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Sonia V. Maffizzoni

Editorial Manager

You don't navigate by sight, especially during a storm. And if there's one thing that the past two years have taught us, it's that the hospitality industry cannot improvise.

A **focus on quality and detail**, which characterises Made in Italy and makes it recognisable all around the world, is the ace up our sleeve.

**Quality, sustainability, and flexibility** will be the key words of 2022, also in light of the demands of an increasingly attentive clientele that wants to optimise time and resources in order to have an experience that's capable of enchanting the senses. Almost like alchemy.

Italian hospitality definitely has the numbers to rise to this challenge, thanks to multi-generational expertise, a country rich in beauty and resources, and the Italian ability to extend a grand welcome.

We're ready, full steam ahead!

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Noleggio tessile  
was born in 1983

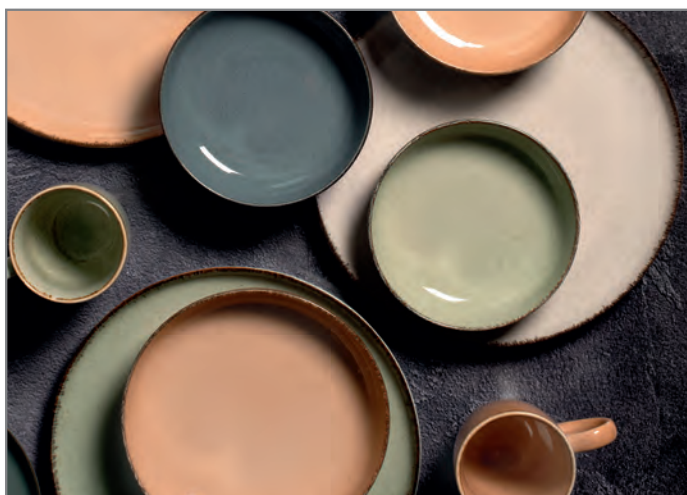


FOOD

20/22

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# AT THE CORDON BLEU COOKING ACADEMY: THE INGREDIENTS FOR A MODERN AND INTERNATIONAL CULINARY STYLE, WITH AN ENTIRELY ITALIAN DNA



**Scuola di Arte Culinaria  
"Cordon Bleu"**

**L**ocated in a prestigious 16th century building in the heart of Florence, the Cordon Bleu Cooking Academy is an important culinary school, the oldest one in operation in Italy and one of the largest in central Italy. Led, since its establishment, by Cristina Blasi and Gabriella Mari, two very different individuals who complement one another perfectly, it offers, in addition to professional and amateur courses, a wide range of individual laboratories and company team building experiences as well.

This broad vision and selection has given birth to the desire for every chef, whether professional or amateur, to get a taste of the complexity of Italian cuisine. "In particular", says Guido Mori, director of the academic courses, "we're interested in the relationship between food, history, tradition, and memory. Our strengths are fresh pasta (the heart of our school), bread and pastry making, the more modern fermentation techniques, and grilling techniques. The school's spirit is articulated in everything from amateur cooking classes to academic courses. To that end, we boast a collaboration with Florence's IUL University." The school also offers classes in French, Asian, and Middle Eastern cuisines, and awards a European Bachelor in Italian Culinary Arts, with the intention of embracing and seeking to

In Florence's historic centre, the Cordon Bleu Cooking Academy offers a selection of amateur and professional courses for improving the skills of every chef. The idea is to create a common thread between history, tradition, and culture, with an eye on internationalisation.

appreciate every aspect of culinary knowledge while always innovating the overall vision.

There's no specific target: from housewives to young men and women, from executives to foreigners, or anyone else who wishes to learn more about cooking, whether as an interest or with the goal of turning it into a career.

One thing for certain is that at the centre of the current discussion are, as Gabriella Mari, the owner of the school, explains, "the relationship between man and nature, the reduction in waste, and the balance between food and wellness. These are definitely today's most relevant topics. However, I don't want to detract from another aspect of this modern conversation, which is that of the relationship between food, man, and socialisation: so-called 'conviviality'."

A conviviality that's inherent to our tradition, whose roots stretch all the way down to the very crux of what it means to gather around the table, and which is today being re-examined thanks to lifestyles, influen-





ces, and new trends. "Italian food," continues Mori, "is the sum total of all of its regional cuisines. Italy's culinary identity can only be found within its regional identities and not at the national level, to the point that a truly Italian cuisine doesn't exist, as it is, rather, a combination of products and techniques that are separated geographically.

Perhaps, if one wanted to create a definition of Italian food, one could say that it consists of a cuisine which begins with a product and then elaborates it perfectly to make it exceptional."

What's very important in this vision is the role of cross-contamination with other culinary styles, in particular ethnic ones, which are carefully analysed within the school.

"Every Italian region," adds Mori, "has been effected by the arrival of other cultures. If, for example, one thinks of the impact of Nordic and Middle Eastern cultures on Sicilian cuisine, one realizes the extent to which history, culture, and food have taken the best of what was offered. It's from this perspective that



we must look at the influence of 'fusion' on Italian food. There's no doubt that this cuisine's strength is precisely that of taking the best of every method and making it its own."

But while we're seeing a constant propensity towards all things new, towards an interaction with original influences from other cultures, when it comes to equipment the vision is quite different. In fact, we're increasingly seeing a return to simplification and tradition, as the director affirms: "After a period of incredible innovation, which has seen tools aimed at regeneration and storage techniques arrive on the market, I believe that the new trend will be to rediscover a culinary style made up of impromptu preparations with an enormous reduction in menu complexity. We're seeing culinary styles that are increasingly connected to the context in which they're found and to seasonality. For this reason, I believe that most tools which will hit the market in the coming years will be related to direct cooking methods with a focus on grilling techniques, which have, regardless, been gaining ground in all cuisines for years."

One eye on the past, therefore, and one on the future, which will be profoundly affected by the financial and social trends in our country, in turn highly conditioned by tourism.

"This is the data which we can definitely observe at the global level," concludes the owner. "A general impoverishment given the progressive pandemic, the search for a general balance between man and nature, the desire to leave the home and engage in fact-to-face interaction with people, the search for authentic and explicit experiences, in which the ingredients stand out, with fragrances and flavours and the significance of what the product is. That's why we can easily say that the cuisine of the near future will be one that focuses on the relationship between man and nature, that asks to be experienced in person and in a group, that's explicit and affordable." With a perfect balance between value, quality, and experience.

[www.cordonbleu-it.com](http://www.cordonbleu-it.com)







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The essence of a beautiful culinary presentation is the **fusion of excellent quality and creativity**. The most visionary chefs can count on MPS porcelain items for a solid foundation of functional aesthetics. In fact, our company has been designing and manufacturing **first-rate porcelain tableware and products** with carefully selected raw materials from Limoges for over thirty years. The combination of manual and industrial processes in the production phase combines craftsmanship with the need for quick and tailor-made supplies for our customers. And it is precisely thanks to elite partnerships and fruitful collaborations that MPS Porcellane is able to **anticipate the needs** of all professionals in the Ho.Re.Ca. sector, to provide answers and solutions that make baking dishes, salad bowls, casseroles and many other types of items indispensable allies to enhance their genius.







# FUNCTIONAL AESTHETICS

first-rate porcelain tableware



More than 1000 shapes told by more than 30 product lines, summarize our philosophy of pursuit of quality and continuous innovation. From specific uses to the most unexpected ones, the versatility of **Grand Buffet**, plates, baking dishes, risers and salad bowls that were born for the gastronomy counters, is infinite. **Complementi** is essential refinement in an alliance of practicality and design, thanks to platters with compartments to present side dishes and sauces in an exquisite way, while we revisit classics and interpret today's future with two lines that know how to amaze in their simple intuition: **Miniature** and **Clever**. Cups, butter

plates, cake pans, mini risers and graceful complements accompany the main dishes on the table, when casseroles and pans present smart monoportions.

