



Qualitaly

Traduzione a cura di Christopher Farley **MAGAZINE**

AT PAGE 1

Freedom is participation

As many of you will know, I do not like to talk about personal things or, specifically, about my company. This time, however, you will allow me to break the rule. On 30 October I posted on Facebook this post: "I would like to thank all the staff of our Company. Present and punctual from 4:00 this morning of this difficult day. The situation is stabilizing thanks to your commitment and dedication. Thank you!". This post will not mean much to you, but it means so much to me. The night between 29 and 30 October, in Novaledo and, more generally, throughout Valsugana, we were "victims" of a natural catastrophe, torrential rain and a whirlwind, which created immense damage, not only to Morelli Catering, but to many activities in the area.

I had left a few hours earlier or the United States, so I did not personally witness the disaster, but I was constantly updated by my staff who immediately came to the company in the middle of the night to protect the goods and, more generally, everything that the torrential rain had half-destroyed.

What struck me most about that night was the spirit of participation of all

the people who came to the scene of the disaster. At that moment everyone felt that they had to do something to "save" THEIR company. And it is on the concept of "team" that I want to insist on in this editorial of mine and that it is no coincidence that it comes between the end of a year and the beginning of the new one.

What we've ALL been able to create something great in these 20 years of CIC. And the numbers confirm that. For us, we have a range of branded products that makes us unique on the market. But it's not enough...

We are a working group that must walk together marching in unison towards a single goal. By facing battles with a spirit of MEMBERSHIP, we can make a real difference on the market. And, the example of what happened in Valsugana must be the stimulus to work for the common good, that is, the growth of our Cooperative!

Happy 2019

By Lorenzo Morelli

AT PAGE 3

Made in Italy never fails

It's been just over a year since Melegatti employees launched a social media solidarity campaign (@MelegattiSiamoNoi) to promote the sale of one and a half million pandoro

cakes and avoid the closure of the factory just under a month before Christmas: a mini campaign that was very successful, with the reopening of the company's shop, but that was not enough to solve internal problems between the shareholders and to avoid subsequent bankruptcy. Almost a year later, the company was auctioned, after an unsuccessful initial attempt, to a single investor, a newco of the family that is headed by entrepreneur Roberto Spezzapria, starting off with a permanent staff of 35 employees and succeeding in producing the Melegatti specialities for Christmas 2018. But while in Verona is celebrating, in Novi Ligure the employees of Pernigotti do not yet know their fate. The two pieces of news has attracted the attention of Italians with a truly surprising interest. And this has made me think about how much we relate to our typical products. Perhaps few of us knew that Pernigotti had passed into Turkish hands, but since the "case" of the closure of production broke out, many have awakened from this "fake" lethargy claiming the Italian-ness of the product. After all, we at CIC know this patriotic spirit well. In fact, this is the reason that pushed us, in less suspicious times, to create a range of "typical" Italian products that have always been the corollary to our kitchen. When I talk about "typical" I do not mean regional

products that, for obvious reasons, we have not included in our portfolio, but of all those ingredients that represent the basis from which our restaurateurs create the "Mediterranean cuisine". And the CIC 2018 sales data – which is really flattering – helps us understand that the choice to offer a range of high-quality, strictly "Made in Italy" products is the right one! And we're proud to tell you. Happy New Year!

By Antonio Di Lorito
Member of the Board of Directors
Cooperativa Italiana Catering

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Qi News

Four out of 10 Italians would be willing to eat insects

Good quality food. It is this combination that has always represented Italy at the table, with its unmistakable cuisine rich in variety and regional gastronomic traditions that have known, and still know, how to conquer the most demanding palates anywhere in the world. And if pasta and pizza can never really be replaced in our food, the Italians however have begun to face **novel food**, which brings new food to our tables, among which **insects and arachnids such as grasshoppers, crickets, beetles, caterpillars and scorpions**. Insects, for example, are environmentally friendly and protein-rich foods and are increasingly regarded as the real food of the future. But what if instead of the traditional Christmas capon, and the inevitable duo of pork sausage and lentils for New Year's Eve, Italians had been offered a menu based on insects? **Rentokil Initial**, commissioned Doxa to investigate the feelings of Italians regarding entomophagy. The survey showed that **more than 40% of Italians believe that insects can be one of the foods of the future** and it is in particular young people between 18 and 34 who show greater openness (49%) against 63% of over 55 who think that insects will never be accepted as food in Italy. According to a study conducted by FAO in 2013, as well as being environmentally sustainable thanks to the easy availability of ingredients, insect-based foodstuffs are also **nutritious** and rich in proteins, good fats, calcium, iron

and zinc and generally healthier than those "traditional" ones.

The restaurant bill? In Milan you pay in Instagram followers

Technology changes habits. For a few weeks in via Lazzaro Papi 6 in Milan, from "This is not a sushi bar", the bill is paid in followers on Instagram. Depending on the amount of "followers" displayed on the social platform, those who eat the meal at the tables of the small restaurant in the Porta Romana area can get one or more dishes for free – or even a meal free for influencers – presenting a post at the cashier with photos of the dishes consumed and hashtags that refer to the restaurant. The idea is that of the brothers Matteo and Tommaso Pittarello, from Padua: "The purpose is twofold. On the one hand we aim to stimulate in an innovative and inclusive way the presence in the premises and the participation of our customers, as more than 80% of our business is focused on home delivery, and on the other hand we want to make this restaurant unique, and not only nationally," explains Matteo Pittarello, president of This is not a sushi bar.

Origin Italia, new body for the protection of PDO and PGI products

Origin Italia is born, a new body representing Italian **PDO and PGI products**. The aggregation, the result of the path undertaken by the

Italian Association of Geographic Indication Consortiums (Aicig), requires the involvement not only of individual consortiums but also of associations of the consortia relating to specific product segments. The project was created to align itself even more with the international perspective and to be networked with Geographical Indications under the same umbrella of **Origin Europa**, at the birth of which Italian consortiums have made an incisive contribution. The "Origin" network, established in 2003 with the aim of bringing together producers of geographical indications also from other continents, today has 560 consortia worldwide. In presenting the new subject, the president of Aicig, **Cesare Baldrighi**, explains that "it is necessary to be ever more united to increase the knowledge of the value of denominations and at the same time raise awareness of the consumers on strictly topical issues on product protection." "The Protection Consortia that manage PDO, IGP and STG products – adds Baldrighi – have repeatedly made it clear that **they want to create a system**. The turning point towards which we are moving with the transformation from Aicig to "Origin Italia" is mainly represented by the fact that the associations of the Protection Consortia for the various product categories – with **Afidop** primarily for PDO and **Isit** cheeses, both PDO and IGP for cured meats – they agreed on the need to give rise to a new association, a new point of reference to aggregate the bodies of the products defined in the EU quality policy with Geographical Indications".



EU, political agreement on alcohol production and labelling

Political agreement was reached in Brussels on new community rules for the production and labelling of spirits and for the registration and protection of alcoholic beverages registered as geographical indications in the EU. The negotiators of the Council and the European Parliament, together with the EU Commission, closed the negotiations which started in 2016. European Commissioner for Agriculture, **Phil Hogan**, is confident that the new "Spirit Drink" regulation will provide a legislative framework "able to meet the needs of the sector and to support its continuous and substantial growth". For Hogan, the state-of-the-art standards will provide consumers with "accurate information on the methods used to produce alcoholic beverages". Among the features of the political agreement, the **guarantee of clearer labelling of alcohol and the fact that their composition will be harmonised at Union level**. In addition, a register will be created by the supervisory authorities of the Member States to guarantee consumers genuine products. Finally, **alcoholic beverages registered as geographical indications** (from Cognac to Ouzo) will be better protected against improper use of ingredients and against the registration of similar trademarks.

