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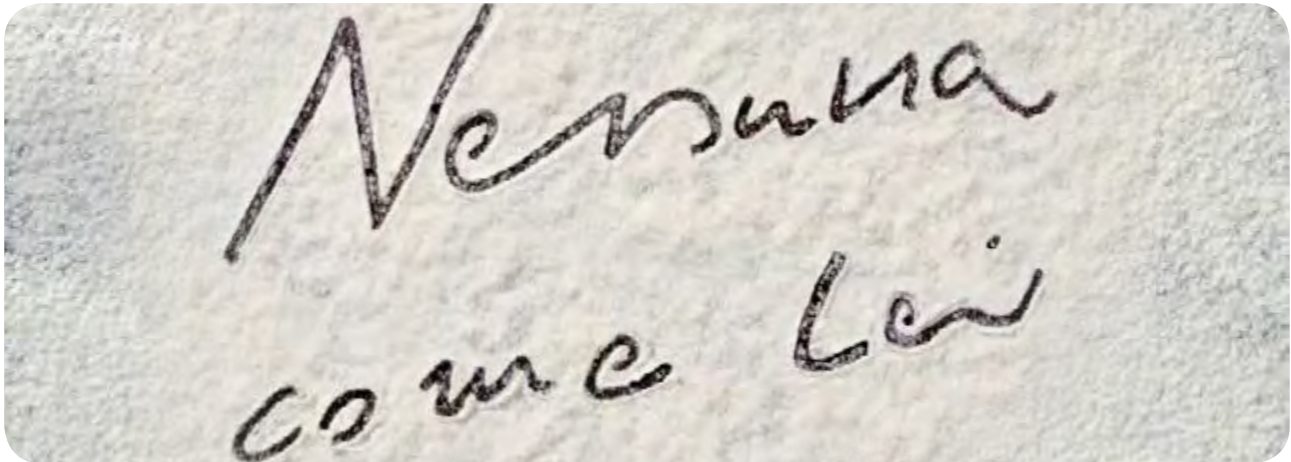
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EDITOR-IN-CHIEF

Lorenzo Pini

PUBLISHER

Kinski Editori S.r.l.

registered office: Via Possioncella 1/1 • 42016 Guastalla

operational headquarters: Via Bernardelli 16 • 43123 Parma [Italia]

T. +39 0521 1564934 | F. +39 0521 1564935

redazione@pastaria.it | ROC no. 23238

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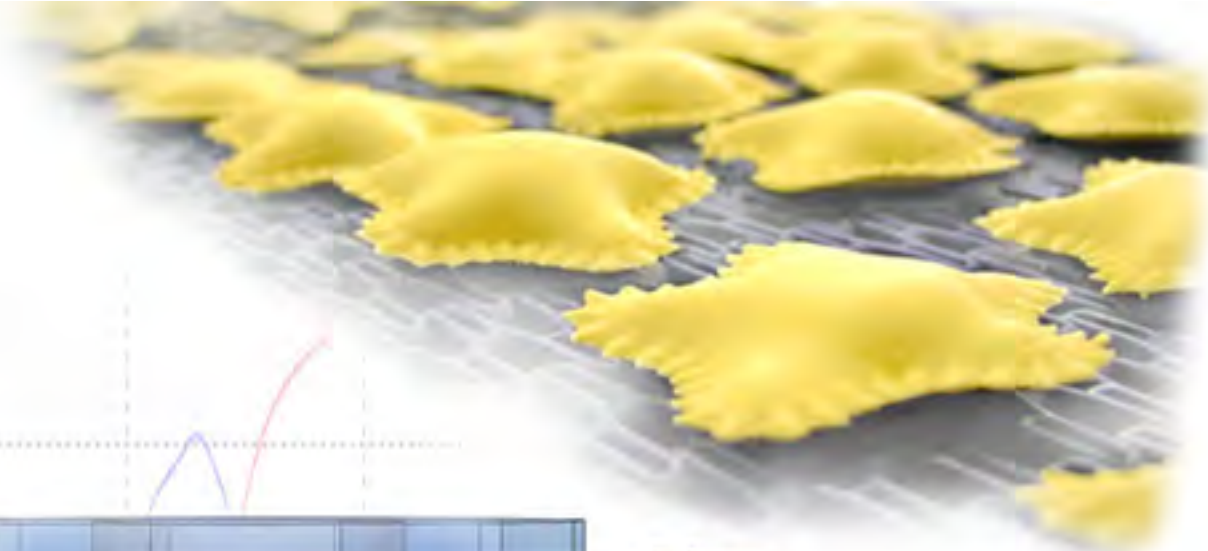
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Lines for **lasagna and cannelloni ready meals**, complete meal solutions



The importance of **public relations** in the marketing of pasta



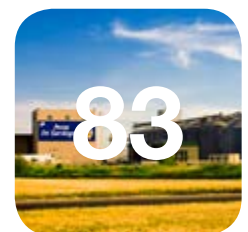
Cappelletti forming machine by Pasta Technologies Group



Durum wheat, 2013 harvest growing slowly



Pasta Idea, and the fresh pasta store becomes a take-away



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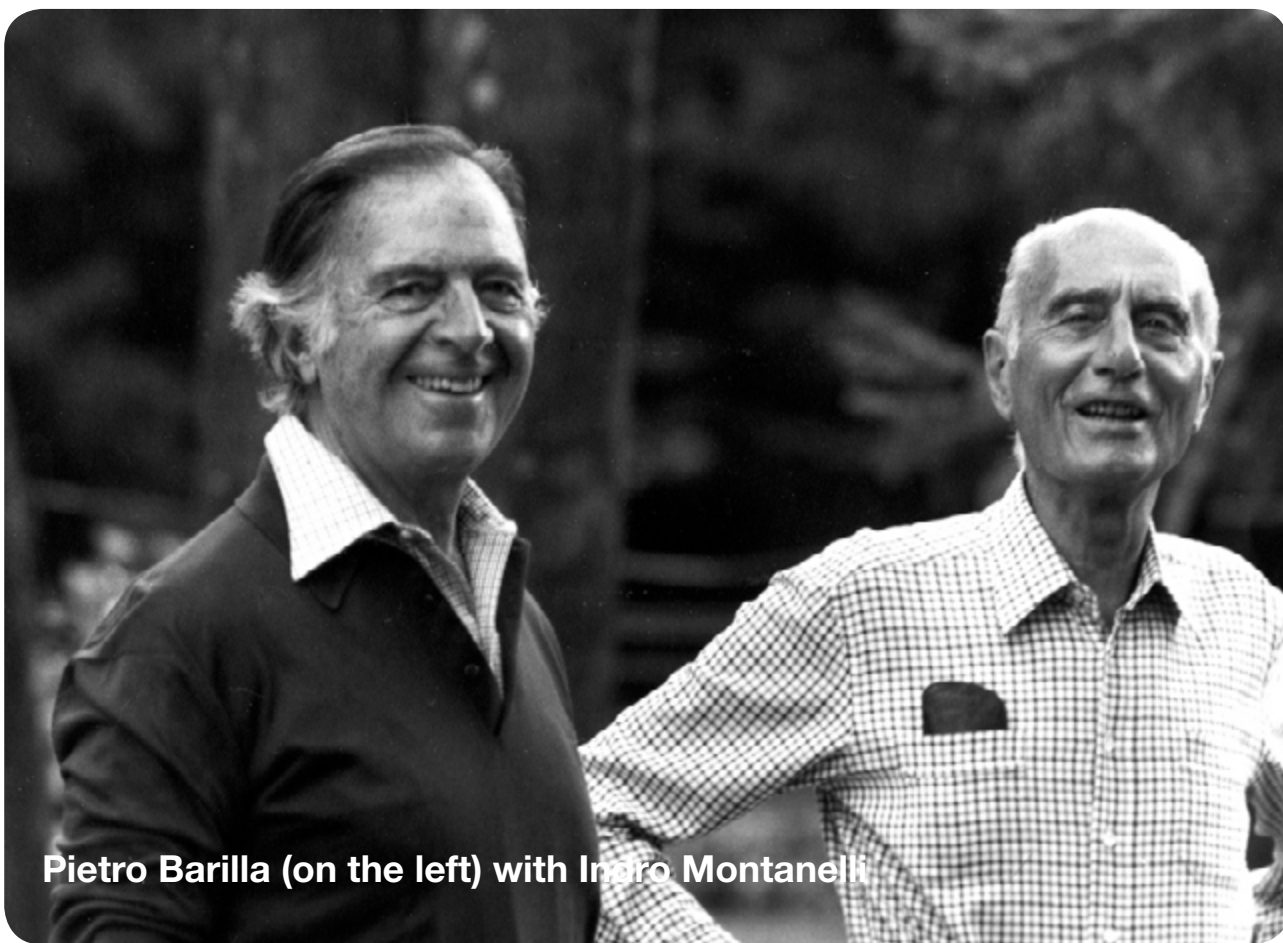
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barilla celebrates the centenary of **pietro** barilla's birth



Pietro Barilla (on the left) with Iniro Montanelli

A show, a biography and a special project for young people:
Barilla's initiatives for celebrating the centenary of Pietro Barilla's birth.





From the left, Luca, Paolo and Guido Barilla

April 16 would have been the one hundredth birthday of Pietro Barilla, the pasta entrepreneur par excellence who died in 1993 and played a major role in making Italian cuisine famous throughout the world. In his memory, Barilla has launched a series of important initiatives. With Parma and Milan at the centre of the celebrations. On the evening of 15 April, the Teatro Regio in Parma staged an event to narrate the life of Pietro Barilla, the relevance of his vision and the changes in Italian society, all put together in a truly original show conceived and conducted by Giovanni Minoli and directed by Emanuela Giordano. The show beautifully combined images and visual documents with actors on the stage - including names such as Luca Zingaretti, Margherita Buy and Alessio Bon - and the voice of Tosca. An evening of narration, music and acting with the participation of Renzo Arbore and the testimony of Riccardo Muti. All the evening's proceeds were donated to the "Pietro Barilla" Children's Hospital in Parma, which was officially opened on 25 January as the first event to mark this centenary year.

Before the show, again in the Teatro Regio, the book "Tutto è fatto per il futuro, andate avanti con coraggio" (Everything is done for the future, go forward with courage), a biography of Pietro Barilla edited by Francesco Alberoni and published in Italy by Rizzoli, was presented at a press conference.

On Tuesday, April 16 a conference was held in the auditorium of the Bocconi University of Milan on Pietro Barilla's role in the history of Italian industry and the development of "Made in Italy". Speakers included Andrea Sironi, Rector of the Bocconi University, Paolo Mieli, Chairman of the publishing company "RCS Libri", Luigi



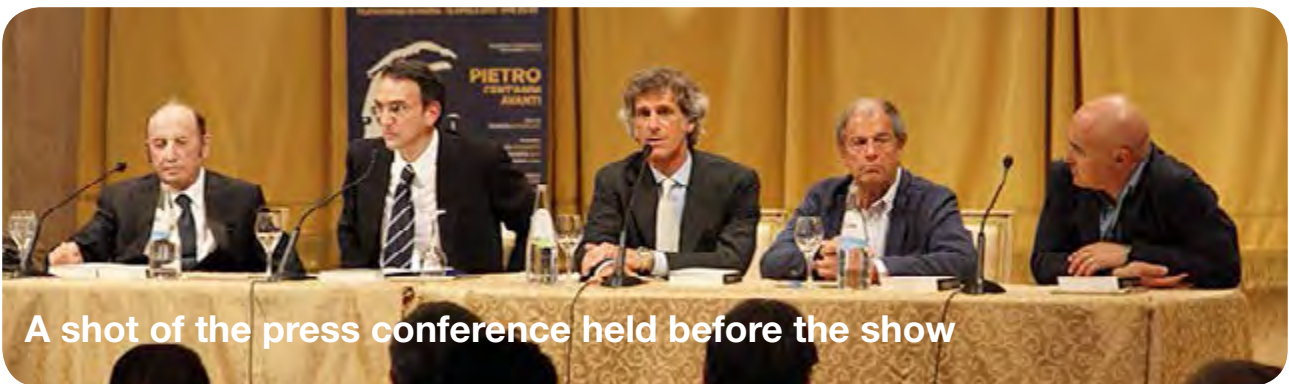


Pietro Barilla (on the right) with Enzo Ferrari

Bordoni, President of Centromarca (Italian Brands Association) and Francesco Alberoni.

During the conference, an unprecedented opportunity for a face-to-face meeting between Giovanni Minoli and Guido Barilla, the project “Barilla for young people” was presented. This initiative, created in collaboration with Centromarca and Unione Parmense degli Industriali (Parma Union of Industrialists), will award up to ten scholarships worth €40,000 to young people aged between 18 and 28 through a project on “how to improve the planet and the quality of people’s lives” (for more information, please visit www.barillaperigiovani.it).

This initiative, which has been praised by the President of the Republic, Giorgio Napolitano, “puts into practice” reads the company’s press release, “the values Pietro believed in and which still represent Barilla’s way of doing business: a real contribution to the future of young people and the well-being of the planet”.



A shot of the press conference held before the show



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cannelloni

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being widely used in the production of pasta-based ready meals.

Without doubt the CN/2000 is one of the most widely-used and successful technologies for the production of pre-cooked cannelloni in the world. This machine is built by Pama Parsi Macchine, the historic Roman company which operates in international markets thanks to its ample range of technological options offering over 60 different models

Built entirely from stainless steel and designed for easy use and quick maintenance, the CN/2000 combines large production capacity with space saving dimensions thanks to its double-decker in-out system.

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- inverter-regulated filling feed;
- cannelloni former;
- variable length transversal cutting.