The **efficient elegance** of MPS items is also evident in the oven and microwave, where they can be used without problems, as well as in the ease of cleaning, thanks to the possibility of washing them in the dishwasher. Made in Italy is class, environmentally friendly and ICQ certified for food contact.

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

# X-OVEN

## CHARCOAL CUISINE



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## GRILLING: NOT JUST FOR MEAT LOVERS

Talking about grilling means thinking automatically about a meat dish. Actually, this traditional style of cooking on other types of food offers restaurateurs infinite new creative opportunities for surprising flavours experiences. Provided, however, that you know how to grasp the stimulus, experiment freely, and above all, choose the most appropriate cooking tool.

Let's take vegetables, a raw material subject to growing attention and study by chefs; they have started to become the stars of main courses, and not only side dishes. Which are the fundamental assets to include on the menu for a truly appealing and attractive vegetable offering for the client? If the first obvious response is the quality of the ingredients, the second, but no less important, is the proper equipment: in this case, a charcoal oven named X-Oven.





SURPRISING FLAVOURS

choose the most appropriate cooking tool



The range of X-Oven charcoal ovens, characterized by lateral grill drawers and by the vertically shaped cooking chamber, allows preparation of vegetable dishes that are nothing like the usual classic, objectively boring grilled vegetables. The high temperature, approximately 400°C, and the closed chamber guarantee quick cooking that enhances the juiciness and texture of the vegetables, giving the ingredient an unexpected appeal. An appeal that can grow and become a unique flavour complexity thanks to the use of the dedicated X-Oven cooking accessories, like the high temperature cooking trays or the Smoking Box.

In order to build their own distinctiveness, also from an aesthetic point of view, this type of cooking provides to chefs another method, simple but at the same time unconventional: the possibility to work on the cut of the vegetables, preserving their natural shape and by so doing making them immediately recognizable. Another element that, together with the flavour, can become a strategy for customizing the restaurant menu.

[www.x-oven.com](http://www.x-oven.com)



*Charcoal roasted artichoke*



*Tuscan tomato soup*



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## Tiziana Industria Noleggio tessile was born in 1983

### OUR BRAND PAY-OFF MEANS:

**Company (Industrial):** we are a team of 35 people and we have been offering laundry service (washing and renting of linen) in the Triveneto area in Italy for more than 38 years.

**Renting (Noleggio):** not only do we buy the linen in the first place, we also guarantee the washing, repairing/ replacement, management, pick-up and delivery services.

**Linen (Biancheria):** we take great care in choosing the textiles and we provide specific assistance to our clients with the aim of enhancing the characteristics of their place, their staff and their companies.

**Sanitized (sanificata):** we have the ISO 9001 certification for the management system and the quality and we comply with the UNI EN 14065:2016 standard related to the certification of the biocontamination control.

### OUR GOALS:

- becoming an industrial laundry which offers the washing and renting service to different sectors such as hospitality, industrial and wellness.
- satisfying our clients predicting their needs of clean items keeping up with new technologies and fashion.
- standing out for our strong link and action in our area.







CONTINUALLY IMPROVING  
respect of the environment and the bond with people



We aim to these goals placing at the center of our action the respect of the environment and the bond with people (our staff, partners, and clients).

## OUR VALUES

Our action is all about continually improving:

- the service to clients by selecting the items on rent according to the latest trends in collaboration with our partners.
- the respect of the environment where we live and operate with the optimal use of the resources (water, energy, chemical equilibrium, textile, time, technology) and by promoting the re-use of textiles through renting.
- the team building by periodically sharing our company goals with the staff and making them aware of the important role that everyone plays in our team; the human factor is the key feature that characterizes the services sector.
- The daily work of our employees thanks to the Kaizen method and its standardization of the production processes and the linen.

## HOW WE WORK FOR A HEALTHIER PLANET

### Production process and system

- Our latest-generation industrial equipment can use the right amount of water according to the weight of the linen ensuring zero waste.
- We focus on a continued research and development of our products and production processes to optimize the resistance of our textiles and guarantee their longest usability.
- We strive for production efficiency with the daily tracking and reduction of the energy consumptions.
- We buy textile and linen only in Italy to value the made in Italy.
- We employ minimal packaging to reduce the use of plastic to the maximum.

### Environmental impact

- We use detergents made with natural soap in order to reduce the releasing of chemicals in the environment.
- In 2015 we installed a carbon filter for PFAS (plastic substances) in order to purify water in respect of the law and the environment.
- We reuse end-of-life products for other purposes.







### Our way of being green

- We promote the philosophy of zero-waste and reusable textile among our clients, employees, partners and providers.
- We encourage recycling in our factory.
- We provided our employees with reusable water bottles which can be filled up at the water dispensers in our factory saving up to 19.000 plastic bottles per year.

### Why we believe in reusable textile linen:

- It is a fully natural material
- It has a lower environmental impact
- It guarantees the multiple use of the product (up to 175 washing cycles per textile item)
- 300 kg fewer waste, 220.000 kg fewer , 300.000 kg of unused raw material

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







**GREAT SEAFOOD  
AND SIMPLICITY**

## Value proposition MEDI: innovation, R&D, production capabilities

In a market that has undergone important changes, Medi proposes its new commercial vision: a ready meals product of quality and great taste, unmistakably made in Italy.

The company's Research & Development department, facing the evolution of the market, has conceived certified quality dishes that can be used in the various stages of the meal.

As well as in the best Italian Restaurants, in particular, the brand new "Menù di Pesce" Medi collection gives the opportunity to be used alternatively as an appetizer, a condiment for pasta and risotto or as a main course.







## MENÙ DI PESCE

guarantee contemporary recipes and flavors with an eye always turned to tradition





Suitable for the study of portioning to the modern lifestyle, Gluten Free and Preservative Free, "Menù di Pesce" is an excellent solution also for greedy children and mothers demanding in terms of preparation and transparent recipe.

The standard package of the four references weighs 250 grams, and has been designed to simultaneously satisfy the needs of small families and young couples. Four flavors that multiply in twelve innovative and top quality dishes!

The Medi Group is now equipped with a high production capacity, such as to be able to serve the greater commercial value required today by HORECA and the large-scale retail trade, also by means of its various branded products available without any supply limits.

Attention at every stage of the production process and continuous innovation guar-

ante e contemporaries recipes and flavors with an eye always turned to tradition.

With dedication and rigor, the Medi team of expert tasters and chefs elaborates their own recipes every day, making them unique.

All the Medi lines are designed for the current market, characterized by the new vigor of small non-affiliated points of sale, specialized shops and fast food restaurants that require more and more original and well-made preparations.

It is precisely in this panorama that the innovative "Menù di Pesce" line and the entire Medi offer are positioned.

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

## ALFIO GHEZZI, A DIRECT CONNECTION BETWEEN THE MOUNTAINS OF TRENTINO AND A CUISINE THAT SEEKS RECOGNISABILITY



Alfio Ghezzi

Chef at  
*Museum Mart in Rovereto*

Original and lively, he couldn't but choose a unique location like the Mart di Rovereto as the setting for his kitchen. Alfio Ghezzi, boasting extensive experience in the most prestigious Italian hotels and years working alongside master chefs Gualtiero Marchesi and Andrea Berton, offers simple cuisine which, as he explains, "requires that the ingredients travel very little", because his creations are literally contaminated by the region; a region which is represented through its products and producers and in which tradition serves only as a backdrop, a testament to the value of the land.

If you ask him to describe the essence of his kitchen, Ghezzi never talks about recipes, raw materials, or the menu, but rather immediately talks about "recognisability", because for him the idea is that his guests have an experience through his dishes, be moved by them, and leave with a unique and lasting memory. A uniqueness that's based on simplicity: "Culinary styles," says Ghezzi, "are moving more and more away from super structured dishes and instead discovering tangibility, purity, and simplicity." Characteristics which are also typical of the region in which the chef's favourite raw materials originate, like cabbage, brook trout, eel, and Malga Mondent butter. "A chef's pantry says a

“A passion for nature and the mountains of Trentino, the search for quality cuisine that leaves a lasting impression, and a lively personality that comes across as soon as he speaks. Alfio Ghezzi, Michelin-starred chef of Senso in Rovereto, explains the recipe for a simple and minimalist cuisine that is truly unforgettable.”

lot about him," he comments. "It explains who he is, what he thinks, and where he's from."

