

The background of the entire page is a close-up, high-angle shot of various types of dry pasta. The pasta pieces are scattered across the frame, showing different shapes like farfalle (butterfly), farfalle (bow-tie), farfalle (ring), farfalle (wheel), farfalle (spoon), farfalle (shell), farfalle (star), farfalle (heart), farfalle (square), farfalle (circle), farfalle (triangle), farfalle (diamond), farfalle (hexagon), farfalle (octagon), farfalle (decagon), farfalle (dodecagon), farfalle (pentagon), farfalle (hexagon), farfalle (heptagon), farfalle (octagon), farfalle (nonagon), farfalle (decagon), farfalle (undecagon), farfalle (dodecagon), farfalle (tridecagon), farfalle (quadrdecagon), farfalle (pentadecagon), farfalle (hexadecagon), farfalle (heptadecagon), farfalle (octadecagon), farfalle (enneadecagon), farfalle (triacontagon), farfalle (pentagon), farfalle (hexagon), farfalle (heptagon), farfalle (octagon), farfalle (nonagon), farfalle (decagon), farfalle (undecagon), farfalle (dodecagon), farfalle (tridecagon), farfalle (quadrdecagon), farfalle (pentadecagon), farfalle (hexadecagon), farfalle (heptadecagon), farfalle (octadecagon), farfalle (enneadecagon), farfalle (triacontagon).

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Lorenzo Pini

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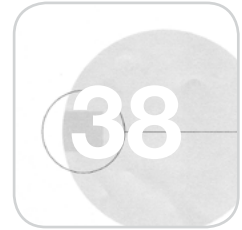
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# measuring **pasta quality** parameters



The quality of pasta resides in a series of characteristics that are affected both by the properties of the raw materials and by the production process. The quality of pasta can be established by measuring a number of its characteristics which are considered the most important pasta quality parameters, such as colour, firmness during cooking and texture properties. In this article, the methods most commonly used for measuring these

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most important pasta quality parameters, such as colour, firmness during cooking and texture properties. In this article, the methods most commonly used for measuring these parameters are described.

## Colour

High quality pasta (either fresh or dried) is normally yellow in colour and can be measured using a variety of techniques.

The most widely used technique is colorimetry. The measuring of the colour using colorimetry involves the use of a reflectance spectrophotometer which, through a beam of light in the visible range (400-800 nm), makes it possible to measure the three colorimetric coordinates  $L^*$ ,  $a^*$  and  $b^*$  in the CIELAB measuring system. The colorimetric coordinate  $L^*$  represents the lightness value in the range 0 (black) – 100 (white); the colorimetric coordinate  $a^*$  represents the green (negative values) – red (positive values) colour range and the colorimetric coordinate  $b^*$  (yellowness) represents the blue (negative values) – yellow (positive values) colour range. As far as pasta is concerned, it is the colorimetric coordinate  $b^*$  that assumes the greatest importance, as it represents the colour yellow. The instrument is simple to use and results can be obtained rapidly. It is therefore ideal for taking measurements during in-line product controls.

Another technique that can be used to determine the colour of pasta is image analysis. This technique is more complex than colorimetry, since various steps are required to obtain the measurement of the colour. The technique is based on the acquisition of a digital image and of its subsequent processing using dedicated software.





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The image must be processed with extreme precision and requires special calibration in order to obtain a measurement faithful to the real colour of the sample under examination. Due to these “limitations”, this technique is not practical for in-line industrial controls, but is more suited to in-depth pasta research and development activities.

## Firmness during cooking

The ‘measurement’ of the pasta’s firmness during cooking is generally connected with two different parameters: the water absorbed during cooking and the solids lost to cooking. These parameters are measured on pasta samples, duly prepared and cooked.

The first step involves calculating the optimum cooking time. The official method (AACC 66-50.01) involves cooking a given quantity of spaghetti in distilled water, and then compressing a single strand of spaghetti between two thin glass plates at different cooking times. The optimum cooking time corresponds to the time required for the disappearance of the ‘white core’ (non gelatinised starch) in the heart of the strand following compression. Also for the other pasta shapes, representative samples/sections have to be prepared and then compressed in order to evaluate the disappearance of their ‘white core’.

This is followed by the cooking of a sample of pasta (with a known weight) in a pre-set quantity of water (usually distilled) on the basis of the optimum cooking time, or of lower or higher cooking times (in the case of more in-depth studies on the properties of cooked pasta).





After cooking, the pasta must be carefully drained and cooled for a standardised period of time that is always kept constant, before proceeding with the planned analyses.

The water absorbed during cooking (water-absorbing capacity) can be measured by weighing the pasta after cooking, and comparing this with its initial weight. The calculation of the solids lost to cooking is one of the most important parameters for determining the quality of cooked pasta and this article deals with the two main measuring methods, which involve collecting all the pasta cooking water.

The first method (AACC 66-50.01) involves completely drying the cooking water in a convection oven at a temperature of 105°C until a constant weight is reached. The solid residue remaining (g solids/100 g pasta) after the drying procedure consists of the solids released by the pasta during cooking. A quality pasta with a correctly structured gluten network will tend to lose a small amount of solids to cooking.

The second method involves the sedimentation of the solids present in the cooking water through the use of transparent graduated conical containers (Imhoff cones). The cooking water is poured into the cone and the cone is then filled to the top with distilled water (the cone usually holds one litre). The next step is the first phase of sedimentation, which lasts 24 hours; this is then followed by a stirring phase to make the liquid inside the cone uniform. Sedimentation is then repeated for a further 24 hours. The solids released correspond to the volume of sediment, determined by reading the corresponding level on the graduated cones. It is important to point out that this method, in addition to having longer analysis times, also presents results with a rather wide margin of variability.

There is a third method which involves the analytical determination of the quantity of organic substances (Total Organic Matter – TOM) released by the cooked pasta during an extremely precise ‘washing’ operation. The pasta is drained and ‘washed’ with a given quantity of water which serves to remove the organic matter from the





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surface of the pasta; a pre-set quantity is then removed and subjected to drying in the oven at 80°C.

The organic matter is then measured through titration with ferrous ammonium sulphate in excess of potassium dichromate, according to the formula below:

$$\text{TOM (g/100g pasta)} = ((B-S) \cdot 20/B) \cdot Fd \cdot 0.00347,$$
 where B is the ferrous ammonium sulphate used for the white expressed in ml, S is the ferrous ammonium sulphate used to titrate the sample expressed in ml, Fd\* is the dilution factor and 0.00347 is a correction factor for the incomplete transformation of the starch into glucose (97.25%) (D'Egidio et al., 1976).

## Texture properties

The texture properties of the pasta after cooking are extremely important macroscopic chemical-physical properties for assessing the quality of the pasta, given the fact that they represent some of the characteristics that the consumer is more attentive to at the moment of consumption. Therefore producing a pasta with certain characteristics becomes one of the most important factors for the industry which aims at selling a quality product; so the measuring of these properties is of fundamental importance to pasta factories wishing to characterise their pasta. On the basis of the results obtained from the measuring of the texture properties, the pasta manufacturer may make some changes in the formulation and/or production process, with a view to improving its product.

But what changes can be made and what texture properties should quality pasta ideally have? In order to evaluate the quality of the pasta after cooking, we have





to consider several parameters such as firmness, springiness, stickiness, cohesiveness, the work entailed in shearing/extruding etc.

As we know only too well, the Italian consumer demands high quality standards with regard to these characteristics, i.e. the pasta must be firm to the bite (“al dente”) and not become sticky during chewing. These characteristics are not necessarily so important to the international consumer, who might actually prefer a pasta that is less “resistant” in keeping with the habits and cooking methods of his/her own country.

To measure these characteristics numerous sensory and instrumental tests have been developed over the years. As far as sensory analysis is concerned, this is still used today to calculate the stickiness of cooked pasta in the quality control laboratories of certain pasta factories, through panels of trained tasters. These sensory techniques can be extremely useful for the creation of an internal database and in order to monitor quality changes in the pasta over the course of time. However, sensory evaluation should be considered a subjective technique. In fact, various studies report that the relation/correlation between the data obtained from sensory and instrumental techniques is very variable, underlining that a comparison of the results of different panels is only able to distinguish major differences between samples.

The sensory analysis also has the disadvantage of being extremely expensive (particularly for small-to-medium sized companies) and difficult to manage when the samples are very small or in excessive numbers. During the research phase, it might even be necessary to prepare 40-50 sensory taste samples in a single day.

In order to avoid these problems, various instrumental methods have been developed which are more rapid,





considerably less expensive and, even more important, they guarantee a more objective interpretation of the properties.

The texture measurements can be carried out by applying small or large deformations to the study sample.

Rheometers can be used to measure the fundamental rheological properties of the cooked pasta (which some authors relate to the initial perception on the palate) through the application of small deformations.

For large deformations, the texture measuring instrument used is the dynamometer which, in the majority of cases is a Texture Analyzer (produced by Stable Macro Systems, <http://www.stablemicrosystems.com/?gclid=CJbM2ZCWobQCFVC7zAodriAA8Q>).

Purchasing and equipping this type of instrumentation requires investments in the region of €20-30,000, in addition to personnel training costs.

The official method AACC Pasta and Noodle Cooking Quality -- Firmness (66-50.01), approved for the first time in 1989, is probably the most widely used method for determining the texture of cooked pasta, particularly for long-cut pasta shapes such as spaghetti and noodles. It often becomes a problem to use this test for short-cut pasta shapes due to the difficulty experienced in adapting samples with irregular geometry to the test, and in preventing them from moving during the experiment. In order to overcome these problems the Kramer shear cell is often used for measuring short-cut shapes, especially those with irregular geometries.

A great deal of research has been conducted to study the various probes to be used to determine the texture of the pasta after cooking. The probes studied have been classified in two groups on the basis of the type of physical action exerted on the sample during the test. The first type includes probes that exert a shearing force such as the blade (official method, TA-47), the Kramer shear cell (with 5 blades, TA-245) and the mini Kramer shear cell (with five blades, TA-91 M). Other probes are of the type that apply a compression force, for example the Ottawa cell (TA-245) and a probe called the firmness-stickiness rig (HDP-PFS).

As an alternative to the compression test, some researchers have experimented tensile type tests, by measuring the extension of cooked spaghetti following the application of an increasing tensile load. This test is not widespread in the industry despite the fact that it is commonly used to measure the texture of cooked noodles. Some studies indicate that the parameters measured by tensile stress do not correlate with the attributes measured with sensory techniques.

Some technical details of the most commonly used measuring methods are shown below.

## Official method AACC 66-50.01 with pasta blade TA-47

This method is used for cooked spaghetti and noodles both in the industrial sector and in scientific research.