The filling and cutting length are adjustable, while cooking time for the pasta sheet takes about 2 minutes. The width of the sheet in infeed is 280 mm. The cannelloni forming system (patented), makes it possible to produce cannelloni which are almost identical to cannelloni made by hand, keeping the exact same standards in terms of

TECHNICAL FEATURES OF PAMA PARSİ MACCHINE'S CN/2000 MODEL

sheet width (mm)	280
280	700
hourly production rate (pieces)	650x1950x1650
700	7
dimensions WxLxH (mm)	320



appearance and product quality. Being as the machine does not produce any exhaust fumes (only steam), there is no need for any special extractor systems. The CN/2000 can also produce pre-cooked pasta sheets of an adjustable width, thickness and length.

This unit, when installed downline from a kneading machine press or an automatic rolling machine, becomes part of the CN/3000 automatic line for producing cannelloni and pre-cooked pasta sheets. For manufacturing this kind of pasta, the CN/3000 line represents the top of Pama Parsi Macchine's range in terms of production capacity and degree of automation.

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presidential decree 41/2013: how it has changed presidential decree 187/2001, the italian standard governing pasta



Presidential Decree No. 41 of 5 March 2013, which amends Presidential Decree 187/2001, was published in the Official Gazette of the Italian Republic on 23 April 2013. Readers of our comments published in the 2/2013 issue of Pastaria have already been given an idea as to the main changes to the measure. Here we will compare the **new wording of the law (in green)**, due to come into force on 8 May 2013, with the **wording of the old decree (in red)**.



Presidential Decree No. 187 of 9 February 2001.

Regulation for the revision of the standard on the manufacturing and marketing of milling products and pasta, in accordance with article 50 of Law No. 146 of 22 February 1994.

THE PRESIDENT OF THE REPUBLIC

Having regard to Article 87, fifth paragraph, of the Constitution;

Having regard to Article 17, paragraph 2, of Law No. 400 of 23 August 1988;

Having regard to Law No. 146 of 22 February and in particular art. 50 which states that, by means of the procedure referred to in article 4, paragraph 5 of Law No. 86 of 9 March 1989, regulatory standards may be issued to review the manufacturing and marketing of preserved and unpreserved food products, even if regulated by law.

Having regard to Law No. 580 of 4 July 1967;

Having regard to Legislative Decree No. 109 of 27 January 1992;

Having regard to Ministerial Decree No. 209 of 27 February 1996 issued by the Ministry of Health;

Having regard to Legislative Decree No. 155 of 26 May 1997;

Having regard to Law No. 128 of 24 April 1998, and in particular article 48, which states, among other things, that the provisions concerning the production and marketing of milling products and pasta as referred to in Law No. 580 of 1967, shall not be applied to food products imported and sold on national territory which have been legally manufactured and marketed in other EU Member States or other countries which have signed the European Economic Area Agreement;

Having regard to Law No. 59 of 15 March 1997, and in particular Article 20-bis, which states, among other things, that the regulations governing deregulation may also regulate those administrative procedures which envisage obligations whose violation constitutes an administrative offense and may, in such a case, if they replicate the aforementioned obligations, contain special reference regulations for the application of administrative sanctions as prescribed by legislation governing violations of the corresponding deregulated standards;

Having regard to the notification to the European Commission carried out in accordance with Council Directive No. 98/34/EC;

Having heard the opinion of the State Council, expressed by the advisory department for legal measures in the meetings of 22 February 1999, 10 May 1999 and 4 December 2000;

Having regard to the deliberation of the Council of Ministers, adopted in the meeting of 19 January 2001;

Upon the proposal of the Ministry for the Coordination of European Union Policies and the Ministry of Industry, Commerce and Artisanry and the Ministry of Foreign Trade, in concert with the Ministry of Justice, Ministry of Fi-



nance, the Ministry of Agricultural and Forestry Policies and the Ministry of Health;

The following regulation is issued:

Capo I - Sfarinati

1. *Soft wheat flours.*

1. "Soft wheat flour" is the name to be used for the product obtained by grinding and then sifting soft wheat, which has had any impurities and extraneous bodies removed.

2. "Soft wholemeal flour" is the name to be used for the product directly obtained by grinding soft wheat which has had any impurities and extraneous bodies removed.

3. The flours referred to in paragraphs 1 and 2 destined for sale are produced in the types and with the characteristics indicated below:

Type and denomination	Maximum humidity (%) %	Per hundred parts of dry matter		Minimum protein (nitrogen x 5.7)
		Ash Minimum	Maximum	
Soft wheat flours, type 00	14.50	-	0.55	9.00
Soft wheat flours, type 0	14.50	-	0.65	11.00
Soft wheat flours, type 1	14.50	-	0.80	12.00
Soft wheat flours, type 2	14.50	-	0.95	12.00
Soft wholemeal flour	14.50	1.30	1.70	12.00

4. The regulations set out in paragraph 3 are not applicable to flours destined for uses other than the making of bread.

5. Type 00 flour may also be produced in granular form (soft wheat semolina).

6. Type 1 flour may not contain more than 0.3% of the fraction of ash which is insoluble in hydrochloric acid.

7. Soft wheat flours destined for sale may contain a relative humidity up to 15.50%, provided that the packaging states maximum humidity 15.50%.

2. *Durum wheat milling products.*

1. "Durum wheat semolina" or simply "semolina" is the name to be used for the rough, granular product obtained by grinding and sifting durum wheat, which has had any impurities and extraneous bodies removed.

2. "Durum wheat low grade semolina" or simply "low grade semolina" is the name to be used for the product obtained by grinding and sifting durum wheat, which has had any impurities and extraneous bodies removed, after the bran has been extracted.

3. "Durum wheat wholemeal semolina" or simply "wholemeal semolina" is the name to be used for the granular product directly obtained by grinding durum wheat which has had any impurities and extraneous bodies removed.



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4. "Durum wheat flour" is the name to be used for the finely ground product obtained by grinding and sifting durum wheat which has had any impurities and extraneous bodies removed.

5. Durum wheat milling products destined for sale are produced in the types and with the characteristics indicated below:

Type and denomination	Maximum humidity (%) %	Per hundred parts of dry matter		
		Ash		Minimum protein (nitrogen x 5.7)
		Minimum	Maximum	
Semolina*	14.50	-	0.90	10.50
Low grade semolina	14.50	0.90	1.35	11.50
Wholemeal semolina	14.50	1.40	1.80	11.50
Durum wheat flour	14.50	1.36	1.70	11.50

* Particle size, to be tested using calibrated sieve testing: with a mesh of 0.180 mm, no more than 25% may pass through the sieve.

6. The production of remilled semolina and remilled low grade semolina as well as durum wheat flour is permitted solely for the making of bread or sale to consumers.

7. The milling products referred to in paragraphs 5 and 6 may contain up to 3% of soft wheat flour.

8. Durum wheat milling products destined for sale may have a relative humidity up to 15.50% provided that the packaging states maximum humidity 15.50%.

3. Mixtures

1. The packaging of flours made from cereals other than wheat, if mixed with any type of wheat milling products, in any proportion, must clearly indicate the type of cereal the flour mixed with the wheat flour comes from.



4. Prohibitions.

1. The addition of any type of organic or inorganic substances is strictly prohibited, as is any treatment of milling products with physical or chemical agents. Exception is made for those provisions set out in the relative Ministry of Health regulations, published pursuant to Law No. 283, of 30 April 1962.

2. The sale, storage for sale or use to make bread, pasta, or any other types of foodstuffs, of any types of milling products with characteristics different to those set out in this Decree is prohibited.

3. The sale, storage for sale, as well as the use to make bread, pasta or any other foodstuffs, of milling products which have been altered, contaminated, modified, or infected with animal or vegetable parasites is also prohibited.

5. Packaging

1. Milling products must be sold in ready-made, sealed packages.

2. This regulation shall not apply to flour and semolina delivered in bulk by tanker lorries, nor to the warehousing and storage by users of the same, as specified in the decree issued by the Ministry of Agriculture and Forestry of 1 April 1968, published in the Official Gazette of the Italian Republic No. 103 of 22 April 1968, as amended by the Decree of the same Ministry dated 17 February 1972, published in the Official Gazette of the Italian Republic No. 125 of 15 May 1972.

Chapter II - Pasta

6. Pasta.

1. "Durum wheat semolina pasta" and "low grade durum wheat semolina pasta" are the names to be used for the products obtained by drawing, rolling and drying a dough prepared respectively and only:

- a) with durum wheat semolina and water;
- b) with low grade durum wheat semolina and water;

2. "Durum wheat wholemeal semolina pasta" is the name to be used for the products obtained by drawing, rolling, and drying a dough prepared exclusively with durum wholemeal semolina and water:

3. Pasta destined for sale is produced only in the types and with the characteristics indicated below:

Type and denomination	Maximum humidity (%)	Per hundred parts of dry matter			
		Minimum	Ash Maximum	Minimum protein	Maximum acidity in degrees*
Durum wheat semolina pasta	12.50	-	0.90	10.50	4
Durum wheat low grade semolina pasta	12.50	0.90	1.35	11.50	5
Durum wheat wholemeal semolina	12.50	1.40	1.80	11.50	6

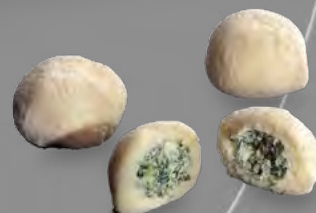
* The level of acidity is expressed by the number of cubic centimetres of normal alkaline solution required to neutralize 100 grams of dry matter.





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4. Except for the specifications set out in Article 12, paragraphs 1 and 4, the manufacture of dry pastas prepared using soft wheat flours is forbidden.

4. Except in the case of pasta destined for sale in other European Union countries or other states which have signed the European Economic Area Agreement, as well as destined for export, as referred to in Art. 12, paragraph 1, the manufacture of dry pastas prepared using soft wheat flour is forbidden.

5. In the types of pasta referred to in paragraph 3 and Articles 7 and 8, the presence of soft wheat flour is permitted, provided it does not exceed 3% of the total.

6. In the manufacture of pasta, special pasta and egg pasta, the re-use of product or parts of the same from the manufacturing or packaging processes is permitted as long as this process is performed in the same production plant. **Notwithstanding the provisions of Legislative Decree No. 155 of 26 May 1997, by decree of the Ministry of Health in concert with the Ministry of Industry, Commerce and Artisan-ship and the Ministry of Agricultural and Forestry Policies, special methods of application may be established.**

6. In the manufacture of pasta, special pasta and egg pasta, the re-use of product or parts of the same from the manufacturing or packaging processes is permitted as long as this process is performed in the same production plant. **By decree of the Ministry of Health in concert with the Ministry of Economic Development and the Ministry of Agricultural, Food and Forestry Policies, special methods of application may be established.**

7. The regulations referred to in paragraphs 3, 4, 5, and 6 are also to be applied to any other products manufactured using durum wheat milling products and water, which as a commodity can be assimilated to pasta.

8. The labelling of pasta manufactured in other countries using only or some soft wheat flour and sold in Italy must show one of the following sales names:

- a) "soft wheat flour pasta", if manufactured using only soft wheat flour;
- b) "durum wheat semolina and soft wheat flour pasta", if manufactured using a mixture of these two milling products made up mainly of durum wheat semolina;
- c) "soft wheat flour and durum wheat semolina pasta", if manufactured using a mixture of these milling products made up mainly of soft wheat flour.



7. Special pastas

1. The manufacture of special pasta is permitted. The term special pasta refers to the types referred to in Article 6 which contain different ingredients, other than soft wheat flour, and which meet health and hygiene requirements.

2. Special pasta must be sold with the sales name “durum wheat semolina pasta” on the packaging completed by mentioning the ingredient used, and, in the case of pasta made using several ingredients, by mentioning the characterizing one/s.

3. If eggs are used in the dough, the special pasta must comply with the requirements stipulated in Article 8.

Article 7 (Special Pastas)

1. The manufacture of special pasta is permitted. The term special pasta refers to the types referred to in Article 6 which contain different ingredients, other than soft wheat flour, and which meet health and hygiene requirements.

2. Special pastas must be sold with the sales name “durum wheat semolina pasta” or “durum wheat low grade semolina pasta” or “durum wheat wholemeal semolina pasta” on the packaging completed by mentioning the ingredient used, and, in the case of pasta made using several ingredients, by mentioning the characterizing one/s.

3. If eggs are used in the dough, the special pasta must comply with the requirements stipulated in Article 8.

4. The production of special pasta made by mixing durum wheat semolina and/or durum wheat low grade semolina and/or durum wheat wholemeal semolina is also permitted in observance of the sales names envisaged in Art. 6, paragraph 3 and paragraph 2 of this Article.

5. In dry, fresh or stabilized special pastas, the analytical parameters envisaged in Art. 6, paragraph 3, are applied exclusively to the primary raw material used; in the assessment of said parameters, it is necessary to take into consideration both the input added by the raw material used and the effect which the added ingredient/s may have on the final analytical parameter; for this purpose, during the analytical verification stage, it will be necessary to verify the recipe at origin which the food manufacturer must always submit to the controlling body whenever requested.





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8. Egg Pasta.

1. Egg pasta may only be manufactured using durum wheat semolina and at least 4 hens' eggs weighing at least two hundred grams, without the shells, per kilogram of semolina. Instead of eggs a corresponding amount of liquid egg product may be used. It must have been produced using only hens' eggs and comply with the requirements set out in Legislative Decree No. 65, dated 4 February 1993.

2. The pasta referred to in paragraph 1 must be sold only under the name "egg pasta", and must have the following characteristics: maximum humidity 12.50%, ash content no greater than 1.10 per hundred parts of dry matter, protein (nitrogen x 5.70) no less than 12.50 per hundred parts of dry matter, maximum acidity five degrees.

