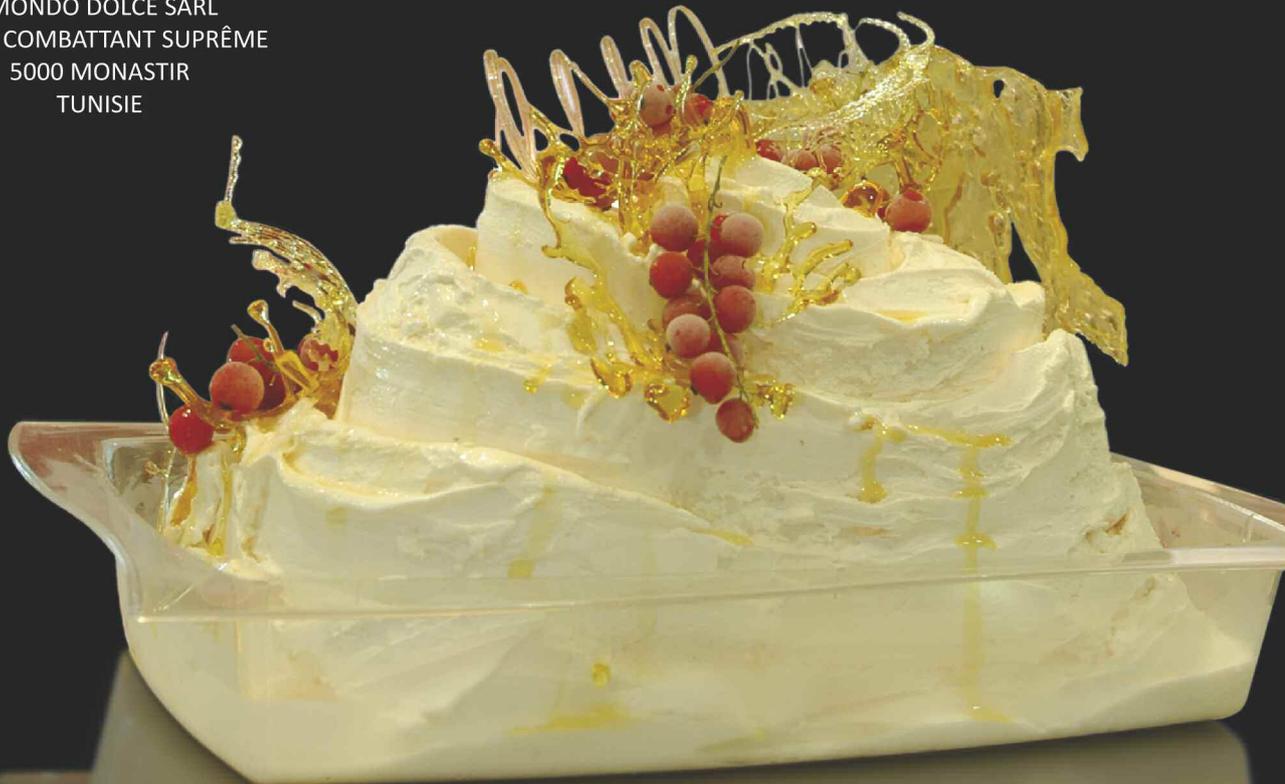




# Tunisia



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TUNISIE



## IRRESISTIBLE BALANCE



It's a base, but it's also a lid. Just looking at it is captivating. The new line of Alcas Uau Cups is distinguished by an innovative design, completely outside the box. What makes them unique is an unusual support that changes function based on the current necessity. Placed underneath the cup it acts as a base, allowing artisans to create scenic effects on the shop's shelves, and consumers to eat while sitting comfortably at a table. But with a quick adjustment, the base transforms into a practical lid, protecting the contents while in the display case and during travel. The Uau cup is available in two variants: Uau Asymmetrical, featuring a curvy base that gives every creation an original charm, and Uau Inclined, a little three-dimensional masterpiece. Both variants are available in three sizes (160 cc, 110 cc, and 70 cc) and five colours (red, orange, yellow, green, and frosted).

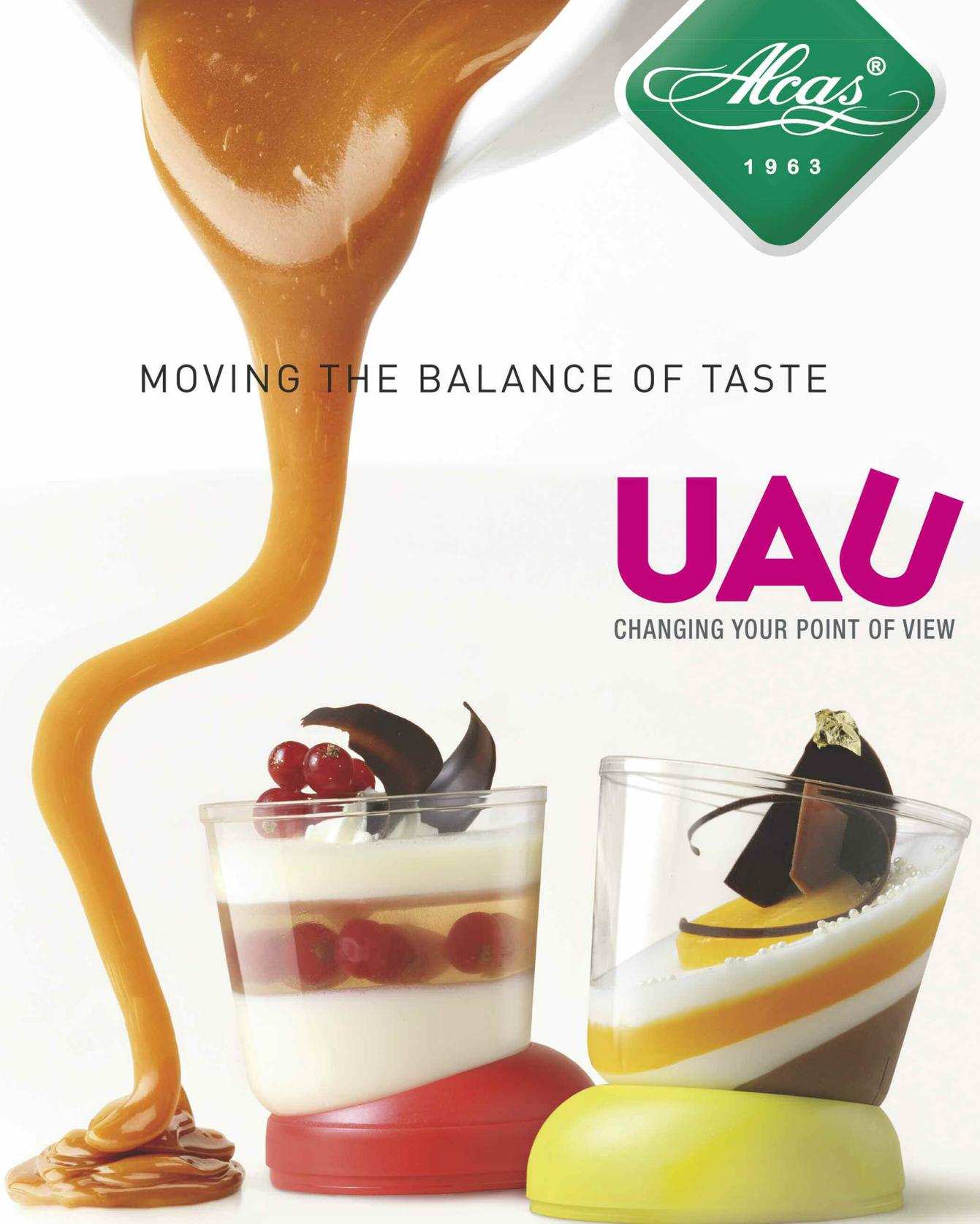




MOVING THE BALANCE OF TASTE

**UAU**

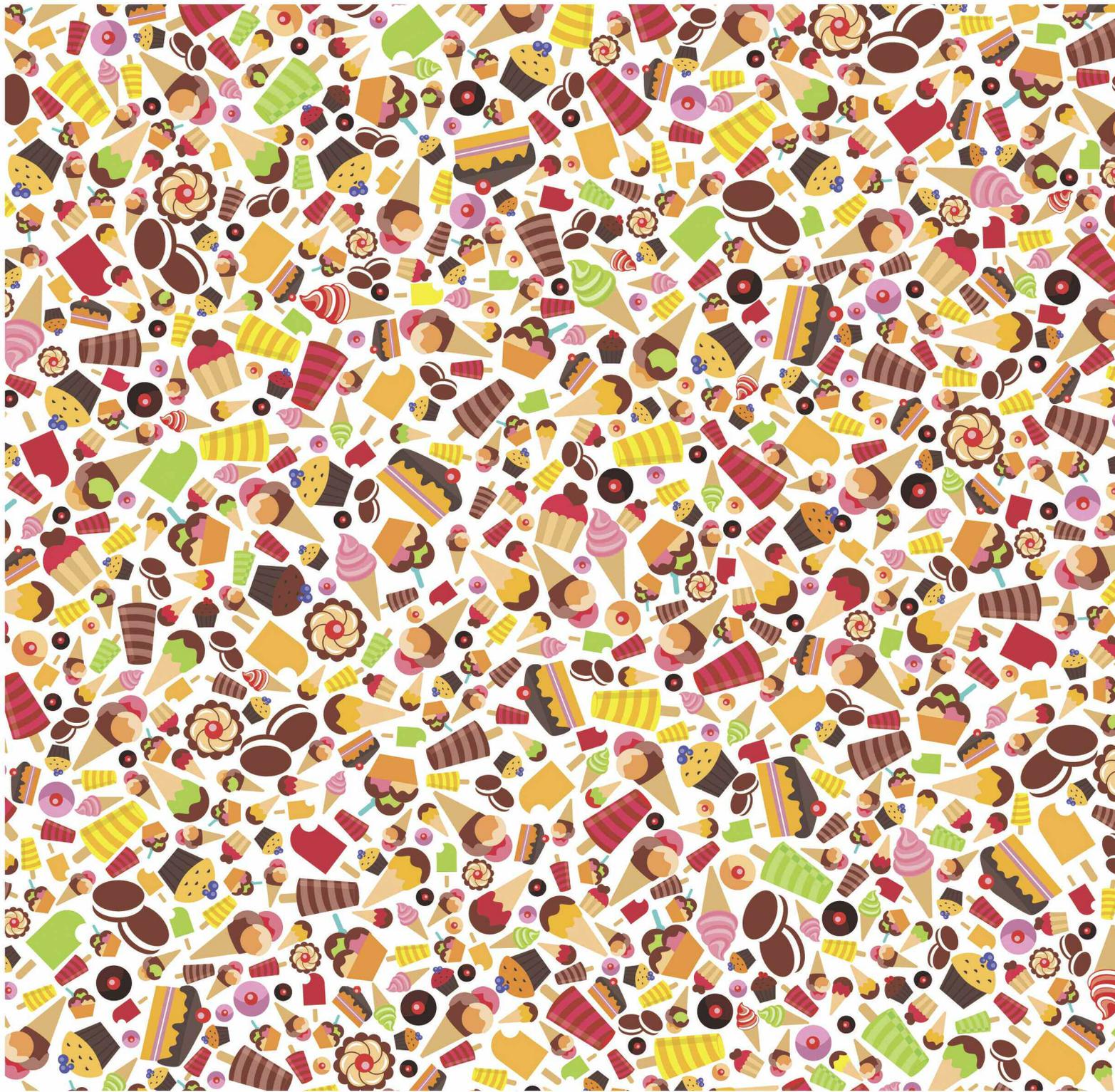
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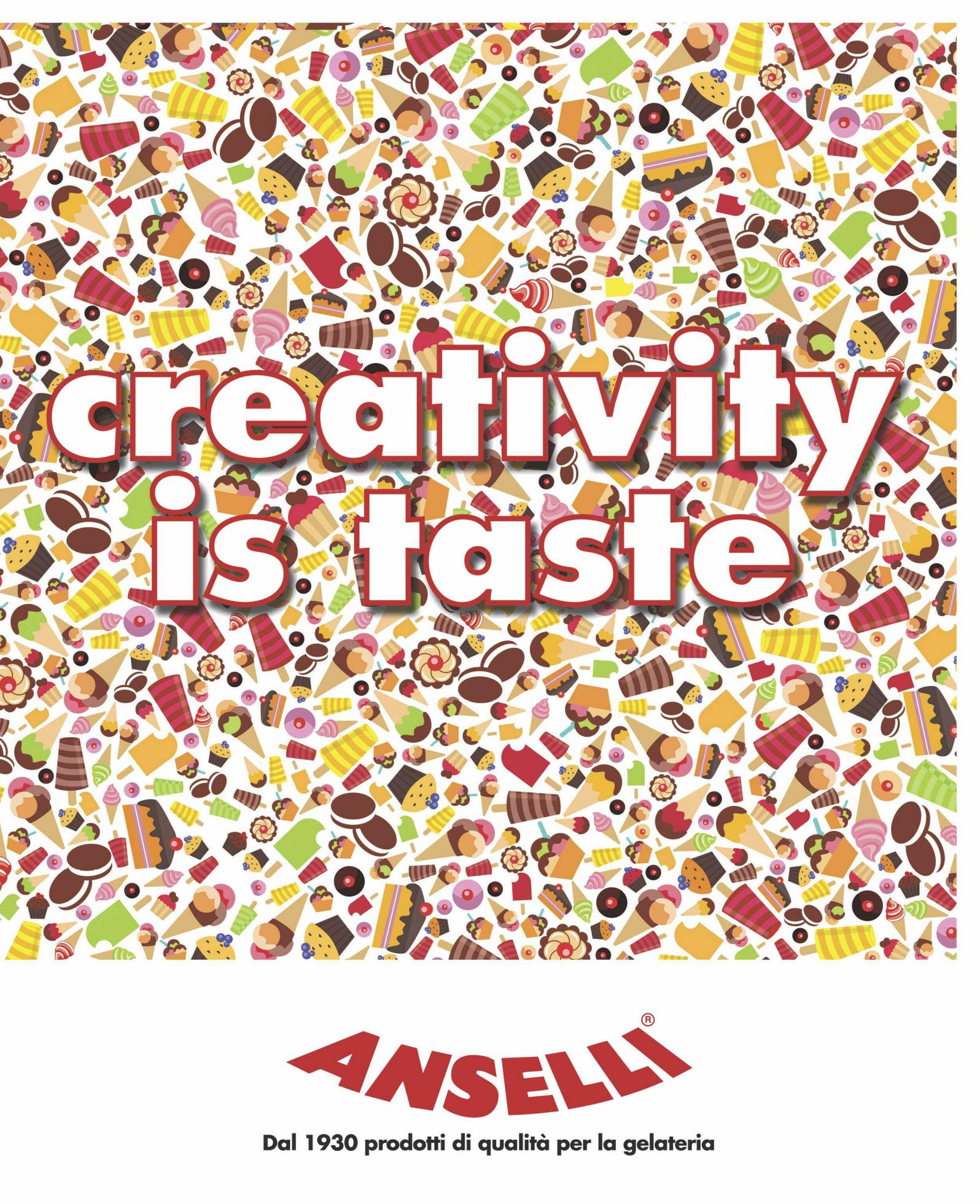
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**creativity  
is taste**

**ANSELLI<sup>®</sup>**

Dal 1930 prodotti di qualità per la gelateria





fait, covered with fine chocolate.

In a cone of plexiglass, Conotorta encloses a delightful cake. Based on the classic Italian pastry recipes, Anelli 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.

Over the past 20 years, the Milano-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.

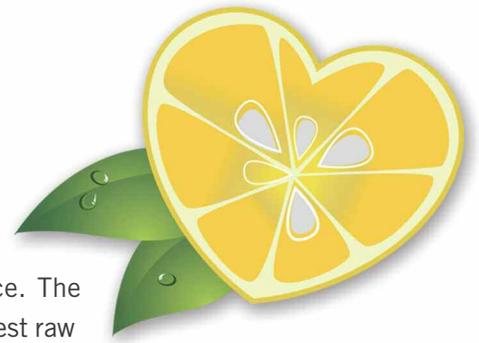
The market requires skill and preparation, trough the years Anelli cooperate with the gelato makers to create many new points of sale. Together they have identified the location, the setting of the shop up to the choice of equipment for the laboratory.

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.



## FAMILY PASSION

For 70 years at Aromitalia, gelato has been a family passion that has gotten stronger generation after generation, in a constant search for excellence. The Turin-based company is committed to selecting the best raw materials, mixing them, and using them without losing their aroma, blending them to make the most of their complementary characteristics, all coming together in a recipe having a new, delicate balance. Products are developed starting from fruit, strawberries, hazelnuts, pistachios, pine nuts, and cocoa - carefully choosing the best qualities and types, in an admirable blend of tradition and innovation. Aromitalia has built decades-long relationships of trust with its suppliers, working together to seek out the best quality. And it has always had a pact with its customers: preserve traditional Italian gelato recipes and quality, continuing in this business to preserve the know-how. The recipes are developed in collaboration with gelato artisans, whose practical and technical needs the company knows well, in harmony with the constantly evolving demands of the market. And it is in international markets where Aromitalia has truly focused on professional artisans, assisting them step by step as they discover the culture of Italian gelato.

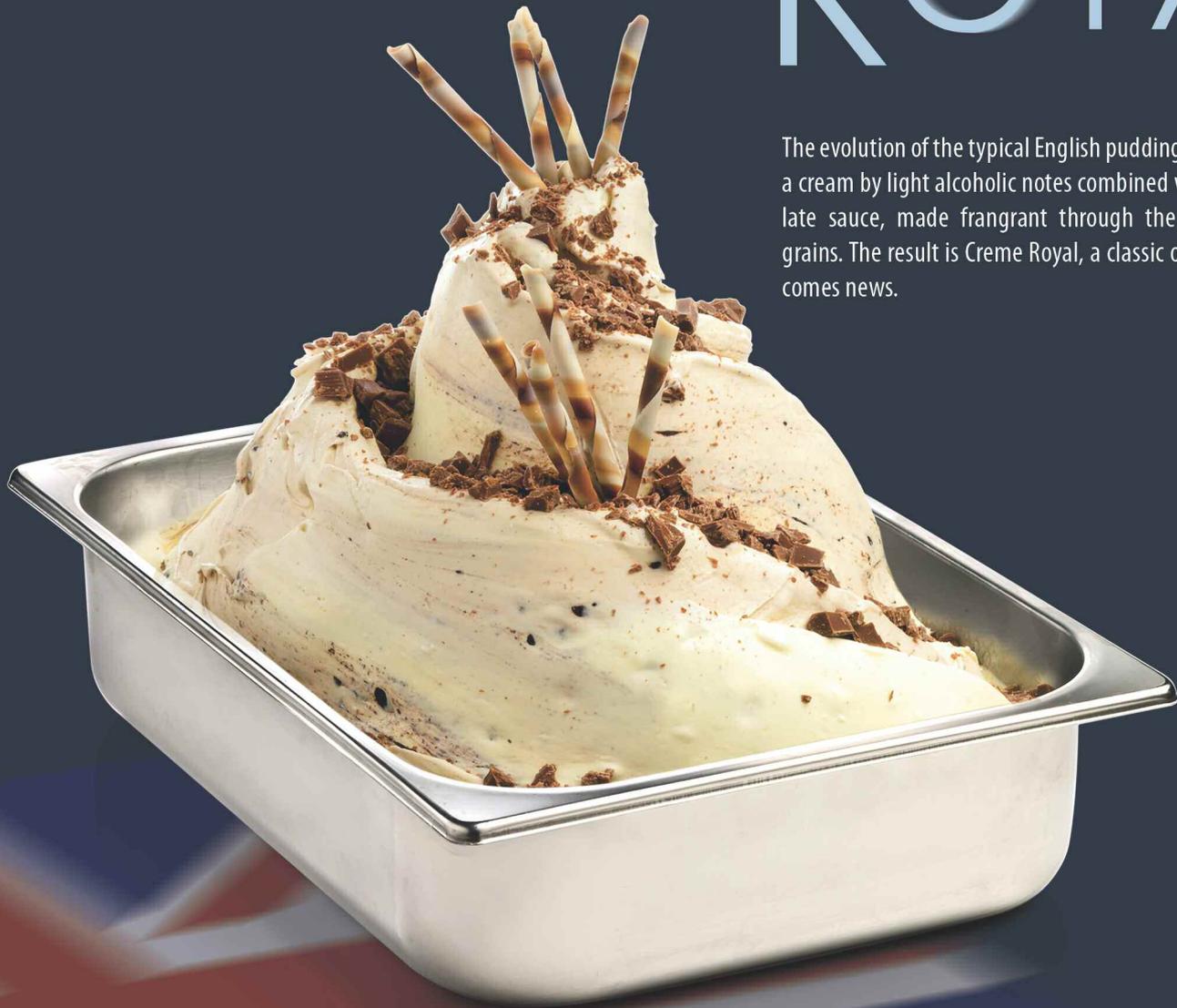


## A LEMON HEART

With Lemon Pie Set, gelato artisans have all they need to make a delicious Lemon Pie gelato. The kit includes a flaky crust and lemon cream variegate accompanied by an exquisite core of fresh lemon curd, to recreate as closely as possible this famous dessert. The Lemon Pie Set is a top seller in the Aromitalia Golosa line, a selection of flavouring pastes and variegates skillfully combined in practical sets to offer a true flavour experience reflecting the dessert it was inspired by.