The probe used is a blade (made of Plexiglas or Lexan, Figure 1) which is easy to use and clean, and which has



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**Figure 1. Pasta blade TA-47”, Official method AACC 66-50.01 (With permission from Stable Micro Systems)**



**Figure 2. Firmness-stickiness rig (HDP-PFS). (With permission from Stable Micro Systems)**

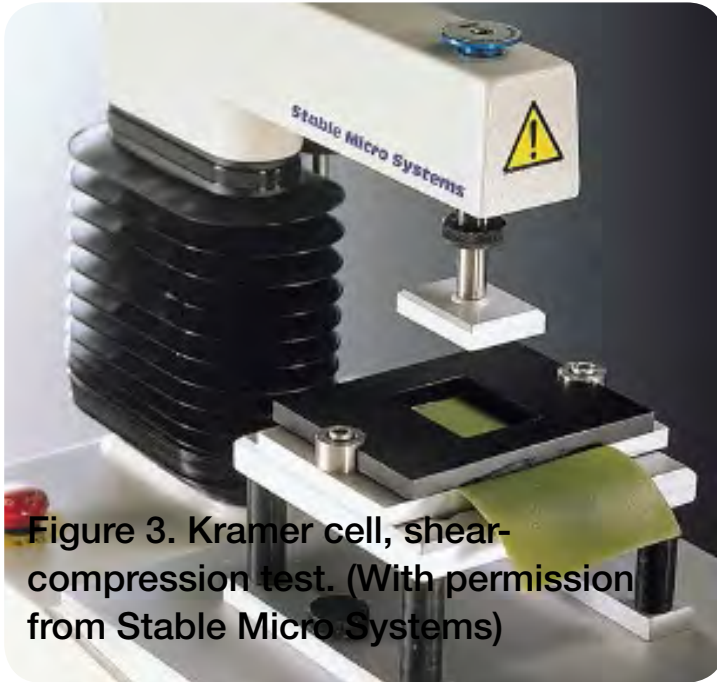
a shearing surface of 1 mm. This test measures the work ( $N \cdot m$  or  $N \cdot s$ ) required to cut 5 strands of spaghetti positioned one next to the other. Difficulties may be encountered when, as mentioned before, small and irregular pasta shapes have to be measured; moreover, the “tested” area of the sample is limited and this can present a problem when measuring the texture properties of pasta produced with non conventional formulations (in which the sample may be physically lacking in homogeneity due to the adding of other ingredients). This test is usually carried out at a speed of 0.1-1 mm/s.

The firmness, expressed in g or N) is measured as the maximum force recorded in the Force-Distance/Time graph; another parameter that can be obtained is the Work required to shear the sample ( $N \cdot m$  or  $N \cdot s$ ) corresponding to the area under the curve.

## Test for measuring firmness and stickiness with the “firmness-stickiness rig” (HDP-PFS)

This probe is generally used to perform a double compression test TPA (Figure 2). Even although it involves the disassembling, cleaning and reassembling of the equipment, it is nonetheless a fairly rapid test. The base of the probe is made of aluminium. The properties that can be measured are firmness, springiness, stickiness and cohesiveness.





**Figure 3. Kramer cell, shear-compression test. (With permission from Stable Micro Systems)**

### Shear-compression test with the Kramer shear cell

This test is used at an industrial level (but also in the scientific field) for shapes with large diameters/widths. The test consists in bringing down the 5 blades (Figure 3) along the grooves in the cell and, depending on the speed selected, compressing and partially extruding the pasta through the holes in the base of the cell (of the same dimensions as the compression area of the 5 blades) Also in this case, the properties that can be measured are the firmness and the work required to compress, shear and extrude the sample. This test destroys the sample and involves lengthy measuring times since each time the probe is

used it has to be disassembled, meticulously cleaned (as pieces of pasta get jammed between the blades) and reassembled. It cannot be used for the TPA test since the test destroys the sample.

### Compression-extrusion test with the Ottawa cell (TA-245)

The test applies a compression force with consequent extrusion. Both the base of the probe (60 X 60 mm, 67 holes each 6 mm in diameter) and the probe itself (made up of numerous dies), are made of aluminium. The tolerance between the die and the corresponding joint is very limited, so it is quite laborious to standardise the parameters of the test. The properties that can be measured are firmness, springiness and work.

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Pavan Group, worldwide leader in the design, engineering and construction of technologies and integrated product lines for cereal based food, held an Open Day on Friday, 14 December, 2012 for the presentation of its new forming and thermal treatment lines for fresh pasta.

Operators from the fresh pasta sector in Italy and abroad showed great enthusiasm when, in the show room







in Galliera Veneta (Padua, Italy), they were given the opportunity to view the new machines, learn about their innovative technological and mechanical features, and appreciate their tangible and immediate advantages in terms of energy efficiency and simplification of washing and sanitizing procedures.

The day opened with a conference dedicated to important issues relating to microbiology and food safety (Luciano Mondardini, R&D Manager) and to the innovative features distinguishing the machines presented (Fabio Bisarello and Simone Bertoncello, Technical Design). Last but not least, the Fresh Pasta Sales Manager, Paolo Carossa, ran a simulation of real operating conditions to demonstrate the savings that can be made by



adopting these new lines. Accompanied by the Technical Director, Sandro Rasera, the guests were given a tour of the production departments where two automatic double-tank kneaders with a capacity of 1,100 and 1,700 kg/h respectively, were presented. In a dedicated area, the following lines were also displayed: an entirely washable dough sheeter line for classic tortellini, filled pasta and double sheeted pasta, the SPW630 dough



**Paolo Carossa and Sandro Rasera  
(Pavan Group) with Justo Bonetto (APPF)**

sheeter (which produces sheets 630 mm wide and 7 mm thick, output 700 kg/h) and the SPT540 double sheeter (which produces two sheets 540 mm wide and 7 mm thick, output 1,000 kg/h). With regard to the forming process, the company presented a series of entirely washable forming machines for cappelletti and ravioli (150 strokes/min, 650 kg/h), classic and pinched tortellini, and double sheets for ravioli (170 strokes/min, 850 kg/h).

For the thermal treatment process, the equipment presented included the 7 metre-long, continuous immersion cooker, cooling bath, 14 metre-long pasteuriser/cooker and pre-dryer (6 metres, 3 tiers).

The latest models of the main accessories were also displayed: the shuttle automatic mixture distribution system, the washable product conveyor belts and the lobe pump for filling dosing in forming machines. (*press release*)







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When we hear stories of people like the Andalini family – which we are happy to be able to tell today - it is hard to believe that Italy can have so much difficulty in recovering from the economic crisis. In the Bel Paese, in fact, as in many other places in the Western world, family and business often join forces, creating a winning combination of passion and commitment. If, to all this we also add the proverbial Italian creativity, always striving to attain what is good and what is beautiful, it is easy to imagine that the result will be excellent on many fronts. But above all, that it will be a business success. What can be more fascinating than the art of making pasta, an art that has been modernised over the decades, with the introduction of various innovations? Perhaps only the perseverance of a family who, now in their third generation as pasta producers, continue to work with a sole purpose: constant improvement, but without ever straying from the authentic roots of their Emilian tradition. A story like this, almost a fairy tale, conjures up a little shop where father and son make the product by hand, as in times gone by. But don't make the mistake of thinking that being faithful to tradition means keeping everything





frozen in time, without hazarding the tiniest change. If the family had not used machinery and equipment with the capacity to guarantee large quantities while maintaining the excellent product quality, they would not have been able to make their egg pasta a household name in a large part of Europe and in many other foreign countries.

The lines are, of course, different: each has a special characteristic and suggestive, mouthwatering names that trigger the desire for a good plate of pasta: Veloce con gusto, Giorno di festa, Scelti per voi, Cuor di Semola, Antica Tradizione, I Garganelli, Biobuonissima and Integrale (Quick & tasty, Holiday, Just for you, Heart of Semolina, Age-old Tradition, Garganelli, Good & Organic and Whole wheat). This catalogue, in which the egg has pride of place, includes a variety of shapes and colours to suit all tastes, even the most demanding. Pastificio Andalinì also produces under a private label for several leading large scale distribution chains in Italy and abroad.

The production is significant both in terms of quantity and quality. The enterprise has three continuous cycle production lines that run 24 hours a day, 7 days a week. Although they never work to full capacity, they produce 2000 kg of pasta per hour, short- or long-cut pasta alike. It is not the Andalinì family who endorses the quality of the product, but the market itself. It goes without saying that these Emilian specialities are sold the world over. Perhaps this is due to their organoleptic properties, or perhaps it is due to the expertise of the company's sales and marketing teams. Whatever the reason, the fact remains that Andalinì pasta is now available on the shelves of supermarkets all over Europe as well as in the United States, Brazil, Africa, Bermuda, Australia, China





and Japan. It has been awarded numerous certifications among which BRC, IFS, and ISO 22000, but the most striking feature of this Ferrara-based pasta factory is the Andalini Food Industry, a line designed for catering professionals, and the Andalini Lab, which is dedicated to customers who produce ready meals. Both of these lines entail a study of the specific requirements of the clientele and take cooking and pre-cooking requirements into account. Both of the lines make excellent pasta, starting from high quality durum wheat semolina kneaded and dried in such a way as to guarantee extraordinary results. Thanks to the extremely high quality of the semolina used and to the meticulous, technologically state-of-the-art production process, the pasta maintains its body, elasticity and porosity, so as to enhance the taste of all types of preparations, from the simplest to the most elaborate. The Andalini Lab section is no less impressive. Known also as the “couture house” of pasta, it sets the Pastificio the difficult challenge of preparing a product that is excellent not only in terms of taste, but also firmness during cooking. It is especially designed for customers who require “custom-made” pasta, and is normally used for the production of ready meals. The Research & Development department of the Pastificio Andalini develops solutions directly based on customer requirements. It selects and doses the ingredients, chooses the dies and shapes, defines the time intervals and drying processes in order to ensure that the quality of the final product will be guaranteed.

Massimo Andalini, owner of the pasta factory and second generation pasta maker currently runs the company with his daughter Simona, managing director and his son-in-law Stefano Venturi, sales and marketing manager. Since 1956, the distant year in which the company was founded, one element has never been lacking, the bond





between the product and the territory. And even now, when the pasta factory has taken on international dimensions, and is presenting its products on the global market, the Andalini family's desire is still to effectively convey the Italian spirit through its pasta. Massimo Andalini, defined by some as a "keen localist", never misses the opportunity to use raw materials from the local territory. His exhortations to Italian farmers to sow durum wheat has become a Leitmotiv, as has his famous appeal to use local eggs. Not content with this, Andalini launched nettle pasta. Developed partly for fun and partly by chance, this product, which is both innovative and traditional at the same time, seems set to achieve success on the market. In fact, nettles used to be widely used in these areas in the past, so their return to the limelight represents a piece of local history repeating itself. The product also presents an appetising combination of what is pleasing to the eye, good to eat and – as experts maintain – also healthy. So it goes without saying that nettle pasta is the most recent example of what Pastificio Andalini is capable of achieving: excellent pasta that embodies craftsmanship, territory and innovation. Always striving to create new and delicious specialities, the Andalini family can congratulate themselves for having contributed, over several decades, to making good Italian food great, and to making Andalini a household name.



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# CA500/2V automatic **sheet laminator** manufactured by **pama parsi machine**



A user-friendly, high performance machine that produces an excellent pasta sheet. These are the reasons why Pama Parsi Machine's CA500/2V automatic sheet laminator is so widely used in fresh pasta production facilities.

The CA500/2V automatic sheet laminator designed and constructed by Pama Parsi Macchine, a long-standing company of San Cesareo (Rome, Italy), manufacturer of machines and systems for the production of fresh pasta, is distinguished by its output of 500 kg/h and by its mixing capacity of approx. 80 kg (semolina and liquids). In addition to this, it can feed high production shaping machines for the production of cappelletti, agnolotti, ra-







violi and cannelloni as well as systems for tagliatelle.

From the construction perspective, among the characteristic features of Pama Parsi Macchine's CA500/2V sheet laminator are its independent kneading and lamination unit, patented by the Roman company, and the innovative system for unloading the dough from the kneading tank to the feeder tank, an operation that can be



performed without having to open protective grids or stop production, leading to considerable savings in time. Additionally, the sheet laminator can be inspected and sanitised with the greatest of ease, thanks to the fact that the side and front panels can be opened very quickly and effortlessly.