Thus, the philosophy represented in Ghezzi's menu conveys his direct connection to all of the producers in the region who are dedicated to sustainability. "We have just one menu," he says. "Our dishes are strongly connected to Italian tradition and, when possible, to local products. Thus our criteria is the direct contact with the supply chain, with the producer or breeder, so as to ensure deep and reciprocal communication and knowledge." And while there is just one, exclusive, menu, Senso also offers three different beverage pairing experiences: "Nostrum" is the pairing of four wines from Trentino; "Terra" is the pairing



# MONDIAL, Your Ideal Cold

MONDIAL is a brand by Mondial Framec; the playful, vivid colours of its logo are designed to seduce all those clients seeking convenience and immediate stock availability without compromising on browsing a complete product range aimed at providing for the professional necessities of the entire HoReCa market and beyond.

The logo's rainbow is created by using the 5 colours of each product category: BLUE (Ice&Pastry) - GREEN (Market) - RED (Wine) - ORANGE (Beverage) - PURPLE (Kitchen&Catering).

## NOVELTIES 2022

In addition to the new SUPERSUNNY's version with hinged doors, MONDIAL launches the new PLUG-IN wall unit: MURALES

MURALES is a promotional multideck available in different sizes and colours.

Equipped with vertical led lights, mirror finish AISI 304 stainless steel inside the end-walls and a reduced depth keeping the shelf 35 cm, MURALES is a versatile solution for every demand.

The temperature range 0+4°C is a key feature that will allow the user to not choose between a meat-fish CP version or a cuts-cheese SL version. MURALES can do it all!







# SOLUTIONS

for food & beverage, market, and ice-cream sectors

To further lower the impact on maintenance costs, we designed the motor plate with a removable trolley that will facilitate both the easiest and the most demanding maintenance procedures. Combined with MURALES, we created OASI.

OASI is MONDIAL's new negative/positive temperature island that renovates the previous product lines.

OASI is available in a manual defrosting version without LED, manual with 1 LED or automatic with hot gas and 1 LED. The 90 mm insulation is enhanced by the new profile of automotive design, which will allow for an easy replacement in case of damage. The glasses are flat and free from any plastic pro-

file to increase the visual perception of the products placed inside: no obstacles!

Comfortable ergonomic handles are installed to facilitate the opening.

Simple and versatile, each version of OASI allows for creating multiple compositions or can be used as a single-standing version.

The MONDIAL catalogue is also enriched with many new solutions for the Food & Beverage and Ice Cream sectors.

Follow MONDIAL on LinkedIn and Facebook to keep up with the latest news of the brand, or visit our website at

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





of five "second nature" wines; and finally "Senso" is the pairing of five beverages, including the house made wine, a natural wine, and a beer.

In this return to simplicity and origins, to natural materials and a distancing from super structured dishes, the approach towards the use of tools changes. "Abandoning the idea of a cooking style that's overly connected to technique and moving towards a simpler and more minimalist cuisine," comments the chef. "Even the tools which chefs use are changing substantially. We're rediscovering traditional cooking methods like grilling and spit roasting, while vacuum technology is being used far less, or at least only for preservation." But it's not only the attitude around equipment that's changing,

especially of late. Sustainability also plays an important role in this new way of cooking. "What do I see happening in the near future? I believe that everyone, restaurateurs, chefs, waiters, and guests, are realising that the future of the restaurant industry lies in offering products which are more sustainable, not only financially, but also in terms of human resources (with improved working conditions) and the environment, through respect and a sense of interconnection with the landscape." And here the chef's beloved mountains of Trentino can't help but come to mind, the place where everything began, and which today serves as a constant source of inspiration.

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



**ALFIO GHEZZI**



## H&H LIFESTYLE

*Nature and simplicity*

Fields of flowers, natural products, simple and graceful lines: H&H presents a new collection that leads you to the charm of a rural and bucolic life-time.

Looking back to the past with a slight nostalgia, it drives you towards a simpler and more peaceful lifestyle.

A story of simplicity that expresses a legit need to be in contact with nature.

H&H lifestyle suggests a selection of items that is perfect to highlight a natural and genuine menu, made of local products.

In this particular historical period, there is an interest even more oriented towards tranquility and authenticity. The simplicity of the H&H Lifestyle lines helps you recreate an idyllic refuge from the uncertainty of later years.







SIMPLICITY

helps you recreate an idyllic refuge from the uncertainty of later years



*How to impart the artisanship and the passion for the raw materials in the mise en place?*

Choose a white porcelain set of plates, acacia wood tablemats or burlap placemats and add some color with colored glasses with home-made features.

Indulge yourself by combining linen or hemp textiles and decorations such as candles, glass or terracotta vases in different sizes. And finally, add some fresh natural elements to the center of the table: this way you will give it a romantic and authentic look.

H&H Lifestyle offers you the shades of cloud, sage, salmon and cream from the Pearl collection, which is presented this year in a new version of white porcelain: a harmony of clean and simple shapes that will immediately strike you for its essentiality and elegance.

The whole Pearl collection consists of dinner, soup and side plates, oval and rectangular plates, bowls, tea and coffee cups, mugs.

The combination is recommended with the Acacia collection: cups, tablemats, bowls and trays in acacia wood for a textured mise en place and a warm and sophisticated environment.

The brand's shared values of home and hospitality allow H&H to be the best solution to bring to HORE.CA. the style and the typical engagement of your home.

A full range, carefully selected by paying attention to the quality and safety of products. Our business expertise and the certified control and test system guarantee the product quality, resistance and maintenance.

[www.hh-lifestyle.it](http://www.hh-lifestyle.it)







# Authentic tableware



Discover more  
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[www.sdgsipa.it](http://www.sdgsipa.it)

# FOOD PACKAGING COMPANY

SDG is the food packaging company able to satisfy all market demands, having a wide range of items in its production, ranging from ice cream cups, glasses for cold and hot drinks to articles for street food: potato chips and sandwiches holders, buckets and trays of various sizes and capacities.

In its 50 years of history, SDG has revolutionized the entire production, shifting from shoe boxes to food packaging line.

The vision oriented to the future and the research towards new packaging frontiers has always distinguished us.

Since 1993 we developed biodegradable and compostable disposable articles becoming the first and most important referent in this sector.

What distinguished us from other competitors it is the vision towards the future of food packaging, which today is everyday news.







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







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# SIAL PARIS 2022, JOIN US AT PARIS NORD VILLEPINTE FROM OCTOBER 15 TO 19, 2022 FOR AN EDITION FOCUSING ON INNOVATION

## A NOT-TO-BE-MISSED EVENT

Sial Paris opens the debates of this edition with the theme Own the Change, an ongoing focus since 2020, to provide all the keys to creating tomorrow's food, addressing expectations and initiatives all over the world. The edition to be revealed in October is built on commitment and agility, and is based on an extended programme designed to satisfy the anticipation of the entire food ecosystem.



**Audrey Ashworth**

*became Director of Sial Paris*

*On January 1st of this year, Audrey Ashworth became Director of Sial Paris. She took over from Adeline Vancauwelaert under the leadership of Nicolas Trentesaux.*

SIAL Paris - the global food marketplace where business begins and develops - presents a unique clarification of the trends rocking the food planet in 2022, and seeks out the best in innovations from all over the world.