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Qj Partners

Local tradition, global range

These are the ingredients of the success built in almost half a century of activity by Maggengo Valtellina, wholesaler of food products for Valtellina and upper Lake Como

By Chiara Bandini

Almost 50 years have passed since Antonio Gusmeroli decided to follow his passion for the processing of milk and its derivatives by taking over a dairy, where, in addition to the sale of products of the territory of Valtellina, it was also dedicated to the maturation



and distribution of typical cheeses. A happy intuition destined to mark the line of development of Maggengo Valtellina: in 2000, with the support of his wife Graziella and that of the second generation, he introduced his activity of wholesaler in the dairy sector. This increases the assortment and strengthens the seasoning activity of local and regional cheeses, which are also distributed outside the province of Sondrio. But not only. Gusmeroli also began to evaluate the introduction of mozzarella for pizzerias and the range for catering. From thought to action, thereafter, it was a short hop. In 2006, with the entry into Cooperativa Italiana Catering, the company began to serve the HO.RE.CA channel, to which it was able to offer itself as a global supplier thanks to a full range of not just food products. As explained by the founder's son, Marco, the company manager of the commercial, purchasing and administration area, together with his sister Maria, who is responsible for the management of accounting and of the billing.

Who are your main customers today?

We serve the HO.RE.CA channel of Valtellina and the Como shore of Lake Como. On the supply side, to cheese wholesalers, we go to the province of Milan.

How is the range structured?

Due to our history and geographical location, we absolutely focus on products related to the territory. In our portfolio there is therefore a wide selection of cheeses – of which we also care for the maturation – where Bitto, Casera, Scimudin,

Mascherpa and traditional dairy with raw milk stand out. A central role is then played by local cured meats, which are also complemented by the national offering. Finally, the range is completed with flours and pizzoccheri, a symbol of traditional Valtellina cuisine.

Do you also supply wine?

Absolutely. We offer our customers a full cellar, composed of the excellence of the mountains: Sforzato di Valtellina and Valtellina Superiore with the sub-areas Sassella, Grumello, Inferno and Valgella, and the Rosso di Valtellina Doc and the Igt Terrazze Retiche di Sondrio.

In addition to local production, on which other products do you focus?

With the brands Quality and Tavola Viva, we are able to offer a wide range of packaged products, such as rice, oil, vinegar, chopped and peeled tomato, sauces, spices, pizza products. In addition, with the brand Mozzarella di Seriate, we distribute exclusively quality products aimed mainly at pizzerias in the province of Sondrio and in the upper Lake of Como and Lecco. But our partners also include important names in the food industry.

What are, in summary, the strengths of Maggengo Valtellina?

The first string to our bow is represented by a balanced relationship between quality and price: we pursue a fair compromise between the two poles, and this method has so far proved delightful. We can also count on an excellent level of service, assured also thanks to the action of our 3 exclusive representatives, who are entrusted with the task of visiting customers on a weekly basis

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or even twice a week. A significant commitment that guarantees the satisfaction of those we serve. And that, consequently, generates a good reflection on our business.

How is Maggengo Valtellina organized? The company structure, the warehouse, the staff, the delivery service...

Our team is composed, besides us family members, of 8 people who rotate in the different tasks necessary within the company. Among these, including also the delivery service, entrusted to the internal staff, which has at their disposal a fleet of 5 trucks and 3 vans. We are thus able to guarantee delivery of orders within 24 hours, which are reduced to 12 in the case of the city of Sondrio and neighbouring areas.

Finally, what balance can you draw from the association to Cooperativa Italiana Catering?

First of all, it must be said that this is a positive outcome. Positive is in fact the evaluation of the brands that are provided to us through CIC, as well as the opinion on the advice provided by the commercial team of the Cooperative. For a small situation like ours, membership of CIC is also an effective opportunity to develop knowledge useful for the exchange of professional best practices. Exchange that, in our experience, has proved – and has been revealed as – a valuable tool for growth. In other words, CIC membership is a propellant both for the our turnover figures and for the quality of our work.

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Qi Partners

We like to surprise

From Syracuse to Taormina through to the Aeolian Islands. A vast territory served by Unigroup Spa that has a sensational event in store in March ...

By Maria Elena Dipace

Founded in 1990 as a dealer of the most important Italian agri-food industry brands for the normal trade, organised distribution and major retail channel, Unigroup Spa in Siracusa has already begun to develop the need to integrate the HO.RE.CA. channel, the industry is livelier and more stimulating from a commercial and professional point of view. And so in 2004 the process of reversal of the course of the company began,



which increasingly abandoned the long channel, specializing only in foodservice.

After 15 years, more than 400% growth, the turnover is fully reversed with a ratio of 2% NT 98% HO.RE.CA. "Ours is a limited company," – explains Francesca Tringali, Sales Manager – Governance consists of three members and the management of the company is entrusted to one of them who always monitors the company's strategy.

Your strong point is the quality of service. How does this translate in practice?

Being partners and not just suppliers. The service offered by Unigroup is a personalized one that, with care and professionalism, guarantees to each customer a daily consultancy service for the choice of the assortment of their business and the possibility to order even in small quantities. We have designed an innovative product transport system that allows us to cover the territory (from Siracusa to Taormina, crossing the provinces of Ragusa, Catania, Messina to the islands Aeolian), and the availability of a 24-hour delivery in case of a client's urgent requirements.

You have a range that goes beyond food...

If we want to be a reliable partner for the customer and, above all, exclusive within his business, we must have an assortment that does not put him in difficulty, forcing him to look elsewhere for his needs. Beverage and non-food therefore can only be an integral part of our assortment and therefore our focus.

Next March you have organized a big event. Why this choice? And how will the event be hosted?

It is an open day, lasting three days, from 18 to 20 March 2019. It was a desire that we have had for years, but we see it as incompatible to welcome our customers at our headquarters and, at the same time, offer the opportunity to try our products finished and ready for the use. Hence the idea of bringing customers to one of the most prestigious premises in Syracuse, a super luxury location with an area suitable for hosting the event. The location is that of the Grand Hotel Minareto Deluxe, which, as it's still closed at that time of the year, will be for our exclusive use (even offering its one-hundred rooms to customers from the most distant provinces). One of the most beautiful things in our opinion is that not only our HO.RE.CA. customers will be able to attend this event, all those who are not our customers are invited, and this is an important message that we want to spread and emphasize. Over time, we have been told by new customers that they never wanted to contact us because they thought we were not delivering to their remote village. Only in this way will they know the quality of our service and the excellence of our products.

You will have over 70 exhibitors...

The purpose of the open day is to create a showcase of all our products, and to do so in the best way we had to involve our suppliers, especially all those whose production must be explained, told and above all tasted, because the purpose of the event is precisely to taste in order to appreciate. But there will also be non-food exhibitors, for the mise en place, the finger food, the corporate line, and especially beverage exhibitors for the nightlife, the most prestigious cellars,

and so much more. We are recreating a exhibition route with stands and pavilions dedicated to each sector. **Among the guests, also 12 important chefs. What will they do?** Involving the most prestigious chefs is a way to give an extra value to the food and wine production of our territory, but also to many Italian excellences. They will alternate in a show cooking relay with the aim of entertaining and impressing customers with their recipes in all their variations. And speaking of grabbing everyone's attention, for all three days of the event we will have an exceptional presence, one of the most loved characters of the Italian public, Chef Alessandro Borghese. It will be rewarding and exciting for our customers to be able to shake hands or maybe take a selfie. We look forward to seeing you!

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THE BOTTOM LINE**

**Bad weather:
it is now the norm**

Climate change has led to an increase in extreme events in Italy: catering suffers, for damage to premises and loss of turnover. What can be done? Programming, communicating, discussion with institutions.

By Anna Muzio

Whirlwinds (38 in November, up 138 percent on the same period last year) cloudbursts, torrential rain, landslides but also flooding, blackouts, disrupted roads and connections.

The news of this autumn – 2018 is starting to be recorded as the hottest year for two centuries – reads like a war bulletin. 14 million trees were felled in Trentino, Veneto and Friuli (it will take at least a century to return to normal), the pearl of luxury tourism, Portofino, isolated for a month and 200 yachts destroyed (some thrown onto the seafront) in Rapallo by the “mother of all storms” in a Liguria already tried by the collapse of the Morandi bridge in Genoa this summer. But also Southern Italy has paid a high price, from Puglia to Sicily, with victims and huge damage to crops. In such situations also hospitality, and catering, can only suffer. Doubly: due to damage suffered directly to the facilities, but also due to lost revenue due to absent clientele.