# CREME ROYAL



The evolution of the typical English pudding "Trifle" consists of a cream by light alcoholic notes combined with a tasty chocolate sauce, made fragrant through the use of meringue grains. The result is Creme Royal, a classic of the past that becomes news.

**CREME ROYAL** set pasta + variegato *cod. 2991C imballo 3,5 x 5,5 kg*

G.E.I. S.p.A. | Strada Cebrosa 23/25 - 10036 Settimo Torinese (TO) | ITALY

Tel. +39 0118182301 Fax +39 011887865 P.iva 02594800019

[www.aromitalia.it](http://www.aromitalia.it) [exportsales@aromitalia.com](mailto:exportsales@aromitalia.com)

***Aromitalia***

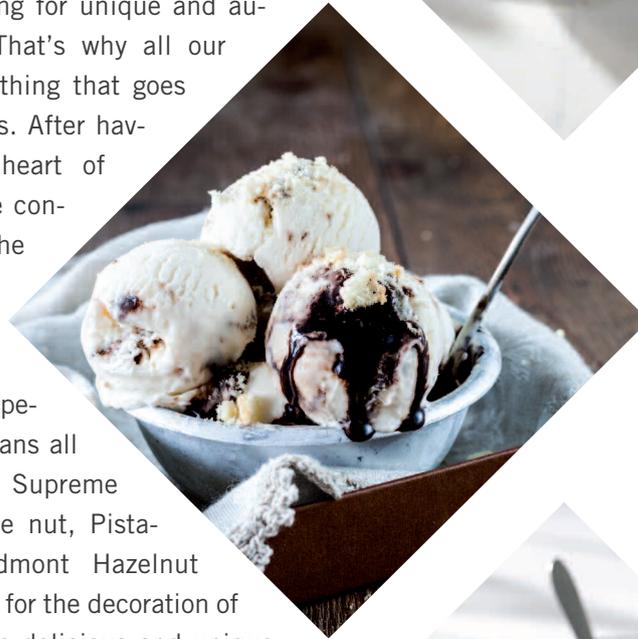
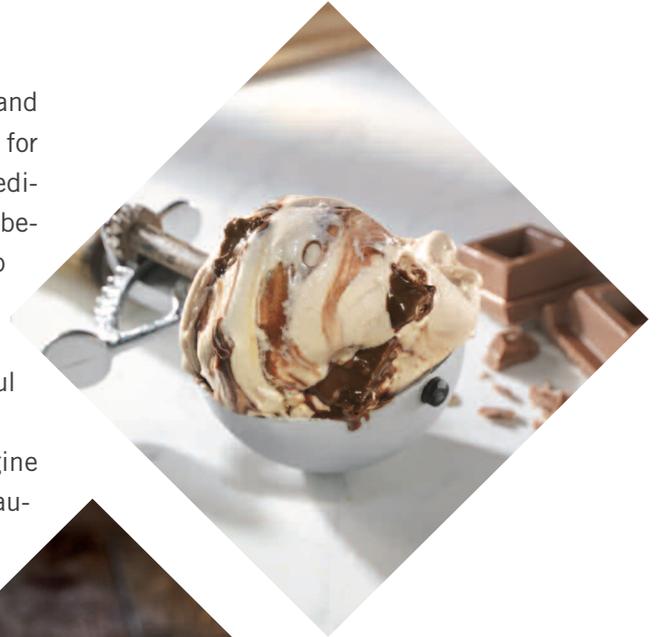
*Dal 1942 Ingredienti di Qualità*

## BABBI, LITTLE DAILY PLEASURES

Love, passion, and care in the selection and processing of raw materials are our secret for creating unique, incomparable gelato ingredients. This is our philosophy because we believe that there is nothing better than to give those who eat our products a perfectly exquisite experience, a sweet soundtrack that accompanies the beautiful moments that life offers us.

When we design our creations, we imagine people who are looking for unique and authentic specialties. That's why all our products evoke something that goes beyond pure goodness. After having conquered the heart of many generations, we continue to reinvent the goodness with new delicacies, perfect at any time of the day.

Babbi offers several specialties to gelato artisans all over the world: the Supreme Peanut, Almond, Pine nut, Pistachio, and PGI Piedmont Hazelnut pastes; the variegates for the decoration of gelato, mixed with the delicious and unique Babbi wafers; the Golose Babbi, delightful spreads that can be used straight in the tub, mixed or to create gelato cakes and semifreddo. Many solutions to stimulate the creativity of gelato artisans and to tempt consumers, who can enjoy Babbi daily little pleasures anytime they want.





# BABBI

PICCOLI PIACERI QUOTIDIANI

1952

## THE SECRET BEYOND A GOOD GELATO

Visit us at:

**Sigep**  
RIMINI

Rimini 23-27/01/2016  
Hall C7 / Stand 160 - 200

 **GELATISSIMO**  
Tutto il mondo del gelato

Stoccarda 20-24/02/2016  
Hall 7 / Stand 7C61

 **Gulfood**

Dubai 21-25/02/2016  
Hall 2 / Stand B2 - 18

Follow Us:

[www.babbi.it](http://www.babbi.it)

#ilovebabbi



## NATURAL WELLBEING

Each flavour evolution, each customer need, and every signal that comes from the market is captured and carefully evaluated by Babbi's Research & Development team, to offer gelato artisans practical, innovative, high-quality solutions. Thanks to this constant attention to the needs and habits of consumers, lines of products based on soy and rice have been developed over the years.

The Riso Natura line of ingredients is based on rice drink, making it possible to make light gelato free of gluten, dairy products, and sugar, just by adding water. Riso Natura flavours include Rice, Chocolate, Extra Dark Chocolate, and Yellow Vanilla.

Based on soy protein, the Soia Light line of ingredients is available in the flavours Soy, Vanilla, Cocoa, and Neutral. Again, just by adding water it is easy to make creamy gelato without gluten, and with all the benefits of soy. Rounding out the wellness products is Riso Natura Dessert base, the ingredient that brings the natural element of rice into the universe of

cold pastry. This base, completely plant based, makes it possible to produce cakes and semifreddos with a fat content more than 60% lower than traditional desserts. With Riso Natura Dessert base specialties are lighter and free of gluten, dairy products, and sugar (only fructose).

Babbi, always attentive to the needs of its customers and consumers, has updated its paper and electronic catalogues with product notes regarding gluten, indicating those products certified by AIC (Italian association for people with celiac disease) and adding products certified VeganOK, perfect for vegan consumers.



# BABBI

PICCOLI PIACERI QUOTIDIANI

1952

## BABBI RICE GELATO: NATURALLY GOOD

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## ALL YOU NEED IS LOVE

To create its new flavour, Bigatton put its heart into it, just like the one in its company logo. Thus was born Love, an intriguing flavour with a captivating, intense, and mysterious character. With this new creation, the company endeavours to describe the passion it invests in all that it produces and offers its customers. The new flavour is made with an accurate selection of high-quality ingredients, expertly mixed, recalling the flame of love and passion: it's impossible to describe this cascade of emotions... you have to try it to understand! This irresistible temptation is available in a kit containing six 1.1 kg packages of Love powder, one 1.35 kg canister of Love paste, and one 3.2 kg canister of Amarenata 90. The recipe calls for 670 g of milk, 275 g of Love powder, 55 g of Love paste, and Amarenata 90 as desired.





**Love**<sup>®</sup>

Prova il nuovo eccezionale gusto.....  
...e tutti si innamoreranno di te.

Try the new exceptional taste ....  
and everyone will fall in love with you.



**Bigatton Produzione** via S. Giacomo 55/A 30026 Portogruaro (VE) Italia  
[www.bigatton.com](http://www.bigatton.com) [www.accademiabigatton.com](http://www.accademiabigatton.com) [bigatton@bigatton.com](mailto:bigatton@bigatton.com)  
Tel. 0039 0421271554 - Fax 0039 0421271943

## SIMPLY... DELICIOUS

For those who love intense, creamy tastes, Bigatton created Le Golose, a line of six creams with a unique flavour. They are perfect for variegating and filling gelato, to create thin and thick layers just like the famous traditional Italian “cremini” chocolates.

The soft Mandorlina is a bitter and sweet almond cream that can be combined with chocolate gelato and salted almond crunch. Brontolina is a velvety cream made from pure Bronte pistachio, the inspiration behind the name. It is perfect with milk-flavoured gelato and bitter chocolate variegate. Featuring a white chocolate taste, Cremina can be used as is on any gelato or further flavoured with fat gelato pastes to get new flavours (like Cremina flavoured with peanut paste). Made from pure hazelnuts, Nocciolina can be combined with hazelnut gelato to recreate the typical taste of cremino-type candies. With its intense chocolate character, Cioccolatina is ideal for orange-flavoured gelato, while the delicate Torroncina, torrone flavour with crunchy nuts and almonds, is excellent together with a coconut gelato base. Le Golose are available in 3 kg canisters, four per carton.



# Irresistibly Delicious



**Le Golose: Cremina, Brontolina, Cioccolatina, Nocciolina ...**

**The best ingredients for ice cream and pastries since 1946**

[www.bigatton.com](http://www.bigatton.com) - [bigatton@bigatton.com](mailto:bigatton@bigatton.com) - [www.accademiabigatton.com](http://www.accademiabigatton.com)

Bigatton Produzione +39 0421 271554

## 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.





# Our cream bases mix !

Doppia Panna - art.101N - 137N

The best ingredients for ice cream and pastries since 1946

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## GREAT BENEFITS, IMPECCABLE TASTE

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

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

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

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



The best yogurt  
flavours par  
excellence . . .



The best ingredients for ice cream and pastries since 1946

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

## STAY TUNED ON BRAVO'S NEWS!

### TRITTICO BRAVO, MULTIFUNCTIONAL MACHINE AT YOUR DISPOSAL

Technology and functionality identify Trittico, a multifunction machine, an entire laboratory in less than one square metre, with more than 40 programs that allow many preparations also customizable, from gelato to pastry, from chocolate to savoury food. Your right-hand in every recipe, Trittico is customizable in work tools thanks to the optionals which can be consulted and configured online on [configurator.bravo.it](http://configurator.bravo.it). Chocolate fountains and fabulous éclairs won't be a dream anymore, they become reality thanks to Kit Evo, that allows your Trittico to temper chocolate, and to Kit Pate a Choux, designed to create a perfect Pâte à choux.



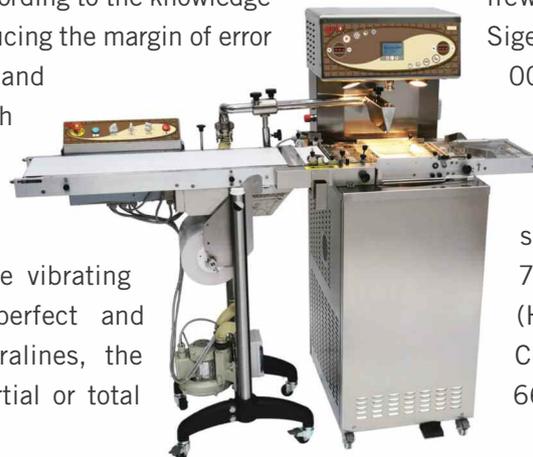
### K24 AND K50 EVO: PROFESSIONAL TEMPERING, NEW SERIES DUO!

The chocolate evolution continues at Bravo's: the company presents the new Duo series of the professional continuous tempering machine K24, adding the "sister" K50 to the actual range and introducing a 50kg capacity tank. The new Duo series wears the tempering machines with a new graphic of the command board, more similar to the chocolate shapes and colours, especially to one of its most traditional and popular expression: the bar.

The most innovative aspects are related to the functioning of the machine, to facilitate the daily work of the Professional even more, providing tools and important information: the programs let you customize the working mode according to the knowledge of chocolate, and reducing the margin of error significantly. K24 and K50 are equipped with additional optionals to set the machine for more processes in the laboratory: the vibrating table to produce perfect and smooth chocolate pralines, the Magic Carpet for partial or total

covering, the truffle table for truffle enrobing and lastly the cooling tunnel, the latest news, thought for artisan and industrial laboratories, which cools and crystallizes the products inside through a conveyor belt.

But this are not the only news we have! Discover "Bravo Insight", the new technology that helps you take advantage of the functions of your machine, detecting use errors and keeping continuous and excellent results: a system designed to ensure an immediate and continuous support service to be always by your side. Follow all the news on [www.bravo.it](http://www.bravo.it) and at Sige Rimini (Hall C5, Booth 001-040), Sihra Genève (Booth H50), Europain Paris-Nord Villepinte (Booth 5G42), Gelatisimo Stuttgart (Hall 7, Booth 7C15), FHA Singapore (Hall/Booth 2E3-01), NRA Chicago (North Hall/Booth 6629).



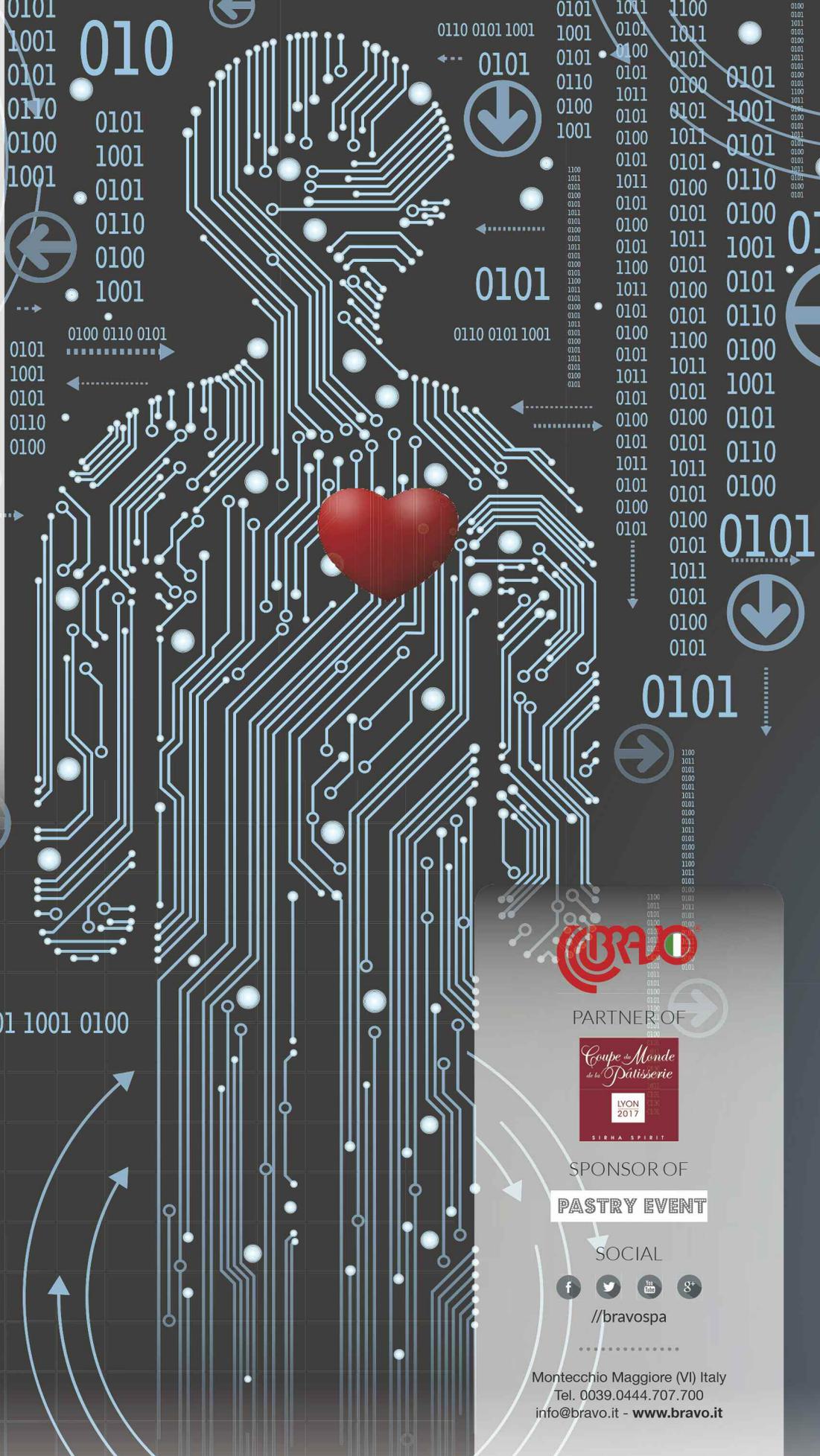


# Insight

## h24 under control

The new technology by Bravo that helps you take advantage of the functions of your machine, detecting use errors and keeping continuous and excellent results.