# SIAL



**INSPIRE  
FOOD  
BUSINESS**

**3**

**GOOD REASONS  
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SIAL PARIS**

**DEVELOP  
YOUR BUSINESS**

while exploring a host  
of innovative products

Take advantage of our networking  
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YOUR PEERS FROM  
ALL OVER THE WORLD**

Take part in a  
**RICH AND INSPIRING  
EVENT PROGRAMME**

Paris



**SATURDAY 15-WEDNESDAY 19  
OCTOBER 2022**

**PARIS NORD VILLEPINTE - PARIS**

**SIALPARIS.COM #SIALParis**



## HIGHLIGHTS



**SIAL Innovation**, showcasing the best of the world's food innovation. Applications are open to exhibitors until August 12, 2022. A panel of experts will recognize the companies whose products are the most innovative in their category.



**SIAL Start Up**, a brand-new area that will present a fine selection of startups in partnership with Start-up Sesame and FoodTech. The visitors will discover the most innovative French and outside-France young companies.



**SIAL Insights/Think Tank** encompassing exclusive studies on consumer expectations, product innovations, and food service trends. A new partner, NDP Group, joins the team of experts at Kantar and Protéines XTC in charge of the trend book.



**SIAL Podcast** a new monthly news broadcast about the food industry that provides guidance to professionals in our ecosystem throughout the year.

### 2 QUESTIONS

Audrey Ashworth

**What does the Own the Change theme mean to you?**

It reminds us that we are all active participants in the change that is underway, and that we must grasp the environmental, ethical, digital and demographic challenges facing the planet. It is up to us to rise to the challenges of food security and changes in consumption habits. It also means scouting out new talent and nurturing the "young shoots" who are eager to actively contribute to tomorrow's ecosystem.

**What are SIAL's ambitions ?**

We strive to be more than just a trade fair. I hope to develop three precise areas: Business: To continue increasing the extent and diversity of attendees, and to federate and foster contacts and encounters among them, whether before, during and after the event. Inspiration: To provide the content and services that boost professionals in their development, and to supply them with pertinent tools they can use 365 days a year. Experience: To extend guidance and recommendations, and to increase the event's convenience and simplicity. And to always maintain the conviviality that characterizes SIAL Paris.

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

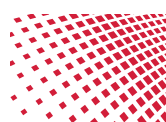
### About SIAL Paris

Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,000 exhibitors and 400,000 exhibited products.

A business generator, every two years it provides unique insights into trends and opportunities in the sector.

The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through thirteen regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Middle East in Abu Dhabi, SIAL Interfood in Jakarta, SIAL in India / New Delhi and Mumbai, SIAL America in Las Vegas, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 200 countries. The next SIAL Paris will be held from 15 to 19 October 2022 at Paris Nord Villepinte.





**SIFIM**  
COMPONENTS & SOLUTIONS

## The importance of certifications

Baffle filters are not all the same, some only complete the hood without having technical specifications while others offer performances especially studied to give efficiency and security. Sifim is specialized in filters production and the wide range of products includes baffle filters for professional hoods that before being commercialized are studied and tested in laboratory. Features that baffle filter must have are: detain fats, have a correct pressure loss and stop flames that could start inside the kitchen. How are measured those features? For fat retention and pressure loss, executing tests is enough but for flames stopping it is needed a certification from international certifying agencies which certify the passage of the proof. In this field the most important certifications are: UL 900, UL 1046 and EN 16282-6. It follows what regulations provide for to pass the test:



**UL 900** 3 minutes without generating flames, sparks or smoke after extinguishing the flame over about 90°

**UL 1046** after having filtered oil vapour, 3 minutes with flame passage not over 18°

**EN 16282-6** 1 minute without flame passage

Each baffle filter produced by Sifim has passed the test and obtained one of the above described certifications. Sifim believe it necessary that all its filters must stop the flame to offer more security to whom works in the kitchen and to whom sits at tables in restaurant. Sifim recommend to never use the hood without filters because it could be dangerous.

Further information can be found at web site.

**SIFIM s.r.l.** Via Ignazio Silone, 3 - 60035 Jesi - An - Italy  
Ph. +39 0731 60401 - fax +39 0731 614095 - [sifim@sifim.it](mailto:sifim@sifim.it)

**www.sifim.it**



## SIFIM a continually growing company

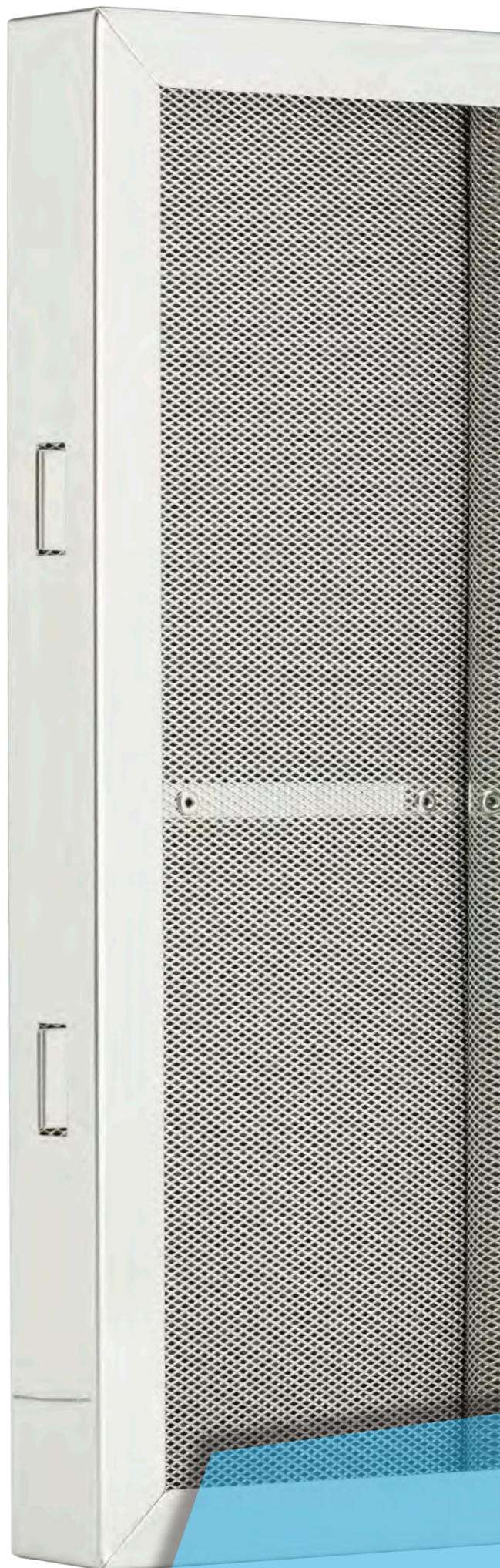
SIFIM is an Italian Company placed in Jesi (in the Marche), specialized in Filtrating field with products for home and professional hoods, electrical appliances and several industrial applications.

Founded in 1995 from five partners with collateral professional experiences, SIFIM is a continually growing Company that is enforcing its position in filtration and electrical appliance components markets.