The pasta sheet produced, the output speed of which can be regulated through an inverter, is 500 mm wide.

The conveyor belt is removable and has a direct drive system, without the use of chains.

The sheet laminator weighs 750 kg e and is a compact machine (700 x 1200 x 1900h mm). Its absorbed power is 7.5 kW.

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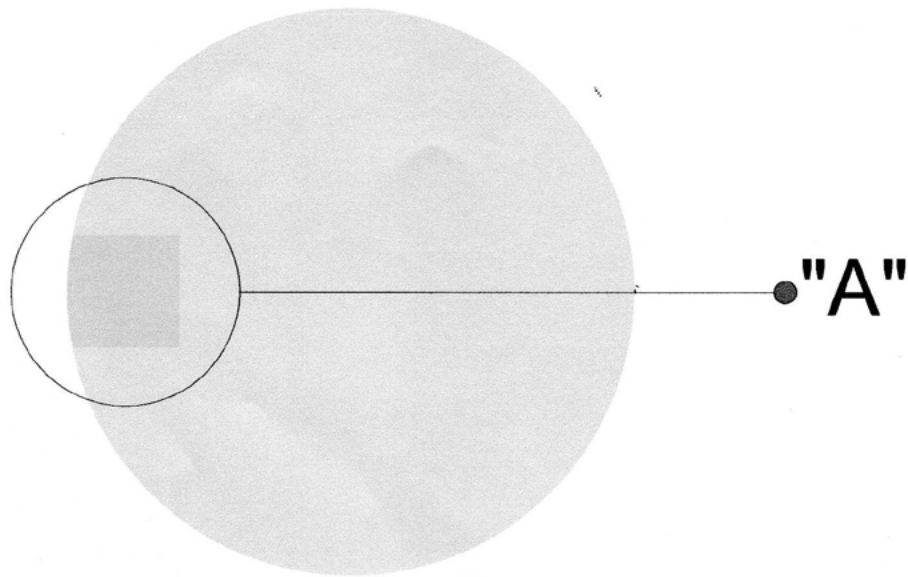
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# improved adhesion spaghetti



From the iron rods of reinforced concrete, an idea for spaghetti “with improved adhesion”. The idea belongs to two Neapolitans, who have recently filed the patent for the new shape, and are now in search of investors.

Good quality pasta has always been judged – among other things – by its ability to soak up and “hug” the sauce. This problem has been tackled by the ingenuity of generations of pasta makers in different ways, using bronze dies, or making ridges longwise on the pasta (e.g. penne rigate, spaghetti rigati, etc.). But no-one,



**MODULO U (1/2)**

AL MINISTERO DELLO SVILUPPO ECONOMICO  
UFFICIO ITALIANO BREVETTI E MARCHI (U.I.B.M.)  
DOMANDA DI BREVETTO PER MODELLO DI UTILITA' N° NA2012U000017

**04 APR. 2012**

**A. RICHIEDENTE/I**

COGNOME E NOME O DENOMINAZIONE	A1	SALZANO SALVATORE		
NATURA GIURIDICA (PF / PG)	A2	PF	COD. FISCALE PARTITA IVA	A3
INDIRIZZO COMPLETO	A4			
COGNOME E NOME O DENOMINAZIONE	A1	PERONE GIUSEPPE		
NATURA GIURIDICA (PF / PG)	A2	PF	COD. FISCALE PARTITA IVA	A3
INDIRIZZO COMPLETO	A4			

**B. RECAPITO OBBLIGATORIO IN MANCANZA DI MANDATARIO**

B0	D	(D = DOMICILIO ELETTIVO. R = RAPPRESENTANTE)
COGNOME E NOME O DENOMINAZIONE	B1	SALZANO SALVATORE
INDIRIZZO	B2	
CAP/ LOCALITA'/PROVINCIA	B3	

**C. TITOLO**

C1	SPAGHIETTO AD ADERENZA MIGLIORATA
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**D. INVENTORE/I DESIGNATO/I** (da indicare anche se l'inventore coincide con il richiedente)


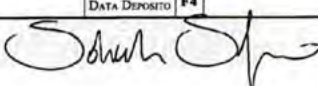
COGNOME E NOME	D1	SALZANO SALVATORE
NAZIONALITA'	D2	ITALIANA
COGNOME E NOME	D1	PERONE GIUSEPPE
NAZIONALITA'	D2	ITALIANA
COGNOME E NOME	D1	
NAZIONALITA'	D2	
COGNOME E NOME	D1	
NAZIONALITA'	D2	

**E. CLASSE PROPOSTA**

SEZIONE	CLASSE	SOTTOCLASSE	GRUPPO	SOTTOGRUPPO
E1	E2	E3	E4	E5

**F. PRIORITA'**

DERIVANTE DA PRECEDENTE DEPOSITO ESEGUITO ALL'ESTERO

STATO O ORGANIZZAZIONE	F1	TIPO	F2
NUMERO DOMANDA	F3	DATA DEPOSITO	F4
STATO O ORGANIZZAZIONE	F1	TIPO	F2
NUMERO DOMANDA	F3	DATA DEPOSITO	F4
STATO O ORGANIZZAZIONE	F1	TIPO	F2
NUMERO DOMANDA	F3	DATA DEPOSITO	F4
FIRMA DEL / DEI RICHIEDENTE / I	 		

Camera di Commercio di Napoli - Ufficio Brevetti e Marchi - Pos. n.NA2012U000017.max

up until a few months ago, had ever thought of cutting a spiral on long-cut pasta, which would embrace it from one end to the other. And this is exactly the brain wave of two Neapolitan gourmets, Salvatore Salzano (former surveyor) and Giuseppe Perone (former fine arts teacher). They applied a principle introduced in the construction industry a few years ago, that of "improved adhesion", to a long-cut pasta shape. They drew their inspiration from the iron rods used to reinforce concrete: these rods were originally smooth (without roughness). They were then replaced (by law) with improved adhesion rods with a spiral running down their entire length that considerably increased their coefficient of cohesion with the cement-based mortar.





• "A"



• "A"

Thinking of the reinforcing rod as a strand of spaghetti and the liquid cement as the sauce, they came up with the idea of improved adhesion spaghetti.

The principle is the same, but there is a substantial difference between iron and pasta: the first has a spiral in relief, whereas the second has a spiral carved into its surface, which produces a furrow in which the sauce can collect and settle.

According to the two inventors, filers of the patent registered in April 2012 at the Chamber of Commerce of Naples, the main advantages of the new pasta shape are the following:

- increased adhesion of the sauce to the pasta shape;
- shorter cooking times (when the water penetrates the furrow in the pasta, it accelerates the process);
- better preservation of the original shape even after cooking (compared to ridged spaghetti).

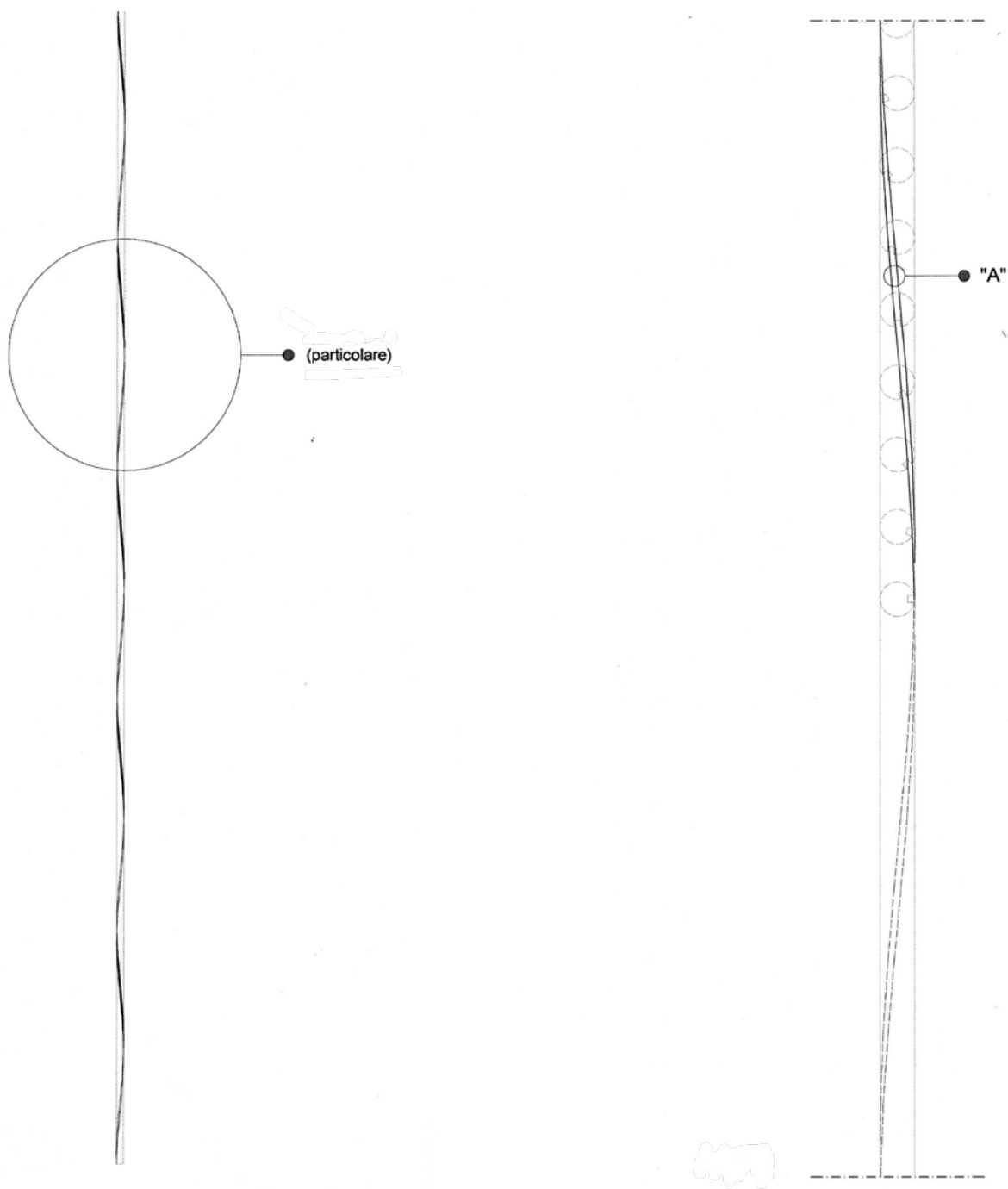
Salvatore Salzano and Giuseppe Perone do not, however, attempt to conceal the weak point of their invention, which is the difficulty of producing improved adhesion spaghetti through a normal die.

A special die able to give the spaghetti its shape would have to be designed, they suggest, or a micro-toothed cylinder into which the spaghetti strand would be placed immediately after extrusion, and which would rotate upon itself, thereby impressing the spiral on the strand.

Anyone interested in obtaining more information can contact Salvatore Salzano at the following email address: [salvatoresalzano@yahoo.it](mailto:salvatoresalzano@yahoo.it).







# consumer trends and global growth prospects



**Enthusiastic attendance at the seminar organised by AIDEPI in cooperation with Euromonitor International.**

In Milan, on 22 November 2012, AIDEPI, Associazione delle industrie del Dolce e della Pasta italiane (Italian Association of Confectionery and Pasta Industries), in cooperation with Euromonitor International, an international market intelligence firm, held the seminar: "Current Trends and Future Prospects for global growth". Attendance at the event by companies was excellent.