*Always at  
your side.*



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your  
GELAT  
inspired





POWERED by:

## LABOTRONIC HIGH EFFICIENCY

Explore the artisan gelato with Labotronic HE. It will inspire you in all your creations, with its high potential.

ation



### DISCOVER THE ADVANTAGES

- A single button for many programs
- Functional and easy to use
- Easy to clean for maximum hygiene
- Shorter production time
- Program to variegate and fill
- Water and Energy saving





# CUTTING-EDGE GELATO!



Brand new developments for the 2015-2016 school year, including the second season of online webinars (in Italian and English) focused on recipes and their preparation. New this year is a course on Sensory Analysis, eight hours of learning how to become gelato tasters and to recognize artisanal product quality. The “Become a Gelatiere” program, which makes it possible to learn everything you need to know to become a gelato entrepreneur in just four weeks, will start using a new set of recipes having a more international appeal, based on the experiences of the winners of the Gelato World Tour - the first traveling international gelato competition that has been seeking out the World’s Best Gelato since 2013, based on the preferences of the voting public. More attention will also be given to the business side of the gelato equation. During the 2015-2016 academic year future gelato entrepreneurs will be able to learn about Gelato Store Management thanks to a course that combines artistic competence, communication, and sales point marketing in collaboration with the consulting firm Kikilab. Info: [www.gelatouniversity.com](http://www.gelatouniversity.com) - [info@gelatouniversity.com](mailto:info@gelatouniversity.com)

# We have a secret tool that allows us to look to the future



## It is the strength of our group

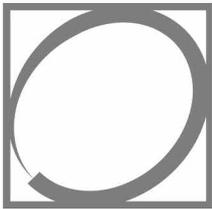
To look to the future it takes passion, determination and courage. For 75 years we have served the magical world of artisan ice cream with our tubs and paper cups, and we do so using the most advanced technologies and know-how of the Seda group, world leader in food packaging. Naturally we operate to the highest quality standards (BRC IoP grade A), both in terms of food safety and environmental sustainability; we only use paper sourced from responsible forest management, which is thus environmentally, socially and economically sustainable (FSC), and all our products are made in accordance with Regulation M.O.C.A. This is us: passionate and determined to continue looking to the future, serving the most demanding ice cream makers.

**CARTOPRINT, IN THE SERVICE OF GOOD ARTESAN ICE CREAM SINCE 1939**





WWW.CARTOPRINT.COM



**Cartoprint**

## NATURE SAYS THANKS!

Cartoprint's commitment to care the environment started a long, long time ago. For 75 years, the company has invested significant resources to produce paper cups that respect the highest quality standards. The paper used is certified FSC, meaning that it comes from forests managed correctly and responsibly, according to rigorous environmental, social, and financial standards. In addition to selectively choose its raw materials, Cartoprint has always used modern production systems that can guarantee a minimum impact on the environment. An important example of the company's green research is the NaturellyCartoprint line of cups, completely biodegradable, compostable, and recyclable. The range includes cups for yogurt, gelato, and hot and cold drinks, all



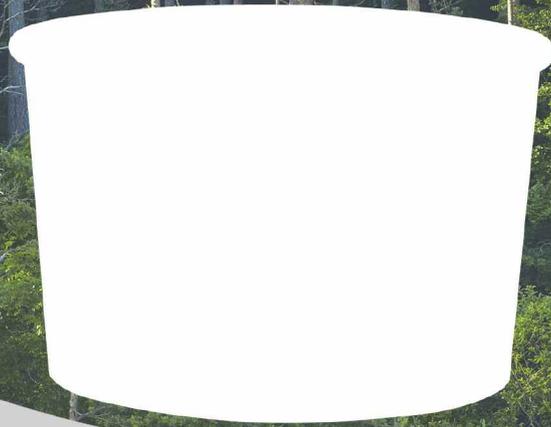
The mark of responsible forestry

made with cardboard and Mater-bi, a biopolymer derived from OGM-free vegetable oils. The products are natural and easy to dispose of, made from paper acquired from responsibly managed sources. The line is certified DinCertco and Ok Compost and can be made with paper certified FSC® or PEFC™. Naturelly-

Cartoprint is the result of continuous research carried out by Seda group, committed to supplying products developed to meet the growing packaging and food safety needs of its customers.



# With Cartoprint the taste is better!



With Cartoprint the taste is better because for 75 years we have been producing tubs and paper cups to the highest quality standards (BRC IoP Grade A), both in terms of food safety and environmental sustainability. We only use paper from responsible forest management, which is thus environmentally friendly, socially beneficial, economically sustainable (FSC) and all our products comply with Regulation M.O.C.A. All this allows us to offer an excellent product and place an even higher value on taste!



**CARTOPRINT, IN THE SERVICE OF ARTISAN ICE CREAM SINCE 1939**



# DESIGN COLLECTION TABULA



TABULARASA

# RASA



progetto grafico **MANHATTAN**



MANHATTAN

Viale dei Pini, 9  
Pettrignano di Assisi / PG - Italy  
Tel. 075 80161  
Fax 075 8016215  
info@ciamgroup.it

[www.ciamweb.it](http://www.ciamweb.it)

Design & Tecnologia su misura







hancement. 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, Tortuga, the new line of total refrigerated show-cases, available for fresh or frozen food.

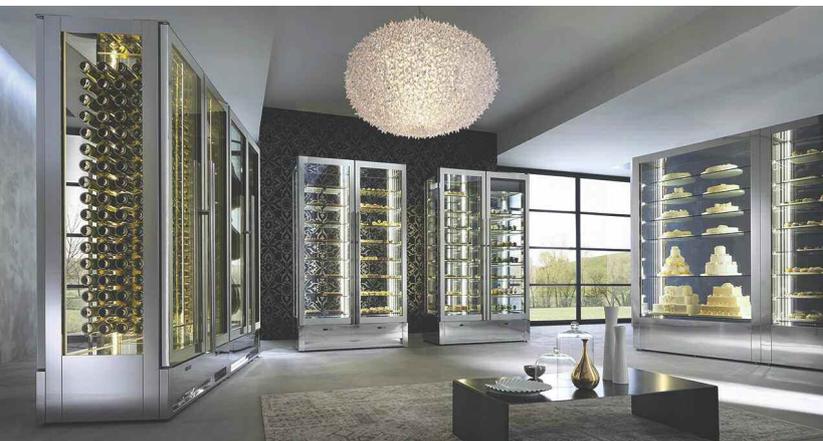
2015 is the year of Design. Ciam presents two new concepts for bar, coffee shops, bakery store, pastry and ice cream parlour - Tabula Rasa and Epoque - and a total re-style of the Design Collection, with new solutions and new materials.

Under the technology point of view, two new models: Mya Narrow - Mya Comby and 6040 R5 with the innovative double opening glass structure.

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".





# ERREMME

## Ice Cream Packages

MPM  
Group Ltd







## THE BEST ITALIAN FRUIT BECOMES PUREE.

The new FRUUZER fruit puree, 100% natural, are here. Only selected Italian fruit and vegetable fibres. Authentic taste and unaltered fruit colour. Various uses, endless benefits. Ideal for vegan and stick gelato, they make ice cream softer and spreadable, helping stability and delaying dripping.

## KISS 5: THE FIVE LEVERS OF TASTE



During the last edition of the Host exhibition (Milan, 23-27 October 2015), Frigomat presented their latest technological developments in the soft gelato machines field: Kiss 5 Power Vertical and Kiss 5 Power Vertical Backstage (built-in version). Designed with five levers, the machines allow the creation of as many different flavours (3 flavours + 2 mix) and they therefore represent a unique offer among the premium manu-

facturers. The machines, equipped with electronic controls, offer two separate automatic freezing cycles (with programmable consistency level): the soft gelato and frozen yogurt program and the “creative” program for sorbets, semifreddos, and fruit gelato made with natural ingredients.

Thanks to their large freezing cylinder, it is possible to easily meet the pick of demands, up to 72 kg per hour of production. The complete autonomy of the mix storage tanks along with the independent consistency controls, allow the flavour combination, even in presence of different consistencies, different dispensing quantities and frequencies.

To complete the technical characteristics of the machines: two refrigeration systems with semi-hermetic compressors, three motors (one for each freezing cylinder), and the possibility of independently turn off one or two production groups. The patented CTS system prevents from functional anomalies, tripping in case of any operational error.

The Kiss 5 Power Vertical Backstage built-in version allows the operator to work from behind the machine, thanks to a structural design that facilitates all operations and to the pushbuttons on the rear panel. This design solution allows the use of the machines also with self-service application.





# 80 Models 250 Versions

*(Mix treatments, Batch freezers, Machines for fresh gelato, Combined Machines, Ageing vats, Cream cookers, Cream whippers, Soft/frozen yogurt machines, Machines for self-service shops)*

Pastry, Gelato or Restaurant: whatever your activities, Frigomat has everything it takes to give you the right, tailor-made solution. Top quality. Always. Each machine is designed to grant the maximum productivity, safety and solidity. Like the GX8, a real one-off among the fresh-gelato machines, made to freeze and serve directly before your clients' eyes. Eight wells, easy to use and maintain, record mix refill times and dedicated scrapers, to ensure a higher standard of hygiene. GX8.



*GX series: the first professional machines for fresh gelato*

Such an equipment can only be found at Frigomat.  
*Of course*



## A REAL PARTNER, ALL OVER THE WORLD



The beginnings of Fructital are in 1922 in Piedmont, Northern Italy, in the production of ingredients and semi-finished products for the artisanal 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.

One of Fructital strengths is the nature of its production, all designed and manufactured within the company. The working philosophy is oriented to spread the culture of authentic Italian gelato, with a continuous research for ingredients in order to maximize the use of natural food. Each product is developed and tested in the company laboratory. All raw materials are refined and processed within our workshop with traditional methods (in particular, all dried fruit is roasted and then 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 a genuine

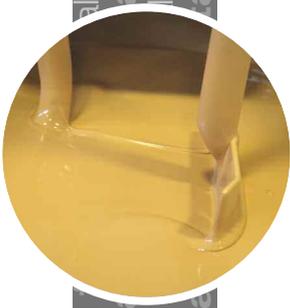
gelato, whose quality is appreciated all over the world. Investments in research and development are constant over time. Step by step technical and start-up support is designed specifically for each single customer.

All these factors add up to a simple and flexible business management, which directly involves the customers in developing new ideas and in the creation of bespoke products, recipes and packaging.

Fructital is also investing to expand and improve the production area. 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 an excellent quality of the products without compromises. The company uses modern equipment that at the same time is able to preserve craftsmanship. The machines are all designed according to the product and not vice versa.

Years go by, tastes and technologies change and Fructital is renewed every time.

Since 1922, always with the same passion.





# THE ART OF GELATO

Since 1922 we have carefully selected raw materials  
of superior quality to produce every day  
the ingredients of a piece of art.

**YOUR GELATO**

[www.fructital.it](http://www.fructital.it)

## ONE FOR ALL



The new vegan line from Fructital offers a range of products with no animal derivatives and completely Palm free that can be consumed even by lactose intolerants.

With its delicate notes, the milk base LatteVega is ready only with the addition of water. The base YoVega, also to be mixed with water, allows you to prepare a full-bodied yogurt gelato.

Both bases can be combined with a wide range of pastes, variegates and toppings from Fructital catalog, so that you'll be able to offer a full line of vegan flavors.

LatteVega and YoVega can also be used as bases for soft ice-cream, you just need to increase the amount of water to 2,6/2,7 liters.

## COLOURFUL TASTE



Fructital produces a wide range of high quality Variegates, to enhance the appeal of every gelato. The range includes Mango, produced with mango puree with diced fresh mango, a perfect accompaniment to a yogurt or cheesecake gelato. The Lime Variegate with citrus paste is enriched with cubes of candied lime for a touch of crunchiness. The Melograno Variegate with pomegranate seeds and puree is sweet and sour at the same time! The Pesca Variegate is a rich variegate with peach in pieces, delicate, very tasty with amaretto and chocolate.



# WE

# LOVE

# VEGAN

## 100X100 NATURAL no animal derivatives

**The new vegan line from Fructital:**  
a range of products with no animal derivatives  
and completely Palm free that can be consumed  
even by lactose intolerants. Contact us for  
further info!

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WE INTRODUCE YOU OUR **“Nonna Lella”**  
THE UNIQUE AND INNOVATIVE HAZELNUT AND COCOA CREAM



IT ONLY CONTAINS  
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olive oil and sunflower oil:  
only vegetable fats, not hydrogenated.



IT DOES NOT CONTAIN  
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suitable for those who have intolerance to lactose.  
Free from ingredients of animal origin, suitable for vegan diet.



IT ONLY CONTAINS  
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naturally rich in mineral salts and vitamins.

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A product conceived for the best  
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## 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.





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*Italian Ice Cream  
all over the world.*

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[www.geldue.it](http://www.geldue.it)

## 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

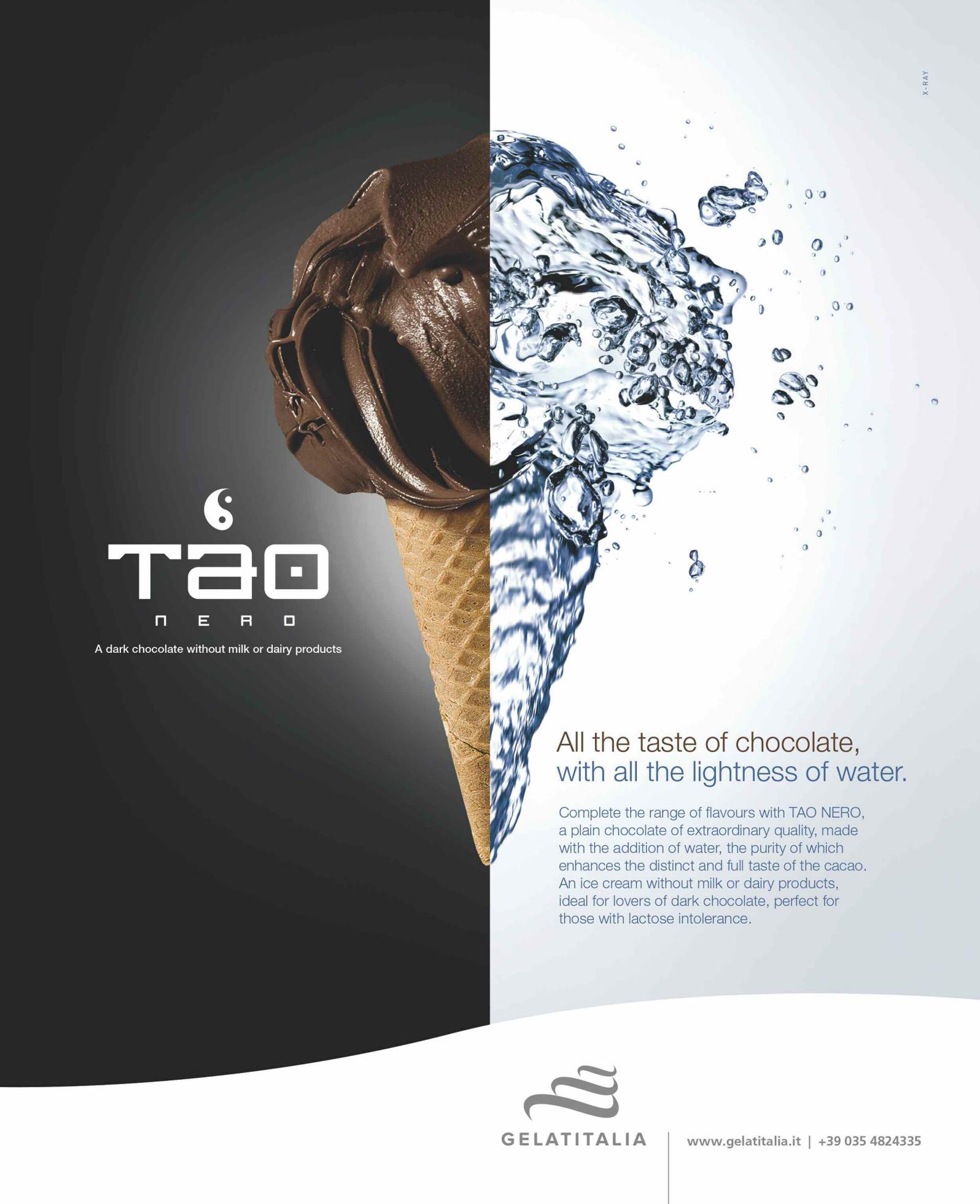
it possible to obtain a creamy and spatula-friendly batch-churned gelato, without fats, milk or milk derivatives. Granulati Italia uses technologically advanced production lines, including its granulating and instantizing plant and a recently introduced ultrasound installation for the microencapsulation 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.





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](http://www.gelatitalia.it) | +39 035 4824335

# MB Pastry



*Roberto Rinaldini*

Two-time winner of the World Gelato Championship, Italian member of Relais Desserts, Judge on many reality shows and member of the Italian Pastry Academy.



*Luc Debove*

Chef Pâtissier at the Grand Hotel du Cap Ferrat and M.O.F. Glacier and former professor at the School Bellouet-Conseill Paris.



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never ending story

Stabil  
MIX

50<sup>o</sup>  
Anniversario  
1966 . 2016



THE NEW STABILMIX GENERATION IS PART OF  
THE **LIFE TRAIL** PROJECT

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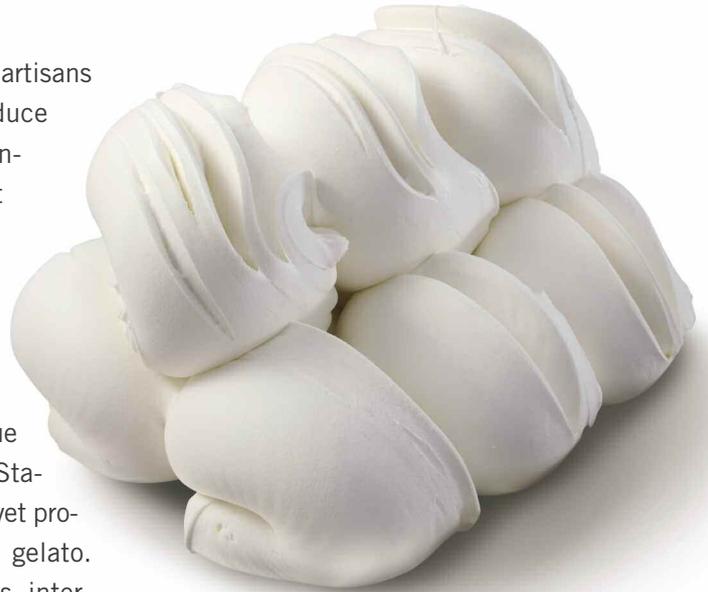
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 montebianco

## THE NEW AGE OF STABILMIX

For more than 45 years many gelato artisans have trusted Stabilmix base to produce their artisanal gelato. For our 50th anniversary, we at Montebianco have set a goal to improve a product that is already our standard bearer, even risking creating anxiety in those who have used and loved it for decades! Product longevity is never a chance occurrence, and this is especially true for Stabilmix! We are pleased that Stabilmix has created a culture, a simple yet professional way to make artisanal gelato. Sometimes the word “simplicity” is interpreted as “low quality”, but this is not the case with Stabilmix. Those who know it understand its logic, and only by trying it can you understand its true value. Any judgment made without actually trying Stabilmix is worthless. In summary, Stabilmix represents a production philosophy, making it possible for gelato artisans to guarantee an extraordinary gelato for their customers.

The new generation of Stabilmix, developed for the company’s 50th anniversary,



is an exercise in excellence. We wanted to take care of the only critical point noted by some of our artisanal gelato “purists,” a certain coolness on the palate. The result we achieved allows us to guarantee a gelato with a warmer sensation and a gratifying perception on the palate, satisfying even the most demanding artisans and consumers. Up to this point it was simple. The result is clear and available to everyone. Just try it!

The truly new development has to do with a much more ambitious project focused on eliminating flavourings from the ingredient labels of the new generation of Montebianco bases. This was achieved after months of testing at the Illva Group, in the group research centre together with Montebianco research and development ([www.lifetrail.global](http://www.lifetrail.global)).



## SIMPLY UNIQUE

The new generation of Stabilmix is the first line of products to become a part of Montebianco's Life Trail project. It is completely free of GMOs, gluten, and added flavourings! Stabilmix has a different selection of structural ingredients, no more hydrogenated fats, but rather refined. At the same time we worked to make the finished gelato pure white. The result is a product that is very stable in the display case, modern, simple, perfect for large structures, gelato chains, and those who want to make the gelato production process more fluid.