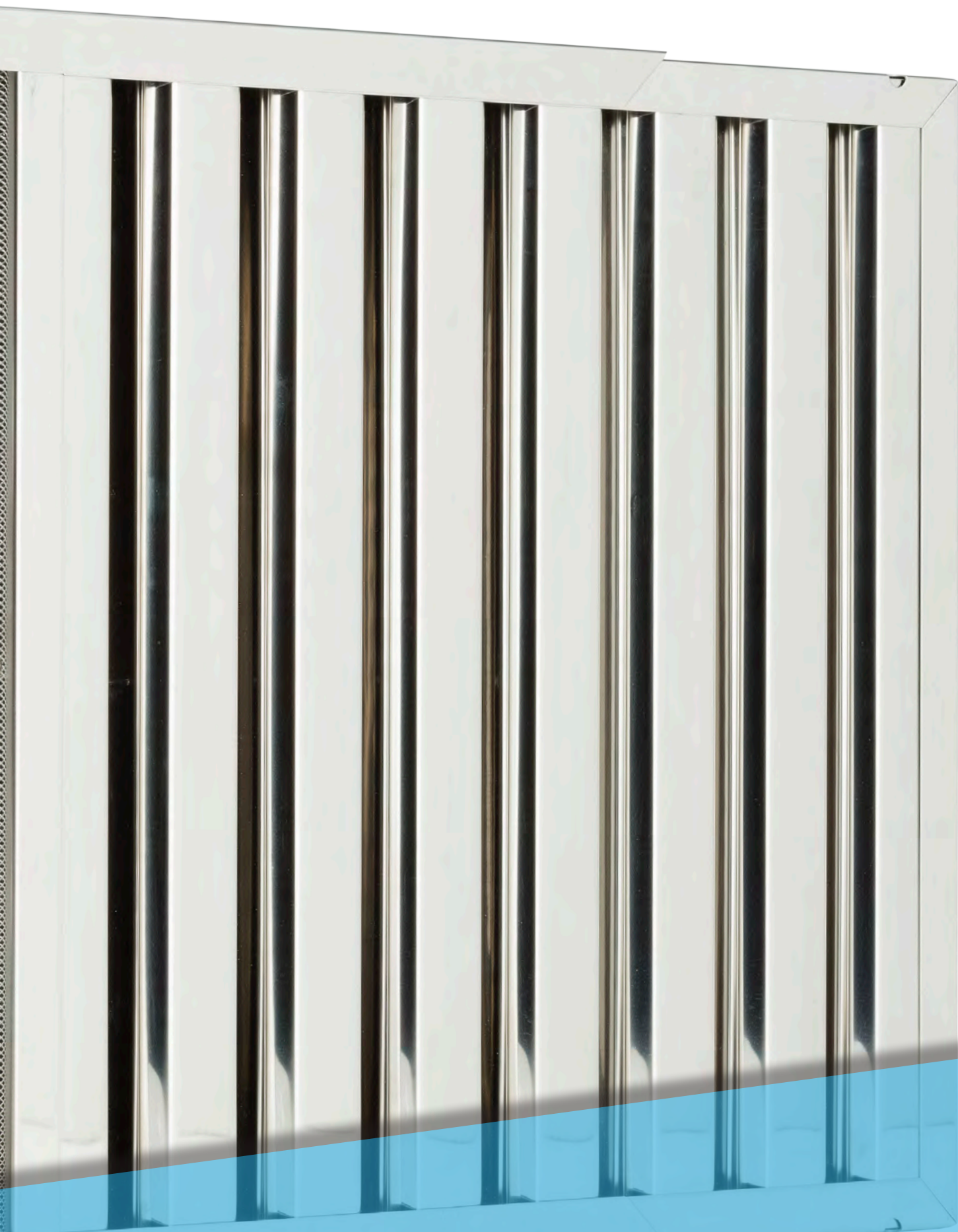
Filters became more and more important parts of hoods, being used to divide suspended substances in cooking vapors. Indeed, the company decided to develop metal filters, characterized by higher performances.

The variety of professional hoods filters, is the so called Baffle Filter, made of properly shaped profiles layers because of the higher flame resistance.

Researches carried out inside the company and in collaboration with the main Customers, play a decisive role for its success: to mention are the continue studies on materials and surfaces treatments, even innovative such those using nanotechnology. Important are activities of testing, air filtering efficiency, pressure drop, and filters certification that SIFIM carries on in a certified and







# FILTRATING

service quality distinguishing it from competitors



equipped laboratory on its own and for Customers with advanced instruments.

Solutions in filtration more and more complex and efficient in which metals, fabrics and carbons interact are studied as required by every single application.

In addition to quality and price, necessary to be competitive in global market, the Company takes great care to the service quality distinguishing it from competitors.

With those features SIFIM keeps exploring new markets and application fields that could give unknown inputs to the future growing.

The different kind of available filters can be certified UL 900, UL 1046, DIN 18869-5 and NSF.

We have increased our products range for professional hoods adding a line of ceiling lamps tested IP55 and equipped with led.

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







# The Green road... for the sanitation of your 5 Stars Hotel



★★★★★ [www.metodogreenhotel.it](http://www.metodogreenhotel.it)



## Steam cleaning: when [and how] it can turn into an added value for a hotel

As any hotelier knows, the pandemic has changed things a lot and it is impossible do not to refer to this, talking about hospitality.

All those who work in a hotel is deeply aware that nowadays they have to deal with new standards. Customers place the level of cleanliness of the hotel at the top of their priorities.

We are meaning to deep cleaning or rather a sanitization.

It could look like a big problem but any problem, from a different perspective, can be read as an opportunity for improvement.

For sure today and tomorrow customers will demand high standards of cleanliness, but they are surely willing to spend more than before as well.

From a hotel's point of view, this can translate into higher margins. The Greenhotel method was created long before the pandemic but actually, it responds promptly to the new needs of hotels and their customers, for several reasons that cannot be summed up in the simple concept of steam cleaning.

As the National Health Institute shows, there is steam and steam: the only effective steam in terms of sanitization is saturated steam, i.e. steam at temperatures above 70°.

Steam machines work precisely in this sense. By entering into this perspective, a hotel can find an







# DEEP CLEANING, OR RATHER SANITISATION

steam at temperatures above 70°



opportunity for improvement. In addition to its effectiveness in terms of sanitization, steam adds other strengths in terms of optimizing work time. 'Time is money' and this is clear using a steam machine because it removes the rinsing time and the necessary re-washing indispensable with chemical products.

Let's not forget the important consequences in terms of health (inhaling a chemical is not healthy) and environmental impact. Moreover, the Greenhotel method is not just about selling machines.

Precisely because it is a method, in fact, this system also aims to make the machines truly effective by providing users with all-around support.

Let's face it: you can have a Ferrari, but if you don't know how to drive it, you'll end up keeping it in the garage. This point is the more important in hotels where there is a frequent turnover of workers who have to learn how to use our machines. That's why Steam Italy company created a free app that provides training and assistance.



All aspects that today, more than in the past, can allow a hotel to leap quality. And to offer its customers the best.

Competitiveness - the healthy one - is all about excellence.

*Stefano Fornoni* Greenhotel Method  
Visit: [metodogreenhotel.it](http://metodogreenhotel.it)