In the current economic situation, only exports can compensate for the fall in demand, and in some cases the recession, that has also extended to food consumption. Fortunately, our sales abroad are resilient: in the first





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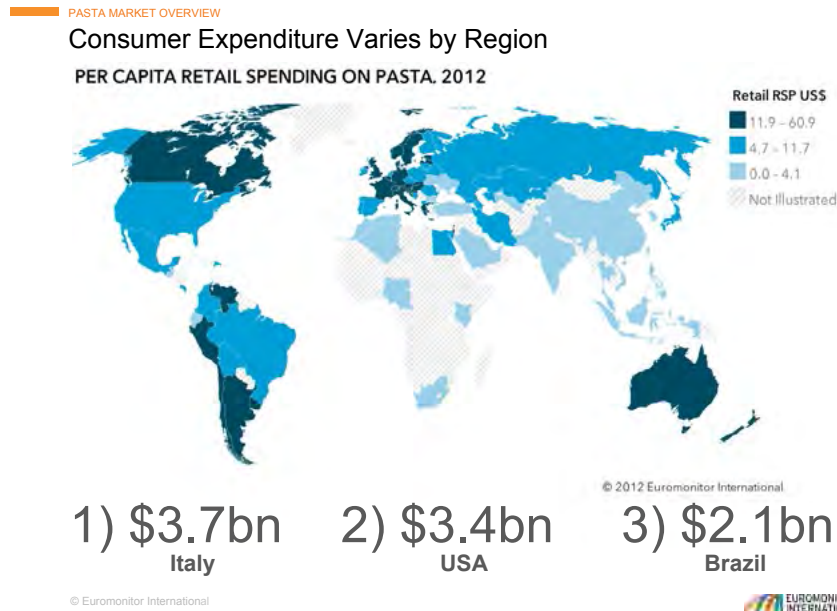


**MODEL NP500-13F**

## TRADITION

Innovative front closure in keeping with the typical shape of the original recipe for real Emilian tortellini and tortelloni.





eight months of 2012, pasta consumption increased by 7.7% in value and confectionery by 12.7%, compared to the same period of the previous year (AIDEPI processing of ISTAT data). Additionally, the trend of the AIDEPI sectors, aimed at increasingly promoting non-EU markets, continues on a positive note, and some of these markets are growing much faster than the European market, now considered to be practically a domestic market.

“The Seminar,” explains Mario Piccialuti, the Director of AIDEPI, “was held with a view to providing member companies with further insights into foreign markets (particularly emerging markets), in order to be able to exploit opportunities for growth, and launch or further develop corporate internationalisation strategies.

“We believe,” continues Piccialuti, “that our added value resides in having organised a seminar of international scope in cooperation with Euromonitor which, thanks to its widespread presence throughout the world, was able to provide an excellent overview of our sectors at a global level”.

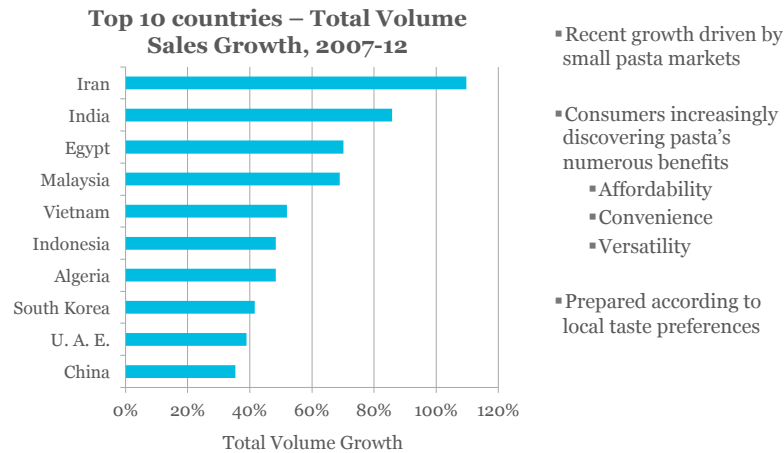
Mara Magro and Ildiko Szalai, researchers at Euromonitor International, analysed the current trends and future prospects for the economic sectors represented by AIDEPI (pasta, oven-baked products, cereals, chocolate, confectionery and ice cream), demonstrating how, even at such an economically unfavourable time, opportunities for growth actually exist.

Among the major items of interest, the presentations introduced the following facts and figures:

According to Euromonitor data, within the next five years, 80% of global growth for the ice cream market will be



## Underdeveloped Markets Driving Growth



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generated by the emerging markets, accounting for 64% of the gross domestic product and 88% of the global population.

Italy is second only to the United States in the market for gluten-free, oven-baked products, with a turnover of 152 billion US dollars in 2012 and an estimated growth rate for the period 2012-2017 of 8%.

In 2011, the greatest consumers of pasta in the world were Italy, the United States and Brazil, but the fastest growing markets are outside of Europe and include, especially, Iran, India, Egypt, Malaysia, Vietnam, Indonesia, Algeria, South Korea, United Arab Emirates and China.

Within the next five years, three-quarters of the growth in the sweets sector (chocolate, confectionery, gum) will be generated by ten countries: Brazil, China, United States, India, United Kingdom, Russia, Algeria, Turkey and Ukraine.

According to Euromonitor International data, 42% of the US population will be obese by 2030. Given the alarm connected with this phenomenon, health trends have strengthened, bringing about an increase in the sales of gluten-free, wholemeal products, with a low sugar and carbohydrate content.

For further information on the seminar and the presentations, contact Ms Roberta Russo, AIDEPI Communications Manager ([roberta.russo@aidepi.it](mailto:roberta.russo@aidepi.it)) or Ms Violetta Scola, Communications Executive at Euromonitor International ([violetta.scola@euromonitor.com](mailto:violetta.scola@euromonitor.com)).



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# italy launches **futures** on agricultural commodities



by Carlo Pisani

## Borsa Italiana SpA launches the Agrex platform: starting in January with durum wheat

A little behind schedule, 2013 will be the year, for Italy, that marks the negotiation on the future markets of agricultural commodities.

The initiative will kick off in January. And the first product to be exchanged will be durum wheat, the raw material used in the pasta industry, the prices of which, together with other cereals (common wheat and maize in particular), have been subject to repeated and marked volatility on international markets in recent years.

So the two goals that Borsa Italiana SpA has set itself to achieve are: to offer a risk management tool to enterprises, whether they be manufacturers or users; to contribute efficiently to mitigating the volatility of the stock exchange lists. To this end, it has launched Agrex (AGRIculture EXchange), the new segment of the derivatives market dedicated to the negotiation of durum wheat futures.



This is a segment that envisages Italy at the top of the ranking of world producers, which is normally led by Canada. But with an offer of modest physical dimensions even on a global scale, in the region of around 35 million tons, compared with 650 million of common wheat, 700 million of maize and 450 million tons of rice.

Durum wheat is a crop that grows in a rather delimited geographical area, mainly including the countries of the Mediterranean, North America and Australia. But it is a product of the utmost importance in terms of made-in-Italy prestige, with Italian pasta factories, the main users, exporting over half of their production to foreign markets. Suffice it to say that, in 2011, almost 1.9 million tons of pasta were exported to over 100 countries. And that in the first three quarters of 2012, foreign sales topped 1.4 million tons, reaching a sales volume worth over a billion and a half euros.

But national production alone is not sufficient to cover the industry's requirements which, also for technical reasons (the need to mix national grains with strong wheat varieties) each year has recourse to imported - mainly Canadian - wheat for around 40% of its requirement.

Returning to the financial aspects, futures are fixed-term trading contracts which make it possible to set the price of a future supply, in this case of durum wheat. They are standardised contracts but have features that are common to many operators and for this reason they are liquid, negotiated on regulated markets, the successful outcome of which is guaranteed by Cassa di Compensazione e Garanzia S.p.A. (CC&G) which acts as a mediator, becoming de facto the purchaser of the seller and the seller of the buyer.

So, in a nutshell, unwelcome surprises such as failure to deliver the goods or failure to pay are safeguarded against. With futures, as opposed to forward contracts, the counterparty's risk is negligible, thanks to the intervention of the CC&G. As far as the physical delivery of the goods is concerned, the system is based on a wide network of authorised silos. Deliveries will start from the silo in the area of Foggia, one of the main provinces in terms of production volume, but other collection centres will be selected later, although a single delivery point does tend to be preferred. The grain to be traded through the Agrex platform shall comply with the health and hygiene standards of the European Union, and its parameters will be defined in terms of specific weight, proteins, moisture, impurities etc.

With regard to the sampling tests, the Ager laboratory (Emilia Romagna Grain Association), in virtue of an agreement with the CC&G, will be responsible, following pre-established timetables and methods, for performing the analytical tests which may be requested by purchasers, at the time of delivery, on the product batches collected. It will be possible to negotiate, either through a broker or directly, assuming the role of an authorised member, provided that the party in question has the prerequisites provided for in the Borsa Italiana regulations.

The start up phase is the most complex one, according to the experts. Sufficient product volumes and liquidity will be required to get the new instrument off the ground, and only the participation - right from the outset - of important parties in terms of work capacities will actually be able to guarantee that this can be successfully achieved.

As far as the advantages accruing to the operators, Borsa Italiana experts affirm that, for farmers, futures contracts





could represent a means for fixing the price in advance, establishing sufficient levels to guarantee the covering of costs, as well as for safeguarding against the risk of a sudden drop in quotations, as already experienced in the past, on various different occasions.

The alternative to the futures market is the stipulation of cultivation contracts, the only instrument that up until now has allowed farmers to protect themselves against future losses and to guarantee, with the advance sale of the crop, adequate levels of profitability.

For users (mills and pasta factories), on the other hand, the futures market offers a valid instrument for the planning of a purchasing policy both in terms of costs and in terms of the quantities of raw materials and flours required for industrial needs. As purchasers, the user enterprises can therefore optimise their work calendars, planning restocking and rationalising stocks.

Meanwhile, preliminary evaluations seem to indicate, in Italy, a decrease in investments in durum wheat during the 2012 sowing season.

As regards world crops, the indications of the IGC (International Grains Council), confirm, for the year 2012/2013, a quantity of 35.1 million tons, a drop compared to the 36.7 million tons of the previous season. It will be necessary to draw upon stocks to meet global demand, estimated at 35.7 million tons. But the demand seems to have slackened for the third consecutive year, while the end of season stocks are estimated to be at their lowest for five years, with a quantity estimated to be around 7 million tons.





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# the impact of **futures** on italian producers



by Riccardo Felicetti

**A brief note by Riccardo Felicetti, Chairman of the Pasta Group of AIDEPI (Italian Association of the Confectionery and Pasta Industries), on the impact that the new futures market in Italy could have on pasta producers**

If the durum wheat futures market fails to assume an economically “efficient” form (high number of operators, high number of transactions, high liquidity), the real effects are likely to be practically non-existent (and the futures market itself is likely, sooner or later, to grind to a halt).

If, on the other hand, the futures market manages to work efficiently, two main effects should be produced: one in the short-to-medium term and the other in the medium-to long term.

In the short-to-medium term, there is likely – all things being equal – to be an increase in the volatility of pri-





Riccardo Felicetti

ces, particularly if non-commercial operators turn out to be greater, in percentage terms, than commercial operators.