The new generation consists of Stabilmix 50th Anniversary, which, compared to the classic version, has a warmer feel on the palate while maintaining its ease of use. Rounding out the line are StabilLatte and StabilCream.

For these last two the affirmation "no added flavourings" is very important, in that we are presenting a Stabilmix with a strong milk aroma, but no added flavouring! Using a new technology that we could call "extractive," we were able to concentrate good, fresh Piedmont



milk to the point of eliminating all flavouring, giving the product the natural aroma of milk (or cream) while maintaining the same ease of use as traditional Stabilmix.

50°  
*Anniversario*  
1966 . 2016



 montebianco



## 2016 ROAD TRAIL

23-27 january **Sigep** Rimini ITALY

5-9 february **Europain** Paris FRANCE

11-13 february **Sirha** Mexico City MEXICO

20-24 february **Gelatissimo** Stuttgart DEUTSCHLAND

12-14 march **SweetTargi** Katowice POLAND

12-15 april **FHA** SINGAPORE

18-21 april **Djazagro** Algeri ALGERIA

# ARTISANAL GELATO: A THRILL FOR ALL SEASONS

Who says gelato is only for hot days? It's just one more preconceived notion regarding gelato consumption, but it can be easily eliminated. Gelato is delicious for consumers year round, it's just a matter of knowing how to present it in harmony with the current season. Montebianco is taking the lead on this strategy, with a little help from some friends, giving the public interesting ideas season by season...

## FALL

Why gelato in the fall? A good idea comes from two-time gelato world champion, Italian member of Relais Dessert, judge on the TV show "The Next Great Pastry Chef", and member of the Italy Pastry Academy. Connoisseur of Montebianco, a consultant who has helped develop some of its pastry products, he presents an interesting interpretation with a pistachio flavour, very "warm," perfect with cream flavours and fruit.



## WINTER

Gelato is a top seller in nordic countries! Of course it is, because when there is less of a difference between the temperature of the gelato and the air outside then our palate fully appreciates the variations in taste. The Catalan Jordi Puigvert, professor at Escuela de Hostelería de Girona, consultant to prestigious chocolate companies, pastry chef in award-winning restaurants like Cellar de Can Roca (2015's best restaurant in the world) and Alkimia, and today a consultant helping to develop pastry products for Montebianco, offers an intriguing combination of chocolate, hazelnut, and coffee.



## SPRING

Colours, aromas, and flavours explode in the spring, and few things can express these sensations like a good artisanal gelato. The Breton Luc Debove, gelato world champion in 2010, pastry chef at Grand Hotel de Cap Ferrat, but especially MOF Glacier, the highest French honour earned after years of preparation and exams, past professor at Bellouet Conseill in Paris, founded by the student of Auguste Lenotre, Chef Joel Bellouet, presents us with a stimulating melody that has hazelnut as the main theme.



## SUMMER

Sun and gelato is one of the combinations most appreciated by those who want to pleasure their palates, and this is why creativity runs wild in the summer, stimulating happy consumers to mix hundreds of flavours. Montebianco gives its all in the summer, offering a treat that masterfully combines pineapple and mint, made by a team of three: Athos Perin and Michele Olivetti, Montebianco demonstrators known worldwide, and Roberto Geraci, gelato artisan based in Rome and Montebianco technical consultant.



## WAREWASHING MACHINES



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.



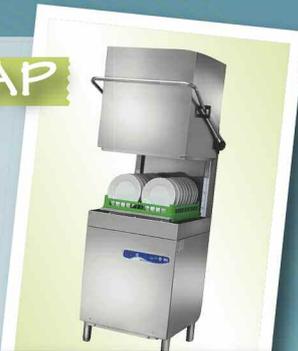
# HOONVED®



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SPARKLING RESULTS  
EVERYTIME



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## 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-overflow 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.





We'll attend the next...

**SIGEP**

Rimini  
23<sup>rd</sup>- 27<sup>th</sup> January  
2016  
Pav. C1  
Stand 121

**GELATISSIMO**

Stuttgart  
20<sup>th</sup>- 24<sup>th</sup> February  
2016  
Halle 7  
Stand 7a10

**EXPO SWEET**

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2016  
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# GELATO EQUIPMENT SHOP DESIGN

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Seguirci su:    

# GELATO WHEREVER YOU WANT

Until now, when gelato makers were asked to bring their gelato to a party, an opening ceremony or an event, they had to use a traditional cart or a small display case. Both these options required electric power and presented handling problems (just think about steps) and a not insignificant financial investment. Similarly, for birthday celebrations or “private” parties, the only solution was polystyrene containers, in which the gelato would very quickly melt, becoming a classic “hotchpotch” of flavours. From now, Ifi is enabling artisan gelato makers to expand their business by offering an additional and exclusive service thanks to the Gelato CoolBox. The Gelato CoolBox is the first professional suitcase for transporting and serving artisan gelato: it can be carried by hand or on a (folding) wheeled cart and comes with two anti-rotation tubs; it is insulated like a gelato display case and guarantees 4 hours of perfect gelato storage plus 2 hours of service without the need for electric power. The Gelato CoolBox can be given to customers who come to the gelato shop and put it into the luggage compartment of their car or it can be used by gelato makers to serve gelato



and promote their image at special catering events, parties, opening ceremonies, previews, meetings, sports events, swimming pools, restaurants, cookery demonstrations or other indoor and outdoor events, wherever the fancy takes them.

It can be customized with special graphics and is cooled using special semi-circular eutectic containers (2 per tub), to ensure perfect storage of the gelato without the need for electric power. The success it obtained at Host has shown that the Gelato CoolBox (design Marc Sadler + Ifi R&D dept.) interprets and anticipates a need that had not yet been expressed, providing artisan gelato makers with an additional original and innovative tool to meet requests of existing customers and attract new ones.

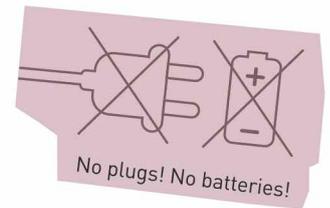
For more information visit the website: [ifi.it](http://ifi.it)



# NEW IDEAS FOR ARTISAN GELATO-MAKERS' BUSINESS WITH THE **GELATO COOLBOX** BY IFI

- **GELATO COOLBOX** is gelato at home for parties, celebration, indoor and outdoor events, inaugurations, meetings, sports events and every happy occasion.
- You can give it to customers, who come to your gelato shop and put it in the boot of their car, or you can serve the gelato yourself to promote your image and brand at special occasions.
- Show it off in order to offer an original and innovative service to your customers and to attract new ones.

*Gelato*  
**COOLBOX**



INSULATED

Insulated tank, like a gelato display case

Two 7-litre anti-rotation tubs (optional)

Lifting handle

Accessories compartment (optional)

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STORAGE

4 Cooling Packs

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Wheels with and without brake

Folding trolley



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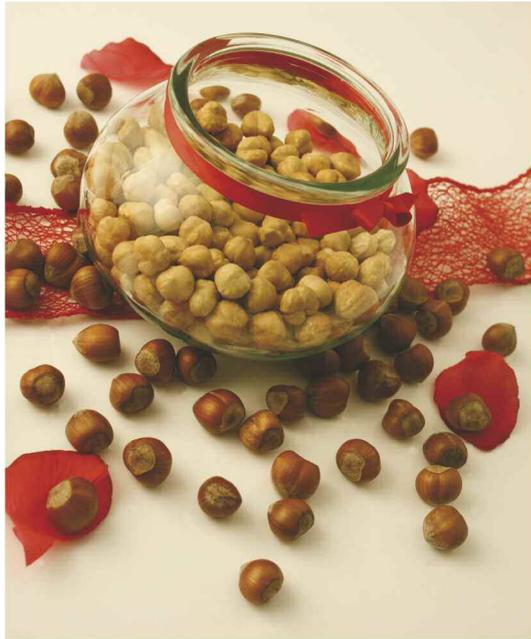
Socialize with IFI



**Gelato CoolBox**  
Design Marc Sadler + IFI R&D Dept.



## AN AUTHENTIC STORY



new adventure. Thus was born in 1964 La Gentile di Canova C. e C.

The successes achieved each year made it possible for Carlo and Caterina to expand their business, allowing them to collaborate with medium-large customers, and then even industrial ones. Success was possible also thanks to the company's philosophy: pay attention to the product, love for the job, and always try to improve and employ the latest technology.

Many success stories start with a tale. This is the tale of the birth and growth of La Gentile, the leading producer of Piedmont PGI hazelnuts.

As a youth, Carlo Canova worked as a gelato and pastry artisan. He saw that hazelnuts were bought unshelled and it was necessary to find bakers who would roast them, with erratic results. Working with hazelnut chops and pastes was also often imprecise. These experiences led him to develop an industrial product to be offered to professionals, including perfectly selected and toasted hazelnuts with uniform colour, calibrated hazelnut chops and refined hazelnut paste. Together with his wife Caterina, skilled manager and precise bookkeeper, he decided to start this



attention to the product, love for the job, and always try to improve and employ the latest technology.

Today La Gentile has two production plants, 30 employees, and a range of thousands of products including all shellfruits, pralined nuts, chocolate coated and cream for the whole food market. We work with many of the most important worldwide food groups, but we didn't forget our origins. In fact, our famous "black and gold"

packaging can still be found in some of the most renowned gelato and pastry shops.

In 2008, the company earned the most important certifications with the highest grade, and today it is the proud owner of an FSSC certificate (Food Safety System Certification). La Gentile is a small company that thinks big and that looks at the world.



# La Gentile

CORTEMILIA



*our ingredients:  
passion,  
reliability,  
quality!*

Since 1964 La Gentile s.r.l. is leader in shellfruits manufacturing, especially Piemonte PGI hazelnuts: shelled hazelnuts, roasted hazelnuts, chopped, coated chops, refined paste, pralined paste and creams.

Our products are natural ingredients for chocolate, icecream, biscuits, candy and all kind of sweets.

La Gentile S.r.l. - Via Bergolo, 29  
12074 CORTEMILIA (CN) - ITALIA  
Tel. +39 0173 81105 - Fax: +39 0173 81108  
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# VEGAN GELATO BY LEAGEL



Vegan Gelato is where the flavour of artisanal gelato meets the balance of vegan philosophy, founded on respect for animals, nature and the planet in which we live. Vegan Gelato is the new line of Leagel products dedicated to preparing vegan gelato, free from animal fats, lactose, cholesterol, gluten and GMOs, made with olive oil and plant fibres. All the products in the Vegan Gelato Line are guaranteed by VeganOK, the ethical certification in the vegan world.



## GREAT OPPORTUNITIES FOR YOU!

“Health, flavour and authenticity, as well as ethics and respect for animals” - this is the snapshot of the changes taking place in the way we eat today, with an increasing demand for vegan diets among consumers. Vegan Gelato is Leagel’s proposal for the most modern gelato shops that pay attention to new trends, ready to welcome requests from all of today’s consumers and not only vegans. Thanks to the VeganOK certification, you can guarantee your customers a product that is completely free from any ingredients of animal origin. With Vegan Line by Leagel, an entire display case of vegan flavours is now a reality. You can choose from the wide



# VEGAN GELATO



“the pleasure  
of artisanal gelato  
and the requirement  
of vegan philosophy.”

Vegan Ice Cream is the new proposal by Leagel for cutting-edge ice-cream industry which focuses on new trends and on the requests of modern, and not only vegan, consumers.

Discover more on [www.gelatovegan.com](http://www.gelatovegan.com)



**Leagel S.r.l.** Strada delle Seriole, 55 - 47894 Chiesanuova, (RSM)  
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## MAESTRO: ITALIAN EXCELLENCE



More than 60 years in the business have brought Quattrer Arredamenti to the creation of Maestro - Gelato e Caffè Italiano. Maestro is a gelato/coffee franchise established to spread the excellence of Italian gelato and coffee around the world. Why gelato and coffee? Because in these two products the “Made in Italy” makes a difference. Nobody in the world knows how to roast coffee with the same skill as Italian master roasters, and gelato is a part of Italian culinary tradition from more than 450 years. From a financial point of view, artisanal gelato and coffee were the best choice because they offer the fastest return on investment in the food business: up to a 400% mark-up on ingredients cost! Maestro - Gelato e Caffè Italiano is a business for all seasons, thanks to the formula gelato + coffee and supports its partners in every way, offering a turnkey project from design to realization, marketing, training, recipes, ingredients, and an operating manual. Each Maestro shop is distinguished by a finely coordinated design, from logo to furnishings, communicating a unique, unmistakable Italian style.

Why a franchise? Because it is the formula that is best suited to all situations, with stan-



dard production processes and training, making possible for us to share our know-how in such a way as to guarantee customers and franchisees the same quality, the same environment, and the same excellence in every Maestro store in the world.

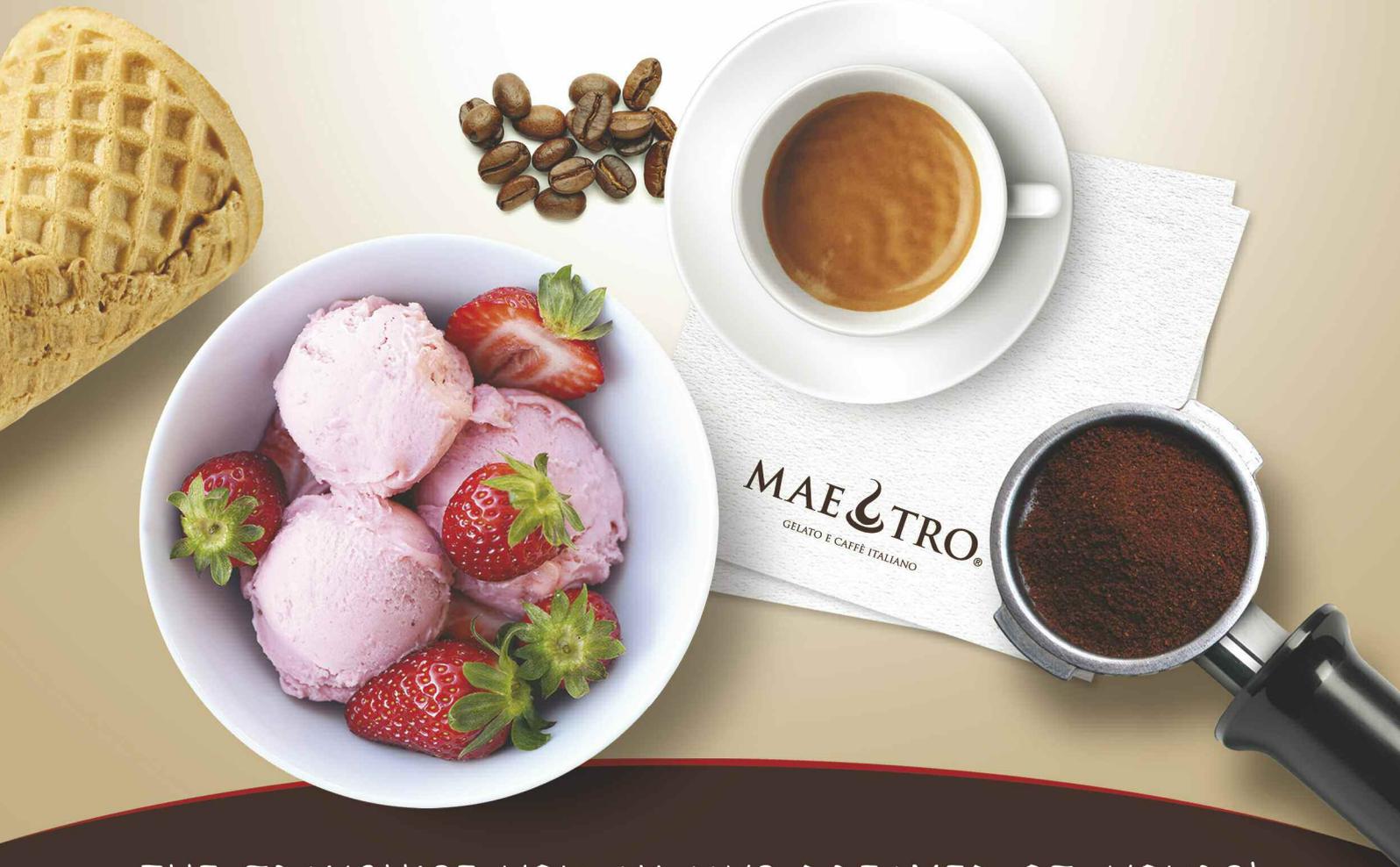
For more than three generations, passion for work and respect for customers' demands are the values that have inspired every project at Quattrer Arredamenti, values that are also at the foundation of Maestro.

Let's create together a master of Italian excellence: your Maestro!



# MAE & TRO®

GELATO E CAFFÈ ITALIANO



## THE FRANCHISE YOU ALWAYS DREAMED OF: YOURS!

*Would you like to be a protagonist in the world of artisanal gelato and Italian coffee? Would you like to open a traditional Italian gelato&coffee store with 100% made in Italy products and furniture? With the Master Franchisee MAE & TRO formula, you will have the perfect ingredients to provide excellent results, great satisfaction and a steady and long lasting business.*

*Become a Master Franchisee today and develop your franchise network with MAE & TRO !!!*

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WWW.GELATOECAFFEITALIANO.COM

## EVEN MORE Q FACTOR WITH QUELLA PISTACHIO AND QUELLA PEANUT!



Quella® family strikes the right chord introducing two new fantastic creams! Quella® Pistacchio and Quella® Peanut increase the Q-Factor, enriching the collection of the sweetest family around, bringing the number of spreadable creams launched by Mec3 for gelato and pastry up to six, a must worldwide. Let's take a closer look at these two amazing treats....

Quella® Pistacchio is an inimitable pistachio cream created for use with gelato and pastry. A rich and versatile spreadable cream. Perfect for creating sophisticated cremini, that will certainly satisfy the lovers of this ancient and precious fruit. Fantastic also as a tasty filling in

traditional or creative recipes.

A secret ingredient to experiment with for creating an assortment of new cremini and for enhancing every creation is Quella® Peanut, the original Peanut cream dedicated to gelato and pastry, perfect for creating recipes and combinations rich in taste...

Quella® Pistacchio and Quella® Peanut are new members of the already rich Quella® Family collection, which originated with Quella®, the original hazelnut and cocoa cream. The family then expanded to include Quell'altra®, the original white chocolate cream, Quello®, the first caramel-flavoured cream, and finally Quell'altro®, featuring his majesty the dark chocolate.

Perfect ingredients for adding life to an infinite variety of recipes and uses. With so much sweetness available, the creativity of gelato artisans will have no limits! [www.mec3.com](http://www.mec3.com)



# The taste for novelties is music to our ears.



lifelongartoloman.com

Quella family strikes the right chord introducing two new fantastic creams:  
Quella® Pistachio and Quella® Peanut enrich the **Quella Family** collection, the line of delicious and versatile  
creams dedicated to the best gelato and pastry shops.

2 novelties, 6 talents, particularly *Q*factor

FOR FURTHER INFORMATION CONTACT US AT:



+39.0541.859411



mec3@mec3.it



mec3.com



## HAPPY BIRTHDAY MR COOKIES!

Cookies the Original®, the most-loved flavour in the gelato shop, celebrates its 15th birthday and years at the top of the charts, not to mention continuous growth in sales. A sure bet for gelato shops in Italy and abroad, delivering assured quality, flavour, and crunchiness.