3. The ethereal extract and sterol content must not be lower than 2.80 grams and 0.145 grams respectively, per hundred parts of dry matter.

3. For verification of the requirement referred to in paragraph 1, the ethereal extract and sterol content must not be lower than 2.50 grams and 0.130 grams respectively, per hundred parts of dry matter.

4. The maximum limit for ash in egg pasta made with more than 4 eggs may be raised above the prescribed minimum on average by 0.05 per hundred parts of dry matter for each egg or corresponding quantity of liquid egg product.

9. Fresh and stabilised pastas.

1. Fresh and stabilised pastas may be manufactured in accordance with regulations set out in Articles 6, 7, and 8, except for humidity and acidity.

2. Soft wheat flours may be used.

3. Acidity must not exceed the limit of seven degrees.

4. Fresh pasta, offered for sale loose and not pre-packaged, must be stored at a temperature no higher than 4 °C between manufacture and sale, with a tolerance of 3 °C during transport, and 2 °C in other cases; during transport from the place of manufacture to the point of sale, it must be kept in wrappings, not intended for the end consumer. This wrappings must guarantee an adequate protection against external agents, and bear the text "fresh pasta for loose sale". [The shelf life must be no more than five days as of the date of manufacture] ⁽¹⁾.

5. Pre-packaged fresh pasta must have the following characteristics:

a) its moisture content must be no less than 24%;

b) it must have a water activity (Aw) of between 0.92 and 0.97;

c) it must have undergone a heat treatment at least equivalent to pasteurisation;

d) it must be stored, between manufacture and sale, at a temperature of no more than + 4 °C, with a tolerance of 2 °C.

6. Stabilised pasta is the name to be applied to pasta with a moisture content of no less than 20% and a water





activity (Aw) no higher than 0.92. It must have undergone heat treatment and be manufactured using technology which allows it to be transported and stored at ambient temperature.

(1) Period suppressed by Art. 36, Law No. 39 of 1 March 2002 - EU Law 2001

10. Exceptions.

1. Soft wheat flours and durum wheat milling products, when used for the preparation of foodstuffs other than bread and pasta, need only be described as “wheat flour” in the list of ingredients on the packaging.

11. Prohibitions.


1. With the exception of the conditions specified in **Article 12, paragraphs 1 and 4**, and Article 48 of Law No. 128 of 24 April 1998, the sale or storage for later sale, even on the manufacturing premises, of pasta with different characteristics to those set out in this **Decree** is prohibited.

Art. 11 (Prohibitions)

1. With the exception of the conditions specified in **Article 12, paragraph 1**, and Article 48 of Law No. 128 of 24 April 1998, the sale or storage for later sale, even on the manufacturing premises, of pasta with different characteristics to those set out in this **Presidential Decree** is prohibited.



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Chapter III - Transitional and Final Provisions

12. Transitional and Final Provisions

1. The manufacture of milling products and pasta with requisites different to those set out in the regulations of this Decree and the provisions of the administrative bodies envisaged in this Decree, is permitted when the products are destined for subsequent shipment to other European Union countries or other states which have signed the European Economic Area Agreement provided that they are not harmful and the manufacturer sends written notification beforehand, by means of registered mail with return receipt, to the Ministry of Agricultural and Forestry Policies, indicating the type and quantities of goods to be manufactured, the differences between its characteristics and those set out in this Decree, the quantity, type and characteristics of the raw materials and substances the manufacturer intends to use, the date when production is due to commence and duration of the same and the name of the country to which the goods will be exported.

2. The manufacture of milling products and pasta as referred to in paragraph 1 is to be performed in such a way as to permit direct, immediate checks by the supervisory bodies, especially if the manufacturing process is to be carried out alongside the process for manufacturing products destined for the domestic market. The raw materials and substances which are different to those which can be used in the manufacture of milling products and pasta destined for the domestic market, as well as the products destined for shipment to other EU

Art. 12 (Transitional and Final Provisions)

1. In observance of aspects regulated by (EC) regulation No. 852/2004 issued by the European Parliament and Council of 29 April 2004, the manufacture of milling products and pasta with different characteristics to those set out in Chapters I and II of this Decree is permitted provided that these products are destined for subsequent shipment to other EU countries or other countries who have signed the European Economic Area Agreement or export. The manufacturer shall fulfill the reporting requirements towards the Ministry of Agricultural, Food and Forestry Policies in accordance with the methods of transmission established in a special decree to be issued by the Ministry of Agricultural, Food and Forestry Policies in concert with the Ministry of Economic Development, the Ministry of Health and the Ministry of Economy and Finance, within one hundred and eighty days of this Presidential Decree coming into force.

2. The raw materials and substances different to those which may be used to manufacture milling products and pasta for the Italian market, which are intended for use in the manufacture of milling products and pasta as referred to in paragraph 1 and the finished products with different requisites from those prescribed, may be stored inside the same premises as those used to store end products, raw materials and substances used in the manufacture of milling products and pasta intended for the Italian market provided that they



countries or other countries which have signed the European Economic Area Agreement, or for export and have different characteristics to those prescribed, must be stored in special storerooms. A notice must be affixed to the doors of said storerooms bear the text in easily legible characters: “Storeroom for raw materials and finished products not intended for the domestic market” ⁽²⁾.

3. The individual, basic raw materials which have characteristics different to those prescribed in the regulations in this Decree, as well as substances which have not been authorised for use in the production of milling products and pasta in accordance with this Decree, but which are intended for use in the manufacture of milling products and pasta in accordance with paragraph 1, must be recorded in a special incoming and outgoing register. This register must record the same indications prescribed when these materials are to be used for the manufacture of milling products and pasta destined for export, as referred to in paragraph 4 ⁽³⁾.

4. The manufacture of milling products and pasta with different characteristics to those set out in the regulations of this Decree and in the provisions laid down by the various administrative bodies envisaged in this Decree, is permitted provided that these products are destined for export and are not harmful, subject to authorisation to be issued via the means laid out in the special decree by the Ministry of Agricultural and Forestry Policies in concert with the Ministry of Industry, Trade and Artisanry and the Ministry of Health.

Until the aforementioned Decree comes into force, reference must still be made to the Decree issued by the Ministry of Agricultural and Forestry Policies of 9 August 1969,

are clearly marked in the warehouse by means of signs bearing the wording: “RAW MATERIALS and / or finished products not destined for the domestic market” or by any other means which makes direct and immediate control by the supervisory bodies possible.

3. The individual, basic raw materials having characteristics different to those prescribed in the regulations in this Decree, as well as substances which have not been authorised for use in the production of milling products and pasta in accordance with this Decree, but which are intended for use in the manufacture of milling products and pasta in accordance with paragraph 1 of this article and the finished products must be recorded in a special incoming and outgoing register. The characteristics of this register and how it is to be kept are set down in the Ministerial Decree referred to in paragraph 1.

4. Notwithstanding the provisions of Article 48 of Law No. 128 of 24 April 1998, and Article 9 of Presidential Decree No. 502 of 30 November 1998, it is forbidden to import milling products and pasta having characteristics different to those set out in the regulations of this Decree and the provisions laid down by the administrative bodies envisaged in this Decree.



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published in the Official Gazette of the Italian Republic No. 8 of 10 January 1970, it being understood that references to Law No. 580 of 4 July 1967 contained therein concerning milling products and pasta have been superseded by the references provided in this Decree ⁽⁴⁾.

5. Notwithstanding the provisions of Article 48 of Law No. 128 of 24 April 1998, and Article 9 of Presidential Decree No. 502 of 30 November 1998, it is forbidden to import milling products and pasta having characteristics different to those set out in the regulations of this Decree and the provisions laid down by the administrative bodies envisaged in this Decree.

6. Up until 30 June 2002 the use of non-conforming labels and packaging shall be permitted, provided that they comply with the provisions laid down in Law No. 580 of 4 July 1967 and Legislative Decree No. 109 of 27 January 1992 ⁽⁵⁾.

(2) See also Ministerial Decree of 26 April 2002.

(3) See also Ministerial Decree of 26 April 2002.

(4) See also Ministerial Decree of 26 April 2002.

(5) Paragraph thus amended by Art. 8-sexies, Legislative Decree No. 411 of 23 November 2001.

13. Reference regulations

1. Notwithstanding an offence is committed:

- a) in the event of violation of the regulations set out in **Article 4, paragraphs 1 and 3, and Article 11, paragraph 2**, the administrative sanction laid down in Article 44, paragraph 1, letter a) of Law No. 580 of 4 July 1967 shall be applied;
- b) in the event of violation of the regulations set out in Article 1, paragraph 7 and Article 2, paragraph 8 and Article 9, paragraph 6, letter a) the administrative sanction laid down in Article 44, paragraph 1, letter b) of

5. Up until the date in which the provisions contained in the decree issued by the Ministry of Agricultural, Food and Forestry Policies, as referred to in paragraph 1, come into force, with regards to the incoming and outgoing register, the provisions referred to in the Decree issued by the Ministry of Agriculture and Forestry Policies of 26 April 2002 and subsequent amendments, published in the Official Gazette, No. 113 of 16 May 2002 holding the applicative provisions of Article 12, paragraphs 2, 3 and 4 of Presidential Decree No. 187 of 9 February 2001 concerning the revision of the standard on the manufacture and marketing of milling products and pasta shall be applied.

13. Reference regulations

1. Notwithstanding an offence is committed:

- a) in the event of violation of the regulations set out in **Article 11, paragraph 2**, the administrative sanction laid down in Article 44, paragraph 1, letter a) of Law No. 580 of 4 July 1967 shall be applied;
- b) in the event of violation of the regulations set out in Article 1, paragraph 7 and Article 2, paragraph 8 and Article 9, **paragraph 5**, letter a) the administrative sanction laid down in Article 44, paragraph 1, letter b) of Law No. 580 of 4 July 1967 shall be applied;





Law No. 580 of 4 July 1967 shall be applied;

c) in the event of violation of the regulations set out in this Decree other than those indicated in letters a) and b), as well as the administrative provisions envisaged in this Decree, the administrative sanction laid down in Article 44, paragraph 1, letter c) of Law No. 580 of 4 July 1967 shall be applied;

2. The other provisions contained in Title VIII of the aforementioned Law No. 580/1967 connected to the application of sanctions referred to in paragraph 1 shall also be applied.

14. Revocations.

1. From the date of entry into force of this Regulation the following provisions shall cease to have effect: a) Articles 6, 7, 8, 9, 10, 11, 12, 13, 28, 29, 30, 31, 32, 33, 34, 35, 36 and 50, paragraph 1 of Law No. 580 of 4 July 1967; b) Ministry of Health Decree No. 264 of 27 April 1998.

2. ⁽⁶⁾.

⁽⁶⁾ Replaces paragraph 2 of Art. 50, Law. no 580 of 4 July 1967.

NOTES ⁽⁷⁾

⁽⁷⁾ Notes to Presidential Decree 187/2001 have been omitted. Please refer to Official Gazette of the Italian Republic, no. 95 of 23 April 2013.

If you want to know more, read:

Changes to the Italian standard governing pasta (Pastaria International no. 2/2013)



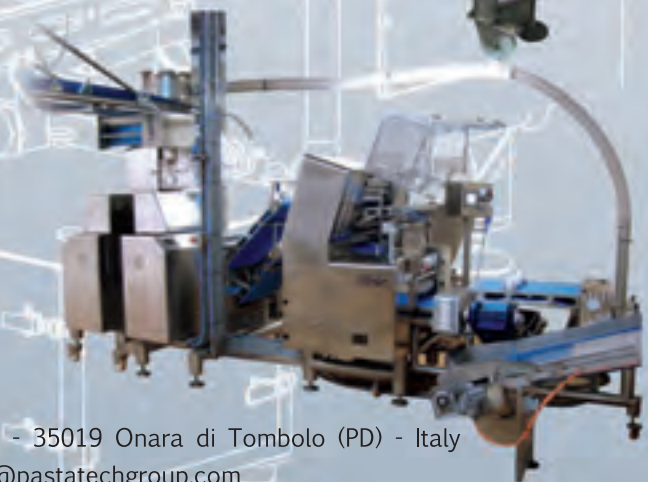


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- Scraps return system to the mixer with cutting group;
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notes on presidential decree no. 41 of 5 march 2013

by **Justo Bonetto**

Secretary-General of APPF



Justo Bonetto (on the left) and Giovanni Rana (president of the APPF)

We are publishing a note by Justo Bonetto, secretary of the Associazione Produttori Pasta Fresca (**APPF** - Italian Association of Fresh Pasta Producers) presided over by Giovanni Rana, to comment on Presidential Decree No. 41 of 5 March 2013.



On 23 April 2013, Presidential Decree No. 41 of 5 March 2013 was finally published in the Official Gazette of the Italian Republic. This Regulation amends Presidential Decree No. 187 of 09/02/01 concerning the revision of the standard on the manufacturing and marketing of milling products and pasta.

Another step forward in overcoming some of the many limits that stood, and still stand, in the way of a more substantial amendment to the currently in force but now largely outdated legislation.

Presidential Decree 187/01, at that time sought after and advocated by the APPF (Italian Association of Fresh Pasta Producers), played a fundamental role (to say the least!) in laying down a definition of “fresh pasta”, creating the foundations for its widespread adoption throughout Europe. Now however, it is proving to be full of hindrances, especially of a commercial nature.

In this newly approved decree, the APPF and AIDEPI (Italian Association of Confectionery and Pasta Industries), in a unanimous manner successfully managed, first and foremost, to get those aspects, which were having a negative economic impact amended (sterols coefficient), thus focusing on the real aims, because the “ministerial” bureaucratic battle was, and still is, a huge drawback. A very positive and laudable note in this matter came from the valuable contribution of the Ministry of Economic Development, made by two young women officials, Ms. Marzetti and Ms. Giorgetti, who have played a key role in the legislative process, greatly facilitating the task of the two Associations.