The disadvantages deriving from this greater volatility should, in any case, be more than compensated for by the extending of the mean period of duration of the physical supply contracts for durum wheat, thanks to the possibility to carry out hedging transactions, at the same time, over time horizons superior to the year of the season itself. In this way, both farmers and users would be able to plan their activities better and manage the price volatility risk in a more effective and efficient manner.

In the medium-to-long term, on the other hand, the effect on the production of durum wheat appears uncertain, inasmuch as this variable mainly depends on the evolution of a number of basic factors such as: i) production costs; ii) supply and demand conditions; iii) the rate of technical progress (with regard to seeds, production techniques etc.).

In conclusion, futures should not have a structural impact in the medium-to-long term, while in the short term, together with greater volatility, they should give operators better opportunities to manage the risks connected with supply volatility.





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# **multiline** co-extrusion machine for **stuffed gnocchi**

---



**Multiline, Sandorè's most recent machine for the production of fillings, can also process more liquid fillings as well as a wide range of mixtures that are not just potato-based**

---

The Multiline co-extrusion machine embodies the evolution of the famous New Fantasy model, which dictated the success of Sandorè (of Zanè, Vicenza, Italy) as suppliers of machinery for the production of a product that is very widely used in Italian cooking: stuffed gnocchi.

Multiline is entirely made of aisi 304 stainless steel and thanks to its particular structure, all the machine's food

---



contact parts can be cleaned with the greatest of ease.

It is equipped with extrusion units that operate at variable speeds, to enable the dosing of the quantities of external dough and filling required.

Multiline also has a special gear pump for the injection of particularly liquid fillings.

The cutting system, patented by Sandorè, guarantees the spherical closure of the “ball-shaped” gnocchi, thanks to which the filling remains hermetically sealed inside the gnocchi, even after cooking.

Multiline is also an extremely versatile machine since, in addition to stuffed potato gnocchi, it has also proven to be ideal for the processing of various other types of mixture, such as pizza dough, bread dough, shortcrust pastry, puréed potato for croquettes and mince for meatballs, which can be stuffed with all sorts of fillings.

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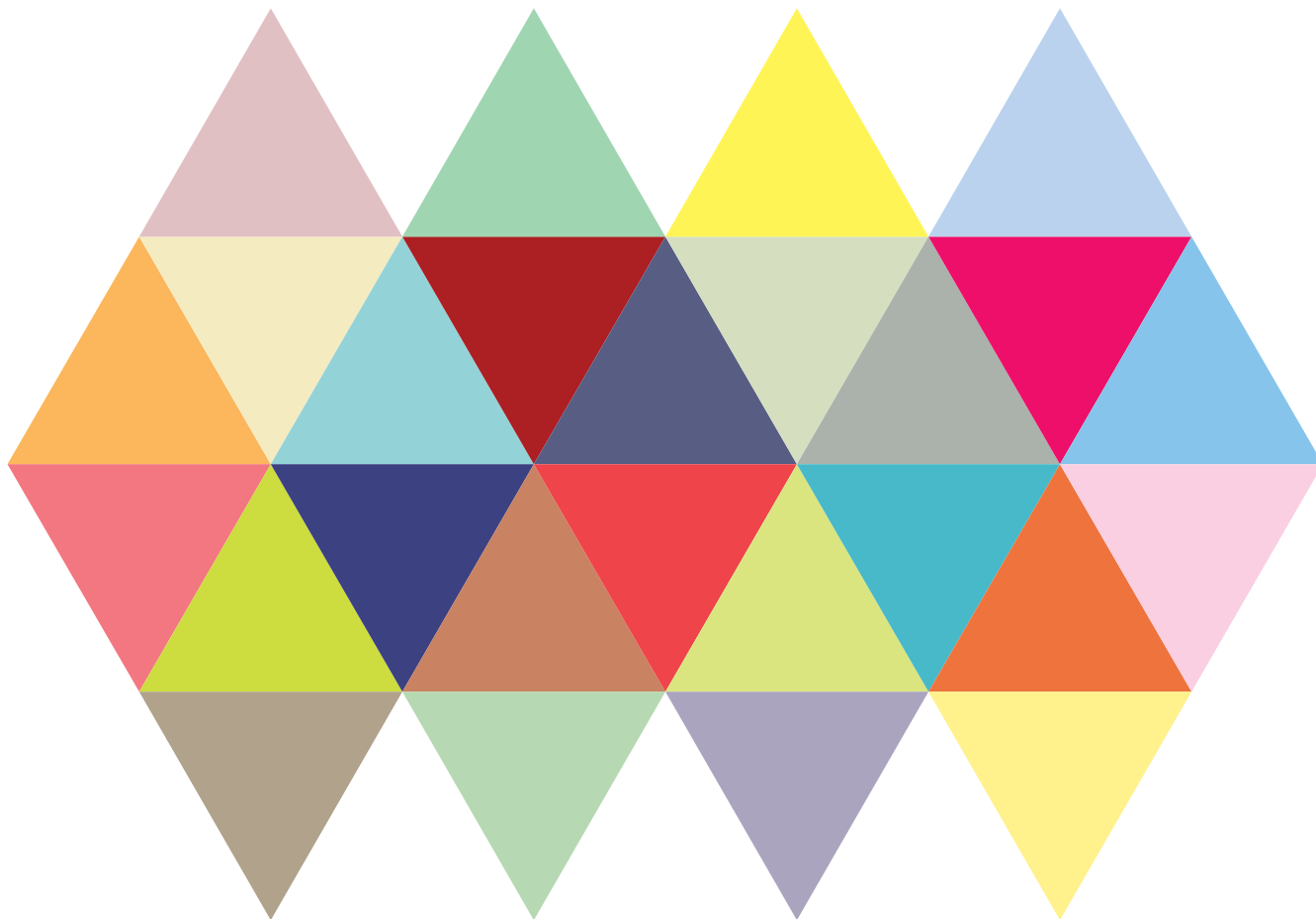
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## **pasta toscana** goes kosher

After the audits carried out by rabbinical associations on its ingredients and production process, "Pasta Toscana" has been awarded Kosher certification: this means that its products are suitable for consumption by the Jewish community. The Jewish religion lays down very strict laws on the subject of foods, how they should be prepared and how they can be associated. Pasta, for example, must be prepared and packaged in compliance with extremely strict hygiene standards; additionally, production environments, machinery and containers must never come into contact with non Kosher products. Kosher foods are not only purchased by practising Jews, but also by Muslims, Hindus and vegetarians and, in the United States, the turnover is estimated to be over 180 million dollars.

## new production plant for **pastificio pallante**

A new production plant covering 40,000 sq.m. This is the project drawn up by the company Antonio Pallante of Capodrise, in the province of Caserta (Italy), which produces pasta under the brand names "Pasta Reggia", "Spighe di campo" and "Nutri Bio". The new production plant is to be built in San Girolamo, a small town in the Municipality of Pignataro Maggiore. The Capodrise pasta factory, owned by the Pallante family, the members of which used to be millers in Irpinia in 1949, produces 290,000 kg of pasta per day and exports to a large number of countries, having, among its customers, some of the large international chains.





## Linea Pasta Fresca

Dopo una formazione internazionale di tutto rispetto dal maggio del 2010 Bartolini è alla guida del Devero Ristorante a Cavenago Brianza, una nuova sfida che il giovane chef affronta con l'entusiasmo e la passione che da sempre contraddistinguono il suo lavoro, proseguendo a portare avanti la sua idea di cucina sospesa tra tradizione e innovazione, a utilizzare le erbe da lui amorevolmente coltivate per arricchire i suoi piatti, ad affinare ulteriormente la tecnica mentre regala autentiche emozioni agli ospiti della sua tavola.

### La pasta fresca

In molte zone d'Italia esistono tradizioni di pasta fresca ben diverse tra loro anche a pochissimi chilometri di distanza. Ancora prima di cambiare in base agli aromi, alle vitamine e quindi ai colori, gli impasti si differenziano per l'uso delle diverse farine, delle quantità di uova e a volte della presenza o meno di acqua. Tutti però risultano assolutamente originali e imperdibili come la sfoglia ottenuta grazie a 00 Pasta D'Oro® Molino Pasini Linea Pasta Fresca. Per esempio se vai in Emilia Romagna vuoi non apprezzare le tagliatelle? In

*Nessuna  
come Lei*

*Enrico Bartolini nasce a Pescia nel 1979 e potrebbe essere definito un "enfant prodige" della gastronomia italiana. Nel suo libro "PASTA" racchiude 120 ricette tutte dedicate alla pasta e noi di Molino Pasini abbiamo l'onore di invitarvi a conoscerne alcune.*

Piemonte vuoi non mangiare, specialmente nella stagione fredda, i tajarin con il tartufo bianco? Transitando per la bella Toscana puoi perderti gli stracci o i maltagliati? Ebbene sì, si passa da un impasto di farina e uova, a uno di farina e tuorli, a un altro di farina, semola e uova, perché ogni zona ha seguito il gusto della gente proprio come nel commercio si segue la domanda. E infatti, la pasta si presta bene a fungere da interprete delle tendenze del mercato, oltre che delle abitudini e delle tradizioni di un popolo.

La variabile "costante" rimane comunque la Farina che come 00 Pasta d'Oro® Molino Pasini non lascia dubbi né incertezze nell'ottenere una sfoglia perfettamente elastica.

### Tagli e formati

Vedremo come si differenziano le varie tipologie di pasta fresca e in base a quali criteri è più opportuno impiegare un formato piuttosto che un altro all'interno di una ricetta.

### La conservazione

In base al proprio gusto personale si decide se la pasta va cotta immediatamente dopo essere stata tagliata o se si preferisce lasciarla riposare qualche ora.

Enrico Bartolini preferisce la pasta riposata perché inizia ad asciugarsi e durante la cottura sta più tempo in acqua, sciogliendo meglio gli amidi. Risulta così più gustosa e mostra una consistenza più corposa, che si avvicina maggiormente al friabile.

Quasi tutte le paste una volta stese si spolverano di semola. Le paste lunghe si arrotolano a nidi, le più corte si appoggiano ad una temperatura di 2 o 3°C in ambiente protetto dall'umidità. Se si conserva in frigorifero si deve ricordare che comunque ad ogni apertura è possibile che si generi umidità, e quindi condensa la quale potrebbe ossidare o rendere terribilmente appiccicosa la pasta.



La Stella dell'anno di Molino Pasini è   
**Enrico Bartolini**  
Devero Ristorante



# Pappardelle al cinghiale

## Ingredienti per 4 persone:

300 g di pasta fresca (ottenuta tirando una sfoglia con Farina tipo 00 Pasta d'Oro® Molino Pasini Linea Pasta Fresca Farina del Mio Sacco e uova);  
300 g di polpa di pomodoro;  
sale;  
50 g di burro.

## Per il ragù di cinghiale:

500 g di polpa di cinghiale;  
500 g di vino rosso;  
1 carota;  
1 costa di sedano;  
1 scalogno;  
1 cipollotto;  
1 spicchio d'aglio;  
alloro;  
1 scorzetta d'arancia;  
2 rametti di prezzemolo;  
2 grani di pepe.