It couldn't be a better birthday!

Loved by both gelato artisans and consumers, it earned the "Brand Special Award Cookies®" at the 2015 edition of "Comunicando", an important award given to Mec3 for having transformed a gelato flavour into an actual brand, known and loved around the world.

For this 15th birthday, Mec3 will celebrate throughout 2016 with many surprises and new developments.... So what is the secret of its success? The secret of Cookies®

the Original is the unique and original combination of the Biscottino® paste with the delicious Cookies® variegate, filled with pieces of the crunchy cookie, a sweet

embrace between the flavour of traditional Italian pastry, a soft hazelnut and cocoa cream, and the irresistible chocolate cookie grains.

Cookies® is not just an ingredient for gelato, its versatility makes it possible to create an unlimited number of recipes, all available in an exclusive recipe book dedicated to this product. It includes gelato flavours with Biscottino® paste, others with Cookies® variegate, pralines with dark chocolate or milk chocolate topping.

To these you can add take-away treats like the gelato on a stick, Cookies® sandwiches, and cakes, not forgetting the line of pralines, truffles, mini Cookies, mini cones, and lollypops - all made using the Cookies® brand!

For 15 years, we have been talking Cookies®, about the entire world of the biscuit flavoured gelato!





## HAPPY BIRTHDAY MR COOKIES®!

Cookies® The Original blows out **15 candles** and celebrates years of undisputed success and continuous growth in sales. Guaranteeing the gelato shops in Italy and abroad certainty in terms of quality, flavour and crunchiness.

**The best birthday party ever!**



FOR FURTHER INFORMATION CONTACT US AT



+39.0541.859411

[mec3@mec3.it](mailto:mec3@mec3.it)

[mec3.com](http://mec3.com)



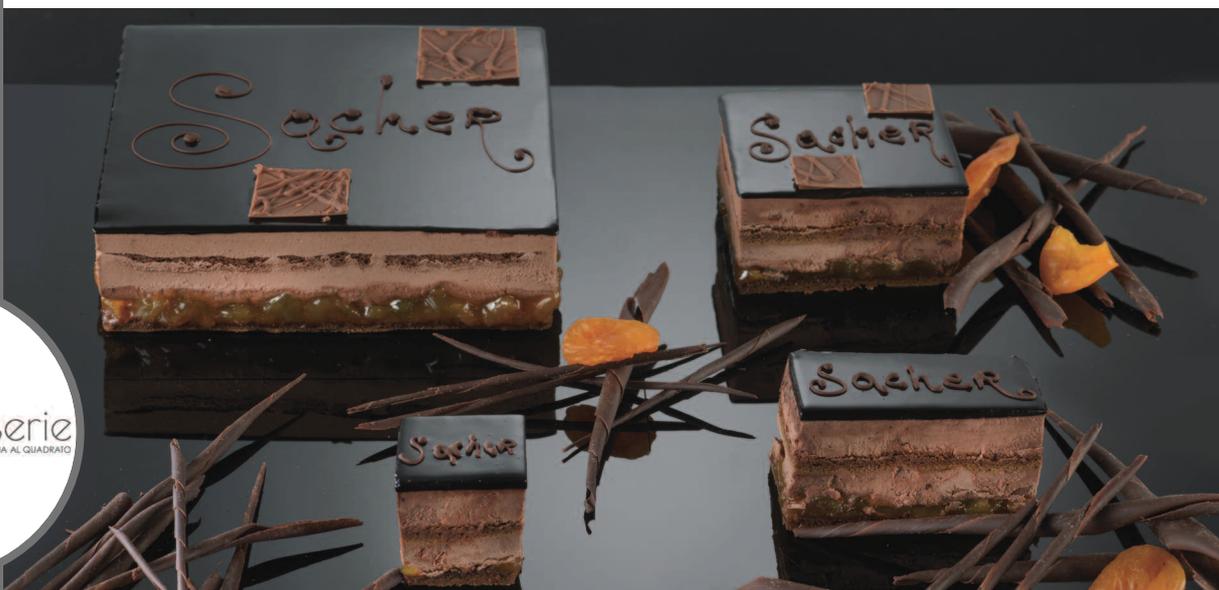
## THE REVOLUTIONARY WAY TO REINVENT FROZEN PASTRY

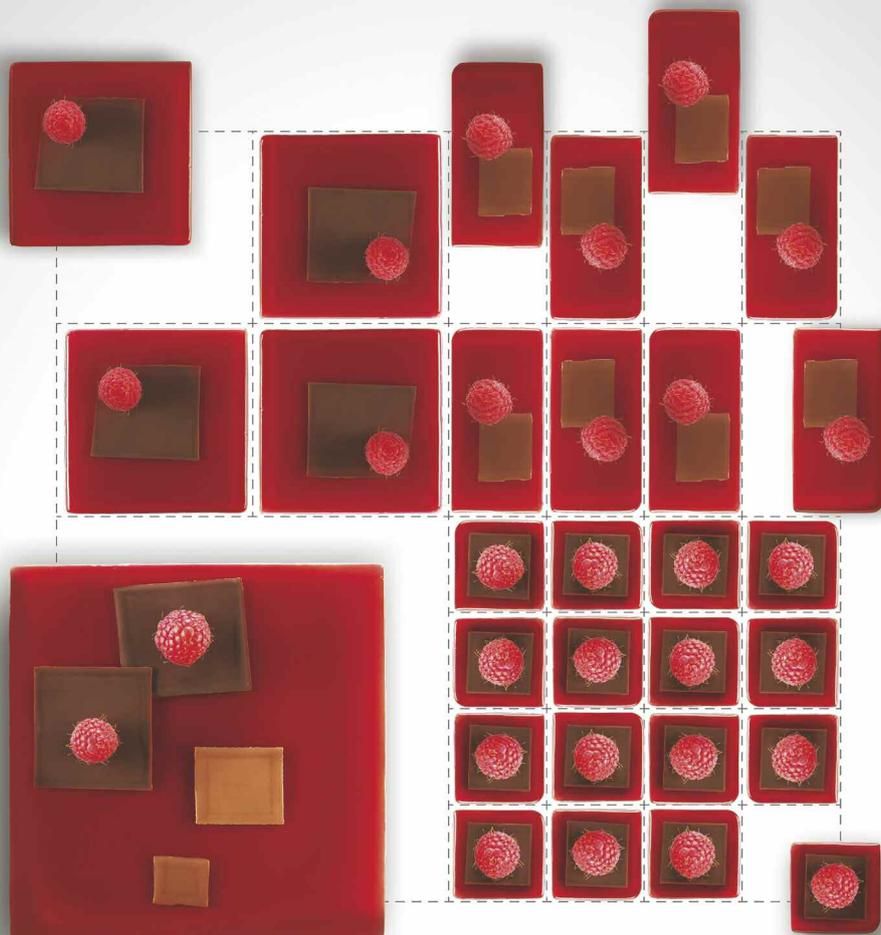
La Gelatiserie is the revolutionary way that Mec3 has reinvented frozen pastry. It is a project that is innovative, original, simple, good, fun, and, above all, able to provide immediate results. La Gelatiserie is a turnkey service developed specifically for gelato artisans with one primary objective: increase business from the vertical display case dedicated to frozen pastry. How? With three simple moves: simplify preparation, bringing pastry into the gelato shop with high-end recipes, and facilitating product rotation.

Thanks to La Gelatiserie, gelato artisans can prepare product and fill an entire vertical display in a short time, with the certainty of offering a high-quality finished product. La Gelatiserie offers everything needed to easily, quickly, and practically produce a series of products calibrated to customers' tastes, a range of products suited for various uses during a typical day, including treats, snacks, petit fours, and, obviously, classic cakes. Having analysed the single operations necessary to produce a recipe, we have created a rational, simple model that reduces operations to the bare minimum: fewer ingredients and fewer steps, ease and rapidity of preparation, ease and rapidity of selling. We also worked on form, and we chose the square. The most interesting shape in pastry is, at the same time, the easiest to manage, eliminating waste. In fact, with a single recipe and without any extra operations, our Square Gelatiserie makes it possible to offer consumers four different products! La Gelatiserie, besides the colours, flavours, and consistencies typical of Mec3 products, also includes the small tools necessary to prepare the recipe, the readymade product like Pan Rollé or Bigné, as well as the sales support materials.

But that's not all, because La Gelatiserie also helps gelato entrepreneurs to sell their creations! It includes a display template to make it even more attractive (plates and/or trays for display and/or serving) and fashionable materials for takeaway.

Convenience, inspiration, simplicity, and business growth: these are the fundamental values of La Gelatiserie. Give it a try - let your gelato shop reach its full potential!





## WE INCREASE YOUR BUSSINESS ONE LITTLE SQUARE AFTER ANOTHER.

MEC3 revolutionizes your gelato shop: La Gelatiserie.  
Simple, Square Shaped Gelato Pastries. A new complete system, easy and quick, that will reduce the difficulties in your workshop, increasing the value and the sales of your proposal of gelato pastries.

A unique method for creating Snacks, Single Portions, Mignon and Cakes,  
10 Pâtisserie recipes created for seducing the consumer in every moment of the day.

Contact us to discover this great new business opportunity.

FOR FURTHER INFORMATION CONTACT US AT:



+39.0541.859411



[mec3@mec3.it](mailto:mec3@mec3.it)



[mec3.com](http://mec3.com)

## CLOSE TO OUR CUSTOMERS... AROUND THE WORLD!

We like to see ourselves as a big family, and in more than 30 years of business, we have built many relationships, from one side of the planet to the other, with thousands of people who are, for us, not just numbers, but rather individuals who we consider an integral part of our group. We want to be close to our customers, up until now we've done it with the help of modern technology; we think it's now time to shorten the distances physically!

For this reason, we've started a new strategy, which for us is an ambitious challenge: the opening of new subsidiaries abroad and the expansion and building up of the existing ones. All this in order to offer our customers constant daily support, wherever they are.

We started many years ago in Europe, specifically in Germany, where we opened up our first subsidiary in Munich in 1986. An Italian branch was opened in San Clemente, to produce the high-quality ingredients we export to the five continents. The second step abroad was in Prague, Czech Republic, in 1991, followed by Budapest, Hungary in 1999.

In the 2000s, we looked eastwards, opening headquarters in Hong Kong in 2007, Shanghai in 2008, and Seoul in 2013. Then west, across the Atlantic Ocean, with a new subsidiary in Sao Paulo, Brazil in 2011 and Miami, USA in 2015.

We inaugurated a new era with the opening of production facilities in Brazil: 2,500 square meters in which we will produce the same quality that has always distinguished our products, both in terms of food safety and work safety. It is an important decision, which will make it possible to offer a high level of service in the United States and in South America, supplying answers "just in time".

In February 2016, we will open a sales office in Dubai, complete with show room and work area, which will serve the Middle East.

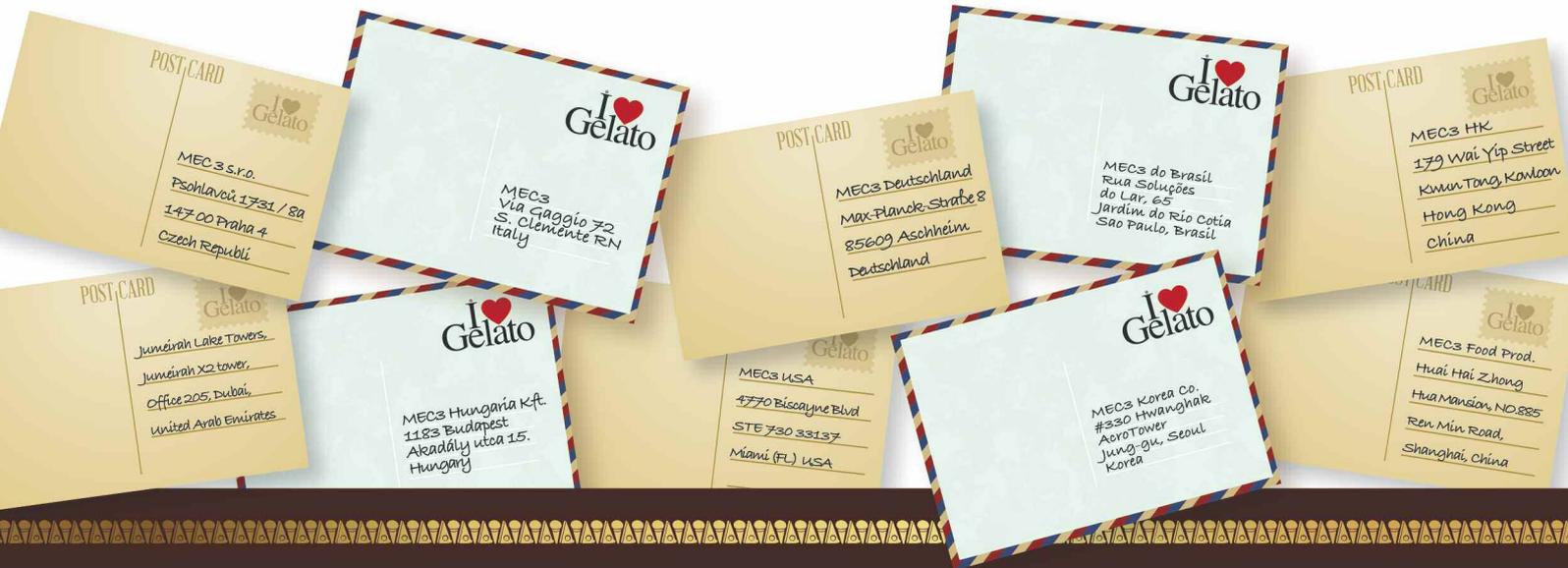
At all foreign subsidiaries of Mec3 it is possible to attend classes at the International School of Gelato, one of the top performers in the field of international training.

What can we say; we like to be close to you. That's why we are present worldwide!





We  being close to you  
 That's why we're all around the 



FOR FURTHER INFORMATION CONTACT US AT



+39.0541.859411

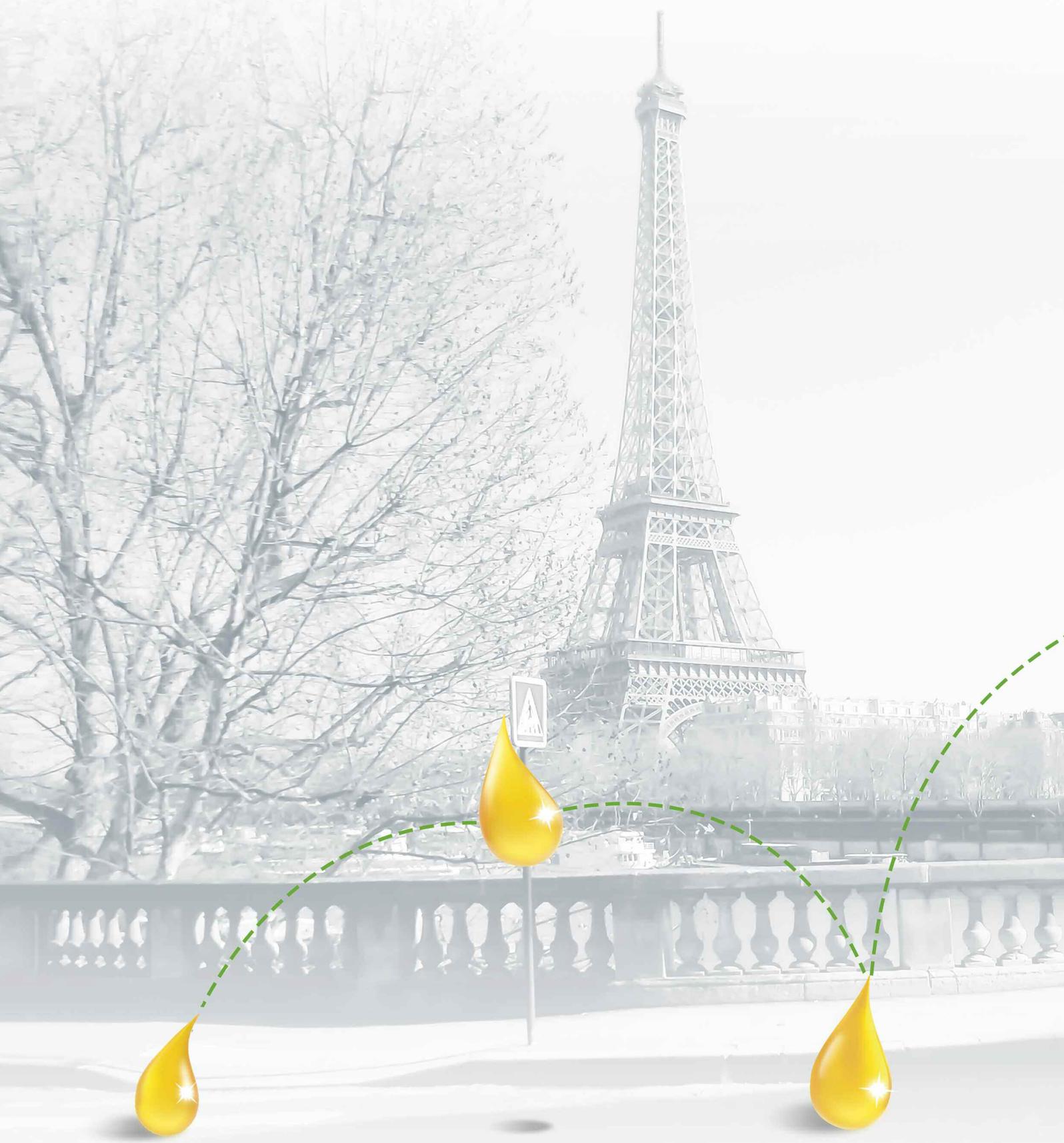


mec3@mec3.it



mec3.com





*protegge la qualità, rispetta l'ambiente*

Medac S.r.l. - Via R. Wenner, 52 - 84131 Salerno - Italy  
Tel. +39 089.301.466 - Fax +39 089.302.069  
[www.medac.it](http://www.medac.it) - [info@medac.it](mailto:info@medac.it)

# THE TASTE IS A WONDERFUL TRIP

New drinking cups Drinks & City. Add taste of the journey to your cold drinks.

Drinks & City Medac is the new line of cold drinking cups with an original design that reproduces some of the most fascinating cities in the world from Rome to London, from New York to Paris, from Turin to Barcelona. Stylish, durable, produced with maximum respect for the environment, the cold drinking cups Drinks & City are thought to be as a travel companion with which explore the most beautiful corners of the planet and discover deeply the taste of every drinks.

From now "suitable for drink", available with **CE Marking** and "capacity line measure" printed to indicate the exact volume of the drink contained, in accordance with Measuring Instruments Directive 2004/22/EC (MID) now included in the Directive 2014/32/EC.



gestione forestale responsabile

Direttiva  
2004/22/CE

## TOTAL TRUST

Medac, always working to offer professional artisans exclusive services to support their sales, recently received CE certification, in accordance with European Directive 2004/22/CE regarding measuring instruments. The CE mark, which the company will place on its cups for hot and cold drinks, guarantees absolute precision in the so-called "trust line" which is printed to indicate the volume contained. Medac's cups with CE markings therefore become precious allies when selling drinks by volume.