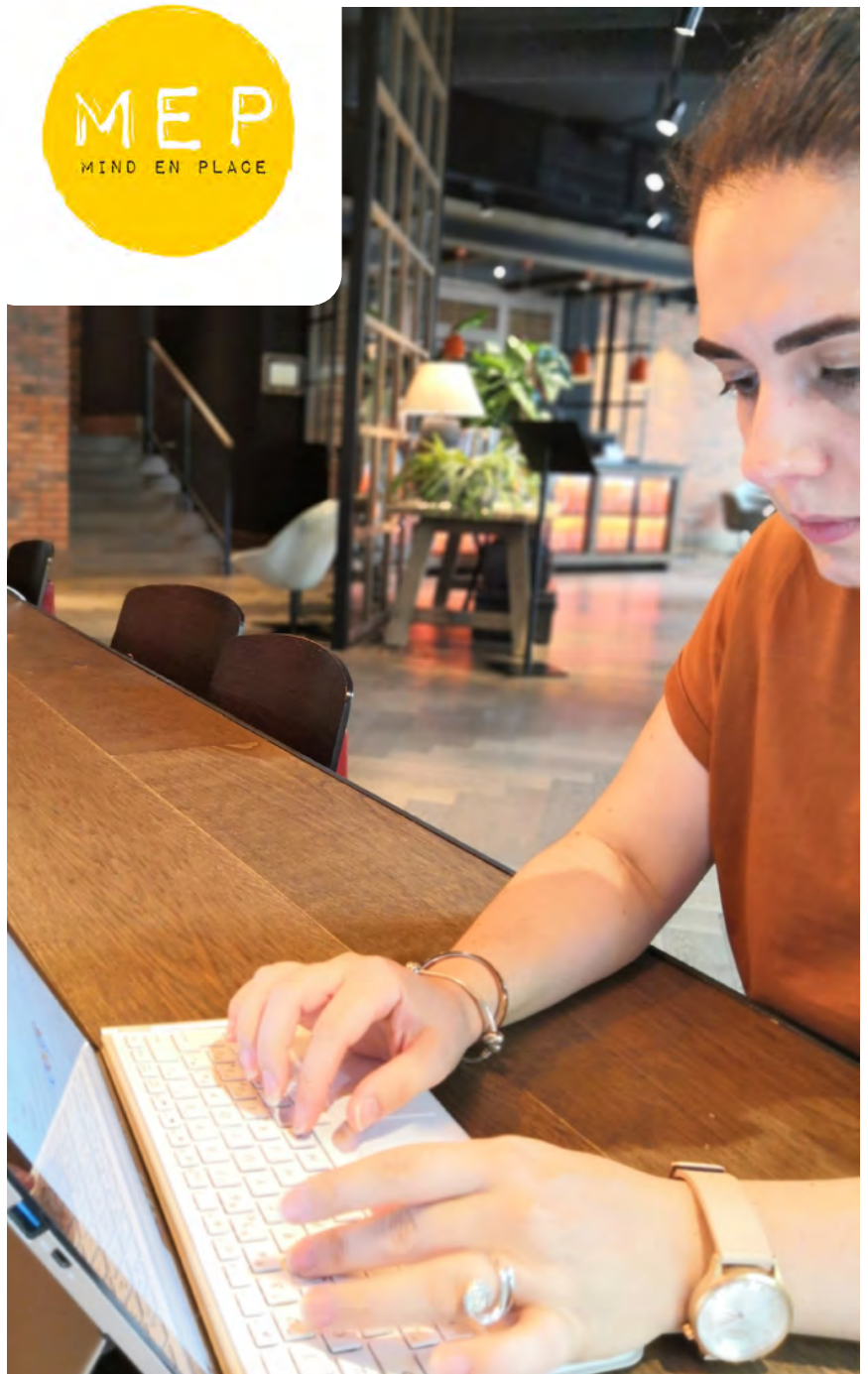
# COUNSELING SERVICE THAT AIMS TO IMPROVE PEOPLE'S WELL-BEING INSIDE A RESTAURANT AND REDUCE STRESS



**Antonio Labriola**  
*Chef & Chef Consultant,  
Psychologist and Instructor*

In the hospitality industry, we often talk about raw materials - how to choose and then work with them - we talk about techniques we need to know and use to serve unforgettable dishes; even technology has become one of our most important assets! We could go on and on mentioning factors playing vital roles, however, before all that, we have to remember our main factor: people, or what we call "the human factor".

Restaurants are like a macrocosm where several different smaller macrocosms interact: people. Therefore, restaurants are complex systems where a network of re-







© Elisa Carucci

relationships, interactions, conflicts and exchanges develop together with an extremely stressful workload.

In the last 15 years, the hospitality industry has developed a lot. Not taking into consideration the last two years and their limitations, the ever-present factor is always the same: the human factor. Behind a dish, there will always be a person, or a group of people that will work in order to complete their task.

Although the hospitality industry evolved using new techniques, it often overlooked its main factor, the human factor. We often hear experts talking about the sustainability of raw materials,



© Elisa Carucci



the importance of their environmental impact, but we never talk about the sustainability of our staff or about employee care.

It's a truth universally acknowledged that working in the hospitality industry is extremely stressful, the workload is often intense and emotionally challenging. However, are we doing something to handle this stress? (Since, as with many other jobs, stress is a given and it cannot be avoided).

The idea of adding a good Mind en Place to a good mise en place was born exactly as an answer to that question. The name is a pun that recalls the expression mise en place, so the preparation of dishes and ingredients before the beginning of service. When you go from French to English, the word mise is replaced with mind, to highlight the importance of keeping your head in the game, "en place". Therefore, a type of counseling service that would handle both food & beverage and the human factor. It's a type of counseling service that aims to improve people's well-being inside a restaurant and reduce stress, improving communication between cooks and waiting staff since conflicts often arise between these two groups.

Our approach is obviously different depending on the situation, we think of Mind en Place as a tailored suit, meeting each and every of our clients' expectations. Our main goal is to neutralize all those negative feelings that normally arise inside a restaurant among its staff, employees and employers.

Stress is extremely common, but it's often overlooked as it is considered a given in the hospitality industry. Stress is not a bad thing, but a factor that should be dealt with and managed so that it won't hinder our daily working life.

**First of all, what does "stress" mean?**

It can be defined as "an organism's response to a stressor such as an environmental condition." It will activate both physiological and psychological responses from our body. In other words, it's the feeling of living an overwhelming emotional situation.

In medicine, there is no specific definition, but if we take biology into consideration, stress is the response of our body to a "sudden change" in

our routine. It doesn't really matter if it is a physical or psychological trauma, an extreme change in temperature, the lack of food or a dangerous situation. **So, stress, according to biology, is any environmental or physical pressure that elicits a response from an organism and hinders its balance.**

**How does our body react?**

Our body will take action and make sure that the situation goes back to normal. Without going into details, blood will give chemical signals that will rise our attention span, lessen the pain and, in some cases, generate a feeling of euphoria. When the brain detects stress through our amygdala, it first sends a message to a part of the brain called the hypothalamus. The main focus of this message is our survival and our body will get ready to react. It will instigate a "fight or flight" response and our adrenal glands will release hormones into the body, producing a huge wave of energy.

Our blood vessels, which are not considered as important in this moment, will allow more blood into our heart, which will elevate our pulse. We will breathe faster and our brain and senses will be ready to react just in mere seconds. Once the risk is no longer a risk, our body will go back to normal.

Actually, the whole process is even more complicated, but the goal of this article is to touch only some of the main points in order to understand how this process is linked to work-related stress in particular in the hospitality industry.

Stress is usually seen as something negative, but that is not always the case. Positive types of stress are called "eustress" because they help us work better and more efficiently. Some examples of eustress are:

- exam anxiety, which can improve our results;
- anxiety during service in a restaurant, which makes us pay more attention to what we are doing in order to make fewer mistakes and not hurt ourselves or the others.

There are even more stimuli and they can affect us negatively, even more if they continue in time, because they can create a sort of imbalance in our cortisol release, the so called "stress hormone".

Emotional and physical stimuli, such as heat and cold, muscle efforts and others.

In fact, if a person's efforts fail or if their stress overcomes their ability to respond and adapt creating a "breaking point", they will experience what is known as "distress". This happens when stress and pressure affect us negatively, hindering our performance. In these cases, the person could be more vulnerable and can present mental or physical issues, sometimes both.

The effect stress has on us depends on our psychological (self-esteem, optimism, control, social (social skills, available support) and physical (health and energy) resources. The way we decide to face our daily stress will make the difference: will stress be the one to decide for us or will we take matters into our own hands?

Of course, this imaginary division between "good" and "bad" stress has way more nuances and every person has their own response. That said, stress plays an active role in our every-day life and workplace, it shouldn't be underestimated as it could have severe consequences. At the same time, though, we shouldn't forget that stress plays a fundamental role in our lives.

In the hospitality industry, stress is a given and can be either positive or negative. It's the same thing that happens in the kitchen: if everything is perfectly organized and the chef manages to create a successful team working towards the same goal, ours will be a positive stress that will help us work better. However, if the kitchen is chaotic and disorganized, it will lead to severe miscommunication, aggression and anger and we already know that these factors will affect people negatively.

We all know that this is a critical moment, especially in the hospitality industry, however, we do believe that it is important to talk about this now. Now we have the chance to focus our attention on the inside, on our emotions, which are the basis of all the amazing work done in restaurants.

Antonio Labriola, Chef & Chef Consultant, Psychologist and Instructor. Culinary instructor in several cooking schools. Mind en Place Co-founder. Mind en Place: experts in psychology and hospi-

tility industry, food & beverage counseling and problem management.