There is still a coda to Presidential Decree No. 41, and this is a decree which must amend the reporting requirements towards MIPAAF (Ministry of Agricultural, Food and Forestry Policies), a decree concerning the “shipment” to EEC countries and the export, in the strict sense of the word, of milling products and pasta which have different requisites to those prescribed. Said decree (which we are sorely in need of), to be issued by MIPAAF, in the usual exasperating “concert” with 4 different Ministries, is in the gestation stage, but the text threatens to include absurd and unjustified bureaucratic iniquitous taxes in a European market that no longer tolerates them. We shall hold it our duty to keep our readers updated on the legislative procedure for this Article 12.



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presidential decree no. 41 of 5 march 2013: **appafre's view**



Following publication of Presidential Decree no. 41 of 5 March 2013 in the Official Gazette of the Italian Republic we received and are publishing a letter from **APPAFRE's** secretary, Luigi Pelosini, confirming the views on this measure which the Italian Association of Small/Medium Fresh Pasta and Gnocchi Manufacturers and Artisanry already voiced in a previous issue of Pastaria.



The provision of the Council of Ministers of 22 January 2013 which amended, amongst other things, paragraph 3 of Art. 8 of Presidential Decree No. 187 of 2001 concerning the analytical parameters for ascertaining the egg content in pasta, parameters arrived at by means of an official reference method indicated in Ministerial Decree of 23 July 1994, was published in the Official Gazette of the Italian Republic on 23 April 2013 (Presidential Decree No. 41 of 5 March 2013).

With regard the legislative provision which, it has to be said, deserves credit for wanting to update and rationalize the normative framework, our association (representing the demands received from associate

pasta factories), put forward certain remarks in a previous issue of Pastaria (please refer to the article Presidential Decree 66/2013 and egg pasta: APPAFRE's appeal), underlining that:

- the reduction, important as it may be, in the quantity of ethereal extract from 2.80 g to 2.50 g and of sterols from 0.145 g to 0.13 g per 100g of dry substance, despite mitigating the problem of establishing the real egg content in the pasta, does not solve the issue completely.
- it is necessary to define an official method of analysis for determining the sterol content.

It is with regret that we take note of the fact that the decree published in the Official Gazette has not taken into account our comments, the soundness and reasonableness of which we could quite easily have proved if only our association has been consulted before the text of law was published.

We have no intention of shelving the analytical research work for determining the quantity of eggs in pasta dough which we carried out in collaboration with two of our pasta factories, the findings from which were published in the previous issue of PASTARIA (see the article Egg pasta and sterol content: the problems linked to observing normative requirements) and we will take immediate action to send the text to the new Ministry of Agricultural, Food and Forestry Policies, the Ministry of Economic Development and the Ministry of Health, in the hope that they will prove to be as sensitive to the issues set forth as our producers.

We hope that a suitable instrumental analytical method can be identified for accurately determining the number of eggs used in pasta dough and that in future APPAFRE, as an association representing small/medium fresh pasta manufacturers and artisanal producers, will be consulted by the competent commissions whenever Italian standards governing pasta are being amended.



PASTA E DOLCE, INSIEME. ASSOCIAZIONE VINCENTE.

L'A.I.D.EP.I. è l'Associazione delle Industrie del Dolce e della Pasta Italiane.

Un'unione che raccoglie la passione e l'esperienza di due importanti realtà come l'Associazione delle Industrie Dolciarie Italiane e l'Unione Industriali Pastai Italiani, per dar vita a un unico, grande, soggetto associativo, in grado di rappresentare e tutelare al meglio le aziende italiane produttrici di pasta, confetteria, cioccolato e prodotti a base di cacao, biscotti e prodotti dolci da forno, gelati, dessert e pasticceria industriale.

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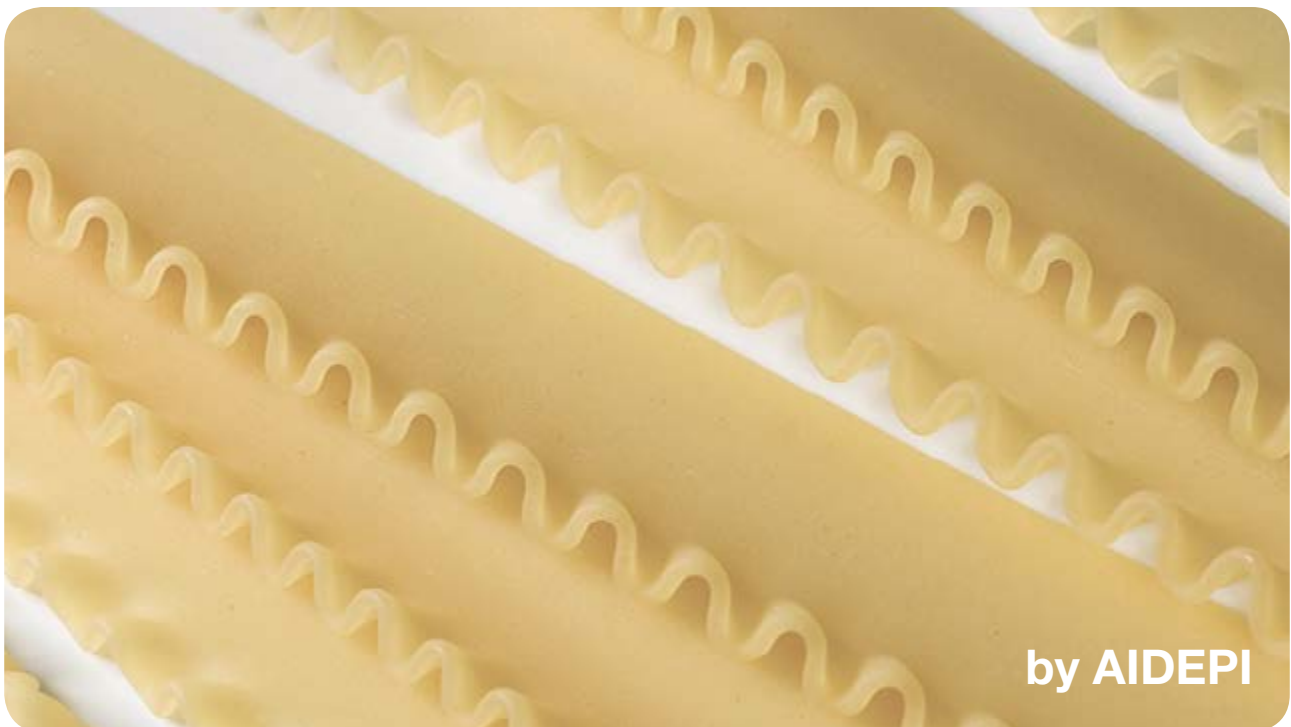
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presidential decree no. 41 of 5 march 2013: what **aidepi** thinks



AIDEPI - Associazione delle Industrie del Dolce e della Pasta Italiane (The Italian Association of Confectionery and Pasta Industries) has welcomed the publication of Presidential Decree No. 41 of 5 March 2013 in the Official Gazette of the Italian Republic. The Decree amends Presidential Decree 187/2001, as can be seen in the note published in this issue.



AIDEPI has welcomed the publication of Presidential Decree No. 41 of 5 March 2013 in the Official Gazette of the Italian Republic. The Decree deals with the revision of the standard on the manufacturing and marketing of milling products and pasta.

In fact the text is the result of a long confrontation initiated by the Association and the relative Administrations involved, MISE (Ministry of Economic Development) and MIPAAF (Ministry of Agricultural, Food and Forestry Policies) and fully meets the needs to amend the measure, as proposed by AIDEPI on behalf of the associated companies in the pasta division.

Of particular significance are the following amendments which make a marked contribution to bringing the normative text into line with the changed production needs of operators.

And so it has finally been clarified that the mixing of the three protected-name type of pasta (semolina pasta with low grade semolina pasta with wholemeal semolina pasta), which are shaped as “special pastas” is permitted, thus dispelling any previous doubts which may have existed.

The measure also includes the letter G of the Ministry of Production Activities memorandum No. 168 of 2003, which envisages that the analytical parameters of special pastas should only apply to the basic raw materials used, and not to the ingredient added to the dough (for example, the ash content which spinach adds to the semolina is not calculated as part of the maximum content envisaged for durum wheat semolina pastas).

When it comes to egg pastas, there is an adaptation for the envisaged content of sterols and ethereal extract in the eggs, which are thus conformed to the current analytical characteristics of egg products. The minimum sterols value is therefore equal to 2.50 grams (the previous minimum value was set at 2.80 grams), while the minimum ethereal extract value is equal to 0.130 grams (the previous minimum value was 0.145 grams).

In terms of facilitating control procedures, the option has been obtained to identify raw materials and finished products stored in warehouses which are not destined for the domestic market “in such a way that the immediate and direct control by supervisory bodies is always possible”. This comes as an alternative to the previous and only permitted method which consisted in placing the wording “raw materials and / or finished products not destined for the domestic market” on stored items; a system no longer in keeping with new production facilities which are often equipped with automated warehouse systems.

Last but not least, the most important result undoubtedly stems from the strong request put forward by the Association to get rid of the regime governing authorizations for exports, which is replaced by the need to make a simple communication, following a telematic transmission method. The method of communication shall be regulated by a special decree formulated by the Ministry of Agricultural, Food and Forestry Policies, in concert with the Ministry of Economic Development, the Ministry of Health and the Ministry of Economy and Finance which is due to be issued six months after the Decree comes into force. For the benefit of operators the Association is strongly committed, together with the Ministries involved, to making this communication procedure as easy and as straightforward as possible.





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The recent partnership agreement undertaken with BS confirms Storci's great interest in ready meals, a market with exciting prospects in the scope of which the two Parma companies will be offering innovative and creative technological solutions for the preparation of **lasagna, cannelloni and pasta-based ready meals.**





Need a quick, balanced and handy meal? This is a growing need among many consumers, especially when it comes to lunch time. Italian style restaurants and cafes always have lasagna on the menu. A popular choice when it comes to emulating traditional Italian cuisine, it has undergone many local variations in countries far away from Italy. An increasing number of consumers the world over readily enjoy a plate of lasagna: a tasty and balanced ready meal. A great alternative to your usual sandwich! To enjoy a delicious, hot pasta dish all it takes is a few minutes and a microwave.

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In partnership with a large company operating in this sector, Fava S.p.A from Cento, Italy, it forms a world leading group in the construction of industrial lines for producing dry pastas and couscous, with a global market share somewhere in the region of 40%.

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A suitable answer can be found to all those difficulties which lie in designing a system for producing pasta-based ready meals, in particular those using sheeted pasta, such as lasagna and cannelloni: systems for producing the pasta sheets then cooking, cutting and portioning them, sauce and condiment dosing systems and systems for assembling ready meals in trays are just some of the elements which make it possible to obtain the very best with simplified process management.





The obstacles which have to be overcome to achieve optimum product quality are without doubt linked to the process of cooking the sheeted pasta in water, but the secret of success really lies in the stages leading up to this step. Preparation of a high quality sheeted pasta which guarantees the best results in terms of ability to withstand cooking, pasta handling and dosing of all the ingredients used to put together a packaged product which has an appealing aspect and is enjoyable to eat: these are the main requirements which have to be



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“ambiente puglia 2013” award goes to **granoro** pasta factory

The Granoro pasta factory won the “AmbientePuglia 2013” award.

We all care about the environment and our land. We are quick to condemn those disasters which over the years have marred the characteristic features of our landscapes, those acts of vandalism which have sometimes destroyed the works of art symbolizing our culture. But on a daily basis, our behaviour does not always respect the environment we live in. We must therefore rediscover our love for our land and the social context around us. And to remind us of this we have associations such as AmbientePuglia, founded in Bari by a group of friends with a strong and forthright passion for their region. The group’s current Chairman is conductor and composer, Maestro Paolo Lepore with Maurizia Calabrese acting as Vice Chairman. At such a grave time for the fate of the whole planet, the association is looking for different types and styles of living which stir up modern individualism by adopting the “environmentalist question” as an alternative to immobility. Fortunately there are also some businesses with a strong leaning towards improving the environment in which they operate and the requalification of their own social context. For a while now, Pastificio Granoro, run by the Mastromauro family, has been really striving to plough some of its profits back into the region. It has done this by launching a new line of products called “Granoro Dedicato”, made entirely in Apulia, from the cultivation of the raw materials (thanks to an agreement with growers in Apricena), right up to packaging. Stemming the haemorrhage of wheat fields being transformed into more profitable PV parks, saving Apulia’s grain growing and pasta making traditions and giving back revenue to Apulian wheat, olive, pulse and tomato growers: this is the “revolution” upheld in the Food Chain Agreement promoted by Granoro. All under the trademark “Prodotti di Qualità Puglia” (Apulian Quality Products) But their commitment goes beyond the economy: Granoro performs its role as a company which cares about its region also through interventions for social requalification: “Starting Again with Pasta” is the name given to the project created by the Apulian company (in collaboration with the Factory del Gusto)



aimed at prisoners in the women's prison in Trani. This course, through theory and practical lessons, has provided in-field training in the industrial manufacture of dry pasta. It allows participants to acquire specialized skills in the food sector, improving the self-esteem of the individual and the group as a whole: these are the main aims of the project which wanted to offer a contribution to the social rehabilitation of prisoners through knowledge in the art of pasta making, giving a meaning to their lives, which in many cases had lost touch with reality. A commitment which hasn't gone unnoticed: Marina Mastromauro, Managing Director of Pastificio Granoro, picked up the "Ambiente Puglia 2013" award on Monday 22 April in the Church of "Santa Teresa dei Maschi" in Bari. Quite appropriately the award was presented on "Earth Day" which was first celebrated on an international level on 22 April 1970, to underline the need to preserve the planet's natural resources. An evening of celebration for those who hold Apulia to heart, with all its rugged and generous landscapes and its extraordinary historical and archaeological heritage offering a wealth of opportunities to whomsoever wishes to give his own contribution and support to this idea of awareness of nature. The award was in the shape of a golden-coloured terracotta "HAND" made by the Architect-Designer, Tarshito. The award giving ceremony ended with a concert from pianist Michele Campobasso with music composed by Paolo Lepore and Gianni Giannotti. Industry, environment, territory, culture and music: a combination of values which can give a glimmer of hope to our Earth. *(Press release)*



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Pastaria's editorial staff, in collaboration with experts of various disciplines, answer questions posed by professionals operating in the pasta sector.