LIGURIA: “IT’S A SERIOUS SITUATION BUT WE ARE ACCUSTOMED TO THE CHALLENGES.”

From Veneto to Sicily, the month of October in particular brought much of Italy to its knees, due to a series of extreme weather events that caused serious consequences for the population, the environment and the territory.

The case of Liguria is symbolic. “The situation is heavy and comes after the inconvenience caused by the collapse of the Morandi bridge in Genoa. I have seen a capacity for immediate reaction but we have to do everything quickly because the longer you wait the more you pay: EUR 400 million in damage to businesses has been calculated to date due to absence of the bridge – says **Alessandro Cavo**, President of Fipe Liguria. We need

speed and build a more beautiful Liguria than before, with its historic places, such as the Covo di Nord Est of Santa Margherita, swept away by the storm. But we in Liguria have been forged by difficulties and we will make it.”

There is also another, more constant problem: “Weather alerts are fundamental and allow the population, but also operators, to implement preventive measures such as placing water barriers. However, in a region with an older population like Liguria these alerts lead to a drastic drop in attendance in restaurants often forced to close. People stay at home. For this reason, we ask that compensation systems are established during the alerts with the suspension of some types of taxation, such as the waste tax and that of land occupation.”

VENETO: BETWEEN LAND AND SEA... LOOKING TOWARDS THE SUMMER

“Fortunately, it happened in close season this year but the rivers in flood brought logs and trees that we had to remove and clean the beaches: just the urgent operations cost 10 million euros – explains **Angelo Faloppa**, president of Confcommercio, Jesolo and San Donà. Bad weather is the norm: the problem is that you can't get out of the emergency and make a serious programming with structural interventions – like breakwaters at sea along the coast not yet equipped to avoid erosion of the beaches due to the storm-winds and the constant cleaning of the riverbed.”

An even more serious situation in the mountains, with the aggravation of the ski season around the corner: “We had blackouts for days and isolated areas, without electricity, water, gas and telephone connections with damaged roads – says **Luca Dal Poz**, director Confcommercio Belluno. The wonderful thing is, we're ready. We have jumped through hoops with a perfect synergy between public, private and volunteers. We wait for the snow: slopes and sports facilities are accessible, but the greatest difficulty is environmental damage. We are already thinking about summer, it will be necessary to make the woods and walks accessible”.

Another big problem that concerns the telephone and internet isolation of some mountain shelters: “if you are not connected you do not exist: if you are isolated you cannot even receive



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reservations". A problem in areas that already suffer the *digital divide*. As for catering, for the electricity blackout many had to throw out the supplies they had in the pantry. "We asked for as little bureaucracy as possible for the claim for damages."

BOTH AGRICULTURE AND CATERING SUFFER

"In Sicily the problems arrived at the end of the season, although this summer we suffered from rains and cloudbursts in Ragusa – says **Maurizio Tasca**, vice president Fipe Sicilia –, but the biggest damage has been suffered by agriculture. As a result, there were difficulties in the availability of ingredients and the prices of vegetables have also tripled: a problem for catering." Then there is the problem of squatting, as demonstrated by the tragic facts of the house of Casteldaccia. "Situations requiring a refund of damages should be verified on a case-by-case basis. Finally, there are structural interventions to be done."

COMMUNICATING WITH CUSTOMERS

The image damage from emergencies and photos of a devastated territory in the media is evident. After the emergency, it is important to



communicate with customers. By letting them know that the situation has been resolved and the doors are open to welcome them. "We all have a mailing list of customers, also because many bookings are made via the web." A "moral suasion" that can also be done through social media.

Institutions must also play their part. "I am not worried – says Cavo – I know that the president of the region [Liguria] Toti has in mind a more than adequate plan for the relaunch ahead of next summer. A test has already been made with Pasta Pesto Day, which has raised funds all over the world." Important initiatives that will probably become increasingly necessary.

Among those who have been directly affected is **Piero Basso**, owner of the bathing establishment Vittoria Beach in Arma di Taggia, who tells us his story between a bulldozer and a damage control: "The night between 29 and the October 30 we had an extraordinary storm, with waves of six to seven meters. It overcame the protection and destroyed everything: the dining room and kitchen of the restaurant were flooded with water and sand, so much so that the fire department could not intervene with the water pump. The bulldozers have just finished. Now we're working on restoring the restaurant for Christmas. And to put the establishment back to shape with a view to next summer." Because, on the one hand, warming causes disasters, on the other, it extends the season. "At the end of October, we had French people coming to the beach, now we are preparing a solarium for customers who want to enjoy the sun even in winter." A small consolation, or the confirmation that times have changed and strategies will have to be implemented. So, the lesson is this: climate change is here, and it needs to be managed.

BOX THE MUNICIPAL COUNCIL OR REGION TO GET REFUNDS

The situations are very varied depending on the region, but in case of doubt the first contact to claim compensation for the damage suffered is one's own municipal council, which makes an assessment of damages to determine needs, after the Civil Protection has declared the state of natural disaster. In addition to its own funds, it collects the funds from the

Region and Government.

In Liguria the Region sent a form with a first request for damages (accompanied by photographs). In other cases, trade associations take care of gathering the inconvenient situations of its members. However, the timing of compensation is still uncertain.

BOX

THE REQUESTS OF THE TRADE ASSOCIATIONS:

- planned structural interventions, non-emergency. Maintenance of rivers (embankments and riverbed cleaning) to prevent or limit flooding and downstream transport of materials that cause damage and pollution in the plains and along the coast
- structural interventions to repair the coast from storms and beach loss
- tax exemptions on alert days requiring closure on taxes such as waste and land occupation.
- tax exemptions and extension of mortgage payments to banks

AT PAGE 20 IN DEPTH

The food of the future, or rather what is the future of food

Providing food for a growing population with the need to increase production while trying to avoid waste. These are the new challenges that await us in the food sector

By Mauro Garo'alo

While we are all concerned about climate change – heavy rains, felled trees, oil and wine in danger from too much heat – experts tell us that the future is an opportunity, even for food. What and how will we eat? Vegetable burgers and the "beer that is good for you" based on the *Kernza* plant grown for fodder, a return to the philosophy of our grandparents, who did not throw anything away. But first we will have to learn some key words, and choose better: environment, local produce, waste reduction, quality, no to plastic, farmers markets, food design. Environmental impact, waste, efficiency. Although the real turning point, as always, will more and more be down to us.



AGRICULTURE OF PRECISION AND QUALITY

For Nicola Lacetera, director of the Department of Agricultural and Forestry Sciences University of La Tuscia in Viterbo: "The challenge of the future will be to provide food to a growing population, with the need to increase production while trying to avoid waste. We will have major problems with meat, milk and eggs, with regard to how the world population group is increasing with greater access to sources of animal origin, considered "noble" for the qualities of the protein". A talk of quantity linked to a non-unlimited availability of food, land and water: "but you can achieve greater or equal production with animal husbandry and precision agriculture", an area linked to the technique and research that allows, for example, to supply water or chemical substances for the production process, fertilizers and herbicides and pesticides in minimum quantities, systems that allow us to understand the needs of plants: "the use of these systems will reduce the use of chemicals, but also of water: with technological systems that detect the degree of hydrometry, based on the moisture content of the soil and decide how much to irrigate", then adds Lacetera: "I think about the genetic improvement of plants and bred animals, the ability to convert the resources used in parts of the plant or animal". This is as far as the quantitative aspects are concerned. Then, the expert continues: "For years we have been talking about the quality of food products. Until the

post-war period, over 50 years ago, it was considered "good" that which did not make one ill, emphasized the immediate minimum hygienic and sanitary requirement", with only one thought to fill the stomach: "With economic improvement – says the teacher of animal husbandry – the concept has widened, there is an *organoleptic quality* of food, the area of the senses. Then a chemical quality, interest in food composition (what's inside what I eat), nutritional quality and the need to know if a food is more or less suitable for category of food. consumers: intolerant substances, allergic substances, products for the elderly, children". One final aspect is the technological quality that will be increasingly important for tomorrow's food: "Milk destined to become cheese must have specific qualities. Meat will have to become preserved. Industrial eggs, the egg products used in the confectionery industry, or in the production of egg pasta, will require some technological features, such as the pigmentation of the yolk." The last frontier of food will all be in 3 parameters related to the perception of the product by the consumer, for Lacetera: "More and more we will choose products with 1) environmental value: what's the environmental cost in producing an asparagus, an apple, milk, a salami? If that production process has been attentive to the consumption of resources, or if it has put dangerous pollutants into the soil. The population group attentive to environmental issues is growing, and is willing to accept a higher price; 2) animal welfare or how the animal that

made the product available has been treated, example: the clear preference of the free-range eggs against the same inherent characteristics; 3) consumers who recognize added value to a product if the process used work of disadvantaged groups (prisoners, migrants) social agriculture". Finally: "Communication and certifications (bio) will have an important role."