The CE mark and "trust line" are also printed on the new cup collection Drinks&City for cold drinks and Hot&City for hot drinks. Both lines are distinguished by their highly original artwork that recalls the monuments and symbols of cities around the world: Sydney's Harbour Bridge, the Eiffel Tour in Paris, the Duomo in Milan, London's Tower Bridge, Berlin's Brandenburg Gate, the Coliseum in Rome... Each monument, colored in an elegant pearl gray, is accompanied by a colourful fruit, emblem of excel-





lence and authenticity. Drinks&City is available in sizes 200 ml and 700 ml, and can be used, for example, for frappe, drinks, and fruit juices. Hot&City includes smaller models measuring 80 ml and upwards to 580 ml, and is perfect for coffee, tea, hot chocolate... All cups are made of multilayered virgin cellulose and are certified according to UNI EN ISO 9001:2008 quality standards.

Upon request, the CE mark and "trust line" can also be added to custom products. In this case, Medac acquires the full responsibility for precisely measuring the capacity reported on the cups.



# DOLCE TUFFO

*Crispy biscuit spoon for dipping  
into creamy ice-cream, delicious hot  
chocolate or simply your usual coffee.*



Dolce Tuffo is the spoon-shaped biscuit ideal for dipping into your favourite sweet temptation. To ring the changes at breakfast, for a relaxing break in a coffee bar or as an extra touch for a special guest. Dolce Tuffo has a delicate cinnamon flavour and contains only genuine ingredients.



COLOURANT  
FREE



NO  
HYDROGENATED  
FATS



GMO  
FREE



## Special kit

- 750 g Dolce Tuffo biscuits
- 3 kg Zabaglione P
- 3 kg Variegated coffee
- 1 Flavour tag
- 1 Poster
- 1 Window decal



G R U P P O

 montebianco

montebiancoweb.com



## Now there's a brand-new yummy, yoghurt gelato. **Yogurtoso.**

The Montebianco Research Centre, with the aid of its innovative and highly sensitive analytical equipment, has been able to develop a unique and exclusive range of flavours to create a selection of products with an exceptional yoghurt flavour. Indeed, Yogurtoso will allow you to prepare traditional or Soft gelato ice creams with strong, long-lasting flavours. Discover the unique and special flavour notes offered by Yogurtoso, now available in two versions.



### **YOGURTOSO SOFT**

Innovative product for a soft gelato ice cream, with an excellent creamy structure.



### **YOGURTOSO 100**

Cold-workable 100 g Yoghurt Base, allowing you to hand-craft your own personalised and delicious yoghurt gelato ice creams. With powdered yoghurt at the top of the list of ingredients.

# MONTEBIANCO USA

Montebianco began operations in South Florida in 1995 through a distribution company, for the US, Latin America and the Caribbean. In 2001 it opens own offices and warehouse facilities.

With the growth of its products in this demanding market, in 2009 they moved to larger premises in the Miami free Zone, to meet increasing demand and ensure prompt receipt and distribution of goods from Italy.

Advice related to the proper use of its products, required the installation in 2010 of the “Academy Montebianco” by the Pastry Chef Paolo Personemi, expanding its services for the formation and training of company personnel and customers.

Due to the increasing demand for healthier and also keep fit allow desserts, the need to address the yogurt market so that in 2012 de-



veloped a new line of products designed to satisfy this new sector of the public consumer. The success of this line oriented “Frozen Yogurt” products is internationally recognized by the International Association of Frozen Yogurt in 2014 as “Swirl of Excellence-Best Frozen Yogurt”, which Montebianco continues writing its history high quality.



## BANANA, GELATO, WAAAAAAH!



The cry of the Minions will be heard in gelato shops worldwide. Nutman has created the Kattivissimo (Very Wicked) kit, inspired by the film featuring the famous little yellow men, loved by young consumers. Notwithstanding its name, Kattivissimo gelato is in reality very good. Not by chance, it features a banana flavour, preferred by these vivacious creatures, with added cream to give it a more delicate taste. Thanks to an exclusive natural colouring, the gelato acquires an intense yellow colour, attracting the attention of young consumers. The kit consists of two 5 kg canisters of Kattivissimo paste, 600 Pic Decor decorations that represent 12 different Minions, a flavour marker, and a promotional totem. We can only say, "Banana, gelato, waaaaaah!".



# KATTIVISSIMO

## IL GELATO BUONISSIMO!!!

WHHHAAAAA!!!!



**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 P.IVA - CF ITO1161250053



www.frescheidee.com

## A FANCY COFFEE



Coffee and hazelnut is a timeless combination from Salerno that over the years has become one of the symbols of Italian culture around the world.

And today, thanks to Nutman, it is possible to enjoy this enticing ensemble in the gelato shop. For the 2016 season, the company will be offering its new Caffè del Professore flavour, representing the perfect fusion of two classics of Italian gelato: hazelnut and coffee. Two refined ingredients that on their own are quite enjoyable, but when mixed together provide the perfect balance for enjoying a minute of flavourful tranquillity in a cup or a cone! But that's not all. This flavour, in fact, is very versatile and can be used for many different things: in addition to the classic gelato flavour, it can also be put in cold cream (another great Italian classic), or as an irresistible ingredient in delicious semifreddos.





**CAFFÈ** *del*  
professore  




Coffee?

Hazelnut?



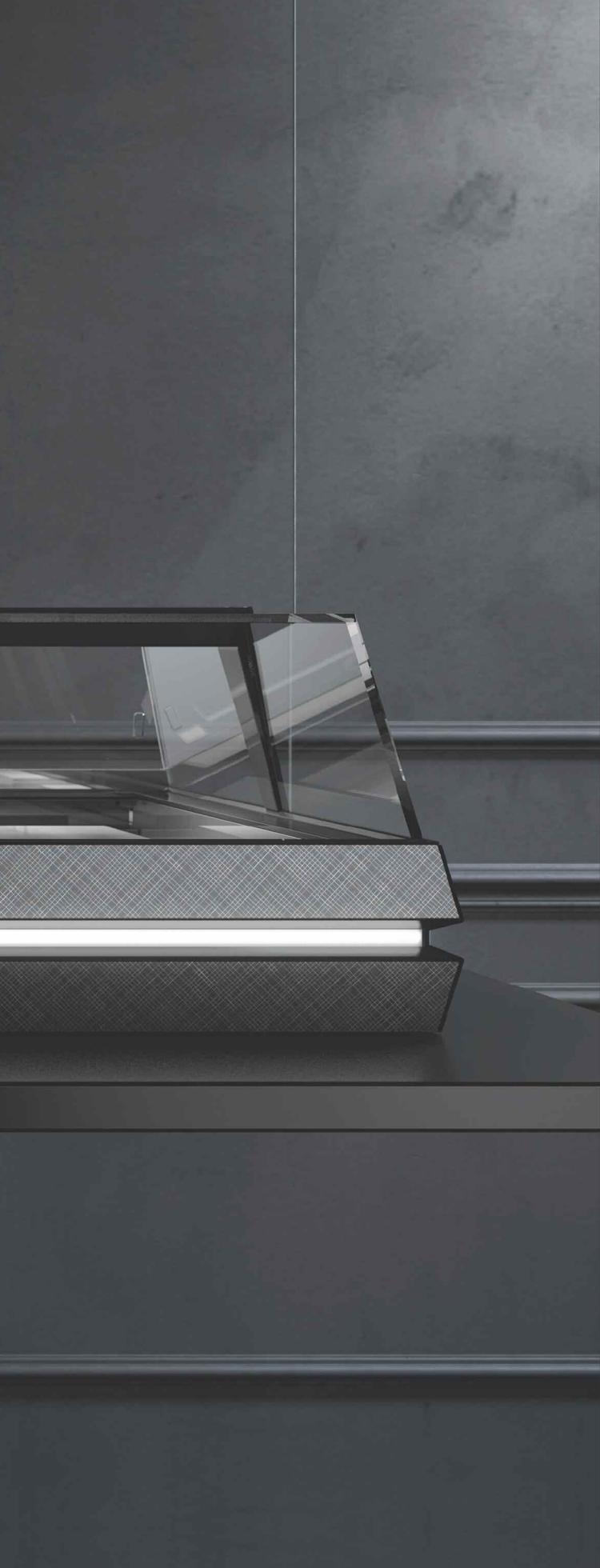
...or together in an ice cream?



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THERE ARE SIX EGGS  
IN A BASKET AND SIX PEOPLE.  
EVERYONE TAKES ONE EGG.  
WHY IS THERE ONE EGG LEFT  
INTO THE BASKET?

THE LAST PERSON TOOK  
THE BASKET TOGETHER WITH  
THE LAST EGG.

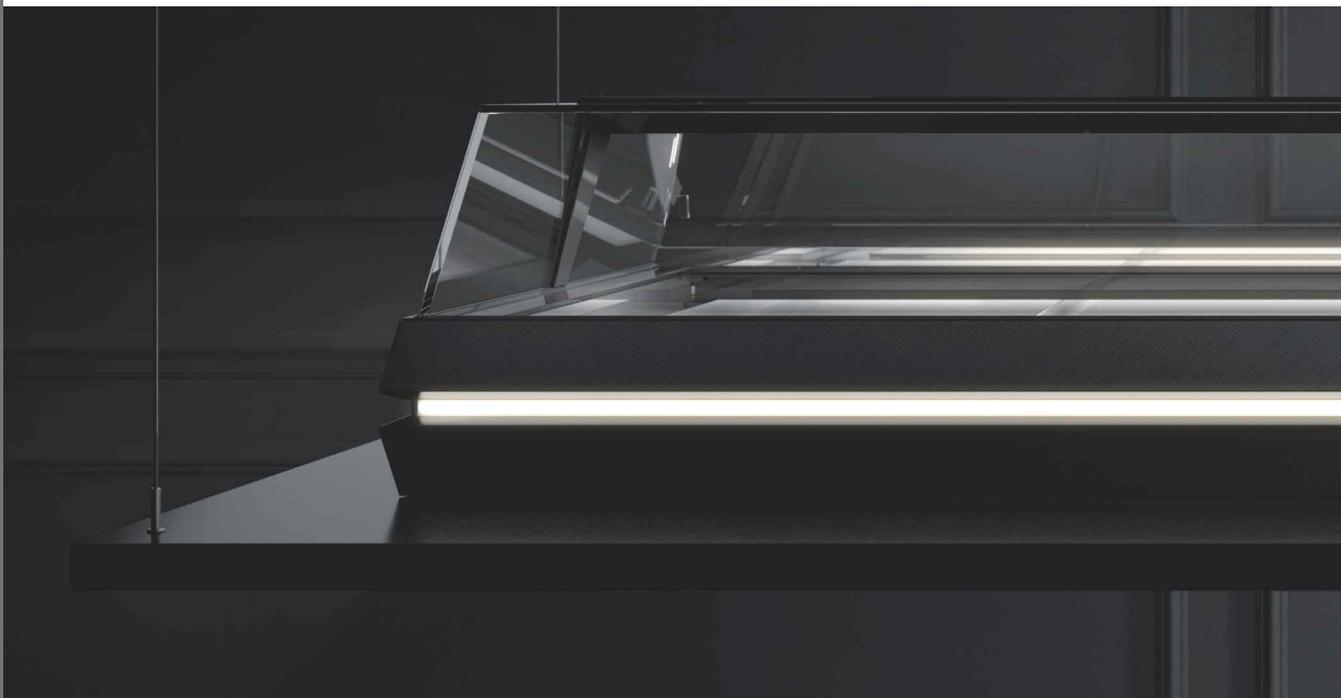


Jobs®  
Think lateral



[www.orionstyle.com](http://www.orionstyle.com)  
[infoweb@orionstyle.com](mailto:infoweb@orionstyle.com)

## WE INNOVATE FOR YOUR WELLBEING



Before 1980, a gelato display case was a one-off project, produced from time to time based on the needs of the customer. Indeed a long time to be produced was needed as it was complex, expensive, and low in reliability. All this changed in 1980 when the engineer Claudio Bocchini has industrialized this business inaugurating the first production line for refrigerated showcase in the world. Orion was born from this experience, and nowadays, it still is a point of reference for technology, design, and reliability of the gelato display cases. Orion offers a very wide range of products in terms of display and storage needs, from hot to extreme cold. The brand's continuous research and development has a single goal: the consumers' wellbeing. It is not a case that Orion is the leader in the manufacture of gelato display cases in the world, producing thousand of them every year and working with more than 100 distributors all over the world. Orion is "Cold at all latitudes."

## THE FUTURE IS ALREADY HERE

Lateral thinking is a way of solving logical problems, approaching to questions from different angles. There are two principles behind lateral thinking: the investigation looking for cues, elements, and insight, excluding all the logics; and the suggestion of solutions that exclude what seems to be the only possible path. Lateral thinking has been the engine that guided all the principal innovations, because it trains the mind looking for alternative solutions, thinking outside of the box, proposing courageous solutions that go against the grain. All the people who have controlled this approach, have made the history since lateral thinking and the genius go hand in hand. In fact, lateral thinking is what guided Orion's research towards the development of Jobs: the practical application of this perspective in the world of food display cases. It is an "out of the box" product that provides innovative solutions for the problems that have always plagued us



in this sector. What is Jobs? It is neither a display case nor a refrigerated tank. It is a new form that combines the advantages of both, eliminating their defects. A new way to see and apply refrigeration and presentation that will stun you. The classic display case is transformed into a showcase placeable on the counter. All the functions of the traditional machines are gathered into a few centimetres on the basement. This means a reduced footprint and less impact on the locale's design. Jobs represents the end of the era of the heavy objects difficult to move.

Just like a tank, this new product is invisible but it also has numerous advantages: it can be easily moved from one surface to another, or installed immediately. Thanks to the glass screen, hygiene is safeguarded and the inside cold temperature guaranteed.

Jobs is stunning both in its function and its design. We aimed to the creation of a charming object, discreet in size and with aerodynamic lines. For the first time, we have a display case that does not upset the shop's layout, but rather silently becomes a part of the environment. The new Orion's product is available in three versions and an infinite range of coverings to fit the taste of those who know how to furnish. Jobs is designed for the wellbeing of people first. Imagine a machine guided by a touchscreen interface. Imagine controlling your display case from home, via tablet or smartphone. Imagine after sales services via app. All this is reality now.

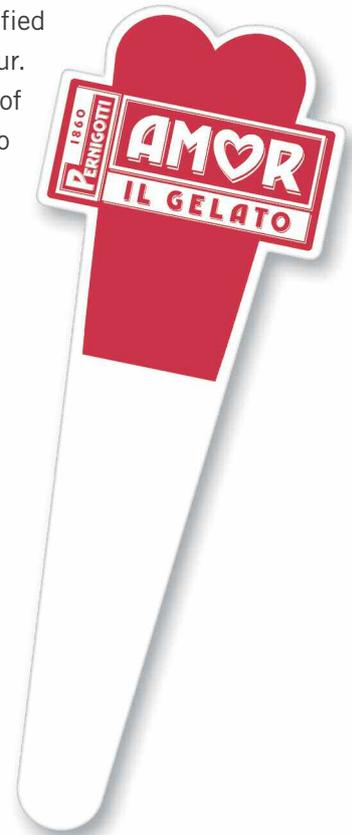
Jobs: the world seen from another perspective.

## I LOVE AMOR



Amor Pernigotti is a delicate chocolate cream with wafer flavouring and a creamy chocolate variegate rich in aromatic wafer and hazelnut crunch. Made with carefully selected ingredients, these products have no artificial flavourings, OGM, or colourings. The paste contains brown sugar, corn oil (a high-quality product rich in polyunsaturates) and chocolate wafer flavouring, exclusively produced for Pernigotti.

The dosage is 80 g Amor paste per litre of mix, while for Amor variegate it is suggested an average of 300-350 g per 4 kg tray of gelato. The products are sold both individually (a carton of Amor paste contains two 2.5 kg buckets, the variegate comes in 4 kg bucket) and it is also available the practical Amor Kit, consisting in one bucket of paste and one of variegate. If the kit is purchased before 31th August 2015 the customer will receive the exclusive POP marketing materials featuring the Amor colours and logo: flavour marker, window decal, steel spatula and gelato cups. And not only that. Gelato artisans who choose Amor can enter the name and address of their shop in [www.appgelato.it](http://www.appgelato.it) so they can be easily identified by consumers looking for this excellent flavour. Amor can be found at each of the 19 stops of the Gelato Festival (16 in Italy, 3 abroad), so everyone can say: I love Amor!





*Wafer,  
hazelnut grain  
and chocolate.*

*A new flavour  
to be discovered!*

# GELATO RUSTEGO, DELICIOUS NOUGAT

Rustego is Pernigotti's most classic and refined nougat, the crown jewel of a company that started producing nougat since 1936. The product made the history of this Italian specialty, with its recipe rich in almonds, hazelnuts and honey. Appreciated by consumers of all ages, today it is available as a fresh artisanal gelato flavour, relaunching and rejuvenating a classic gelato taste. Gluten-free, Rustego paste is made with brown sugar, honey, corn oil (a high-quality product rich in polyunsaturates), Rustego nougat flavouring (exclusively developed for Pernigotti with a hint of lemon), almond and hazelnut paste. To make it even more delicious, Pernigotti has created Rustego variegate, made with corn oil, crunchy and crumbly nougat and almonds. Both products contain no artificial flavourings, OGM, or colourings. The dosage is 80 g of paste per litre of mix, while for the variegate it is suggested to use 300-350 g per 4 kg tray of product. These two new creations from Pernigotti, besides being sold individually (a carton contains two 2.5 kg buckets, the variegate comes in 5 kg bucket), are also available in a practical kit (1 bucket of paste + 1 of variegate). With the



purchase of a first kit, customers receive a flavour marker and spatula featuring the unmistakable logo Rustego Il Gelato Pernigotti, a marketing support that will help make Rustego absolutely unique!



1860  
PERNIGOTTI

RUSTEGO

IL GELATO



*A new flavour  
inspired by  
famous Pernigotti  
Nougat line.*

*A new flavour  
to be discovered!*

## THE ONE, THE ONLY



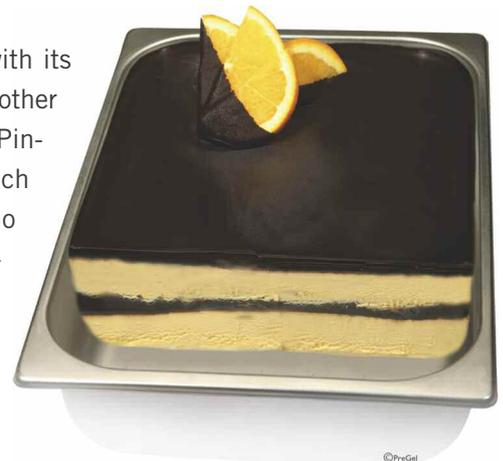
From 2010 - its first year on the market - PinoPinguino has become PreGel's leading brand, acquiring a position of honour in the display cases of gelato shops in Italy and abroad. Why? Its flavour is unique and authentic, a harmonious, balanced combination of cocoa and hazelnut, an unequalled creaminess that remains exceptional even at lower temperatures, and an incredible amount of versatility that makes it possible to be used both to decorate gelato and to create many new recipes and combinations, not just in the gelato shop...

In fact, PinoPinguino can be eaten straight, just pour it into a tray in a display case set to a temperature below freezing to get a gelato cream that is soft and delicious. Or, it can be layered into gelato, creating infinite flavour combinations. It is also perfect for enriching gelato cups, creating delicious gelato on a stick, and can also be mixed with milk for an unbeatable soft gelato! The uses for PinoPinguino are not limited just to the gelato shop. Try it as a filling or glaze for gelato cakes and semifreddos, or to prepare delicious treats or enticing gourmet coffees.