QUESTION

Good evening, I am trying to set up a business for the artisanal production and sale of fresh pasta. I am looking for a statistic for my business plan which I can't seem to find anywhere. It is easy to get hold of data on the consumption of fresh pasta, but what I can't find is any information on the actual percentage of fresh artisanal pasta sales out of fresh pasta sales as a whole. Can you help me? Many thanks.

S.R. (Italy)



ANSWER

Unfortunately there are no official surveys available either on the physical size of the artisanal fresh pasta production network (in Italy), nor on their production potential.

However it is possible to estimate that the fresh pasta market, limited to the artisanal sector (production companies and facilities which combine both the making and retail of pasta) stands at around 60,000 tons a year. This quantity compares with the over 140,000 tons ascribed to the industrial production of fresh pasta. This estimate takes as a reference the network made up of small or medium-small size artisanal production facilities.

Consequently, based on these estimates, one can assign a retail share of sales to the artisanal sector amounting to around 28% of the fresh pasta market in Italy as a whole, and a higher share in terms of turnover.

As is well-known, food consumption in recent years has undergone significant upheavals due to the prolonged economic crisis, and in some ways these are also affecting the pasta market.

Furthermore, new scenarios are opening up to fresh pasta. Greater attention to the price (due to the diminished purchasing power of Italian families) and the high level of sales promotion activities also registered for packaged fresh pasta in large retail outlets and discount stores, are influencing purchasing behaviour.

Added to these phenomena is an overall tendency to rediscover homemade foods, from bread to cakes to egg pasta, substantiated by an increase in sales of basic ingredients (flour, eggs, sugar, yeast, etc.).

The quality of the product (and the ingredients used) still remains the main factor of success for fresh pasta sales, as does the choice of pasta types (regional specialties, innovative products, especially for filled pasta etc.).

At this stage the price, higher than for the industrial product, could represent a hindrance to sales, particularly in terms of frequency of consumption. But an adequate communication campaign underlining the quality and genuine aspect of the products and the ingredients used may contribute, even in a time of economic crisis like the one we are currently going through, to help support turnovers. Another aspect to be considered concerns the relatively high mark-ups which give artisanal production facilities ample margins of manoeuvre to help deal with any negative sales cycles. Also worth noting is that production costs should gradually tend to drop, consequently favouring a recovery in margins.

For all your questions:

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the importance of **public relations** in the marketing of pasta



Public relations can be an important activity for promoting small and medium-sized pasta factories.

Within the series of marketing activities defined as “promotion”, a prominent place should be reserved, even in small pasta factories, for public relations (PR).

As with many other activities designed to support sales, now even PR, thanks to the Internet and new technologies in general, can give excellent results with minimum financial outlays.

In fact, we need to do away with the preconceived idea that PR is all about holding parties packed with famous and overpaid star system celebrities or enormous events held in dream locations.

For a small - medium company, handling PR means dealing with very concrete activities, such as how to handle relations with all the media (not just the press), how to prepare and send newsletters and various other communications and how to plan, organize and realize local events.



PR essentially involves all those activities related to communication between the company and the outside world. If properly planned and realized these activities can lead to an assured benefit in terms of the ratio between results and costs which, as we shall see, can be limited.

So there is no reason for not addressing the issue of PR seriously: PR is always necessary, even when business is booming.

In fact, it is also necessary as a preventive measure, making sure the company's presence is visible on all means of communication. This is even more true today: submerged as we are in floods of messages, in order to compete successfully in the market it is crucial to stand out.

PR is necessary because it involves the way the outside world perceives the company, and this image must be kept under control.

Historically, small businesses have often had problems with PR activities, this is due both to the fact that media agencies are more interested in business enterprises with substantial budgets, and to the marked differences in the culture and approach of these two worlds.

Media agencies usually find it very hard to understand the mentality and needs of the small business owner.

This "difficult" relationship often leads small businesses to neglect a really essential marketing lever.

And by so doing, you risk missing out on the benefits which PR activities can bring, among which are:

- selection of the (potential) target customers and relative message;
- possibility of standing out in markets by having people talk about your company;
- credibility of communication (an article in Pastaria or a radio transmission, for example, are far more credible than a company advert, simply because the authors are third parties);
- viral effect, i.e. word of mouth (anyone who reads the article talks about it to colleagues/customers/suppliers);
- reduced costs (organizing a small event or sending out press releases is without doubt less expensive than even the smallest advertising campaign);
- corporate image enhancement and the strengthening of relations with customers (reading favourable comments on the products bought can't be anything but reassuring to customers);
- increase in sales (this comes from always taking care to publish the details of the website, agents/dealers and other business references).

All of these goals can be achieved either by making use of an external partner (agency or professional PR expert) or by using internal resources: the latter choice seems preferable for small pasta producers, provided that they don't suddenly consider themselves an expert in PR matters or plan to use "amateur" personnel.

On the contrary, in such cases, it will be necessary to rely on properly trained staff.

Returning to the case where there is no choice but to turn to an external partner (lack of available staff and/or time), it is a good idea to stick to some guideline criteria:



QUALITY

Processing of pasta which is always fresh with minimum recycling of dough scraps (less than 7%). Special filling injection system which ensures that the quality of the filling is maintained intact.

SAVINGS

Exceptionally efficient use of the pasta sheets: up to 90%. For the diagonal cut – unique and patented – shaping of several different products using the same sheet (up to 30% more than competitors).

TORTELLINI 2 and 3,5 g – TORTELLONI 15 g

**TORTELLINI TO A T**

Only the combination of love of tradition and twenty years' experience in the production of automatic shaping units for filled pasta could develop industrial machines with the capacity to produce tortellini and tortelloni that seem handmade. Indeed, our high performance machines follow to a t the manual techniques of the dexterous Emilian "sfogline" (female pasta makers), thereby guaranteeing continuity with the local tradition.



MODEL NP500-13F

TRADITION

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

- avoid large agencies and famous names, way too expensive and in any case not suitable for small business needs;
- it is far better to find a professional (e.g. journalist, PR expert) by consulting (also on-line) lists of associations, such as Ferpi (Italian Federation of Public Relations) and Gus (Journalists Press Office);
- if possible choose experts in the pasta production sector;
- pay attention to the contract in all its parts;
- agree on the minimum goals and work schedule in writing;
- establish the evaluation criteria for the service provided;
- demand a customized PR plan based specifically on your needs;
- examine the projects they have carried out for other clients (preferably clients operating in the same sector);
- if the job is to be assigned to a team, agree upon and meet the team members;
- establish terms of payment based on the results obtained;
- last but not least, consider the atmosphere and feeling created: being as PR work involves the company's image and how it is perceived, there must be an optimal level of feeling.

Always in view of minimizing costs, a small producer may also consider "hiring" a journalist: rent-a-journalist is a type of Temporary Management which involves using a qualified journalist for a set time.

Said journalist will spend a certain amount of time in the company, organizing (if necessary) or improving the group dedicated to PR and the press office. Furthermore he/she can also train and help develop the skills of suitable persons, transferring know-how and professionalism.

The benefits of such a choice to the company are both the immediate savings and the idea of capitalizing on an investment in training: the company finds itself with professionally enriched internal resources.

If, on the other hand, PR activities are handled by internal resources, it is necessary to appoint a person to be in charge of the communications office; this could be the sales manager or the marketing manager (if the company has one).

Please note however, that it should not be taken for granted that said



managers already have the necessary aptitude for dealing with the media nor the necessary communication skills.

Appropriate training must be taken into account, being as the aims of the sales manager is to sell, while PR above all involves spreading information.

A typical PR manager must also be creative, being as he/she will have to look for company information to be transmitted to the outside world.

To supplement an inadequate communications office, the company could turn its attention to public relations undergraduates or graduates, offering internships to help limit costs.

The primary objective to get people talking about you, is to create an archive of journalists and media contacts.

There are some ideal services available for small businesses, which at the cost of just a few thousand Euros allow you to build a suitable database (see, for example, Mediaddress book).

Then, if the target is limited or requirements are episodic, you can buy all the magazines of relevant interest, call the editorial staff, and then make a note of the names, telephone numbers and e-mail addresses of the editors, chief editors, and directors: thus keeping costs to an absolute minimum.

To access lists of specialized and sector magazines, you can visit www.windpress.it, which brings together over 1,000 newspapers.

The drafting of a press release is a far from trivial matter: it involves writing a small article to be sent to journalists and the media, therefore it must follow standard forms and contain precise information.

Start with the words "press release", followed by the date and location and then a short and appealing title. This should

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be followed by a brief summary and then the actual text (no more than one page) which needs to be well written and answer all the frequently asked questions of who, what, where, why, when and how.

Comments of "important" people are allowed and at the bottom you should always put the contact details (name, role, telephone number, e-mail) together with a brief company profile.

The content must be prepared for publication in the media, paying great attention to accuracy, style, relevance and accuracy. A press release is an ideal way to report an event.

Its diffusion is crucial: the best way is to send it in the morning, via e-mail, to the chief editor or director (for smaller newspapers) or to the sector expert, if known. You should always follow this up by calling the recipient.

It is advisable to provide supplementary materials (press kit), offering ideas for closer examination.

It is of fundamental importance to keep track of the various contacts in a logical manner, always remembering to send a note of thanks to the journalists who have written about your company.

The press kit must be well prepared, and should contain:

- company logo;
- brief history;
- range of products / markets;
- business objectives (mission);
- concise data;
- acknowledgements / certifications / awards;
- top management;
- photos of products / head office / events etc.;
- business card of the person to contact;
- contact details (telephone and e-mail);
- any CD or USB stick containing all the relative information;
- catalogues and samples (a pack of pasta if you think it's appropriate).

After sending out the press release or press kit, it is essential to check what gets published, i.e. the press review.

It is beneficial to send out this collection of articles, press clippings or similar to customers (also via e-mail), suppliers, employees and branch managers of the bank/s you work with.

There are special services you can use, L'Eco della Stamp (The Press Echo) or similar and you can also take advantage (at no expense) of Google News Alert, which sends e-mails indicating links on news which may be of interest.

It is a good idea to include an area in the company's website for collecting all the articles of interest in pdf format.

So even a small pasta producer can benefit greatly from PR activities if they are handled with the right amount of commitment and adequate preparation.



You will find out why it is so easy to make Cannelloni

Just in two metres in length, this machine can produce **handmade and precooked Cannelloni** (manicotti) and also **Lasagna**, after doing these operations: dough reduction, cooking, water cooling, filling forming and cutting of Cannelloni or Lasagna.

- 700 pieces per hour
- It is **easy** to use and **fast** in maintenance work
- The **Cannelloni filling** and **length** are **adjustable** and the **Lasagna width** and **length** are **adjustable**, too
- This machine **doesn't produce combustion smoke**
- It is **completely built in stainless steel**
- **PATENTED MACHINE**



VIDEO

CANNELLONI MACHINE

CN/2000

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setaro, conquers the arab emirates

All the way from Torre Annunziata to Dubai. The Setaro pasta factory is widening its horizons, looking to the East and putting pasta on the tables of emirs and sheiks. In fact the company's products are already being distributed in a restaurant chain and demand is growing. The decision to concentrate on the Arab Emirates, dictated by a drop in domestic sales, could be a turning point for the historical pasta manufactures who, it should be pointed out, have no intention whatsoever of abandoning Italy (nor its market). "Anywhere else," the company owner explains, "it simply wouldn't be possible to make the pasta in the same way as we do in the factory in Via Mazzini, built way back in the 1930s and which still boasts pasta making processes which respect traditional methods".

fantavventura a tavola: rana goes back to school

Giovanni Rana's commitment in primary schools continues. In fact, for the third consecutive year the pasta manufacturer is going into the first three years of primary schools with his project "Fantavventura a tavola" (Fantadventures at the table) a learn-through-play course on food education created with young children in mind. The classes taking part in the project receive a kit full of games and activities to be carried out during lesson time which are designed to stir up curiosity and understanding on correct eating habits. Furthermore children can take part in the "Colori in pasta" (Colours in pasta) competition to invent the most appetizing and colourful pasta dish. The winners will be awarded one thousand Euros for their school and a trip to the Rana Pasta Factory complete with cookery lessons. While the three runner up classes will each win prize money to be used on educational school trips and teaching materials.



classified ads placed by sector operators

A number of free classified ads published by sector operators on Pastaria.it.

Sales agent required

Pasta Technologies Group S.r.l. (www.pastatechgroup.com) Seeks sales agents for Australia, U.S.A., Spain, Eastern Europe. For further information, phone +39 049 7968840 or send an e-mail to sales@pastatechgroup.com.

Pasta manufacturer seeks partner to open training centre for pasta makers

Pasta Maker, with long experience in the sector, SEEKS company specialized in the supply of machinery and systems for the production of pasta, to form a partnership in a project to open a training centre for fresh pasta producers in the south of Italy.