LOCAL PRODUCE, FARMERS' MARKETS: WE ARE ALL FARMERS!

For Rolando Manfredini, Head of Food and Production Safety Area Coldiretti: "The issue must be looked at from a general point of view, Europe is the world's leading producer of food but also the world's largest importer, this says a lot about our era of globalized food: food is exchanged all over the world, on average to arrive on our tables it covers 2000 km, even Italy is subject to a substantial import system." But which type of food are we talking about? "When covering long distances it is 80% transformed, handled, only 20% is fresh food: these dynamics have affected the last 20 years, and in countries with a food security very different from ours. European and Italian rules are to safeguard food safety. The same cannot be said of agricultural products from the rest of the world. Here the system is controlled, food is not only a commodity, it allows us to live, it represents our history, it is tradition: think of Parmesan cheese, which is 1000 years old!" Solutions for the future. For Manfredini they are, literally, at hand: "Operators should turn to a product that doesn't have to travel far, local produce is a saying, the journey of food must be as short as possible, this is a guarantee of freshness and quality but this also implies less waste, less distances to travel therefore less smog and less traffic, then no preservative additives are used, it is a natural food. Ours is a model of agriculture that refers to the short supply chain, to local production, to the system of production which guarantees safety and quality." Climate change: "Agriculture is an exposed sector, we are in the open air, in recent years many things have changed – there was a drought period in 2017, this year we have had extreme events and whirlwinds, lowering and sudden rises of temperatures – but agriculture is accustomed to the changes, it is moving in more suitable



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ranges: before the tomato could be grown only in the South but now also in Emilia; the olive tree is now also on the slopes of the Alps; the increase of about one degree in the alcohol content of the wines means an increase in the sugar but you can work on quality: the point is to have typical produce from the area."

We must all become a little more agricultural: "We are the first country in the world for farmers' markets, in Italy there are about 1,000 markets, some even covered, and thanks to our Amica Campaign about 600 restaurants turn to us, we have 2,500 farmhouses that provide accommodation and food with the Agrichef system." A series of measures that for Coldiretti mean: "immediate traceability," adds Manfredini, "today 1/3 of the food on the market is untraceable, while the farmer sees it, he's there." The advantages for Coldiretti will be obvious: "the use of an unprocessed agricultural product means an immediate type of cooking, exploiting an inexhaustible source: the sun - photosynthesis for plants, livestock, energy - the agricultural ecosystem is in balance, despite the use of tractors and fertilizers, the primary sector is an agro-ecosystem, where resources are reproducible, agricultural crops hold CO2 are part of the life cycle." The same goes for livestock farms: "which are intensive in the US" while in the EU we talk about sustainable production: "only so many cattle within a certain area."

SUSTAINABILITY AND NEW FRONTIERS OF FOOD

Vincent Spaccapeli, journalist storyteller, CEO of HotelVolver (hotelvolver.com), co-creator with Spaces Included (spazi-inclusi.it) of EATour, format on the sustainability of the tourist-hotel sector: "There is

a double trend to take into account for those who deal with catering, the first are social trends: travellers habits, fashion and design, the experience of food as a lever of marketing, the new frontiers of veg tourism", also accessibility: "in Europe we have 127 million disabled people, not only physically (wheelchairs, visually impaired, deaf) but food disabled with allergies - we live 95% within closed places, in the last 30 years we have accepted junk food - we need to think about suitable menus, separate areas and kitchens to ensure "personalized food", marketing is gearing towards one-to-one: the pleasure of having a trip and stay based on the precise needs of the person." The second trend for EATour thinker: "These are the aspects related to resources and their management: I think of the banning of plastics in hotels, the opportunities of the circular economy, values that the sector tourist must communicate." The new business models, in Spaccapeli's opinion: "will have to bring together agriculture and aesthetics, new solutions: food will be the first health barrier with which we will face demographic growth, in the economy we can make so many credible predictions but the 9 and a half billion that we will reach in 2050 will have to wash and feed; today in India 44 people per minute come out of poverty, that's good, but they are people who will be entitled to access water, food and travel, places around the world will have to prepare to welcome these new customers with enough food." How can it be done? For example, the *vertical farms*: "China has 6-8 meter towers, with a one-acre surface, which generate up to 350 times the production of a field, consuming 1% of the water." The winner of the challenge with the future will be:

"those who will be able to adopt the fight against waste, we are suffocated by 2 thousand billion tons a year, it is 1/3 of the world's food: we will have to adopt new technologies that minimize resource use and maximize the best consumption. In Italy we have some virtuous examples: "The *Food Bank*, Raffaello Panariello of Marriott Hotel. In Dubai, a farm produces fresh vegetables that are distributed on board Qatar Airlines aircraft."

BOX

ITALIANS AND FOOD, TODAY

- 53% cook dinner every day but would like to have more time
- only 1 Italian out of 3 cooks lunch
- 75% possess "family" recipes or traditional dishes handed down
- 98% of respondents regard food as an *experience*
- 37 minutes a day Italians' cooking time at home
- 30 minutes is the average time to eat meals
- 83.5% of respondents recognise the value of the restaurant to safeguard the cultural and nutritional identity
- 46.1% are willing to pay a price of 10% above average to buy a trusted and high quality product
- 71.8% of Italians during the choice of the dish inform themselves about the quality and origin of the products
- waste: only 18.8% ask to take home the food and drinks ordered but not consumed
- 53.9% choose locally sourced and environmentally friendly organic products
- 66.4% gather on public holidays with relatives and friends for lunch or dinner

(source: FIPE data - Italians and food)

AT PAGE 24 FOCUS ON

In search of lost water

New products and new consumer demands which the industry is trying to meet. But we have to deal with water supplies

By Mauro Garofalo

There are new requests for food: avocado, soy, oats, quinoa, but they generate problems for the ecosystem. For EATour's Vincent Spaccapeli: "Water, in the near future, will be one of the big problems we will



have to be able to solve. Availability, according to UN data, will fall by 30%: we will have more and more polluted groundwater, rainfall will fall in the Mediterranean area and, conversely, we will have high concentrations of rain in short periods. In addition, we have a food chain that has become dirty with microplastics that contaminate fish, honey, even salt." Emissions and fertilizers pollute the Earth, the cyclical nature of the agricultural sector, the Paris agreement is still on paper. We need to work harder, put pressure on governments, for Spaccapeli: "Being a vegetarian means eating less meat, raising health levels, but producing more plants means knowing how to better manage the water, redistribute it", in the Mediterranean area alone *climate change* is already bringing inconvenience and changes in the cultivation: "Before you could not think of obtaining some products, in the future we can have new plantations but we must always have in mind that we must seek a balance between man and nature, it is time to think about the negative effects of our choices. We must start thinking again in the long term, and why not, provide education courses in sustainable tourism," a drop in the ocean generates change.