## Preparazione:

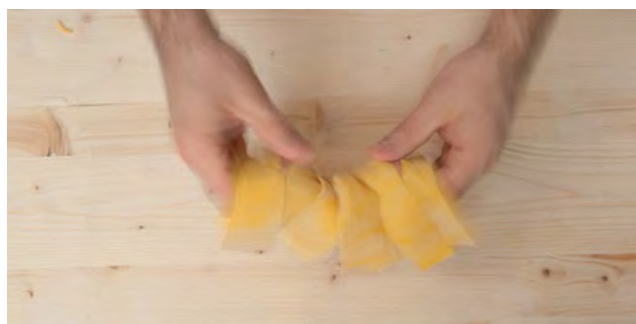
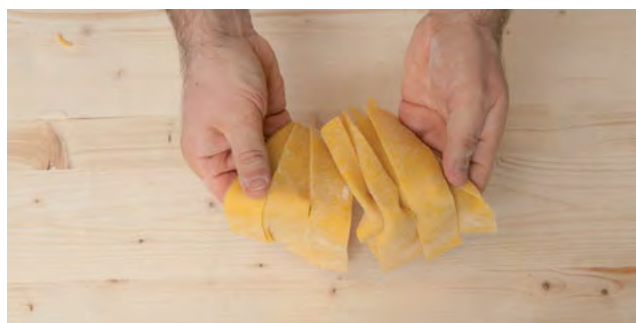
Stendere la pasta fresca con il matterello, arrotolare la sfoglia e tagliare delle strisce di 3 cm di larghezza e di almeno 12 cm di lunghezza in modo da ricavare le pappardelle.

Per il ragù marinare, per almeno 8 ore, la polpa di cinghiale lavata e tagliata a dadi nel vino insieme agli altri ingredienti tritati sottili a coltello. Estrarre la polpa e saltarla in una padella antiaderente, quindi aggiungere la verdura e gli aromi della marinatura. Lasciare asciugare, unire il vino, far consumare e incorporare la polpa di pomodoro e il sale. Sobbollire per almeno 2 ore, aggiungendo se serve del brodo vegetale e tritare il tutto a coltello.

## Finitura e presentazione:

Cuocere le pappardelle in acqua bollente salata, saltarle nel ragù di cinghiale e mantecare con il burro.

Cinghiali in Italia se ne trovano molti e di buona qualità. Io sono abituato a utilizzare quelli toscani, essendo originario del Monte Albano.



## pastificio **croera**



**A small jewel of a pasta factory in the heart of the Veneto Dolomites.**

The great interest that the theme of biodiversity and “0 km” products have been arousing today in the food sector is rapidly extending to the pasta industry, thanks to the efforts of the small factories that produce fresh pasta. This is the case of the Pastificio Croera of Borca di Cadore (Belluno, Italy), the small and efficient realm of the master pasta maker, Luca Da Corte.





The wheat that Luca uses to make his pasta is cultivated in the heart of the Dolomites, on the slopes of Mount Pelmo. The vegetables used in his ravioli are grown under the crags of Mount Antelao. The meat used is Alpage lamb, a Slow Food Presidium.

Luca started out as a chef and this explains the incredible originality of his fillings, thanks to which he is entitled to use the label "pasta su misura" (custom-made pasta); when he was still a very young man, he did internships in the most important restaurants in the world, including none other than the Nigro of Nice! Naturally enough, this experience cultivated his sensitivity towards the refined product, thanks to which he has won over all the delicatessens, palaces of taste, and the most sophisticated restaurants of the entire Veneto area, which serve his celebrated ravioli. Among the fillings that can be enjoyed are primo sale cheese and smoked trout, Alpage lamb, potato, ricotta cheese and fragrant mint, pear and Asiago cheese, ricotta cheese and blueberries, PDO certified "radicchio verdolino" (green radicchio), the delicately sweet Vinigo cabbage, or - and here we







end this long list - braised roe deer. Of course Luca also sets his imagination to work in forming the shapes: the “cappellacci di alpino” (alpine hats) for example, which are predominantly green even sport a little piece of pasta in the shape of a feather. This is his production to date. But a further visit to his pasta factory is likely to reveal a new series of fillings, fruit of Luca’s ingenious mind.

In addition to gnocchi, and to local specialties such as spatzle and canederli, his catalogue of dishes also includes tagliatelle made with barley, or with rye - a speciality of the Val Pusteria, those with sponcio maize flour, alpine spelt, and last but not least, his green tagliatelle made with spirulina alga which grows in the high mountain lakes and which is now cultivated in compliance with the strictest hygiene standards, by Microlife of Padua. This alga, which has an extremely high protein content, maintained intact by drying at 40°C, is a product of great nutritional value, in line with the Mediterranean diet. And for this invention, Luca was awarded the “Gruppo del Gusto 2012” prize of the Foreign Press Association in Italy. So all of the produce comes from the Belluno area, from the selection of the local wheat varieties, to the meat to the vegetables.

Five people work with him in his little factory (which is soon to be transferred to a beautiful facility worthy of a tourist resort, with a view over the “pale mountains”) kneading, rolling out and packaging approx. 500 kg of



pasta per day. A veritable speed record; but, of course, let's not forget that Luca Da Corte is also in the Guinness book of records for having made the longest pasta sheet in the world - an incredible 72 metres long - in only 2 hours.

The pasta is sold both ultra-fresh or pasteurised and packaged in modified atmosphere. The pasta factory is directly responsible for organising the distribution: an operation which is of fundamental importance when deliveries concern ultra-fresh ravioli or pasta. Alongside brand new machinery, the Pastificio Croera also uses Toresani machinery dating to the '50s and '60s. "I enjoy," explains Luca, "making pasta the old traditional way". Among the "museum pieces" in his small factory, we also saw an old bread cutting machine used for the preparation of canederli. Here the machines have to process really special ingredients: flour varieties made from a mixture of local grains such as Zanox and Scirocco from Carinthia and Valbona from Pordenone.

Pastificio Croera is a small arti-







sanal production facility in the Veneto Dolomites, entirely run by Luca Da Corte, an enthusiastic and creative young man, who profoundly loves his native soil. These are qualities that he is widely acknowledged to possess and thanks to which he holds a series of offices: Chairman of the Mastri Pastai della Regione Veneto (master pasta makers of the Veneto region); national chairman of the Mastri Pastai di Confartigianato (master pasta makers of the SME trade association), vice chairman of the Federazione Nazionale Alimentaristi (national food retailers' federation) and, last but not least, he is author of a series of delightful books of local tales - on pasta of course! - entitled "Pastariol", "Bepo Canedo", "Matarel" and "Nane Gnoco", with more to be published soon. There are certain people in the world who, if they didn't exist, would really have to be invented.

**Pastificio Croera** | Via Roma, 44 | 32040 Borca di Cadore (Belluno, Italy) | T. +39 0435 482028 | F. +39 0435 482028  
[www.croeradolomiti.com](http://www.croeradolomiti.com) | [info@croeradolomiti.com](mailto:info@croeradolomiti.com)





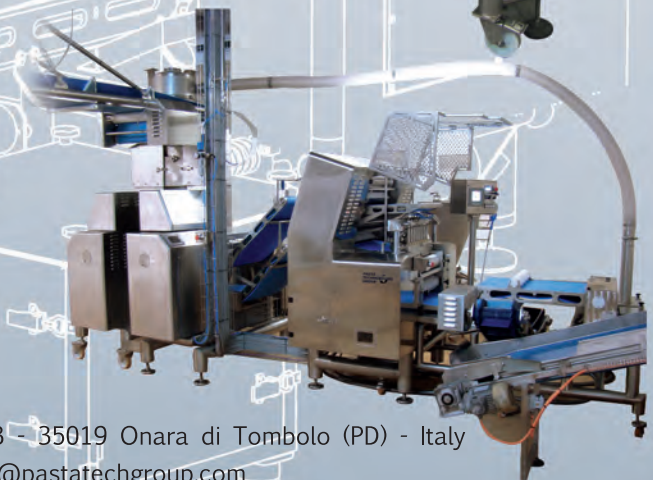
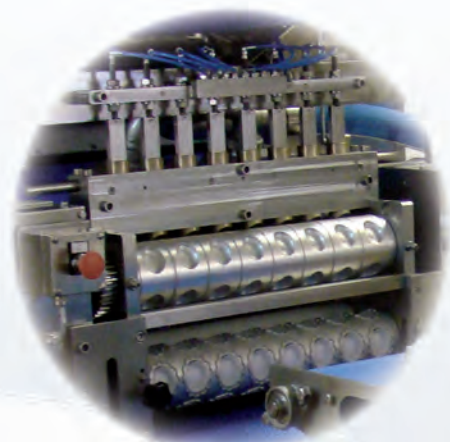


## DOUBLE SHEET FORMING MACHINE

Suitable for industrial production of double sheet ravioli in different sizes, with various filling having different thickness. Maximum sanitization, ease employment and maintenance, high production efficiency are the main features of this machine, which is different from the traditional ones for the above mentioned peculiarities.

Sheet width: from 300 mm.

- The machine is provided with a patented system which creates vacuum, that permits the use of creamy filling without any leak, assuring a perfect sealing;
- Interchangeable dies provided with trolley for an easy handling;
- Filling feeding lobe pump with changeable section for a constant feeding of the filling, traditional or made of meat, fish or vegetables pieces. The lobe pump is expressly projected for maintaining unaltered the features of the filling.
- Filling distribution system to the die;
- Conveyor belts transporting the sheet from the calibrator to the forming die;
- Scraps return system to the mixer with cutting group;
- Operator panel with touch screen for the supervision and the control of the machine.



# **barilla** renews its agreement with emilia-romagna for the supply of **top quality durum wheat**

**85,000 tons worth over 26 million euros. Sustainability and promotion of the local territory through the agricultural supply chain.**

Barilla Group has signed an agreement for the 2012-2013 season worth over 26 million euros, for the supply of high quality durum wheat from Emilia-Romagna. Promoted by the Regione Emilia-Romagna and renewed for the seventh time, the agreement aims to promote the continuous development of sustainable supply chains in agriculture and to improve the quality of the wheat cultivated in the Region. Despite the reduction of the areas cultivated nationwide, the agreement makes it possible to confirm the significant durum wheat sales volumes of the last season for Emilia-Romagna, which were in the region of 85,000 tons, with the planting of approx. 15,000 hectares of grain.

For years now, the strategic goals of Barilla Group have focused on the promotion of regional crops and on the backing of initiatives for the development of sustainable supply chains. The agreement guarantees greater respect for the environment, decent earnings to farmers and high quality raw materials for Barilla pasta. Farmers have actively cooperated in the agreement at both local and national levels. "This is an important agreement," stated Tiberio Rabboni, regional councillor for agriculture, "which is proving its worth over the years and which could be adopted as a model at a national level." The crop contracts, which are subject to strict specifications drawn up by Barilla and by the Regional authorities, provide for specific bonuses for quality and for the correct storage of the durum wheat. The agreement also guarantees continuity and stability in a cereals market which, over recent years, has been subject to price fluctuations that can threaten the entire supply chain. This experience, with the back-up of the Regional Department for Agriculture, has succeeded in involving the entire production chain, exploiting the potential of the various players and promoting a dialogue between institutions, industry and agriculture. The agreement provides for the commitment to use, predominantly, specific varieties of durum wheat such as Normanno, Levante and Saragolla, that are particularly suitable for pasta-making as they contain gluten with superior properties to the Italian average. (press release)



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## **storci** in algeria from couscous to pasta



**Storci lines for couscous and dry pasta productions successfully installed in numerous top Algerian pasta factories.**

Storci has built up an excellent reputation in Algeria thanks to its couscous systems, which have been installed in the factories of the country's leading pasta producers. But that's not the only reason, since Storci has now become an important reference point for dried pasta too, thanks to the semi-automatic lines that it has manufactured for the dried pasta sector, which have the capacity to produce a wide variety of shapes:





short-cut, long-cut, nests and lasagna, and special shapes such as fusilli bucati lunghi (long tubular spirals) at outputs of 100 to 600 kg/h. Anzio Storci, the company's President, has undoubtedly succeeded in transmitting a great sense of confidence to his customers who have – quite rightly – followed his lead, obtaining excellent results. Storci's considerable fame on the Algerian market unquestionably began with, and is confirmed by, the Couscousline 500: designed and constructed using the same technologies and construction systems as those applied to the large 1,200/3,000 kg/h lines, built in cooperation with the company's partner, Fava.