The centre will also be set up as a showroom and demo room for the partner company.

For further information contact Giuseppe La Riccia at +39 338 3767417, or via e-mail at lariccia.giuseppe@libero.it.

Process Engineer settore Pasta per il Sud Italia f/m

Bühler is the global specialist and the technological partner to supply complete plants and services for the food industry, the thermal treatments and the die casting industry. Bühler has affiliates and representatives in over 140 countries and counts more than 8.000 employees all over the world. Within a project for the global enhancing of the customer service staff, Bühler is looking for a process expert in pasta, especially for the Southern Italy, with the following function: Process Engineer Pasta for the Southern Italy f/m.

Main responsibilities

- constant visits at the customers within the assigned area. He/she should act like a consultant for the customers, in order to identify needs for technological and technical upgrade, based on the product, process and energy consumption analysis, on the general maintenance status, as well as on specific and technological needs the customers may have;



he/she should solve any problem related to pasta lines that may arise (in emergency cases, or in case of process optimization);

- constant suggestion and advice for a continuous maintenance of the production lines;
- cooperation with the internal technical/commercial staff, in order to grant to correct issue of quotations (spare parts, retrofits, technical and technological services);
- grant through his/her personal behaviour the development of trust-based relationships with the customers in his/her area of business.

Skills of the ideal candidate

- Technical background (diploma or technical degree), combined with further knowledge in food science;
- professional experience in Pasta as Head of Process, Head of Production or Head of Maintenance;
- capability to identify customer needs and to turn them into operative solutions;
- entrepreneurship, business minded and commercial skills;
- good analytical skills;
- good skills in building relationships, ability to communicate at any level, good team worker (also in multi-cultural environments);
- good English and/or German knowledge;
- high flexibility (available to constant trips in the area of competence);
- resident in the South (ideally in Bari or in Puglia);
- knowledge of modern communication&IT tools (CRM, Microsoft Outlook etc..).

In case the position is interesting for you, please contact:

Bühler SpA, Via Rivoltana 2/D, 20090 Segrate (Milano) - T. +39 02 703111 - buhler.milan@buhlergroup.com

ref. "Process Engineer Pasta for the Southern Italy"

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cappelletti forming machine by **pasta technologies group**



Great working versatility, high production capacity, compact size:
PTG's reply to the industrial production request for filled fresh pasta.



Pasta Technologies Group developed a cappelletti forming machine very practical and extremely versatile, fully wash-down, respecting the most severe international standard regarding the hygiene and sanitization issues regarding the food processing equipment.

The main structure of the machine and the forming die are made of high quality stainless steel, resistant to the chemical corrosion and to the aggression of the detergents and additives used during the daily cleaning operations.

The die containing the forming unit and the filling rods can be easily disassembled from the main body of the





machine and washed-down meticulously in all its parts without risk of corrosion due to the use of chemical agents employed in this phase. The practical hoist positioned at the machine edge as well as the die trolley reveals really helpful during the die change, to realize this procedure in the safest way for the operator.

The PTG exclusive pre-setting of the forming machine allows to realize the product format change in a few minutes. The use of tools is not necessary, thanks to the automatic die block system, safe and practical. In this manner it is possible to change the die, from a pinched format such as the cappelletto or tortellone, to a flat format such as the agnolotto (half-moon), the evergreen raviolo in different sizes and borders, and the saccottino which has the typical candy shape.

The result of PTG technology applied to the machine is a fresh pinched product extremely similar to the hand-made product, as per the Italian long-time gastronomic tradition.

Thanks to the PTG technology, the cutting-filling-forming phases synchronization takes place automatically with no need of manual adjustments. The R&D Department of PTG is available for assistance and consulting to satisfy the



Customer's demands.

The forming die is automatically controlled by the PLC integrated to the electric board as a new recipe, so that all the new production parameters, such as production ratio, strokes/minute, filling speed are set and then memorized, and consequently repeatable. Furthermore, the PLC can memorize an huge number of new recipes. The machine is provided with pushbutton electric board and user-friendly touch screen to control the recipe production parameters and the machine general operative conditions.

The accessories that complete the machine, such as the scraps cutting system and the filling feeding pump, are installed on a single trolley to be independent from the main body of the machine. The transfer to the washing zone is easy and the cleaning operation can be extremely deep and effective, being that each point of these accessories is accessible.

The continuous technological research carried out by PTG brought to introduce the pressure stabilizer in the filling dosing phase to balance the load distribution, reducing the stress and avoiding an early wear and tear of the filling rods.

As optional, PTG proposes a jet-pulse system which uses a pressurized air jet to push the filling inside the raviolo pocket during the forming phase: this solution is extremely efficient for creamy and sticky fillings, or with chunks of vegetables, fish or other ingredients.

The machine can be provided with two solutions regarding the filling feeding: the traditional feeding through a screw pump, or the feeding through a lobe pump, more appropriate to work creamy fillings composed of chunks, without compromising its organoleptic properties.

Another feature of the PTG single sheet forming machine is the pump system for the forced distribution of oil to the main transmission mechanisms, such as connecting rods and levers. The system is provided with a filter with an obstruction detector, perfect to control the correct and constant lubrication of the those components subjected to stress and wear and tear.

The cappelletti forming machine FA is projected to be easily integrated in an automatic production plant, where the operator presence is limited to the ordinary supervising of the plan and the maintenance activities. Once the PTG mixer and kneader were added, the system becomes a plant for the filled fresh pasta production, that can be

TECHNICAL FEATURES OF CAPPELLETTI FORMING MACHINE MOD. FA

sheet width (mm)	540
fresh product production (kg/hour)*	100-450
strokes/min	up to 160
weight (kg)	1200
* Production refers to fresh pasta with humidity level of 32-35%, according to the shape and to the pasta thickness, filling type, etc.	



pasteurized or cooked according to the commercialization purpose.

Furthermore, for complex industrial plants, there's the possibility to automate the distribution for both the dough and the filling, conveying them to more forming machines disposed in parallel, with consequent benefits in terms of time and production flow.

Together with the forming machine FA, PTG offers a complete range of machines and plants for the industrial production of pasta with specific customer-tailored solutions, projected to satisfy the exigencies of a modern pasta factory with a medium-large scale production.

For more information, please contact sales@pastatechgroup.com, or visit www.pastatechgroup.com.

for further information

It's quick, easy and free. Contact the company by filling in the form or use the email or phone number: **+39 049 7968840 • info@pastatechgroup.com**

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durum wheat, 2013 harvest growing slowly



8.3 million tons (+2% compared to 2012) are expected to be harvested in the EU.

At the moment forecasts are pointing towards a growth in harvests for 2013, with initial assessments indicating a durum wheat production in the EU of nearly 8.3 million tons, an increase of 2% based on annual figures.

This is what emerges from the forecast report elaborated by Coceral, the European associate which brings together operators in the arable crops sector.

Estimates (some of the very first) which, in compensation for the better yields expected compared to last year, incorporate a downturn in the surface areas allocated to durum wheat, primarily in favour of soft wheat.

At 3.06 tons per hectare, the mean yield per unit in the twenty-seven EU countries should be up 4 percentage points



this year. By contrast, in 2013 the overall areas sown with durum wheat have undergone a reduction of over 2%, dropping below the 2.7 million hectare mark.

This year Italy, Europe's biggest and the world's No. 2 grower (second only to Canada), will endure a negative impact caused by a sharp decline in sowing. Already back in February, during the usual survey of sowing plans, ISTAT (The National Institute of Statistics) reported an overall reduction of 6.8% in allocation of land to durum wheat, although different trends were registered in different geographical areas: negative in the central (-10.2%) and southern (-5.9%) regions, where the bulk of surface areas allocated to durum wheat are found, and positive in the north-east (+14.5%) and north-west (3.3%) regions.

Now, according to COCERAL figures, the surface areas sown with durum wheat in Italy appear to have dropped below the 1.2 million hectare mark, indicating a reduction of 5.6%, less marked, in other words, than the reduction predicted by ISTAT.

Improvements in campaign yields, in any case marginal (from 3.3 to 3.35 tons per hectare), would not however be able to compensate for the loss in surface area allocated to durum wheat, thus resulting in a drop in harvests in the region of 4 percentage points. The forecast predicts that 2013 production will stand at 3.9 million tons, a result which compares with the generous 4.1 million recorded in 2012.

The balance is also negative in France, where the forecast report is showing evidence of a drop in both surface areas and yields.

On the other side of the Alps, the number of hectares allocated to durum wheat appears to have dropped to around 410,000 this year as opposed to the 437,000 hectares recorded in 2012 (-6.2%). The decline in yields per unit (from 6.7 to 6.4 tons per hectare) should result in an additional negative impact in terms of harvests, with COCERAL forecasts predicting a fall in production of over 10%, dropping from the 2.4 million tons recorded in 2012 to 2.1 million. A positive contribution, which goes into explaining the overall growth in EU output, is down to the other two major EU production centres: Greece and Spain. Taking into consideration that the forecasts for both countries indicate increases in both sowing and campaign yields.

Greece in particular, with 540 thousand hectares allocated to durum wheat (+4% compared to the last campaign) should put approximately 972,000 tons of durum wheat into its silos this year, up almost 50% on the 2012 harvest. This yield forecast is excellent, especially after last year's disappointing results, with 1.8 tons per hectare forecast compared to the 1.25 tons recorded for last year.

Even more significant are the advances in the Spanish campaigns. The 2.2 tons per hectare, representing a mean yield per unit which is more than double the 1.02 tons recorded in 2012, place the 2013 production figure at 913,000 tons, more than double the 420,000 tons harvested in the 2012 campaign. The sown surface area has seen only a slight increase, from the 410,000 recorded in 2012 to an estimated 415,000 in 2013 (+ 1.2%).

Returning to EU harvests, on the whole the European Commission's forecasts (issued at the end of April) appear to be



more favourable than the figures released by COCERAL. At 8.8 million tons, the EU durum wheat harvest, according to Brussels, should grow by 3.5% this year. While the French analysts at Strategie Grains appear a little less optimistic, with a forecast for 2013 standing at just 8 million tons.

Meanwhile, in the last outlook, the British analysts at IGC (the International Grains Council) updated the estimates for world harvests 2012/13, indicating a durum wheat harvest of 35.1 million tons (it was 36.7 million in the 2011/12 campaign). This drop is mainly due to a lower harvest in the Black Sea region and a more disappointing result both in Morocco and the European Union.

The figure for Canada, however, stands at 4.6 million tons (approximately +10%). A result which, according to the very first indications, could also be confirmed this year, despite Ottawa's overall stocks expected to drop by 4% as a result of a lower stock levels at the start of the campaign.

With just under 4.2 million tons exported, Canada has increased its sales abroad by almost 9%. The next campaign (2013/14), however, should mark a setback in exports (around - 4%), in view of a predicted growth in world durum wheat harvests, regardless of the overall reduction in surface areas used.

As for consumption, the balance for the 2012/13 campaigns on a worldwide scale indicates the use of 35.7 million tons, down 2% based on yearly figures.

Estimates for stocks at the end of the campaign amount to 7.1 million tons, a level which, if confirmed, would mean a 7% drop compared to a year ago.

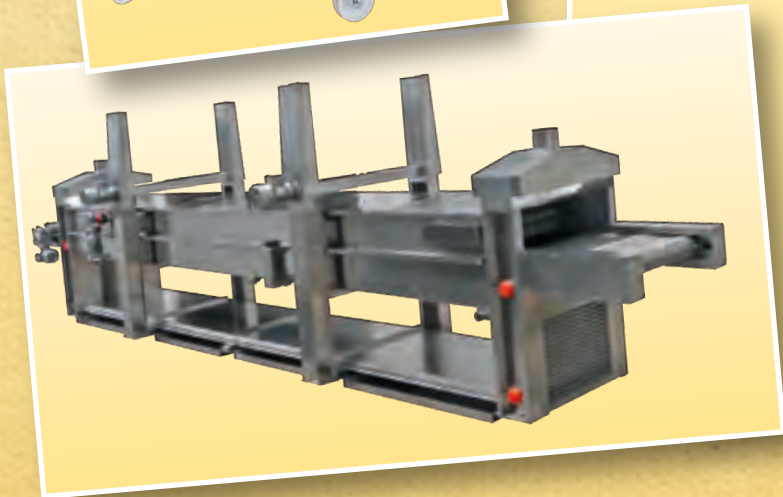
Meanwhile, between soft wheat and durum wheat, the world grain harvest, thanks to an increase in both yields and allocated surface areas, this year should reach 680 million tons, an increase of 4%. Improvements, according to IGC analysts, are expected both in Europe and in the former Soviet Union. Consumption, up 1%, should reach a level of 678 million tons. In this regard, forecasts indicate a lower use for fodder which is more than compensated for by an increase in industrial usage.

Forecasts for EU durum wheat harvests 2013 (.000 tons)

	2012	2013	Var. %
Total EU	8,121	8,272	1.9%
of which:			
- Italy	4,125	3,953	-4.2%
- France	2,377	2,132	-10.3%
- Greece	650	972	49.5%
- Spain	420	913	117.4%

Source: data processing by Pastaria using Coceral figures





ITALGI: PASTA FROM 20 TO 250 Kg/h

italgi@italgi.it - www.italgi.it

fabianelli wins the cathay pacific business award

Awarded for its know-how. The Fabianelli pasta factory in the Province of Arezzo (Italy) has won the Cathay Pacific Business Award 2013. This acknowledgement was awarded for a number of reasons: “total hygiene in production” and the “selection of the finest durum wheat in the world”. Not to mention: direct collaboration with local importers and distributors in Japan, South Korea, Australia and China, the “investments in machinery and new technologies” and the making available of “their production skills and flexibility to a point where they are able to meet the requirements of particular markets like the ones in Asia”. The company, it was said, has been a pioneer in the sale of pasta in Asia and was also awarded for the idea of using durum wheat pasta with Omega 3 in Japan.

ferrarese pasta factory, reopening setback

Reopening of the Ferrarese pasta factory postponed. The NewCo founded to lease a business branch is no more. The NewCo, run by TecTronic in Limena, Province of Padua (Italy) had undertaken to take on six or seven of the twenty-one workers immediately. Consequently a second NewCo was set up which, however, has already asked the Court of Padua to recognize the so-called “blank option”. At this point reopening of the pasta factory in Conselve, which used to distribute fresh pasta to many supermarkets in the Veneto and Lombardy regions, has been postponed indefinitely.