BOX

A WORLD OF DROPS

Every Italian consumes an average of 245 litres of water per day. Opening the tap, the water flows abundantly, as if it never ends, giving us the impression that there is water for everyone. Unfortunately, that is not the case. Because, at the same time, in the world, there are 700 million people who do not have easy access to drinking water, about half of them live in Africa, in countries such as Nigeria, Ethiopia, Tanzania, Republic in Congo, Kenya, Sudan, Mozambique and, above all, South Africa, with devastating consequences also from the health point of view. That is why Legambiente has taken up the challenge by relaunching it to young and old with the national campaign *Un mondo di gocce*, realized with the support of [Fondazione con il Sud](#), to raise awareness of respect to the theme of water saving and raising awareness of water as a precious asset, to be treated with care and not to be wasted. Since last October, the campaign has entered all schools at



every level with seminars, games, experiments and competitions to make the kids feel the value of water, the sense of "world made of drops", putting in front of them a more complex topic than you imagine, to make them aware of the effects of their actions and lifestyle on the fate of the planet.

**AT PAGE 26
AT THE TABLE**

A full pasta menu!

Not only first courses: pasta in its thousand forms is also suitable for other courses

By Elena Consomi

Tagliatella or orecchietta, raviolo or tortello, gnocco or lasagna... you could continue for hours to list the varieties of pasta that exist in Italy. Each region has its own traditions, its fillings, its seasonings, its forms... It's such a pity to relegate all this richness to a single course of the menu, however noble. Why not try to reinvent fresh pasta, stepping away from the first course and proposing it for other courses, such as an appetizer or dessert? Maybe taking a cue from the suggestions of a colleague who was not afraid to experiment.

Emanuele Scarello, a chef of two Michelin stars from the Restaurant "Agli Amici" (Udine) and Alessandro

Servida, "Alta Pasticceria" (Milan) – as well as a member of the Accademia Maestri Italiani Pasticceri – who were afraid to get involved on the occasion of the recent edition of the Mastershow "La Pasta senza uguali" (Pasta without equal), in the second season was born from the collaboration of APCL, Professional Association Italian cooks, with Surgital.

Scarello proposes for the aperitif a reinterpretation of the classic "garlic, oil and chili" using strichetti, a traditional pasta that is obtained by stapling in half a piece of pastry. Traditionally this pasta was obtained from leftovers remaining after making other forms. That's why every piece was different from the others. To whet the appetite and prepare it for the main course, Scarello suggests a dish with spicy flavors, where the chili and garlic are mixed with dairy ricotta. On each tuft of this cream is placed a strichetto, while the dish is decorated with drops of wild garlic sauce and parsley shoots. "It's a fresh starter – says Scarello – perfect for beginning a dinner in a different way. When making a dish first of all it is important that it is good, then that it is a joy to see and finally that it is easy to make. The important thing is that the cooking time of the pasta is strictly respected."

Stuffed pasta is also suitable for consumption at the beginning of the meal, even the timeless tortellino,



a fixed presence on the Christmas tables of most of Italy and strictly served in broth. Taking inspiration from the most classic recipe, Scarello has designed the "Tortellino quasi in brodo" to be spoon-served and eaten in one bite, at the beginning of a meal. The broth is replaced by a sweet and sour gel made with water, vegetable gelatine, sugar, salt and elderberry vinegar that is placed on the bottom of the spoon, on which are placed three tortellini cooked in salted water and garnished with carrot slices. "Again – explains Scarello – the sweet and sour taste prepares the palate to welcome the other dishes. This dish also lends itself to buffets or banquets, where guests can be served standing, passing with a tray."

From the start of the meal to its ending, with the dessert, in which Alessandro Servida experimented. "I paired fresh stuffed pasta – explains the pastry chef – with some of my classic creams such as lime cheesecake, passion fruit cheesecake and a light chocolate cream". A good dessert is essential to end the meal well because it is the last flavour

you remember. "If you want to try to dare and propose a dessert based on fresh pasta you have to stimulate the curiosity of those who are eating it. You can play, for example, on the combination cold/hot, between the pasta and the cream that accompanies it." However, there are no predetermined "rules" to follow. Regarding the thickness of the dough, for example, Servida does not think there is a preferable type, but it depends on the use you want to make of the dough. On the fillings, however, he gives away some suggestions. "Those types of fillings that can be well combined within the world of dessert are more indicated. I think of ingredients such as cottage cheese, dried fruit and citrus."

For combinations, let your imagination run wild and cook with total freedom. "We start from the assumption – he says – that using pasta you do not create a real dessert, it is more of a game, a provocation. So the only limit in combinations is with the imagination and sense of taste. For this, pasta can be cooked in all ways, it always depends on how the dessert

has been thought out. The same thing for cooking water, salted or not: here too depends on what is created. Personally, I like the idea of using salt water, so as to create contrasts between the sweet of creams and the savoury of pasta".

A "STREET" DISH

Not only fried potatoes, hot dogs and olives all "Ascolana, pasta is also the protagonist of street food. "Street Food – says Fabio Lorenzoni, Coordinator of Team Chef De Gusto Surgital – is not only a trend but has been a way of sharing food for millennia. An example of this is the Bartolacci, in dialect "I Bartlaz", of which in Romagna are dedicated festivals; in a pastry made with flour and water is enclosed squacquerone, lettuce and the roasted piadina romagnola. The tortellini Bolognesi, but also cappelletti Romagna stuffed with fried cheese that become a valid alternative also served on the premises as an aperitif or entrée. The passatelli Romagna, the ravioli of Piemontesi Plin, a stuffed and pastel pacchero, or even the cheese flakes and pears or apple and cinnamon lend themselves very well to this. There is no limit to the type of fillings: meat, vegetables or cheese are all definitely appropriate. In addition, it can be diversified with the accompaniment of special sauces or in the sweet version: the tagliolini can turn into a crisp nest of fresh pasta inside which insert sweet creams, fruit fresh... making a great dessert for walking. My suggestion is to use small pasta formats that are more easily manageable and adapted to the cooking methods most used for street food." The latter are also very subjective and customizable, depending on the result you want to achieve. "You can adopt frying," comments Lorenzoni. "In this case I suggest, if possible, parboil the pasta in boiling salted water for a few minutes: the final result will be more crumbly and fragrant. For convenience and speed of service it can be avoided using simply thawed pasta. The pasta is excellent also grilled and can also be used innovative techniques such as "vasobaking" that offers the possibility of previous preparation, excellent preservation at refrigeration temperatures (+ 2° / + 4°) and quick and fast microwave regeneration. The transparent glass jar, among other things, makes the preparation clearly visible inside and maintains its scents and aromas."

Speaking of presentation, the market offers various solutions. "Classic containers can be used – says Lorenzoni – such as plain or printed paper cones; practical food cardboard boxes for transport or small trays made of recycled and recyclable material. Also the contexts in which pasta can be served are among the most varied: finger food, aperitif, accompanied by tastings of cold cuts and cheeses, as a side dish and/or children's snacks."

BOX

WHAT IF IT'S FROZEN?

Even better, at least according to Chef Emanuele Scarello. "Cuisine – he says – nowadays must be sincerity, if I bid farewell to my last customer at 1.30 in the morning, I can't be shopping at the market at 4am. And then why must everything be done immediately at all costs? Rather than made quickly and poorly, made well but frozen is better. And let's not forget the cost factor. Why should I prepare 20 tortellini by hand in an hour? How much does it cost me? And maybe the result isn't even the same. The fact that everyone knows how to do everything is taken for granted, but preparing fresh pasta is not an easy task. Are we sure all cooks can do it? Is it taught in hotel schools?"