Sonia Rotondo, Psychologist & Psychology Instructor specialized in work-related stress. Mind en Place Co-founder. She manages the psychological part of our counseling sessions, the "neutralization of negative feelings" in restaurants and the improvement of employees and employers' daily working life.

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



© Elisa Carucci







# The Italian specialists in comfort furniture

A STORY ABOUT PASSION FOR PADDED  
FURNITURE IN WHICH QUALITY AND DE-  
SIGN PLAY A LEADING ROLE

Sofas, armchairs, sofa beds and beds, suitable for home furnishings and contract solutions. All upholstered in fabric, with completely removable covers, easily washable whenever you like. All manufactured in Italy using certified materials and qualified workers. This is the commitment of Felis, on the market since 1990, when Francesco Marcon decided to combine the concept of tailored customisation with an industrial type of organisation.

Today, Felis continues passionately to focus on the three basic concepts of his exquisitely Italian philosophy: elegance, design and functionality. The collection of padded furniture comprises about one hundred different models of sofas, armchairs, sofa beds and beds, which are continuously evolving. Due to new generation solutions and technology, as well as manual intervention when required, Felis aims to achieve increasingly higher quality in terms of materials, mechanisms and finishes to consistently redefine the boundaries of comfort.

Every product has hundreds of customisable variations, which in turn can be upholstered in hundreds of fabrics. This means customers can







QUALITY AND DESIGN

a story about passion for padded furniture





count on thousands of possibilities to suit every requirement.

Manufacturing takes place in a brand-new factory inaugurated for the Company's thirtieth anniversary: over 35,000 square metres plus an adjoining showroom covering 2,000 square metres open to the public, who can come and feel Felis' products for themselves.

Modernity and tradition, experience and dedication. There is all of this in the story of Felis, a company that has chosen to proudly remain true to its own world of padded furniture, to specialise and consistently offer the best thus avoiding dispersing its competencies over other sectors of the furniture industry.

[www.felis.it/en/](http://www.felis.it/en/)







## FREE E-LEARNING

Become a gluten-free expert:

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

# GLUTEN-FREE 24/7 ASSORTEMENT INCREASE YOUR BUSINESS!

## Creative kitchen

Gluten-free flour mix for a variety of high quality meals as well as great tasting pasta – optimized for double cooking.

## Ready-Meals

Convenient frozen dinners for fast preparation of delicious gluten-free meals.

## Breakfast

Sweet or savoury? Delicious chocolate muffins, crunchy cornflakes or fluffy white bread quickly served on your breakfast buffet.

## Snacking on the go

Handy and tasteful small gluten-free snacks for in between meals.



DISCOVER OUR EXTENSIVE COLLECTION OF RECIPES:  
[WWW.SCHAER-FOODSERVICE.COM](http://WWW.SCHAER-FOODSERVICE.COM)



THE BEST FOR YOUR GUESTS  
[www.schaer-foodservice.com](http://www.schaer-foodservice.com)





## Attract new guests with gluten-free HoReCa solutions!

Gaining new guests is the goal every HoReCa business is aiming for. An important aspect of reaching them is offering broad satisfying hospitality with delicious meals. However, for a growing number of people, it is difficult to find an adequate selection of meals in the out-of-home channel. This is a particular dilemma for individuals who suffer from coeliac disease and other gluten-related conditions. As the European market leader with 40 years of experience in gluten-free food, we have dedicated our Schär Foodservice solutions to HoReCa.

From breakfast to supper, from a snack to a multi-course menu: Schär Foodservice offers gluten-free bread, flour, pasta, and convenience food as well as desserts and confectionery. A wide range of products is available in convenient single-portion packs to guarantee product safety and freshness. Examples are our **Schär White Bread 80g**, two soft pre-cut slices of white bread, an ideal addition to any dish or as a sandwich. Some products as the **Schär Hamburger Roll 75g** are wrapped in innovative microwave-proof foil, that allows a risk-free preparation process without cross-contamination, even when pre-







# GLUTEN-FREE FOOD

Schär Foodservice solutions to HoReCa





pared beside food containing gluten. And with our 1kg HoReCa pack of Penne or Fusilli pasta, every chef succeeds in creating delicious Italian-inspired dishes.

Our comprehensive range of gluten-free products makes it quick and easy for businesses to expand their menu offer that meets the dietary requirements and taste preferences of guests suffering from gluten-related disorders. Schär Foodservice's broad range of tasty products, innovative serving solutions, and professional support enables every HoReCa business to react quickly to customer requests and meet today's market requirements, thus securing a competitive advantage and remember, affected people never come alone, but bring their family and friends with them.

For more information:  
[www.schaer-foodservice.com](http://www.schaer-foodservice.com)







## Performance and Elegance uncompromised. Everything else is *Fully Custom*.

Refrigerated display Made in Italy custom made  
to suit the aesthetic and technological needs of each project.

## Criocabin 2022: Fluidity and multi-faceted spaces

"Looking ahead in 2022, the trend builds on the innovations already introduced in 2019 and goes beyond."

"Hotels are becoming more accessible and informal, often offering the idea of hybrid spaces, introducing "All Day Dining", revolutionising breakfast, setting up comfortable hybrid areas that encourage relaxation and therefore extend the stay of those who use them."

- Source: Cocktail Milano - Trend report 2022

Hotel layouts and retail concept stores are becoming increasingly fluid. They tend to create versatile multi-faceted spaces that can transform and offer innovative high-quality services, encouraging customer autonomy while replacing static with dynamic. In hotels, "hybrid spaces" lead from the restaurant to the bar, and to self-service areas and lounges for business meetings. In its ten years of opening up to the international market, Criocabin has anticipated and embraced this change, which is now also taking place



**ETHOSHV**  
Hot Ventilated

**ETHOS**  
Low Temperature

in Italy, both in the retail world and in the hotel and catering industry. There is a growing need for further integration of Hospitality facilities with workplaces, with equally flexible schedules.

We have been assisting all kinds of companies abroad in order to create corners where hotel guests can interact for business or socialise at informal gatherings at all times, providing combined solutions for hot and refrigerated food, or low temperature solutions for desserts and ice cream.





BT  
erature

ETHOS S

# For All Self-Service Needs.



Everything is constantly changing, just like the world in which we live: The Lobby Alive concept envisages the lobby and reception area as a place of gathering and activity open to everyone, where hotel guests can meet up with non-guests. The lobby becomes a vibrant place; outdoor spaces are animated even in seasons that were not pre-

viously considered due to weather constraints; digital technologies and a Dark Kitchen for All Day Dining will make it possible to offer hospitality throughout the day. Criocabin develops concepts at the forefront of the changes that various international companies require.

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

## CONSTANTLY CHANGING

Criocabin develops concepts at the forefront of the changes that various international companies require



# CORRADI

## We add value to your business

Since 1978 Corradi offers to Contract market customized solutions to use the outdoor spaces at best. The outdoors of a restaurant, hotel poolside or wellness spaces, suite terraces or urban pedestrian areas: all have great potential, and with Corradi they can be used for many more months of the year, protecting customers from rain and other unpleasant weather conditions and giving the business a real boost.

Concepts designed in harmony with the surrounding architecture, executive plans and production of each solution are thoroughly followed step by step, also for special







# TURNKEYS AND CUSTOM MADE SOLUTIONS

Italian design to boost your outdoors





projects, which have a dedicated department in the Company.

On site after-sales service is guaranteed through a network of professional Dealers all over the world, which have been selected and trained through the Corradi Accademia, in order to provide the best assistance.

The possibilities for covering external areas are infinite:

Pergotenda®, the sliding canvas covering system patented by Corradi creates a pleasant atmosphere. A click on the remote control is enough to open and close the upper cover and any vertical side screen. Ideal for cafés, restaurants and hotels, there are more than 10 different models which can be customized in all their parts.