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%.**
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- **SEGRETARIO:** Justo Bonetto.

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pasta idea and the fresh pasta store becomes a **take-away**



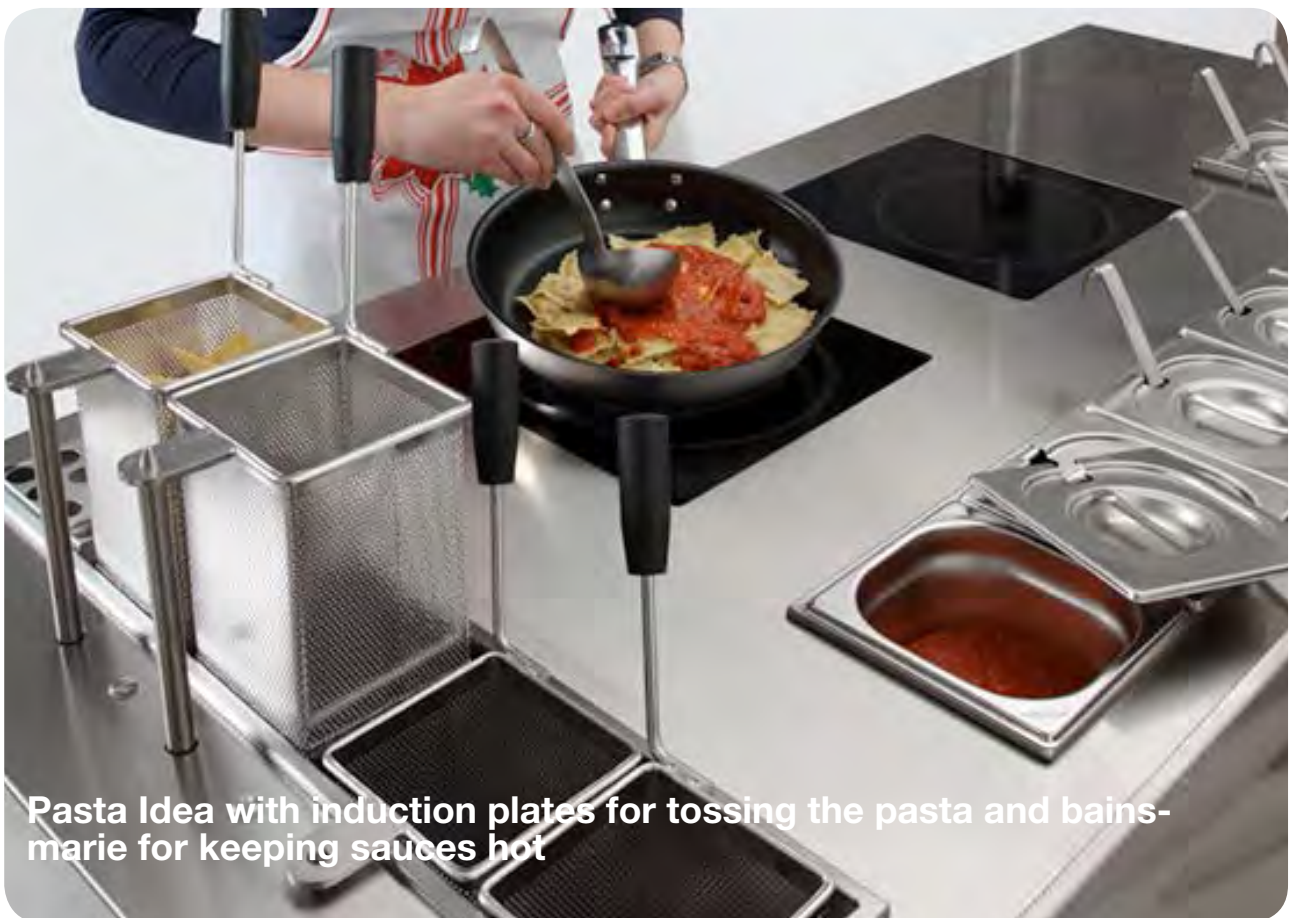
Pasta Idea is the new line of **workstations kitted out by Italgil** which can transform a fresh pasta store and give it a new lease of life as part of the fast food and take-away sector. An interesting opportunity for many fresh pasta shops.

Italgil's "Pasta Idea" line includes a full range of equipped workstations which can be used to create a take-away service in the real sense of the word on the premises of a fresh pasta store, with the pasta and sauce



cooked to order.

Based on the fact that people always have less time for meals but at the same time are also increasingly more careful about what they eat, the idea was conceived to transform the traditional fresh pasta store and extend its offer to customers (and consequently its turnover) by using the same premises, right next to the fresh pasta counter, to sell cooked pasta dishes which can be eaten on the spot, on the street, at home or in the



Pasta Idea with induction plates for tossing the pasta and bains-marie for keeping sauces hot



office (after being reheated in the microwave if necessary). A production facility thus equipped opens up an interesting new market to the pasta maker, characterized by significant profit margins: catering, in particular fast food and take-aways, a market traditionally held by diners, bars, pizzerias and restaurants. The idea seems particularly interesting for all those fresh pasta production facilities located in tourist areas, characterized by high levels of transit or urban areas with a large number of offices. The specially equipped workstations which make up Italgil's Pasta Idea range are available in eight different models:

- with / without a cold area (with four refrigerated trays for cold sauces and four refrigerated drawers for storage of pasta or other ingredients);
- with one or two pasta cookers with automatic timed and independent pasta lifting, designed to cook four or eight



Pasta Idea with self-condensing hood



types of pasta simultaneously with different cooking times;

- with / without induction plates for tossing the pasta;
- with bains-marie for five or fifteen trays, to keep sauces hot;

while a front protective glass panel and self-condensing hood complete the offer.

When space is short similar workstations can be created using individual modules (700 and 900 series).

Furthermore, the new system of integrated water loading/drainage tanks makes the workstations (versions without cold area) completely independent: connection to the water mains is no longer necessary and the pasta workstation can be put anywhere, even outside.

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Linea Pasta Fresca

the art of flour

The culinary journey we have embarked upon thanks to Chef Enrico Bartolini and his book, Pasta, leads us this month to enjoy a truly unusual dish. These "Bottoni" - "Buttons" - are a unique type of pasta that will intrigue and amaze you.

Some history

The most important development in the history of pasta as we know it today occurred in the Middle Ages with the introduction of a new method of cooking and new shapes. The system of boiling, used in ancient times only for gruels or mushes made from a variety of grains, replaced the old method of oven baking where the traditional lagane (a type of flat noodle) were placed directly in their sauce to cook.

Hollow and filled pasta types also appeared on the scene. The invention of dried pasta that could be stored—generally attributed to the Arabs who needed supplies for their travels in the desert—was the development with the most impact on food habits and commerce. It was in the Middle Ages that the first shops for professional preparation of pasta were established, and from Sicily, imbued with both Arab and Levantine Spanish culture, as early as the mid-13th century they also appeared in Naples and Genoa, two cities that would later play a major role in the evolution and success of pasta.

Later, these shops also spread to Apulia and Tuscany and in the 14th century the first guilds of pasta makers were established. The technique of drying allowed the pasta to be carried during long voyages by sea or overland within the continent, an area in which Genoese merchants became specialists. Liguria also became a center of production for dried pasta, while Emilia Romagna, Lombardy, Basilicata and Veneto remained tied to the use of fresh pasta, a custom that continues to the present day.

This bit of history we are offering thanks to the fascinating journey guided by Master Chef Bartolini, leads us here to an evolution in the development of pasta that is unusual, but at the same time rooted in tradition.

In fact, these "Bottoni" are actually elegantly-shaped filled ravioli particularly suited for serving with fish, but may also be used with any other sauce.

As always, for any type of fresh pasta, irrespective of how it is made—by hand or machine—we recommend the use of a very elastic flour that is easy to handle to avoid waste.

00 Pasta Oro® Molino Pasini flour is perfect because of its extraordinary elasticity and is especially suited to making fresh pasta sheets. It has many advantages because it maintains its natural yellow color without turning gray for several days, retains excellent texture and bite during cooking, including for pre-cooked pasta dishes, and also boasts good body and a rough surface to allow sauce to cling better. It remains elastic in both manual and machine pasta-making.

So, once again, we hope you try this recipe and remember, there will be many more in future issues. Enjoy your meal!



The Molino Pasini Star of the Year is 
Enrico Bartolini
Devero Ristorante

Bottoni (Pasta Buttons) with olive oil and lime and *cacciucco* (Italian-style bouillabaisse)

4 servings:

00 g of fresh, yolk-enriched sheeted pasta (made using 00 Pasta d'Oro® Molino Pasini flour from the Farina del Mio Sacco fresh pasta line and eggs).

For the filling:

500 g olive oil; 2 limes; 1 egg yolk; salt; white pepper.

For the *cacciucco* sauce:

1/2 green onion; 1/2 celery stalk; 1/2 shallot; 1/2 carrot; hot chili pepper; 1/2 zucchini; small amount of fresh fennel; 500 g mixed shellfish; 500 g mussels; 500 g shrimp heads; 500 g *paranza* (mixture of small, freshly-caught fish); ice; 100 g white wine; 250 g tomato purée; 40 g extra virgin olive oil; salt and pepper; parsley; basil.

To prepare:

For the filling, reduce the lime juice, grate the peel into the cold oil and let it seep for a few hours. Into the egg yolk, first beat in the cooled reduced lime juice and then the oil in a thin stream to obtain a mayonnaise-like emulsion.

Using a pastry bag, pipe the filling onto a strip of pasta, close the strip and using a round cookie cutter, cut out the ravioli as close to the filling as possible.

For the *cacciucco*, in a small amount of oil sauté well the vegetables chopped by hand, add the shellfish that has been thoroughly washed and coarsely chopped and allow it to boil in its own liquid until it has evaporated completely. Then add the shrimp heads, mussels and *paranza*. Reduce the liquid released by the fish until the mixture begins to brown.

When it begins to stick to the pan, add the white wine and reduce, then add the tomato purée, parsley and basil, and as soon as the liquid has reduced, add a good amount of ice. Let the ice melt and simmer the sauce for a couple of hours. As it cooks, salt and pepper to taste and, from time to time, use a whisk to press down on the mixture.

When cooked, to avoid oxidation, chop by hand and slowly pass through a vegetable mill. Place some of the filtered and seasoned sauce on the bottom of each plate.

For this recipe, I selected Pove oil, a very delicate oil produced in Breganze (province of Bassano del Grappa).



pasta **di sardegna**



Sardinia is the subject of the past, present and future of one of the most renowned pasta factories on the Island: **Pastificio Cellino.**

The story told by Alberto Cellino is fascinating and passionate, retracing in just a few hours the most important milestones in the history of the Pastificio Cellino. The emphasis he places in the description of every important moment in the existence of this business, underlines the determination which went into setting up and consolidating the company. And it's not just the hardly encouraging starting conditions which make you admire the stoical decision of the Cellino family to try their hand at pasta making. Another thing which strikes us, is the spirit of





someone who intends to put himself continuously to the test, always ready to tackle new challenges. Extraordinary entrepreneurial abilities, combined with a series of lucky guesses, in just a short time have made it possible for Lucina and Alberto Cellino to bring success to a company which very few would have bet on in the beginning. However, it is not amateurs we are talking about here. In fact the two siblings come from a family which is well-known for its decades-long commitment to the milling sector. Lucina and Alberto are the children of Ercole Cellino, one of the most brilliant entrepreneurs that Sardinia has ever known. They were introduced to the “white art” of milling as children and they inherited not only their father’s entrepreneurial spirit, but also his love of work. So 12 years ago it seemed perfectly natural to believe that the region’s biggest mill could find an opening in dry pasta production. It wasn’t something difficult to imagine, but it certainly took a large dose of courage to contemplate taking on the market at that particular time. A risky decision it may have been, but one thing is sure, the Cellino siblings could count on their expertise in the handling of grain and semolina. Anyone who knows his wheat, also knows how to work it and get the best out of it. The results, after an initial, brief period of setbacks, were not long in coming and now they translate into figures which command respect: a plant with 6 lines operating 24/7, dozens of employees, 60 thousand tons of pasta produced a year, with the potential to increase production by 25%. 54 private brands which use Di Sardegna pasta and 4 brands belonging to the Cellino fam-



ily. All this achieved in just over a decade, in one of Italy's provinces, Oristano to be precise, which despite being an immensely beautiful place to see and live in, is also universally considered one of the poorest and least industrialized in the country. And yet the Cellino family, always ready to find a positive aspect in everything, believe that the company's fortune lies above all in the plant's location. Few, maybe no companies of this type in Italy have the advantage of direct access onto the sea. The image of the pasta factory and the adjacent mill strikes even laymen, who may not even immediately grasp the benefits a company has when its entrance is on a quayside. As well as being beautiful to look at, this side-by-side position between the sea and the company makes it possible to load and unload ships with greater ease and speed which few others can boast. In a region that has always been penalized for its isolation and lack of infrastructures, this is a privilege without parallel. The costs and times of logistics are remarkably low permitting a competitive price advantage which it would be impossible to achieve in any other way in Sardinia. Don't think, however, that all this is down to luck or chance. This too is the fruit of Ercole Cellino's perspicacity. When nobody else was prepared to wager a single penny on the port of Oristano, he wanted to



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challenge every preconceived idea and saw in that area, snubbed and underestimated by everyone, the perfect location for his mill. This choice - albeit demanding and hard - over the years has proved to be the winning card, so much so that when the time came to set up the pasta factory, it seemed the most natural choice in the world to build it next to the grain storage and milling facilities.