It's better then to choose a frozen product, which guarantees the constant quality that a customer expects when entering a restaurant, especially if of a high standard and, at the same time, strictly check the cost/portion. "The important thing – concludes Scarello – is to choose a good product".

the IULM of Milan, **Vincenzo Russo**, scientific director of the Master in Food and Wine Communication organized with Gambero Rosso, has shed light about what still can be done about communication related to wine and the enhancement of territorial excellences. Understanding the behaviours that induce consumers to choose a particular product and market applications is crucial today. Neuromarketing offers itself as a discipline capable of proposing to consumer research companies useful and effective strategies and methods to measure the emotion that characterizes any act of consumption and every form of fascination for commercials, websites, product packaging or brand images. For Neuromarketing, **the right sound environment can greatly improve the sales experience**: numerous companies invest more and more in in-store music. What is too often underestimated is, on the other hand, the importance of sound branding, that is, the possibility of associating sound to a product and its visual, taste and olfactory identity also an element of sound that is easily recognizable, immediately memorable and able to direct and almost implicitly refer to the brand/product. In an increasingly crowded and competitive market, that of attention to potential customers and stakeholders, to reach its recipients, a company needs to implement different, high impact strategies. Sometimes this means, in fact, finding a sound mark that best represents it. You can still go beyond the perfect combination of music and food. How? Highlighting sounds, which have the

power to react to taste. To declare this is a research carried out by American scholars from **Arkansas University**, which highlighted the fundamental link between what we listen to and the taste we perceive, discovering that sounds have the power to alter the perception of taste. No one would have imagined that higher-pitched sounds increase the perceived acidity of foods; that to enhance the sweet taste it is necessary instead to have a resonant background music; that a bitter taste results from listening to a deep tone. Different sounds send different signals intended for the brain that indicate which taste buds to "activate" the most. The link between music and food could also have commercial repercussions, pushing food manufacturers to try new packaging currently beyond their imagination.

Today you could also include in the packaging the music to match with food, perhaps in the form of a hint or real sound: a QR code would suffice. Care for the audio atmosphere is a must. Among the musical genres stands out jazz, not a specific genre but a container of sounds that welcomes the greatest talents of modern music from all over the world. Not to mention the geolocation of food, where often a territory meets an often deep-rooted and precise cultural reality like folk music: in fact, the typical dishes of a country have more taste if accompanied by local music. This was discovered by an illustrious professor of experimental psychology, **Charles Spence**, who has a chair at the University of Oxford. Spence calls all this "sonorous seasoning." Thanks

**AT PAGE 30
IN THE RESTAURANT**

Cable-radio 2.0: it's time for sound that enhances the flavours

Some American researchers have shown that depending on the music genre we listen to, the taste of food changes significantly. A fact that could also have commercial repercussions. Sound branding is now being talked about

By Riccardo Sada

A study by the Professor of Consumer Psychology and Neuromarketing of



Qualitaly MAGAZINE



to new technologies, such as Sony's Multi-Room audio, restaurateurs and more, they have the tools to turn a meal into a multi-sensory experience: no matter where we are, we can combine lunch or dinner with the right music to enhance the perception of flavours. Spence adds: "tastes are perceived with the senses, not with the mouth. It is the brain that prepares the mouth for the experience of flavour. The environment around us has a significant effect on the dining experience, but music is able to prepare the palate for new tastes, to influence and change the perception of flavours, and make it a more intense taste experience. So even small environmental changes can really increase the pleasure of food."

The sensations we feel with food. Crispy, fragrant or creamy – everything has a sound. Soft drinks, above all, generate absolute, identifying, precise and associative sounds. The probability that there is an absolute melody to listen to during meals does not seem to exist, it is more likely a subjective component linked to each person, this is more than certain. We get a beer, the music that we listen to can affect its taste and make it nicer. Another research, published in the journal *Frontiers in Psychology*, conducted by a team of Belgian, Dutch and British scholars led by **Felipe Reinoso Carvalho**, of the Vrije University in Amsterdam states that: "the study was born to assess the influence on the purchase of a new Belgian beer not only through packaging but also through the music of the advertising campaign. 231 volunteers took part in the experiment, who tasted the same beer in three different ways. The first time

the volunteers had to drink the lager from an unlabelled bottle, the second time they tasted it sipping a bottle with the label, finally they drank the beer with the label and with a song in the background." Objective results showed that the drink had appeared better when people had drunk it while listening to music, but especially when they knew the band that wrote the song. This means that beer looks much better when we sip it while listening to the music we like the most. "We intend to continue with our research to understand how sounds modulate the perception of food and drink flavours – Carvalho explained, convinced that there is still much to discover on this issue – We also want to identify how sounds can affect our decision-making processes, to see for example if different sounds push people to consume healthier foods." Not only beer: music also influences cheeses. Pausini, Led Zeppelin and also Fedez, so pop, rock or hip-hop, can influence the maturing of Emmental cheese. The experiment was conducted by researchers and students from the Bern High School of Art (HKB), in collaboration with the Burgdorf (BE) veterinarian and the cheese producer Beat Wampfler.

BOX 4 POINTS TO FOLLOW

Chefs and restaurateurs able to contextualize the range with a musical and sound mood studied ad hoc, care of the set-up for each individual event: this is what is needed. We interviewed **Damiano Nicolodi** of Hexen Klub Canazei and President of the Young Hoteliers Val Di Fassa, **Roberto Buffagni**, of Matis Bologna, Peter Pan Riccione, Villa Delle Rose

Misano Adriatico, **Riccardo Cecchin**, from Storia Padova, King's Jesolo and Aperyshow, and **Gabon** from Marecrudo. And these points have emerged.

Aim for the experience and the emotional side

The important thing, also to justify the bill, is the experience, the memory that you leave at the end of the meal. To maximize these aspects, the use of the five senses is essential: sight, taste, smell, touch and of course... hearing.

Enhance the menu by selecting the sounds

From the gurgling of the coffee maker to the crunch of fries or fried bacon, passing from the "pop" of the opening of the lid of the jar of prepared sauce to the "simmering" of a broth or a ragu. All these are "emotional" sounds capable of retaining customer loyalty.

The use of experts analyzing costs and benefits

The sound to add to the restaurant and not a restaurant to add to the sound. To achieve this result it is good to contact experts, perhaps those from universities, or profound connoisseurs of music and food. It is not an expense of itself: it is an investment.

Some practical examples

Jazz improves the taste of chocolate
Drum & bass worsens a caramel taste
The higher-pitched sounds enhance the acidity, the more resonant sounds the sweetness, the deep tones the bitter

How to lose weight

In a study published in *Food Quality and Preference* magazine, Ryan S. Elder of Brigham Young University in Provo (USA) and Gina Mohr of Colorado State University in Fort Collins (USA) explain that "the sound emitted by foods during chewing affects the amount of food that is consumed. The more intense it is, the less it is ingested". It is the "crunch" effect that supports this.

Research is being carried out also in Italy

After the Georgia Institute of Technology and Microsoft Research, the University of Verona and the IUAV of Venice, within the framework of the project CLOSED (Closing the Loop of Sound Evaluation and Design), which are involved with food and the environment in which it is prepared or consumed and related sounds. For more information: <http://soundbible.com/tags-food.html>

**AT PAGE 52
IN THE KITCHEN**

We welcome dreams

There is a place in the historical region of Sabina to celebrate special days, events to remember, in a location that is a wonder to the eyes, as well as to the palate of people

By Maria Elena Dipace

The premises of Colle Aluffi is located in the middle of the Reatina plain with wide fields of wheat suspended between the earth and the sky. The grain seems to fill all the gaps and is the perfect frame with all the rest of the landscape. Initially the location was rented with catering service performed by external catering. Over time and, above all, with the new management, everything has passed under the care of Carlo Stocco, chef and manager, who has transformed Colle Aluffi into a structure capable of offering a banquet service and all manner of events.

What kind of cuisine have you chosen?

We offer a cuisine that I call "simplificata", that is, an offer that considers the fact that all the recipes have to be made with three movements in the dish: sauce - bread accompaniment - crispiness. This, in order to serve all the guests as soon as possible with a perfect final product and, above all, plate serving all the recipes and not serving the tray, as is the case in many restaurants specializing in banquets. The work is carried out in a team with a specific method: POLITENESS-SMILE-COMMITMENT.

Let's talk about the 5 qualities that

must express your dishes...

It is not a complex concept. On the contrary, it is very simple. For me in catering you have to follow 5 rules: origin of the food, recognition, simplicity, sensory qualities, flavour. **You have several dining areas. Can they work at the same time?** In the farmhouse we have three rooms that have their own entrance. This allows us, during multiple events, that each banquet has its own well-defined location. On the upper floor there is the pagoda, a space of 250 square meters - which is the most spacious room - equipped with two large terraces and a 360° view of the Reatina plain. We also have a smaller room of 50 square meters that we use as an setting reserved for private banquets. The last one is located right in front of the pond area, and is a room of about 80 square meters that we use for fashion parties, birthdays... with an aperitif by the lake and the bar service on the palafitta.