Couscous is a genuine product, the fruit of an ancient tradition, which requires a great deal of care and attention if it is to be shaped and cooked following the traditional rules, which make it a good and healthy food to eat. For this reason, Storci has put all of its experience to good use, creating a line that respects the various steps of the traditional production process, restoring artisanal features to industrial scale production, managed with absolute simplicity to produce the maximum result: quality for the consumer.

These are the strengths of the Storci lines: the capacity to produce the grain size desired by the customer thanks to a specific choice of sieves, producing fine, medium and coarse couscous: the Premix®, an exclusive Storci innovation, guarantees the best possible quality of the product (it assumes a deeper, richer shade of yellow) and better firmness during cooking; a rotating, self-cleaning sieve (rouleuse) guarantees an extremely efficient sorting phase; the pre-cooking phase with the product completely enveloped in steam is carried out using conveyor belts which, being no longer made of steel, totally eliminate the risk of the formation of undesired burnt granules in the product. Also the quality/price ratio of the lines is excellent since there is no waste: any scraps produced



are rehydrated. Additionally, the line has been designed and constructed in monoblocks in order to reduce transport costs and assembling times. Of course, with a President like Anzio Storci, who has always believed in the couscous lines and who loves to deal personally with all of the clientele, as well as with the staff dedicated to customer care, there will always be the necessary drive and enthusiasm for continual improvement in the Storci range and for ensuring end customer satisfaction. (press release).



**Anzio Storci**

## for further information

name and surname

address

telephone

notes

company

country

email

request

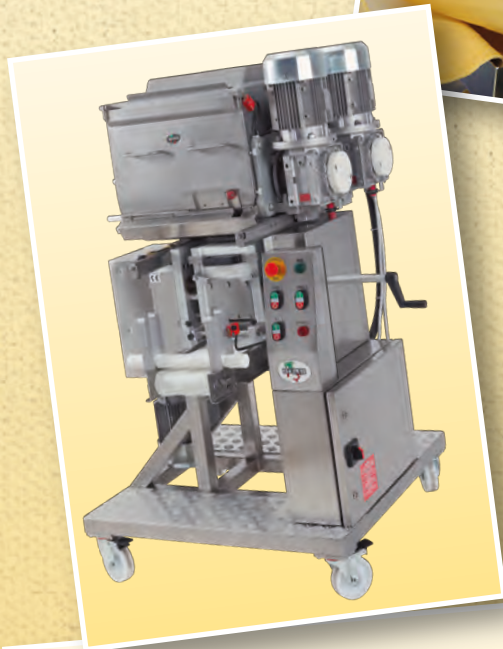
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## **pastificio dei campi,** online product sales

Gragnano Pasta? On the web, it becomes even more attractive. This is the opinion of the Pastificio dei Campi, which has opened an online gourmet store ([www.pastificiodeicampi.it/shop.html](http://www.pastificiodeicampi.it/shop.html)) where culinary enthusiasts can purchase a series of gastronomic kits. Among these, there is the “Enocratica survival kit”, in a special limited edition, with beautifully designed packs containing organic wines, quality food products and Pasta dei Campi. The company produces Gragnano Pasta PGI, extruded through bronze dies and dried slowly at a low temperature, and guarantees 100% traceability thanks to a Total Tracking System.

## restaurants in new-york for **giovanni rana**

Giovanni Rana opens up shop in the Big Apple with a restaurant in Chelsea Market, in the Meatpacking District. The Veronese pasta factory, leader in the fresh pasta sector, has entered the New York catering scene with a restaurant to seat 140 customers, a production kitchen in full view and a takeaway service. At “Giovanni Rana - Pastificio & Cucina”, customers can enjoy tonnage, lasagne, tortellini, but also cured meats, cheeses and pot roasts.

“It’s a great source of satisfaction, a dream come true and it makes me even happier,” said the company owner, Giovanni Rana, “because we have not only brought our fresh pasta here, but also the Italian culinary tradition.” The production kitchen, which turns out fifty different types of fresh pasta at a rate of 250 kilos a day, is directed by the chef, Francesco Berardinelli. On the walls of the dining area, in addition to copper pots, there are old traditional cooking utensils and pasta making machines and even a red motor cycle that Giovanni Rana used to use for his deliveries. In four years, the group has opened 28 restaurants in Italy and five in Switzerland, not forgetting Madrid, London and Luxembourg.

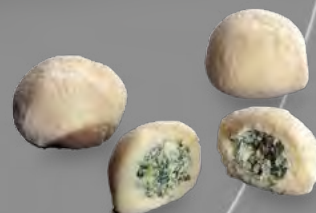






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ideal for any type of filling, from the softest to the most compact or with pieces.



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# luciana mosconi, a project with the italian ministry for the environment

Sustainability is the password of Pastificio Luciana Mosconi in Matelica, in the province of Macerata (Italy). The company has, in fact, promoted a cooperation project with the Italian Ministry for the Environment, to calculate the environmental footprint of its egg pasta. The pasta factory – which celebrated 20 years of business last year and has a turnover of 17 million euros and a growth rate of 19% – is second on the Italian egg pasta market, with a 15% share. “This partnership,” explained the owner, Marcello Pennazzi, “will help us promote our commitment in favour of the environment to the maximum degree as well as being an important competitive differentiation factor for our company, also because end consumers are becoming more and more sensitive to environmental issues in their choices, especially as far as food is concerned.” “In line with government policies under the Kyoto Protocol and the Climate and Energy Package of the European Union,” said Corrado Clini, Italian Minister for the Environment, “with this project, we intend to launch a new partnership that will promote initiatives focused on sustainability in the food sector”.

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# **20 ANNI INSIEME... UN GRANDE SUCCESSO ASSOCIATIVO**

- **ANNO FONDAZIONE: 1989.**
- **FINALITÀ:** promuovere iniziative legislative, di marketing e scientifiche attinenti il settore della pasta fresca e degli gnocchi.
- **QUOTA DI MERCATO PASTA FRESCA IN ITALIA: 85%.**
- **QUOTA DI MERCATO PASTA FRESCA IN EUROPA: 60%.**
- **QUOTA DI MERCATO GNOCCHI IN ITALIA: 80%.**
- **QUOTA DI MERCATO GNOCCHI IN EUROPA: 65%.**
- **CARATTERISTICHE DEGLI ASSOCIATI:** grandi, medi e piccoli produttori con finalità di marketing rivolte principalmente alla GD ed all'export.
- **INIZIATIVE:** convegni ad invito su pasta fresca e gnocchi. L'evento principale è il "Convegno europeo sulla pasta fresca" giunto alla terza edizione.
- **A.P.P.F. in sinergia con U.N.I.P.I.** è associata, quale rappresentante nazionale, ad E.C.F.F. (European Chilled Food Federation), associazione che annovera le più importanti associazioni europee del settore (C.F.A., SynaFap, ecc.).
- **PRESIDENTE:** cav. Giovanni Rana.
- **SOCI FONDATAORI:** Giovanni Rana, Giovanni Voltan, Franco Zanasi, Carlo Rossi.
- **SEGRETARIO:** Justo Bonetto.

**A.P.P.F. Associazione Produttori Pasta Fresca e Gnocchi**

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# **multipla & modula,** combined pasta machines for those just starting out

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**Limited expenditure, ease of use and production versatility make Italgil machine's Multipla and Modula ideal for anyone intending to set up a fresh pasta production facility**

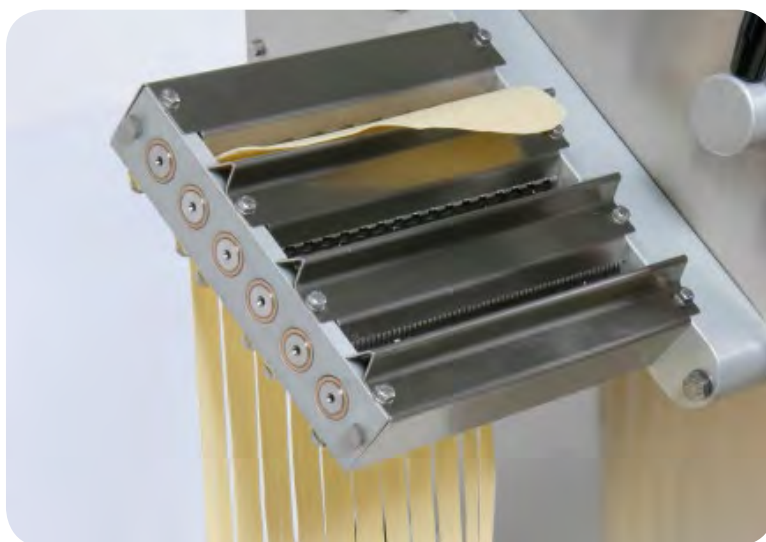
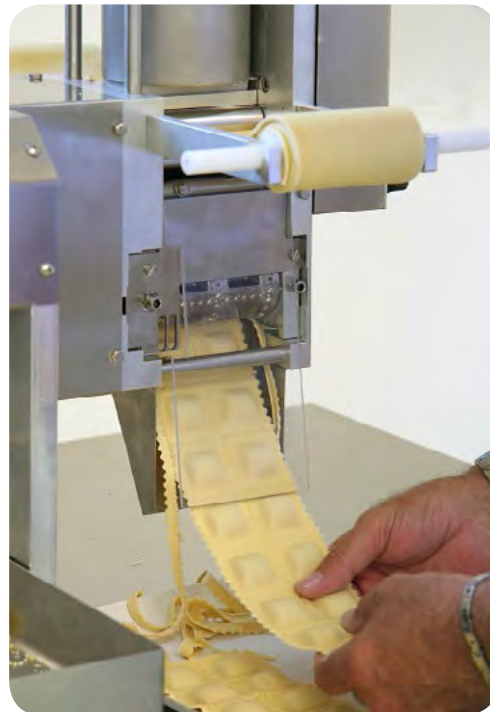
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The Multipla and Modula combined pasta machines manufactured by Italgil (Carasco, Genoa, Italy) provide an excellent solution for anyone intending to start up a fresh pasta production enterprise without overspending and without having to cut corners in terms of quality of production and assortment of range, thanks to the possibility





## Multipla



to create a large number of long- and short-cut fresh pasta shapes, a variety of ravioli shapes, gnocchi and chicche (small gnocchi). Thanks to a special mould, cappelletti and tortelloni can also be produced, with a simple finishing operation to be



performed manually.

Modula is based on a sheet roller to which it is possible to apply a mixing hopper, a cutter and the ravioli shaping unit with the gnocchi forming machine.

Alternatively, Multipla is the version of the combined pasta machine based on the extruder, equipped with the same ravioli shaping unit and, if required, the gnocchi forming machine.

Both versions are very compact and ideally suited to very small spaces.

Reliability, sturdiness, ease of use/sanitization are other features that Italgì's two "made in Italy" combi machines have in common.