## THE PINOPINGUINO FAMILY

The head of the family is the classic PinoPinguino, with its unique cocoa and hazelnut flavour, but there are many other variants of PinoPinguino, all irresistible. There is PinoPinguino Nero and its dark chocolate flavour, White which goes great with fruit gelato, the delicate PinoPinguino Mandorla (almond), the delicious PinoPinguino Wafferino, Croccante, Peanut, and Nocciolino which are soft and creamy yet rich with crunchy bits. The latest addition to the family: PinoPinguino Pistachio, the perfect union of sweet and savoury.





*Pino  
Pinguino*



MANY IDEAS  
ONE CERTAINTY







OVER 300 PRODUCTS  
TO PREPARE GELATO & DESSERTS

---

100% VEGAN

©PreGel

# GLUTEN-FREE PASTRY: 100% FLAVOR, 0% GLUTEN

For a long time people with gluten intolerance had to give up the pleasure of enjoying sweets with friends, or they had to settle with drab, pre-packaged gluten-free desserts.

Today, however, the era of renunciation and compromise has officially ended thanks to the line of gluten-free pastry products developed by PreGel. With new Frollis and Pronto Flamenco, it is now very easy to produce gluten-free tarts, muffins, cookies, pastries, and many other aromatic and delicious baked specialties, 100% gluten free and enjoyable for

all. And that's not all: to satisfy the most demanding consumers, PreGel also offers a Macaron Mix and Éclair Mix, balanced powder mixtures to be mixed with water for producing small, refined sweets, naturally gluten free.

For the truly avid sweet lovers, there is the gluten-free Crêpe Mix, great for serving with PinoPipino hazelnut cream or many other fillings. On [www.pregel.com](http://www.pregel.com) you can find the full range of PreGel gluten-free products for pastry. From creams and fillings to glazes, PreGel offers many products for decorating, filling, and covering your gluten-free baked goods, or for making excellent cold pastries.

The expanded range of PreGel gluten-free gelato and pastry products is the result of years of study and research which led to the adoption of new technologies and the installation of sophisticated systems designed to avoid the risk of contamination during the production process, not to mention the implementation of a severe, rigorous policy of Allergen Control.



# Gluten Free

## PASTRY

©PreGel



Pronto Flamenco



Eclair Mix

MADE WITH



Frollis

Macaron Mix



Frollis



# THE RECIPE FOR YOUR SUCCESS



Training is a fundamental service in our trade, a service that PreGel has been offering for years to all its customers and investors, worldwide. One of PreGel's primary tasks is to support its partners, giving them the tools and concepts necessary to develop profitable, successful businesses. To do this it is not enough to offer high-quality products and innovative ideas, it is also necessary to guarantee complete, updated training, both theoretical and practical, on how to use

products and their possible applications. PreGel International Training Centers represent the cumulative experience of the company's many local educational initiatives all brought together into a single global program. It is a training network that offers shared, integrated curricula, featuring consistent teaching standards and instructors carefully selected according to their skill and experience. The programs are shared and integrated, with basic and advanced gelato and pastry courses, as well as 5- Star courses held by globally renowned chefs. Rounding out the program are one-on-one and personalized training sessions, and business management seminars focusing on subjects like marketing and business plans.

Thanks to its strong international development and global network, PreGel is able to offer training that is always up to date, with cutting edge ideas and solutions that best interpret market trends in the various geographic areas.

## IN REAL TIME

PreGel has launched a new portal for its International Training Centers. Much more than a website, it is a platform that allows visitors to view the company's training network and to remain up to date on everything that is happening in the 20+ centers located worldwide. The site has an intuitive, simple-to-use interface thanks to a map that connects the sites of the various Training Centers, each illustrating course details, calendars, and other useful information regarding training programs. For information: [www.pregeltraining.com](http://www.pregeltraining.com).



# THE RECIPE FOR YOUR SUCCESS



From the fundamentals of artisan gelato to 5-Star pastry classes, all ***PreGel International Training Centers*** offer theory and hands-on trainings structured to meet the needs of both novice and professional students.

Visit the website:

**[www.pregeltraining.com](http://www.pregeltraining.com)**



# *New journeys*

*Flor del*  
**CARIBE**  
  
ALMA CALIENTE



**MEDITERRANEO**

*Mosaic of flavours*



**MISTERO**

L A T I N O

*A journey into flavour*



*into flavour*



# SAFARI

THE GREAT ADVENTURE



# PASSIONE

TROPICALE

*An Eden of taste*



# OPERA

ITALIANA

*The best of Italy in a Gelato*

www.itsgut.com





# All natural



PRODOTTI STELLA S.p.a.

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





# Smoothini

NATURALLY GOOD

We are  
made  
of this



antarctica.it



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Prodotti Stella TV 



## A 2016 FILLED WITH NEW DEVELOPMENTS FOR ROGELFRUIT

2016 will be a year of big developments at Rogelfruit, top producer of the best fruit for highest quality sweets and gelato. Among the main surprises, surely worthy of note are the successful new flavours of a product that has become a classic: Rogelfruit frozen fruit puree. In addition to the widely known flavours that made this company great, you can now find four new entries: Mulberry, with its sweet, fresh flavour; Baby Kiwi, delicious, appetizing, and full of vitamins; Prickly Pear, a delicacy worth discovering; and finally Pomegranate, colourful, delicious, and healthy thanks to its antioxidant properties. And Rogelfruit's product array certainly doesn't finish here. All its products have guaranteed quality, flavour, and healthy benefits. In fact, they're made only from the best fruit, carefully selected and ripened to the right point. An example? Enjoy the fruit juices made with the most prestigious Italian citrus fruit: the exclusive PGI Sorrento lemon juice, Primo Fiore lemon juice, and the unmistakable Tardivo di Ciaculli mandarin juice. Where can you learn more about these delicacies from Rogelfruit? Visit the new website at [www.rogelfruit.com](http://www.rogelfruit.com). This way you can learn about new developments in the group, you can consult the full catalogue, and you can browse the new recipe book made by our flavour specialists. A world of flavours, bringing the goodness that only nature can offer into your kitchens and production areas!

### Fruit coulis Ready to use!

IDEAL TO  
VARIEGATE,  
YOGURT,  
SORBETS

DESSERTS,  
SAUCES,  
FROZEN DESSERTS,  
MOUSSES,  
TOPPINGS

FOR COCKTAIL  
Sparkling fruit  
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**POMEGRANATE**

FRUIT PUREE  
**MULBERRY**



FRUIT PUREE  
**BABY KIWI**



FRUIT JUICE  
**PRICKLY PEAR**





# FROZEN FRUIT PUREE AND JUICES DISCOVER ALL THE FLAVORS!

Baby Kiwi  
New!



## PUREE

apple • apricot • banana • black currant • blueberry • carrot  
coconut • mix tropical • mango alphonso • melon • mix berry • papaya  
peach • pear • pineapple • raspberry • strawberry • sour cherry

## JUICES

passion fruit conc. • passion fruit natural  
pomegranate • watermelon

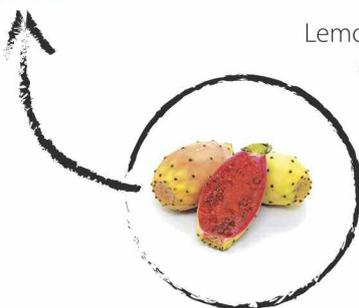
## CITRUS JUICES

Lemon (primo fiore - first bloom) • Sorrento IGP lemon  
Mandarin (tardivo di Ciaculli) • blond orange  
red orange • pink grapefruit • lime



Mulberry  
New!

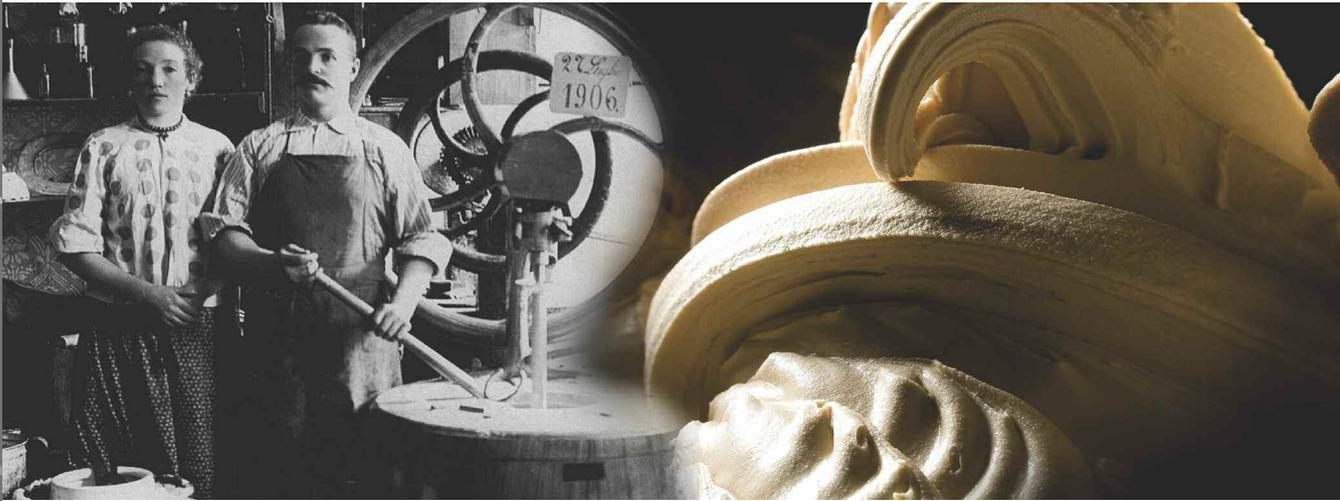
Prickly Pear  
New!



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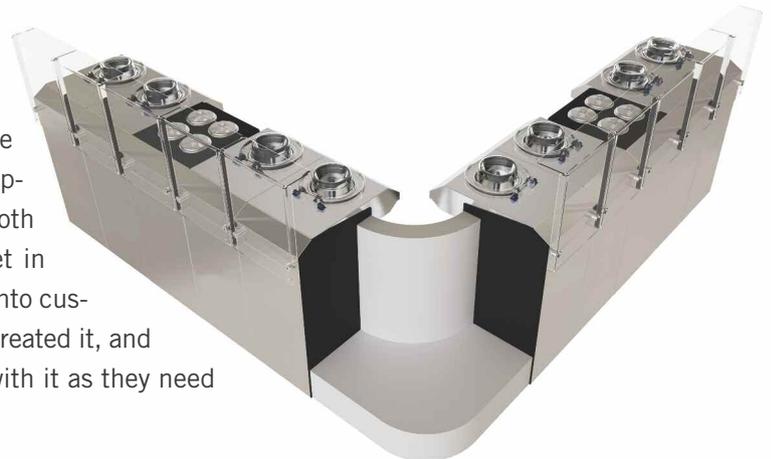
# MODULAR CONCEPT



Made by Staff Ice System, the Italian company that has been manufacturing cooling machines since 1959, Modular Concept is the new solution for those who want to produce artisanal gelato. Modular Concept offers together with top quality, the advantage of modularity, thus satisfying the needs of both small and large gelato shops, not to mention the large food courts of shopping centres, and restaurants that want to dedicate a small corner to artisanal gelato. In fact, each model has been designed to be easily set into custom furnishings.

The Modular Concept line is divided into three categories: Counter & Display, Gelato Live Show, and Hybrid. Well-defined surfaces and straight lines distinguish the Counter & Display machines, available in three versions: with dipping tubs respecting the most ancient tradition, with trays to provide optimal visibility of the product, and neutral to adapt every other use. You can store anything, from gelato to drinks, it is the ideal solution for food business and gelato shops that make gelato for restaurants. A new design, great practicality, guaranteed excellent results: for Staff Ice System, these are some of the plusses of GLS "Gelato Live Show". Optimal for creating a new tasting area in the gelato shop, a funny, portable on the road version, its small size makes it perfect even for the smallest locales. But what makes it truly special is its spectacular setting for the live preparation of artisanal gelato, directly in front of customers, and its service in the same tub, thus guaranteeing the maximum of freshness for every flavour. Moreover, if readymade products are used, a staff with minimal training can carry out the production.

Finally, if "space saving" is the main focus of this line, Hybrid represents its best example. Useful both for storing and producing, it is set into tubs cabinet and can be easily fit into custom furnishings. Staff Ice System created it, and now every customer is free to do with it as they need and desire!





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You asked for them.*

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to win over  
a woman's world!*

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# 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.

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Tel. 051.944973 - Fax 051.941262  
www.taddia.com - info@taddia.com

## TODAY, JUST AS SEVENTY YEARS AGO

To meet the needs of gelato makers, and for all those who love the finest tastes, the Toschi “La Gelateria” division offers a range of high-quality products. Today, just as seventy years ago, only the very best black Amarena cherries are carefully selected, stoned, and sweetened by Toschi as a garnish for desserts, cakes and “semifreddi” (gelato cakes) and to create very special gelato, milkshakes and water-ices.

The range of Toschi Toppings, with its incredible variety of flavours, is the ideal garnish for gelato, fruit salads, yogurt, milk shakes, cakes and dessert. For large retail chains, there is the Mytopp range of toppings.

The Toschi La Gelateria division does not only offer Amarena cherries, toppings and variegated sauces, but it also has a wide and extremely high-quality range of products for bases and mixes, the perfect way to produce gelato with an unmistakable taste and a supremely creamy texture.



*from Italy  
with Love*



[www.toschi.it](http://www.toschi.it)

**TOSCHI**  
VIGNOLA

## GELATO SPECIALISTS

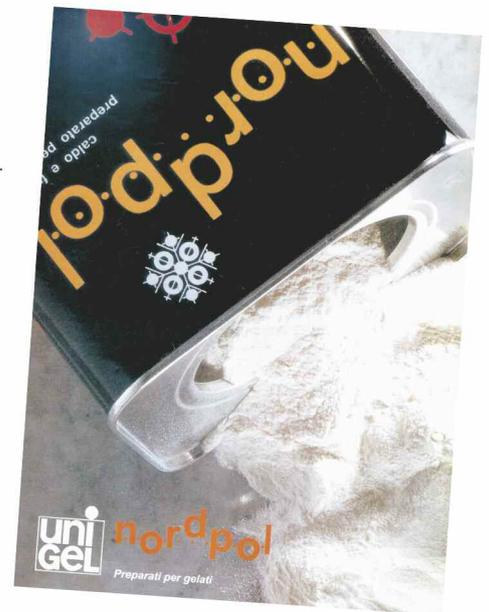
Unigel's history has always intertwined with the latest developments in the field of handmade gelato. Founded in 1966 by Luigi Gadda and Fanny Colciago in the budding industrial area of Zingonia, in the province of Bergamo, and located in the manufacturing hub of northern Italy, Unigel is a company specialized in the production of ingredients for handmade as well as for industrial gelato and pastry. Since its early days the company has invested in research and innovation, gaining a primary position in the Italian and international markets for ingredients used in cold production.

At present the company offers a wide range of products to meet the requirements of both handmade and industrial ice-cream producers:

- Nordpol® is a historic brand, registered in Milan in 1936, which is linked to a strong craft tradition in Italy. It includes neutri, bases, pastes, products for "variegate", soft ice, toppings, ready-to-use products etc and is specifically targeted at handmade-gelato shops.
- Unigumm® is a brand comprising products designed for large food manufacturers, including thickening agents, stabilizers, gelling agents and other technical products.

The continuous search for customised and innovative solutions, which is one of Unigel's key points of strength, is carried out in a technologically advanced laboratory by a staff boasting decades of international technical experience. These assets have played an important part in extending the company's penetration into international markets.

Unigel is in full expansion: the company is currently consolidating existing commercial relations while seeking new partners in order to increase its business even more.



## PERFECT BALANCE

Bitter and sweet blend perfectly in an intense flavour, resulting in an intriguing taste for the palate.

"Oro paste" with its delicate flavour of condensed milk enriched with honey, combines with the sophisticated taste of "Oro Nero variegato", a dark-chocolate cream mixed with cookie powder. To produce soft, creamy gelato the recipe suggests 50-80 g of "Oro paste" per litre of milk. The variegato can be used as desired in the gelato or to decorate the tray. "Oro paste" is available in 6 kg cartons, while "Oro Nero variegato" is sold in 3 kg buckets.

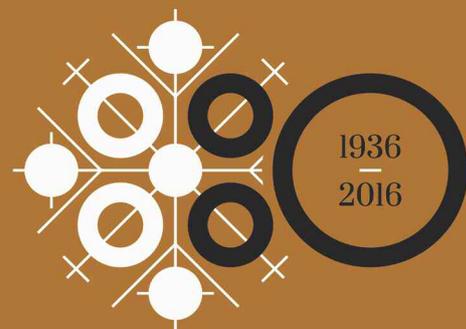




# Creativity has no limits with Unigel.

Rediscover the values of craftsmanship with Unigel Nordpol's semifinished products, formulations, bases and neutrals made exclusively with selected raw materials: create your customized ice-cream and gelato, choose only the noblest ingredients and seduce the market with Sweetness.

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800 833057

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uni  
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n.o.r.d.p.o.l

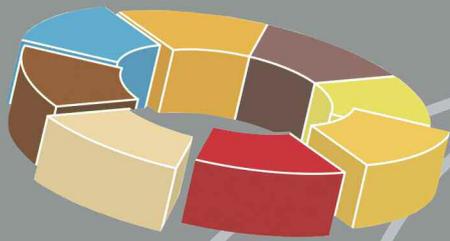
## YOUR MODULAR SHOP

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-build 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.

MODULATE YOUR BUSINESS



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## YOGORINO MADE IN ITALY

Yogorino is a franchising project dedicated to the world of yoghurt stores, gelato stores, 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 store is handed over key in hand, complete with signs and installations. The backup includes initial training, ongoing support, and regular updates on innovations. Personalised materials for advertising and sales promotion is guaranteed.



## IN EXCELLENT HEALTH

Yogorino products are probiotic 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.



## WHO WE ARE

Year company was founded:  
1993

Year franchising was founded:  
1998

Direct Sales Stores:  
0

Franchise stores in Italy and abroad:  
*more than 300*

## WHAT WE LOOK FOR

Average surface for each store (sqm.)  
30/50

Catchment basin:  
10,000 inhabitants

Ideal location:  
*town center, seaside resorts, airports,  
shopping malls, etc.*

Previous experience:  
*Not required*

Minimum staff:  
1+1

Initial investment from:  
*Euro 30,000.00*

Average yearly turnover:  
*Euro 180,000.00/210,000.00*

## WHAT WE REQUIRE

Entry fee:  
Yes

Sales Royalties:  
No

Contract term:  
*5 years (renewable)*

## OUR GUARANTEES

- 1) 17 years in the franchising market
- 2) producer of semi-finished products
- 3) research of innovative technological systems
- 4) development of high quality Italian products

## OUR TARGET

*creating successfull businessmen.*

## GROSS MARGIN

*over 400%*

## WHAT WE OFFER

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



# yogorino<sup>®</sup>

ITALY

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

MONDAY, 16 NOVEMBER, THE MAJORITY OF MEMBERS OF UNIMEV (FRENCH UNION OF TRADE FAIR PROFESSIONS) MET TO SIGN A DECLARATION ON BEHALF OF THE EVENTS SECTOR.

All operators in the industry (organizers of exhibitions/trade fairs/congresses/events; exhibition parks/congress centres/sport stadiums; suppliers; research facilities...) express their great sadness following the terrible attacks that shocked Paris and the l'Île-de-France region Friday evening and manifest their closeness and solidarity with families of the victims.