How do you manage the kitchen in this case?

The kitchen works in ranks with two chefs, besides me, who deal with starters, first and second courses and, finally, we have the collaboration of other figures for desserts and fruit.

How is the cuisine of a restaurant specialising in banqueting organized with regards to staff?

How many people do you need? First of all, it needs the "executive" chef who, in addition to dealing with the first and second courses, assists the rest of the staff in the organization of the kitchen. In addition to me, there are therefore three other chefs, namely those who specifically deal

with making the desserts and two who perform the work of buffet appetizers and plating. It must be taken into account that each dish is "finished" in front of the dining area and, therefore, the three figures that perform the three plating operations (sauce-bread accompaniment and crispiness) must operate in the office in front of the waiters who, arranged in ranks of three units, bring the dishes to each table. If there is a request for variation or allergy on one of the tables, the preparation chefs themselves must be prepared to provide the waiters simultaneously with an alternative dish. It seems complex, but in reality - if handled well - it's easier done than said.

Let's take a step back. Tell us about your cooking experience. Let's start with the training...

My school education was different from my career path. After high school I studied food science and, at the same time, I cooked everywhere to acquire knowledge and experience. I worked at the refreshment point of a gym where I made energy cocktails (when we knew little about the world of macrobiotic nutrition), then I opened my "Gallo D'oro" which, at the beginning, was a bar that also offered aperitifs and hot croissants at night, then I added the "Gallo D'oro Service" catering service; and that's where my current world of events, banquets and show cooking was born.

How did you land Colle Aluffi?

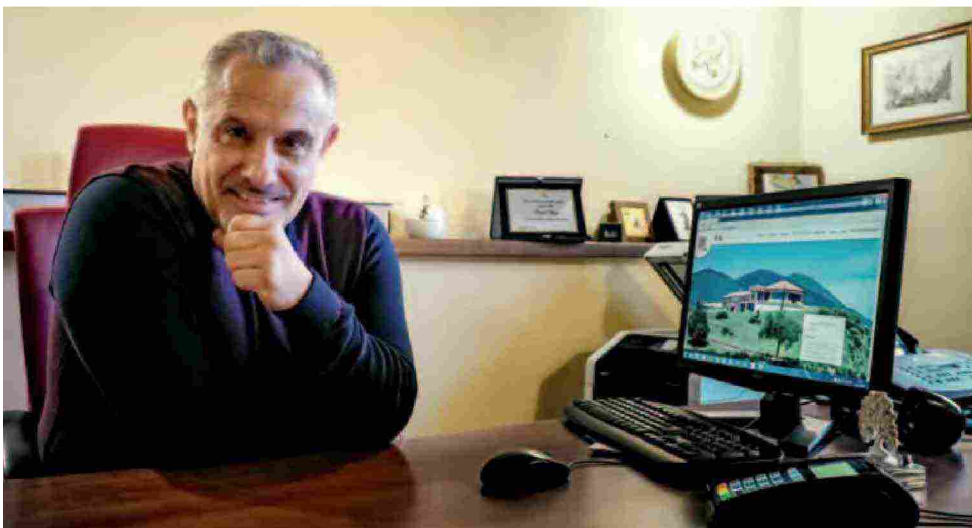
After years of catering and events of all kinds, I decided to work only in one location, so I welcomed the proposal of Colle Aluffi, which is an eclectic place from every point of view that allows me to do my job as a chef and wedding planner, as well as manager. The owner of the location initially relied on external catering that often wasn't up to standard... in short, it lacked a bit of soul and therefore not everyone was satisfied.

Do you like working with large numbers?

It must be that way when choosing this type of work.

Is it possible to have the same level of quality that a traditional restaurant that works on much lower numbers is able to offer?

Absolutely, yes. This is the idea of simplified cooking: it allows a service that contemplates the five characteristics that were mentioned before, maintaining a very high level. The message that must reach the



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diners is of a cuisine that does not experiment with extreme recipes, irrespective of the appeal, but that reaches the heart of the guest making him recognize every type of food he will taste.

How do you work regarding supplies?

Having already fixed events, it becomes easier to order the exact quantity of foodstuffs, which we do weekly.

How do you choose suppliers?

What is the advantage of having an interlocutor like CIC?

We have local suppliers that we choose for value and personal knowledge and especially for the recipes that we want to create. Having a partner like CIC means being able to count on products of various types (from tomatoes to legumes and cold cuts) for which we have a strong guarantee of quality.

BOX

THE RECIPE

Pastry bundle stuffed with ricotta cheese, salmon and cherry tomato on shrimp ragu

The crepes are made with flour eggs and saffron. The filling, with cow's milk ricotta cheese from Clar di Rieti, diced cherry tomatoes and smoked salmon. The ragu instead with chopped shrimp and fresh tomato blended with parsley and lemon peel. The garnish, with parsley blended with Carboncella olive oil.

Plating process

Put the shrimp sauce first, then the pastry bundle and finally the blended parsley and oil. Result: sauce-bread accompaniment and crispiness.

**AT PAGE 56
IN THE PANTRY**

Italy's liquid gold

From north to south of the Peninsula, the production of extra virgin olive oil brings with it history, tradition and quality. A mosaic of small and large producers that make oil a precious gift for both the table and health, an excellence that often has to fight against climatic adversities

By Maddalena Badiri

Recognized as one of the most precious products of Made in Italy, extra virgin olive oil represents an all-round source of wealth, able to



guarantee quality, connection with the land, health and last – but certainly not least – a history, first of all linked to its origin and source. The Doxa Data from summer 2018 speaks clearly: 53% of the people surveyed want Italian extra virgin olive oil because, the certainty of having a finished product, born from olives grown and harvested in the country stands for quality. To these numbers there is another important one: 85% of consumers use extra virgin olive oil because, according to another 36% of those interested, it is the best one to use, not only in the kitchen at home but also in restaurants where, for most cases, taste and health properties are recognized in preparations and dishes. From the supermarket buyer to the restaurateur who selects and chooses which extra virgin olive oil to “trust”, the origin, source and processing of the olives remain the basic parameters of preference. These are followed by the quality/price ratio (increasing compared to previous decades), that is, there is greater awareness of how important it is to have an oil “made well” and the willingness to pay a bit more for it.

**CERTIFIED ELEGANCE OF THE
LIGURIAN RIVIERA**

“The strength of our ‘Italian gold’ is also given by the common will of olive growers, millers and bottlers who work with the aim of an excellent final product, inspected and traced along the entire supply chain – says Carlo Siffredi, president of the Consortium for the Protection of Extra Virgin Olive Oil PDO Riviera Ligure – In addition to sweetness, elegance and versatility, safety in inspections of our oil, we also add sample checks in points of sale, actions that give further assurances.”

Liguria is both a “small and large” ecological system of olive cultivation, supported by the variety of cultivars: in addition to the famous Taggiasca,

there are Arnasca, Colombaia, Liccione, Merlina, Negrea, just to name a few, all types able to enrich the rich aromatic PDO range.

How do you rank the Extra Virgin of the Ligurian Riviera in the market and in the restaurant channel?

“We export all over the world – continues the President – always respecting our quantities. We are also supporting catering, starting from the basics with courses aimed at young chefs and local staff. Knowing how to choose quality is essential for successful and lasting catering.”

**A TASTE FROM THE HEEL OF
ITALY**

Another area of excellence, suitable for millennia for the cultivation of olive trees and the production of oil, often at the forefront of the media due to environmental and political problems is Puglia. The president of the association Buonaterra Movimento Turismo dell'Olio, Donato Taurino, active in the Salento area, is the spokesperson. “We had difficulties with the climate this year (2018), between periods of long drought alternating with wet periods, which caused fungal problems to plants. Here in Puglia, farmers have a special strength, driven by optimism and passion, also in the oil production sector”

Determination and perseverance regardless of climatic difficulties, the infamous xylella and the TAP gas pipeline, all aimed at the production of an extra virgin olive oil that can always maintain at a high level the market and the fame of Puglia as leading region of this “liquid gold”. “Often, our strong point is the short supply chain, namely cultivation, harvesting, milling and selling, all within a few kilometres or even in the same companies – continues Taurino – This system that turns into a quality control guarantee, which is popular not only with the individual



who comes to the company, passes the mill and then buys, but also to the catering channel that it supplies directly and relies on distributors and suppliers; of course, considering the company size and the quantities produced."