Anyone wishing to set up a fresh pasta production facility in Italy or in any other part of the world may be interested to know that they can learn the fundamentals of the profession at the courses organised by "Primo Piatto", Italgì's new fresh pasta production school.

## for further information

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# INSIEME PER ESSERE PIÙ FORTI!



**A.P.P.A.F.R.E.** è stata costituita a Milano, il 28 febbraio 2002, da imprenditori artigianali della piccola e media impresa di pasta fresca e gnocchi, per meglio tutelare gli interessi di una categoria di produttori, troppo spesso dimenticati.

I nostri associati, sono oggi finalmente riconosciuti dalle istituzioni e dal mercato, come categoria di pastai che rappresentano la vera tipicità e la migliore tradizione culinaria italiana, fiore all'occhiello del **MADE IN ITALY**, riconosciuta ed apprezzata all'estero.

L'associazione, si caratterizza per la capacità di offrire gratuitamente, ai propri associati, qualsiasi consulenza di carattere tecnico e normativo.

Per informazioni rivolgersi al segretario Luigi Pelosini, telefonando in sede, o al 347 7219626.



## APPAFRE

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# hands in the **dough** at sigep 2013



## Tastings with and without gluten, demonstrating the benefits and uses of two excellent flour mixtures

Two faces of the same coin: at Sigep 2013, Molino Dallagiovanna demonstrated how the benefits and flexibility of La Triplozero can also be created in a gluten free flour mixture for fresh pasta, with interesting results from a workability standpoint as well as from a finished product standpoint.

Maestro Walter Zanoni, at the Emilia mill stand, presented fabulous demonstrations and tastings of complex



preparations, like fresh pastas, in particular stuffed pasta: Ravioli with mozzarella di bufala, ricotta and spinach, Tortelli with Mantua squash, butter and sage, Caramelle al Silter with alpeggio cheese and toasted hazelnuts, Raviolo alla Fornarina with quail's eggs and truffles, and other delicacies, in gluten free versions in the morning and versions with gluten in the afternoon, offering visitors a chance to compare the two.

What truly made both versions stand out was Dallagiovanna flour: La Triplozero, ultra white, elastic and lending just the right workability to all kinds of dough, perfect seams and excellent firmness when cooking; the special gluten free mixture for fresh pastas, which following the Cibus and Gluten-Free Expo of 2012 is once again confirming its value.

Both mixtures are created using carefully selected raw materials

– which we all know makes the difference – totally natural and free of chemical agents, both as pertains to their storage as well as milling, and finally, their conservation.

Dallagiovanna flour – with and without gluten – will be at two Spring Exhibitions: Tirreno C.T. – Carrara, from 3<sup>rd</sup> to 7<sup>th</sup> March and Art&Pastry 2013 in Lugano. To find out more, visit [www.dallagiovanna.it](http://www.dallagiovanna.it). (press release).





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# analysis of the **competition**



## Tools and methods for analysing competition in the pasta industry

Having established that it is possible nowadays to carry out market research without having to spend vast sums of money, let's develop this theme by preparing an analysis of the competition.

The concept of competition requires a little clarification.

Identifying as a competitor only those who make the same product is too simplistic and restrictive: this is only the direct competitor.

The competition, in actual fact, is composed of anyone able to satisfy the same need in our customers, and this can be done by offering either the same type of product, or a replacement product.

In our case, for example, a fresh pasta producer will have to consider as its competitors also manufacturers of dried pasta, but, on a wider scale, all those operating in the "first course" sector.





For a complete and effective identification of the competition, it is important to assess the following:

- the ease with which the customer can shift from purchasing our product to another product
- the customer's position and any geographical barriers to the competitors
- the power and distinctiveness of the product (to what extent is it really vulnerable to attack).

Understanding exactly who the competition is as a whole is the starting point for monitoring it, and for anticipating and combating its actions.

To this end, competitive intelligence practices are useful: these involve the systematic study of the market and its competitors.

Using this process, various types of information can be gathered, even in a disorganised manner, and then transformed into systematic knowledge which becomes a strategic tool, the purpose of which is to improve corporate competitiveness.

The goal of this system, according to the approach of the great marketing expert Michael Porter, is to learn how to anticipate the market, i.e. gain all the information needed to be able to anticipate the changes in the market and in the competition.

This process of systematically studying the market, an activity inadequately developed by small to medium pasta producers, involves three areas of research:

- competitive intelligence in the strictest sense of the term (information publicly available on the competition)
- competitor intelligence (detailed information on each individual competitor, such as financial statements, reports on products etc.)
- business intelligence (large-scale analysis, also examining sectoral development trends).





In this way, it is possible to improve the sales strategy, choose where to set up a production facility or a shop, select the clientele and decide where to focus marketing initiatives.

Through this systematic study of the market, we can also examine the opportunity of operating abroad, assess the attractiveness of a new market segment, opt for the development of new products and obtain lists of potential customers.

Each company applies its own strategies, but it is essential to follow a clear-cut process:

- identify the goals (e.g. study three typical fresh pasta producers in Lombardy)
- identify possible sources for the research
- establish time frames for the study
- gather the data
- study the data, carefully selecting it on the basis of its importance, after which it can be summarised and duly interpreted (the crucial phase)
- draw up a formal report, which will serve as a reference point for the study.

The first time competitive intelligence is carried out it may seem complex, but once the process has been performed once, it is very simple to repeat.

The sources used for the investigation are of fundamental importance. They may be of various types:

- paper sources: trade journals, magazines and various publications, company catalogues, in short, everything that can be picked up from trade associations, exhibitions, libraries.
- verbal sources: personal and telephone contacts with anyone able to supply useful information (journalists, consultants and sector experts, trade association research offices, agents and sellers, purchasing managers etc.)
- online sources, i.e. available via the internet.

These deserve some proper attention.





Thanks to the internet, all sorts of research can be done free of charge, or at a very low cost.

Given the continuous development of the web, here are just a few tips for an online competitive intelligence process, excluding information sources that have to be paid for.

Since the internet offers vast and ever increasing volumes of data, it is vital to prioritise the sources of interest without drowning in the endless sea of data provided by the various sites and articles.

Let's look at some basic categories of web site.

## 1) Company news

- Chamber of commerce and register of companies ([www.registroimprese.it](http://www.registroimprese.it)): for the downloading of financial statements, extracts from the chamber of commerce register, shareholders' lists. Simply register by paying a small fee. With the aid of an accountant, we can also investigate the situation of our various competitors (profits, debts, cash flow, depreciable assets and assets in leasing, balance sheet indicators etc.) and obtain useful information on how they operate.
- Companies: simply use the search engines efficiently to obtain, from within a given company's own web site, all the information of interest, files containing a great deal of interesting data
- Company databases, such as [infoimprese.it](http://infoimprese.it) (small enterprises), [expopages.net](http://expopages.net) (companies taking part in exhibitions), telephone directories etc.
- Sectors/associations: visiting the web sites of trade federations, consortia, associations etc. list of associates and other helpful information can be found
- Patents, both Italian and foreign: these sites are useful for monitoring the technological innovations made by the competitors
- Employment advertisements: knowing that competitor companies are seeking certain professional figures is extremely useful, e.g. we can discover that a competitor is taking steps to strengthen its sales force in a given region, and therefore react accordingly

## 2) News on the products

- Consumer association sites often contain details of research, comparative studies and product news.
- Comparison of prices and products: there are various different ones, such as [pricegrabber.com](http://pricegrabber.com)
- Online sale: using for example [google.com/products](http://google.com/products) the web sites in which the product is sold can be found.

## 3) Press releases

- National newspapers and magazines: almost all of the sites have an internal search engine for tracking down news on companies
- Local newspapers and magazines: in these, news on small companies is given more space. A list can be found in [www.windpress.it](http://www.windpress.it), and [www.giornalilocali.it](http://www.giornalilocali.it)
- Trade magazines and journals: for a list, see the appropriate sections of the sites mentioned above





- Press agencies such as Ansa, Adnkronos etc.
- Search engines, such as Google News and Yahoo News
- Sites concerning press releases, such as windpress.it, comunicati-stampa.net and similar.

4) News from academic sources

- Sites such as tesionline.it, where university theses on companies, sectors and products of interest can be found

5) Web sites and Search engines

- Search engines, such as Google, Yahoo and so on
- Meta-engines, or super-engines, which sum up the results of the various search engines (e.g. Dogpile)
- Invisible web pages: many internet pages are invisible or “submerged”, inaccessible to search engines (consult the Wikipedia entry entitled “invisible web”). Special tools are required to refine the searches

6) News from internauts

Those who navigate in the internet also express their opinions, judgments and supply information and



news. This also applies to the pasta sector regarding not only companies and products, but also habits and purchasing places, trends and fashions. An enormous mass of data, among which some interesting news can be found.

- Social Networks: the most famous are Facebook, Twitter, LinkedIn. Many companies manage a page or sector of their own, in addition to the pages managed by experts and opinion leaders (food writers, cooks etc.), publishers, magazines and so on
- Forums: sites to which anyone can contribute. There are many on cooking and related subjects. It might be useful to consult [www.elencoforum.com](http://www.elencoforum.com).
- Blogs: these are sites managed by private citizens or companies/organisations, which encourage the exchange of information and opinions (articles, or posts). To find them, there are various search engines such as Wikio and others.
- Groups and Lists: on Google and Yahoo there are groups for exchanging information

### 7) Various sources

The sky's the limit: video sites (YouTube and others), market research ([www.marketresearch.com](http://www.marketresearch.com)), encyclopaedias (e.g. Wikipedia), libraries, databases, publishing houses etc.

Of course the mere fact of finding interesting news is not sufficient to create an efficient competitive intelligence system.

A strategy appropriate to the research project must be devised, which must be well-focused and methodical and which will differ depending on whether the object of the research is a competitor or an aspect of the market or a specific product.

First and foremost, it is imperative to designate a person who will be responsible for the system and another who will carry out the operational aspects (if internal resources are lacking, this could be an intern or a project worker).

But of course time (even if just a little) must be dedicated both at the beginning and then systematically each week and the entire company must be involved in the research underway (emails, notice board, company newsletter).

Each research initiative should produce its own archive (file, database): competitive intelligence actions are only successful if formalised and systematic; the time and resources dedicated to them should be looked upon as a corporate investment.

In this way, even small pasta production facilities can decide to improve their own knowledge of the competition and the market, without incurring excessive expenditure.





# appafre protagonist of sigep 2013



**The fresh pasta production facility set up by APPAFRE at Sigep in Rimini attracted scores of visitors. Over three thousand plates of fresh pasta served.**

The latest edition of Sigep, the international trade fair for artisanal ice-cream, bakery and bread production, held in Rimini (Italy) 19 - 23 January, once again had a protagonist in APPAFRE, the association of small- and medium-size fresh pasta and gnocchi producers and artisanship which, as in previous editions, succeeded in bringing the event to life thanks to the small production facility it set up to produce and cook fresh pasta,





catching the attention of many visitors.

During the five days in Rimini, over 3000 visitors were given plates of fresh filled pasta produced in the production facility set up on the exhibition site thanks to the collaboration provided by pasta makers Fontaneto and Italgì, together with Molino Grassi, Parmovo, PRD, Milani Foods, Latteria Soresina, Caseificio del Cigno and Ipam.

The next appointment for the association of small- and medium fresh pasta and gnocchi producers and artisanship will be at HOST in Milan (Italy) due to take place 18 - 22 October 2013.



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