However, the company doesn't just owe its fortune to its favourable position. At the bottom of this success, first and foremost, is the constant commitment of two very capable and serious entrepreneurs who are attentive to the market, the product and the people who keep the pasta factory running every day. The strength of this company lies not only in its owners, but also in its employees. The Cellino family have invested in machinery, equipment and technology but above all they have invested in people. Some employees in the pasta factory come from families whose parents worked in the mill. The same master pasta maker, Gianni Tatti is the son of Tonino, the historic head miller. Gianni has matured professionally, first in the art of milling and then in making of pasta, but always as part of the companies run by the Cellino family. He put all his effort into helping set up the pasta factory, from the moment the first stone was laid. He personally oversaw the setting up of all the processing systems and became an expert in pasta, as did his 4 siblings and his niece, the third generation of the Tatti family to work for Pastificio Cellino.

People were among Lucina and Alberto Cellino's main priorities, even at the very beginning when they thought





that any structure, however excellent from a logistics or technological point of view, was nothing in the absence of a marketing network made up of experienced and motivated collaborators. This is why their sales agents have been chosen with the utmost care and involvement. To name just one of them, there is Silvio Luciotti, the person in charge of the marketing network who, like most of the sales agents working for the Cellino family, comes from one of the best-known pasta factories in the world. “Without these great people we wouldn’t exist as a company today” Lucina Cellino states without the slightest hesitation “the skills of these people who are experts in the pasta market made it possible for us, especially in the early days, to penetrate a universe which to us was totally unknown.”

On an island like Sardinia, which traditionally tends more towards meat and cheeses than towards pasta, this company has defied the market and conventions, proving that even here business can be done at the highest of levels. With a quality product, over time the Cellino family have earned themselves an important market share. They produce five different types of dry pasta where the selection of the semolina is of the utmost importance. In each type of production, from the “Linea Blu” to the “Sant’Alberto” lines, the percentage of local raw materials never falls below 30%. Alberto Cellino says he is convinced that the best product comes from the right mix of regional and foreign semolina, but the choice of the Sardinian grain is not just a matter of organoleptic and





chemical qualities, it is above all a fitting tribute which the company wants to pay to the land that is its home and the millenarian culture one finds in Sardinia. And speaking of culture, the pasta factory also tries to cater for those who have different dietary needs of a religious nature which is why it is Halal and Kosher certified. Flexibility here is a rule, in fact pasta shapes vary as required, as do the quality, weight, packaging and much more besides; hardly surprising then that the pasta factory is also BRC, IFS and ISO 9001:2008 certified.

There are also different lines available: “Linea Blu”, using traditional extrusion through Teflon dies, includes forty long- and short-cut types of pasta for soups and minestrone; “Gusto&Tradizione” produced using bronze dies for the most popular shapes, “Classici”, also extruded through bronze dies, but sold in an elegant cardboard packaging, and finally “Sant’Alberto” pasta, a line which from the very beginning was a great success all over Italy and is still particularly popular.

Reading this article, it is easy to see the reason behind the name “Pasta Di Sardegna”. This reference to the Island isn’t meant merely to echo the fact that the raw materials come from Sardinia, but above all is a tribute in honour of the people of Sardinia. The idea was to underline the value of the work carried out by the people, about 200 in all, who produce a brand which is now asserted in the region, not to mention elsewhere in Italy and in many parts of the world. The Cellino family have in this way set out to communicate Sardinians’ ability to do business on an international level. This name is also a tribute to Sardinia: a beautiful land, harsh but generous, which builds a strong sense of belonging in all those who love her. The same sense of belonging which explains why the Cellino family stay on the island, so that they can always do better there and always do more.

Pastificio Cellino S.r.l. | Località Cirras | 09096 Santa Giusta (Oristano, Italia) | T. +39 0783 37621 | F. +39 0783.376238
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la molisana

teaching in tel aviv

Pasta takes the teacher's chair in Tel Aviv. La Molisana pasta factory, belonging to the Ferro Group in Campobasso (Italy), has decided to invest in overseas training by organizing the seminar entitled "La pasta a 360°" ("A 360° look at pasta"). The job of teaching 90 chefs who work in prestigious Israeli structures was assigned to Chef Nicola Vizzari, team manager of the Italian under-23s chefs team and captain of the Italian senior chefs team. The seminar, promoted in collaboration with the local food company, Tomin, was held in the Bishulim School, a renowned school which over the years has seen some of the greatest names in world cooking and confectionary among its students. In Israel pasta is gradually becoming part of daily eating habits, served as a complete dish.



amato: pasta factory up for auction

Both the date and the starting price have already been set. The Amato factory is ready to be sold off. Proceedings will start on 3 June when the company will go up for auction with a starting price of 31 million Euros. However, the special procedure, thanks to a new measure introduced by the official receiver, Luigi Amendola and the trustee in bankruptcy, Giorgio Jachia, may even allow the sale to go through at the lower price of 29,100,000 Euros. The highest bidder will become the owner of the pasta factory and the “Pasta Antonio Amato” and “Molini e pastifici Antonio Amato” brands and must undertake to maintain, fully or at least partially, the current level of employment. The right of pre-emption belongs to businessman Giuseppe Di Martino who has held the factory under lease since last spring.

ranaldo launches “chef dovunque” pasta

A cardboard box holding all the ingredients for preparing a great pasta dish anywhere in the world. This is the idea behind “Chef Dovunque” (Anywhere Chef), the new brand made by Antonio Ranaldo, a company with headquarters in Cassino in the Province of Frosinone (Italy) which operates in the food sector. The box contains everything you need to make typical regional pasta dishes, such as spaghetti cacio e pepe (a spaghetti dish with cheese and pepper) or fettuccine with prized black truffle butter. In this way it is easy for anyone, even those who can't always get hold of the right ingredients in the area where they live, to enjoy traditional gastronomic Italian dishes. What's more, the accompanying illustrations are simple, making it easy for even a novice to don a chef's hat.



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cucinare 2013 in pordenone



Over 15,000 visitors at the new **Enogastronomy and Kitchen Technology Trade Fair** at the Pordenone Exhibition Centre, Italy.

The Cucinare Trade exhibition closed in its final, fourth day with droves of people out to see Chef Carlo Cracco. The new exhibition dedicated to all those for whom cooking is a job or a passion, got the thumbs up from operators and visitors alike.

“Success which goes beyond our wildest expectations, crowning the efforts of great teamwork which involved institutions, associations, authorities and companies from all over our region. All these people came together



to work on this project conceived thanks to the insight of the Banca Popolare Friuladria Credit Agricole and Pordenone Fiere, the Pordenone Exhibition Centre, partners in setting up this initiative”, comments Alvaro Cardin, Chairman of the Exhibition Centre at the end of “Cucinare per piacere per mestiere” (“Cooking for pleasure and for work”), a trade fair dedicated to enogastronomy and kitchen equipment which attracted over 15,000 visitors and came to a close on Monday 25 March.

On Monday afternoon hordes of people came to see Chef Carlo Cracco in a packed Electrolux Arena where he presented his risotto with lentil flour: the 135 available seats had been fully booked days before the event, but hundreds of people still stood on the outside to see the cooking show. Chef Cracco then met the crowds at the Arrex Arena where he presented his new book: “Se vuoi fare il figo usa lo scalogno. Dalla pratica alla grammatica: imparare a cucinare in 60 ricette” (“Use a shallot if you wanna be cool. From practice to grammar lessons: learn to cook in 60 recipes”).

For four days Cucinare focused the attention of two kinds of visitors on the Pordenone Exhibition Centre: restaurant-hospitality professionals and cooking enthusiasts, for the latter touching upon the care and attention for fine wining and dining. And to satisfy both targets Cucinare set up an intense schedule of events: over 120 crammed into the four days of the trade fair, including cookery courses, tastings, practical demonstrations and above all cooking shows hosted by some of the most famous Italian chefs, with special consideration being given to some of the leading chefs working in the best professional kitchens in the north-east of Italy.

Resounding success was enjoyed by the shows put on by starred chefs, (the of the whole trade fair) chosen, coordinated and presented by Fabrizio Nonis, Cucinare’s art director. These included Moreno Cedroni, an innovative 2-star Michelin chef, with his “Pollicino” recipe, Fabrizio Nonis and Stefano Sangion who introduced visitors to a very unusual dish which combines the flavours of both meat and fish: roast beef with squid ink, and the show presented by three stars of our local cuisine: Emanuele Scarello, Andrea Canton and Marco Carraro who put their hand to a traditional regional dish called “Tutto il Friuli in un piatto” (“The whole of Friuli on a plate”).

Cucinare owes its success to the Pordenone Exhibition Centre’s ability to combine the skills and resources of a large number of individuals from the region who all believe in the aims of this project which hopes to turn the spotlight onto quality food products and the top professionals of Italian cuisine. Banca Popolare FriulAdria (Cariparma Crédit Agricole group), project partner of Cucinare, Electrolux, technical partner, Chamber of Commerce, Pordenone With Love, Province of Pordenone, Arrex Cucine, FIPE (Italian Federation of Public Enterprises), Ecozema, Acqua Dolomia, Coop Nordest, together with the event’s media partners, the magazines “Chef” and “Fuocolento” and the theme channel Alice TV, were all part of Cucinare’s team of partners, which also included collaboration with Slow Food Pordenone, FISAR (Italian Federation of Sommeliers, Hoteliers, and Restaurateurs), Associazione Donne del Vino, Ascom, Confcommercio, Vini Geretto and ASDI Coltello.



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eccellenza pastaria 2013 distributed at the cucinare trade fair



After RHEX, the Rimini trade fair, distribution of the second edition of Pastaria's yearbook on **products of excellence made by Italian pasta manufactures** continued at Cucinare.

"Eccellenza Pastaria 2013", the second edition of this invaluable book on products of excellence made by Italian pasta manufacturers, was distributed at Cucinare, the new Enogastronomy and Kitchen Technology Trade Fair held at the Pordenone Exhibition Centre, Italy, between 23 - 25 March 2013. The purpose of this yearbook is to introduce Italian and international buyers (belonging to the HO.RE.CA channel, wholesalers, retailers and large retail outlets) to special and quality pastas produced by large and small, industrial and artisanal Italian pasta manufacturers.

"Eccellenza Pastaria" is handed out to buyers visiting major food sector trade fairs.



give buyers visiting your exhibition a copy

All organizers putting on international food sector trade fairs in 2013, who are interested in distributing free copies of “Eccellenza Pastaria” to buyers, can request the book by filling in the form below or contacting our editorial staff (+39 0521 1564934, redazione@pastaria.it).

If your request is accepted by our editorial staff, we will supply you with copies of the book free of charge. This initiative is reserved to the organizers of food sector trade fairs.

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cibus tec market outlook: focus on export and sustainability



Export and sustainable innovation will be some of the strategic contents of the next edition of Cibus Tec, scheduled for October 28 to 31 2014.

Among the stages of approach to the exhibition, Fiere di Parma in collaboration with ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane – is organizing a series of meetings on high potential markets dedicated to Italian producers of technologies for food processing and packaging.



The first of these initiatives, “Cibus Market Outlook”, was dedicated to North American market with American and Canadian food industry operators who came in Parma to meet the producers of Italian technology. Among the selected profiles by Fiere di Parma and ICE, there was a significant presence of operators involved in the field of pasta and cereals-based products, arrived in Parma looking for technology partners who can provide solutions for the new needs of a market in constant evolution. Pasta and cereal-based products should, in fact, interpret the requests of new consumers interested in products that can provide both short preparation time but also taste, authenticity and attention to emerging needs related to the consumption of gluten-free products.

The event was hosted at the event SPS IPC Drives Italia (www.sps-italia.net), which has dedicated the whole day of May 23rd to the food & beverage market - Fil Rouge Food & Beverage – and to the automation in the processes of the food industry.

The initiative program of Cibus Market Outlook North America has also provided a technical tour at the Stazione Sperimentale per l’Industria delle Conserve in Parma during which the American operators could discover the guidelines for research and experimentation in food & beverage field conducted by the institute in Parma.

This day will be followed by a second one at the beginning of July, which will focus on Russia and Turkey, where the trend of the markets provide in the next years increasing investments in the food technology. Cibus Tec therefore offers a comprehensive platform of opportunities for the Italian food industry and for the 2014 edition will focus their content on sustainability, as for example how the adoption of low energy consumption production can satisfy the growing needs of operational efficiency and cost reduction.

The importance of sustainability also emerges from the first indicators collected as part of the Cibus Tec Steering Committee, within which is represented also the pasta and cereal-based products segment, with an increasing attention to the issues related to food safety. In the latter area Cibus Tec 2014 will be largely in-depth thanks to the collaboration with EHEDG, the European Hygienic Engineering and Design Group, according to which Cibus Tec will host the international Congress on this important network active at European level on the issues on which the food industry is focusing its efforts and investments.

Cibus Tec 2014 will therefore be an edition full of content: the development of a course that focuses on the business issues and that ensure to the Italian and foreign operators an exhibition offer even more complete and with many new features that will be presented on the official site www.cibustec.it.



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