Intense aromas, shades ranging from gold to dark green, with that inimitable and pleasant sensation that makes the Puglia extra virgin olive oil embracing and suitable for cooking. Thanks to the many cultivars scattered throughout the territory (from north to south of Puglia there are about 60), each with an intrinsic organoleptic heritage. "We have the Cellina of Nardò and Ogliarola Salentina, native of Salento – concludes Taurino – towards Bari we find the Cima di Melfi, the Cima di Bitonto and the Coratina, arriving at Foggia with Peranzana".

THE OLIVE TREE RIVIERA

"The precious Garda oil has been known since the Middle Ages, understood as a precious asset, also used as a bargaining commodity – says Laura Turri, president of the Consorzio di Tutela Garda DOP (PDO) – Our area of production is an area suitable for olive trees, with an ideal microclimate, suitable soils, terraces, cultivars perfectly inserted geographically and historically... in short, a slice of Italy with excellent production."

PDO came more than 20 years ago, in 1997 to be precise, and the words Garda Pdo can be included on the label only by producers in the supply chain that have complied with the production regulations and the related inspection plan, all active between the provinces of Verona, Brescia, Trento and Mantova.

AN area of production and tourism, even from abroad, how do these two elements support each other commercially?

"Gardesan tourism amounts to a 14

million annual attendance – continues Laura Turri – an important figure that allows the producers of Garda DOP oil to make the product known even outside Italy's borders, not only to Germans but also English, Austrian, Danish, Swiss, American, Russian and Chinese. This is also helping us a lot in the restaurant channel, although there is still a long way to go. Sometimes, sitting for lunch or dinner, you still make the mistake of having only one extra virgin oil for all dishes... a paradox! It's a little like there's only one wine to choose from the wine list."

How can we make up for this shortcoming?

"We must first reduce the 'prejudice' of the cost – explains the President – An extra virgin olive oil, like the PDO from Garda has its cost, just like the other Italian excellences. This must also be clear to the restaurant: with quality you will serve dishes with unique flavours, from pizza to haute cuisine. Our oil is characterized by a light and typical aftertaste of almond, for the beautiful colour ranging from green to yellow and for the fruity taste."

FROM THE CLIMATE TO THE TABLE

"This year, for us in Garda, it was unique and exceptional – concludes Laura Turri – but, in previous years, we suffered a lot precisely because of the adversity of the weather. For 2018 we obtained the permit for a temporary production of 7,500 kg of olives per hectare, 1,500 kg more than the 6,000 kg per hectare rule in force for the oil specification Garda PDO. An excellent result in quantity while preserving quality integrity."

BOX CIC

"All our members, among the main products, have oil – says Giorgio Frigo, CIC buyer – sold both in Italy and abroad. We must emphasize an important element, namely the presence of two product lines within the Cooperativa Italiana Catering: Tavola Viva and Quality, and precisely with the latter we label a 100% Italian product that, in most cases, goes to catering and is picked up by the final consumer".

A level segment alongside the other line, well placed and successful, made with a mix of community-produced products, that is to say with olives that, depending on the vintage, can come from Spain, Greece and from Italy itself, however, only from countries of the European Community.

"Italian products are highly sought after. In this specific case, because it is oil there are many requests that come also from American catering: many chefs (not only those with Italian origin) have realized the potential of the extra virgin olive oil and how it can make a difference in cooking, not so much in the "live" use, especially for a matter of costs, but used to season a recipe or to complete a dish... for sure the flavour will benefit. While the prices – insists Frigo – are still important, since 1 litre of community-produced oil costs about 3 euros, while 100% Italian costs double, the culture on this product has grown remarkably, identifying it as a fundamental food for the restaurant table. Of course, every aspect must also be compared with the individual regional traditions and the varied international cuisines."



AT PAGE 56
QI FEEL GOOD AT THE TABLE

Pasta: between false myths and things to know

Consumed at the right times of the day and chosen with a lower percentage of gluten, pasta should not be banned from our tables. In fact...

By Barbara Pantera*

Pasta is a food based on flour of different types/extraction typical of the various regional cuisines of Italy. Historically it has very ancient origins, already known in 8000 BC when man began the cultivation of cereals, but it is the result of two different and independent cultures: the Italian one, gradually spread in throughout the West and in the Mediterranean and that of China, spread throughout the Far East. But it was in the Middle Ages that the first workshops for the working of pasta were born. It is definitely one of the favourite foods of Italians, so much so that abroad we are called "spaghetti eaters". We can find it of different forms such as rigatoni, bucatini and penne that represent the first hollowed pasta born in central and southern Italy, or stuffed in the form of tortelli, ravioli and agnolotti most widespread in central and northern Italy. The intrinsic culinary imagination of our nation has allowed us to cook it in a thousand different ways, with special sauces that have made it famous all over the world ("bolognese", "carbonara", "amatriciana"), or to transform it into stuffed cannelloni, lasagna and in any way you prepare it, the pasta served at the table always manages to gratify our palate, so much so that many people consume it every day, both at lunch then at dinner, also because it is a practical dish to prepare. Obviously, as with all things, excesses are always harmful but pasta should not be demonized as has happened in recent years (see the pervasion of hyper-protein diets where pasta, in all its forms and types, is banned from the table). Personally, I think it is right to eat it during the week, although not every day and never on consecutive days; avoid it in the evening if you do not practice sports or if you have to lose weight as it is a food rich in sugars.



For this reason I recommend to use it in a single dish, maybe paired with fish and vegetables and always seasoned with extra virgin olive oil (e.g.: linguine allo scoglio, with salmon and zucchini, with prawns and artichokes, with pesto, swordfish and cherry tomatoes) to reduce the glycaemic index and eat it always after consuming a plate of raw vegetables such as arugula, valerian, celery, fennel for example, as their high fibre content immediately provides us with a sense of satiety that will make us reduce the portion of pasta accordingly. Personally I recommend those with a low or medium glycaemic index that made with wholemeal flour, barley or spelt or even better quinoa characterized by a high protein content compared to traditional pasta - about 15 g/100 g of product -, iron and other trace elements or buckwheat (also with a decent protein content and rich in potassium and magnesium at around 320 kcal); naturally gluten-free (protein found in some cereals is difficult for our body to metabolize) are to be preferred when you have an irritable colon or you have intolerances gastroenteric disorders such as abdominal bloating, meteorism, etc. It is better to consume it at lunch if you lead a fairly sedentary lifestyle, so that the sugars contained in it will be used by our body during the working day; I would recommend it at dinner only for sportsmen or for those who perform demanding activities with extraordinary schedules, in this case it is always better to choose with a low glycaemic index, not exceeding certain doses (of course these are calculated based on body weight and the kind of physical and working activity carried out) and maybe gluten-free as it will be more easily digestible by the body. I would avoid corn only (with

about 357 kcal, 89% carbohydrates and low protein content) or rice only (containing complex sugars - starch - in large quantities and higher calories (364 kcal with about 83% of carbohydrates and poor protein content), sticky and with less tendency to preserve its cooked state. It's always better to choose them mixed with other cereals and pseudo cereals e.g.: corn, rice and quinoa or rice, amaranth and quinoa etc.

From the nutritional point of view, pasta is generally a food with high energy density: about 350 Kcal/100 g of product. The traditional dry pasta contains a small amount of lipids, a modest amount of protein (represented by peptides of medium biological value including gluten responsible for serious gastroenteric disorders in those prone) and almost 87% of carbohydrates. The amount of fibre (beneficial for our health) is negligible if we talk about refined pasta, instead it reaches satisfactory levels if we opt for organic wholemeal.

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