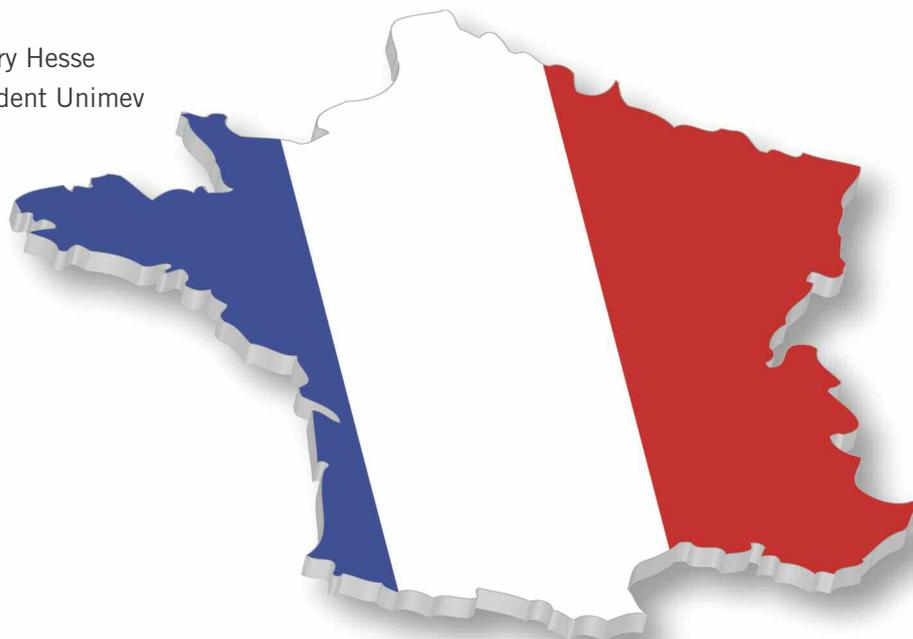
The safety of events and foremost of the people has always been a primary concern of our business.

Today all trade operators have decided to intensify efforts to guarantee the safety of participants (exhibitors, visitors, congress participants, spectators, athletes, journalists, employees...) in events held in France.

In this context, we are proud to work in a business that promotes human relations and social, economic, and cultural relationships, and that participates in the development of France.

Events must continue as opportunities for exchange, sharing, and meeting. For this reason most organizers have decided to proceed with currently scheduled events.

Thierry Hesse  
President Unimev



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  - International Confectionery Art Competition
- ▶ **New dates**, new days:  
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# GELATO AT TOP

20-24 FEBRUARY 2016 - WWW.MESSE-STUTTGART.DE/GELATISSIMO



The Gelatissimo trade fair will bring the European gelato professionals together for the fourth time from 20 to 24 February 2016 in Stuttgart (Germany). Incorporated in Intergastra the gelato family meeting takes place in two themed halls solely for Gelatissimo and coffee on 10,000 sqm of exhibition space.

Gelatissimo develops its seductive charisma right on time before the start of the season and is the ideal platform for companies offering ingredients and additives, work and technical equipment, or products and services for manufacturing and the sale and presentation of gelato. Right after its successful première the special trade fair has highest acceptance among international market leaders and key industry players.

Gelatissimo is further expanding in 2016: an innovation prize celebrates its première, which recognises new products and innovative concepts. A professional jury assesses the sub-



missions from the companies and the winners are presented to the gelato makers during the must-attend event. Another new feature in Stuttgart is the 1st Grand Prix Gelatissimo. The competition determines the national winner among the gelato makers, who then repre-

sents Germany at the European Championship of Gelato. A presentation programme which focuses on industry trends is also new.

Gelatissimo visitors are specialists who love their job and guarantee a very high level of visitor quality: 30% are owners or employees of gelato shops, 25% work in the sectors gastronomy, restaurants and hotels. In addition there are 10% from the bakery, confectionery and café sector. Half of Gelatissimo visitors are independent contractors/managing directors or self-employed, a further 17% are employed in management positions.





# GELATISSIMO

World of gelato



**20.-24.2.2016**  
**Messe Stuttgart**

## Checkpoint for gelatieri by passion

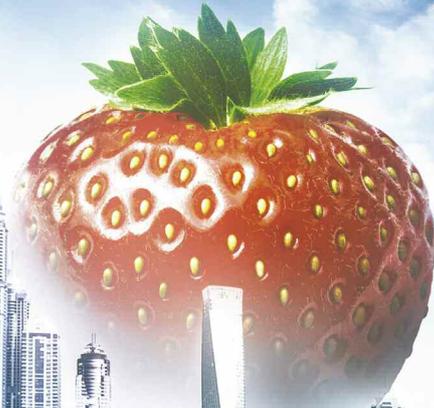
- Current trends and fresh impulses for successful business with handcrafted ice cream
- Biggest overview of the market for raw materials, accessories, ice machines, cooling technique, ambience, presentation and sales promotion
- GRAND PRIX GELATISSIMO - the national competition for the german participant at the European Championship of GELATO







21-25 February 2016  
DUBAI WORLD TRADE CENTRE



# MORE TASTES. MORE TRENDS. MORE TRADE.

The world's biggest annual food and hospitality show

The sweetest event for food and hospitality trade professionals. Join the largest gathering of food, beverage & hospitality suppliers ever assembled in the region. Savour the latest tastes and trends from over 120 countries. Meet the cream of suppliers with over 5,000 exhibitors ready to provide a window into the latest innovations and flavours.

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Official Regional Magazine



# 3 Ways to Target Businesses in the Romanian Baking and Hospitality Industry

The Romanian baking and hospitality industry is changing continuously, along with the needs of consumers. Entrepreneurs are seeking for new business niches that allow them to increase their profits by meeting the needs of their clients. For more than 15 years, a group of professionals editing 2 specialized magazines and organizing 1 international exhibition managed to give access to the Romanian market for some of the greatest suppliers of equipment and ingredients in the world. Here are the 3 main keys to this market.

There are more than 22,000 businesses - bakeries, confectioneries, restaurants, hotels, bars and coffee shops, supplying a market of 20 million consumers in Romania, a country with the 7<sup>th</sup> largest population and the highest bread consumption rate in the EU. After a period of recession and reorganization, companies in the baking and hospitality industry are recovering strongly, many of them borrowing successful business models from the western countries.

## POTENTIAL OF THE ROMANIAN MARKET

All these companies are now trying to become more competitive by investing in new technologies that allow them to provide better products and services to their customers. Bakeries and confectioneries are changing their old machines with new efficient ones and they are developing modern shops, while they also try to make their products competitive for exports. Meanwhile, hotels and restaurants are continuously improving the quality of their services; they invest in modern design,

greater tools and machines and better food service, trying to connect themselves to the high European standards in hospitality.

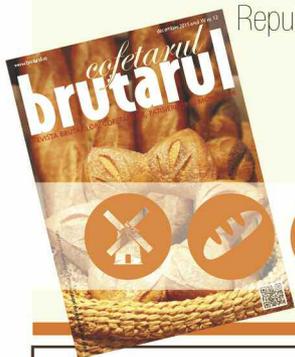
## KEYS TO THE MARKET: 1 EXHIBITION, 2 MAGAZINES

In the last 15 years, managers, operators, specialists and producers from the Romanian baking and hospitality industry have been connected to all the news in the field through specialized magazines including all the information needed to develop their businesses. At the same time, the magazines became the main channels through which suppliers in the field communicate with their clients. As entrepreneurs felt the need to physically see and test the machines, tools and solutions provided, the market asked for a professional exhibition to make this possible. GastroPan International Exhibition grew quickly and became one of the most important baking and hospitality trade fair in Southeastern Europe. Here are the 3 ways for suppliers to enter the Romanian baking & hospitality market:

1

## BRUTARUL-COFETARUL MAGAZINE

Specialized b2b magazine for the Romanian milling, baking and confectionery industry. It is published monthly in 9,400 copies and it is distributed for free to managers and specialists from Romania and the Republic of Moldova.



2

## GASTROPAN INTERNATIONAL EXHIBITION

International Exhibition of Solutions and Technologies for the Bakery, Confectionery, Ice Cream, Chocolate, Coffee, Food Service and Hospitality Industries. The 8<sup>th</sup> edition takes place between 7-9<sup>th</sup> of April 2016 in Targu Mures, Romania.



3

## GASTROMEDIA MAGAZINE

Specialized b2b publication that creates a connection between the hospitality operators and suppliers of products and services dedicated to them. It is distributed in 13,700 copies to managers of hospitality units.



Boro-Info Group is the Editor of Brutarul-Cofetarul and Gastromedia Magazines and also the Organizer of GastroPan Exhibition. For details about the opportunities given to suppliers from the baking and hospitality industry please contact us at +40 266-219-392, mobile +40 733-313.043 or via e-mail [info@boroinfo.ro](mailto:info@boroinfo.ro)

eighth edition

# Expo<sup>®</sup> GastroPan<sup>®</sup>

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INTERNATIONAL EXHIBITION of solutions and technologies for the **baking, confectionery, chocolate, milling, pasta, ice cream, coffee, food service** and **hospitality industries**

Did you know that the average bread consumption rate in ROMANIA reaches 97 kg/capita each year, a record within the EU countries?

The market is fueled by over 9,000 bakeries and confectioneries, whose managers and specialists annually visit the **GastroPan** trade fair.



**7-9 APRIL 2016**



**Târgu Mureș – ROMANIA**

Connecting SUPPLIERS from Europe with PRODUCERS and OPERATORS on the Romanian market!



**ORGANIZER CONTACT:**

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



An event supported and promoted by "Brutarul-Cofetarul" - magazine of the Romanian baking and confectionery industry.

## THE APPLE OF THE INDUSTRY

12-15 APRIL 2016 - WWW.FOODNHOTELASIA.COM

The international food and hospitality scene is heating up, with Asia taking the lead.

From 12 to 15 April at the Singapore Expo, the region's premier industry event, FHA2016 (Food&HotelAsia2016) will bring more than 300 first-time exhibitors to the region's most established and comprehensive food and hospitality trade show, including a host of new international group pavilion entrants. The new exhibitors will bring with them, a range of new products and ingredients, equipment and supplies, and best-of-breed services. This results in a bigger and more diverse exhibition profile, offering more choices than ever before to industry buyers, and adds to FHA's appeal as the tradeshow to see and be seen at.

FHA2016 will highlight many firsts at the exhibition and conference, such as the new Sweet High Tea Challenge, first Hotels & Resorts Management conference track and first talk track on F&B Productivity. Part of the renowned FHA Culinary Challenge, the new Sweet High Tea Challenge, open to teams from hotels, restaurants, confectionaries, airlines, culinary training institutes and catering establishments, will see teams of two competing to impress judges with a high tea set for six.

The Hotels & Resorts Management conference track will explore topics on suitable business models for hospitality owners, the use of smart



technology for operational efficiency, sustainable hotel design and new design trends for hotels and resorts, as well as an update on new hospitality projects in the Asian region.

Covering sustainable kitchen concepts and design, the new F&B Productivity segment at the Food and Beverage Design, Technology & Operations conference track features case studies on effective designs to maximize productivity, trends in menu engineering and successful outsourcing of culinary preparations.

FHA2016 will clock another first with its unveiling of ProWine ASIA 2016. Teaming up with Messe Düsseldorf Asia to bring this newest ProWein satellite event to FHA, ProWine ASIA 2016 presents an ideal gateway for international producers of wine and spirits wishing to tap into the Southeast Asia market. The last edition of FHA in 2014 garnered the attention of more than 65,000 trade attendees and played host to about 3,000 exhibitors from 65 countries and regions.



# the apple of the industry



12 - 15 April 2016 | Singapore Expo



## FEATURING

**93,000** sqm of exhibition area

**68,000** trade attendees from  
95 countries/regions

More than **3,000** exhibitors  
from 70 countries/regions

**54** international group pavilions

**6** specialised events

**4** world-class competitions

**1** power-packed FHA2016  
International Conference

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# ROME 2016



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# THE OLDEST FAIR OF GELATO AND THE FUTURE TALENTS

27-30 NOVEMBER 2016 - WWW.MOSTRADELGELATO.COM



Mig, the International Gelato Exhibition 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. 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. Several also the institutional delegations and the press from all over the world, in 2015 as Angola, China, Zimbabwe, Namibia, United Kingdom, Croatia, Czech Republic, Libya, Argentina and many other. 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 2015 focused on “Ricotta” flavoured gelato, and the “Carlo Pozzi” Prize (Original Creations Festival), an award 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, the prize “Le Gelaterie e i bimbi più selfie” and the “Maestri Gelatieri” (Master Gelato Makers) prize, awarded to a family or a person who has made a special contribution to promoting artisanal gelato in the world. Since 2013, Longarone Fiere yearly also promotes, in the frame of the expo, the “Innovazione Mig Longarone Fiere” International Award, showing the results of research and innovation in the products and processes related to the activities of artisan gelato makers. It is a competition among business ideas having an innovative and original content, developed by Italian and foreign manufacturers and/or service companies. The Award is promoted by Longarone Fiere with the support of Aiipa and Acomag.

## PROMOTING ITALIAN GELATO AND PROFESSIONAL TRAINING

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



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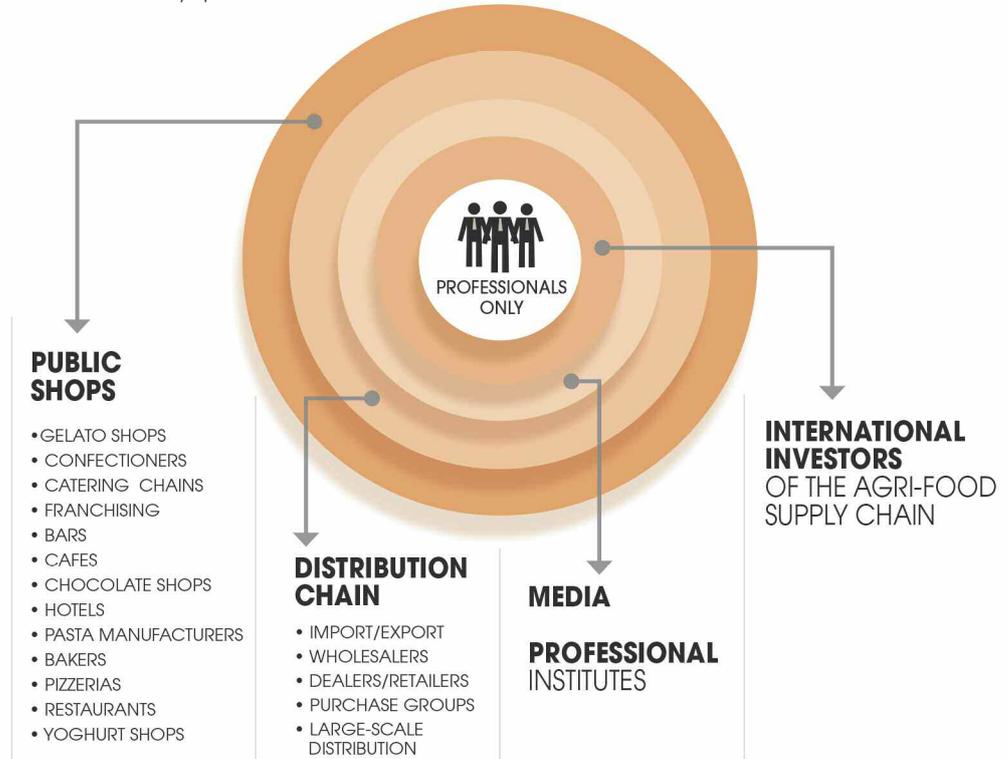
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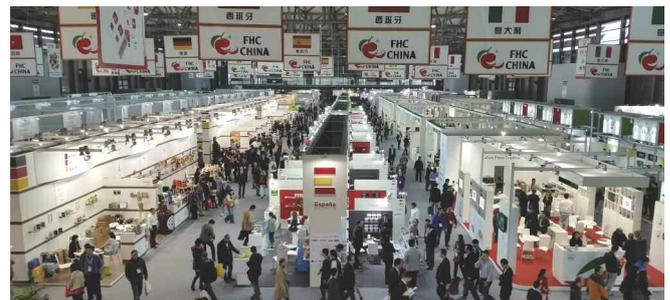
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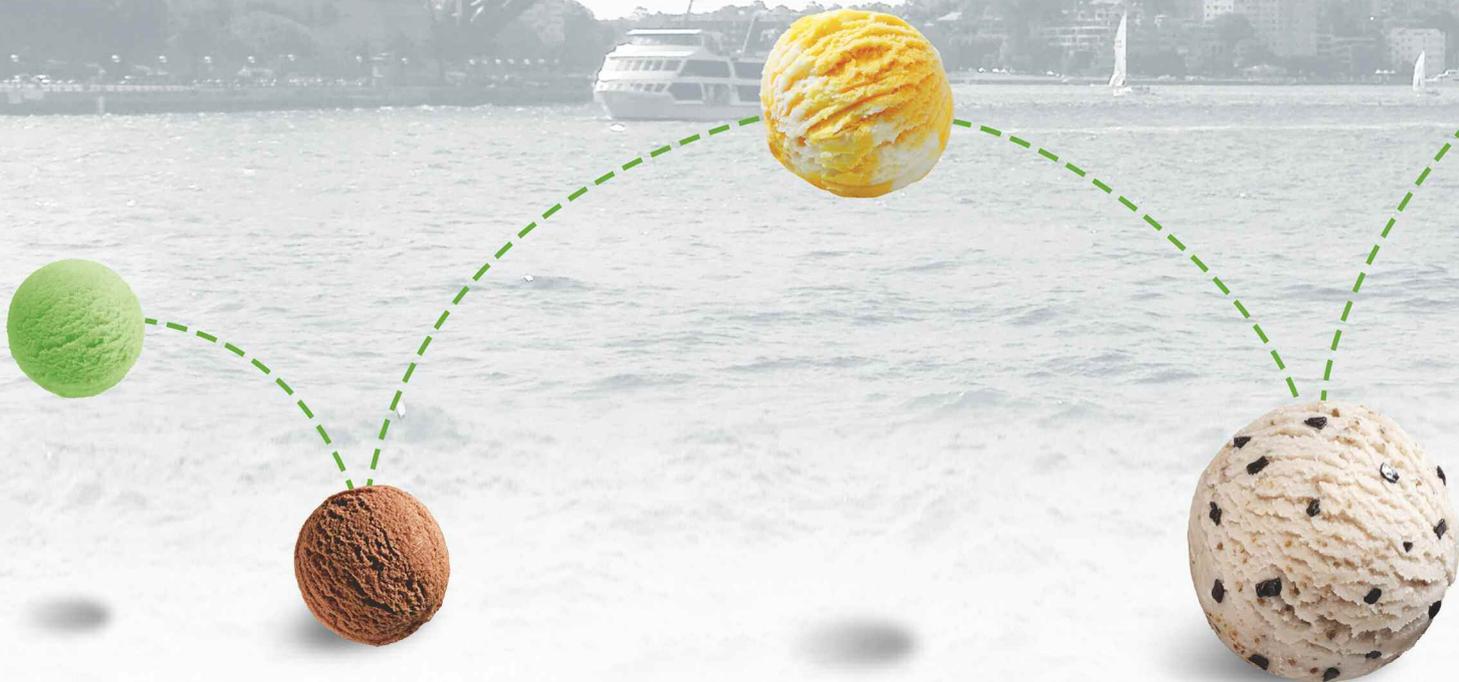
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