Bioclimatic pergolas with rotating aluminum blades let you adjust both sunlight and ventilation so that your guests can enjoy maximum comfort.

Corradi sun sails adapt to any space, offering a unique atmosphere to your outdoors.

Corradi's mission is to offer turnkeys and custom made solutions that give an exclusive Made in Italy design to the outdoors, while increasing the business of Ho.Re.Ca. activities, exploiting and customizing spaces otherwise underestimated.

In fact, market data says that the average increase of turnover for Ho.Re.Ca. companies with an equipped outdoor space is nearly 30%. Furthermore, the investment is recovered in a few months.

Corradi is the right partner to find out the best solution for your needs: our experience is a guarantee for your success..

[www.corradi.eu](http://www.corradi.eu)

Rebi Village / Imperia - Italy





## Refined, delicate, for real gourmets

The flavor of IMPERIA Lavender, the perfect quality that gives an inimitable value to any delicacy.

The IMPERIA Lavender is ideal in bakery products, with fresh and dried pasta, in spoon dessert, with ice cream and fantastic to aromatize meat and dishes of all kinds.

With ice cream, a Ligurian product is born, "Tantale", created by the ice cream maker Aldo, from the ice cream shop Perlecò of Alassio.

The base is made by crumbled Sassello Amaretto, two layers of IMPERIA lavender ice cream and a layer of "prescineseua" ice cream with candied persimmons of khaki, chinotti and oranges.

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







# A DELIGHT TO TASTE

the perfect quality that gives an inimitable value to any delicacy

## Bravo Chef!

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“ Dattilo restaurant was born out of an old mill in a 1600's farmhouse, surrounded by vineyards, olive and citrus groves, and the Ceraudo Roberto farm's garden. It illustrates a typical rural architecture as well as a simple and refined design, in a homely environment that nicely combines with the variety and creativity of the menu. ”

---

## CATERINA CERAUDO HONOURS CALABRIA WITH LIGHT AND BALANCED CUISINE, IN A HARMONIOUS BLEND OF TRADITIONAL FLAVOURS.



Caterina Ceraudo

Chef at  
*Resaurant DATTILO*

Since 2012, Chef Caterina Ceraudo, born in 1987, has been leading the kitchen of Dattilo (one Michelin green star), located within the Ceraudo farm, owned by the family since 1973. Shy, but tenacious and with an iron will, she focuses on authentic cuisine. "For me, the most important tenet is the respect for food and its natural origins, from the birth and growth of each ingredient, all the way to its transformation on the plate."

A Michelin-starred restaurant in an old olive oil mill within a 17th century farmstead surrounded by vineyards, olive and orange groves, and the farm's vegetable garden. Chef Ceraudo works in harmony with the territory, focusing on sustainability and trusting in the outstanding

quality of her region. "I've created a careful and responsible supply chain," she explains, "choosing suppliers that promote organic and sustainable agriculture. I use ingredients from my region, from Calabria, which is full of fantastic raw materials. My menu includes completely vegetarian options which are rich in flavour, but also represent a perfectly sustainable choice. Many of the ingredients in my kitchen come directly from the Ceraudo farm, which boasts a production of



Azienda Agricola  
**CERAUDO**



## Bravo Chef!

oranges, tangerines, figs, summer pears, and apricots, plus the produce from the vegetable garden." It's with this enormous passion, which emerged in 2006 upon return from her school holidays, when she began to oversee Dattilo's wine list, that Chef Ceraudo's menu revolves around a selection of traditional, yet contemporary, dishes, in which experimentation with consistencies, temperatures, and pairings combine perfectly with typical ingredients and recipes. "We must never forget that the most important thing in any recipe is the quality of the raw materials. Today more than ever, people want authenticity, so these new trends must also somehow respect clients' expectations."

And while in Calabria her menu could be considered unconventional, it's actually perfectly balanced throughout the supply chain. "When we choose a supplier," she says, "we select people and products with histories that are similar to our own and who share our same values: quality, authenticity, passion, and respect. This last in the broadest sense of the term. Respect for the product, for the raw mate-

rials, for the land, and for the labour. Furthermore, the process of researching the raw materials that I use in my kitchen is my way of conveying the stories of the people who seek perfection through the promotion of common ethical values."

Respect, in every sense, is a key word, one which governs every choice at Dattilo, a mindset which can also be credited to the Accademia Niko Romito (a higher education and specialisation school dedicated to catering and haute cuisine) located in Castel di Sangro in Abruzzo. In fact, it was from Niko that Ceraudo acquired a respect for food and its natural origins, from the birth and growth of each ingredient, all the way to its transformation on the plate, with cooking techniques that maintain, unaltered, the characteristics of the raw materials, from appetisers to desserts, for a flawless experience. "Fine cuisine must be accessible to everyone, with an experience that focuses on the client. I've always believed in sustainability and in a no-waste cooking style that exalts raw materials and respects the rhythm of nature and the seasons."



## Bravo Chef!

This attentiveness has earned Ceraudo the title of Female Chef of the Year twice, the first time in 2016 according to Identità Golose and the second time in 2017, for the Michelin Guide.

When it comes to technology, Chef Ceraudo has no doubts: it's incredibly important in a kitchen as it makes it possible to "safeguard both the raw materials and the client" and, above all, is enormously helpful from a practical standpoint. In fact, technology allows us to perfectly plan the use of raw materials and facilitates the manual tasks of the kitchen staff, while also ensuring that the quality of the foods is maintained. However it's important to be aware that this doesn't mean distancing oneself from tradition or from the artisan quality of recipes, because it's fundamental that these two aspects coincide and keep pace with one another."

Ceraudo predicts that safety will be one of the trending topics of the near future. "I believe," she concludes, "that it will be one of the most important things that guests look for in the coming year. Clients will certainly pay more attention to high quality restaurants, but quality isn't only about raw materials. While this is clearly implied, clients will pay more attention to structures that focus on every aspect of client wellness."

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





“ LONGINO & CARDENAL is the go-to supplier for high-quality catering. The company scouts for excellence and innovation, searching across the globe for rare and precious foods to bring to the tables of the best hotels and restaurants both in Italy and abroad, leading and setting the next gastronomic trends.”

### QUALITY WITHOUT ANY COMPROMISE, IDENTITY AND EXPERIENCE



Marco Rosa

Country Manager UAE  
*Longino and Cardenal Trading LLC*

In your opinion, what is the future of the restaurant industry?

I think people love to spend time together and after the pandemic, we faced in the last two years. Currently, we can see how much people love to enjoy their time in restaurants. Here in Dubai, we were very lucky, since the pandemic was managed in a great way and everything has been open since July 2020.

2021, was a great year for all the city and the last quarter, also thanks to EXPO, was amazing. I believe people always will dine outside, but now they are more focused on experience and authenticity. There are different kinds of restaurants, but what is very important, in my opinion, is that everybody has their own identity. I think the two keywords will be identity and experience.

What approach does your cooking style have?

We select food from around the world, looking only at the best quality. Quality without any compromise. Quality is a simple word, but it

LONGINO & CARDENAL  
Cibi Rari e Preziosi





## Atelier of Architecture, Interior Design

ANNA PALUCCI ARCHITETTO is an artisan laboratory of Architecture, Interior Architecture, Interior Design and Product Design. The design studio focuses its activity on the development of prestigious environments for commercial and entrepreneurial activities in general, and in particular works in the creation of functional luxury environments for Ho.Re.Ca., Wellness, Fitness and SPA activities.

ANNA PALUCCI ARCHITETTO also carries out activities in the luxury residential compartment and collaborates in the creation of furnishing objects with important companies in the sector.

The quality of life depends on the quality of the spaces in which we live, work or entertain ourselves and the design studio of Anna Palucci, in each of its projects, blends the culture of Psychophysical Wellness, regardless of Mood, with creativity and competence in all areas in which it operates.







# VALUABLE

new experiences, functionality and innovation

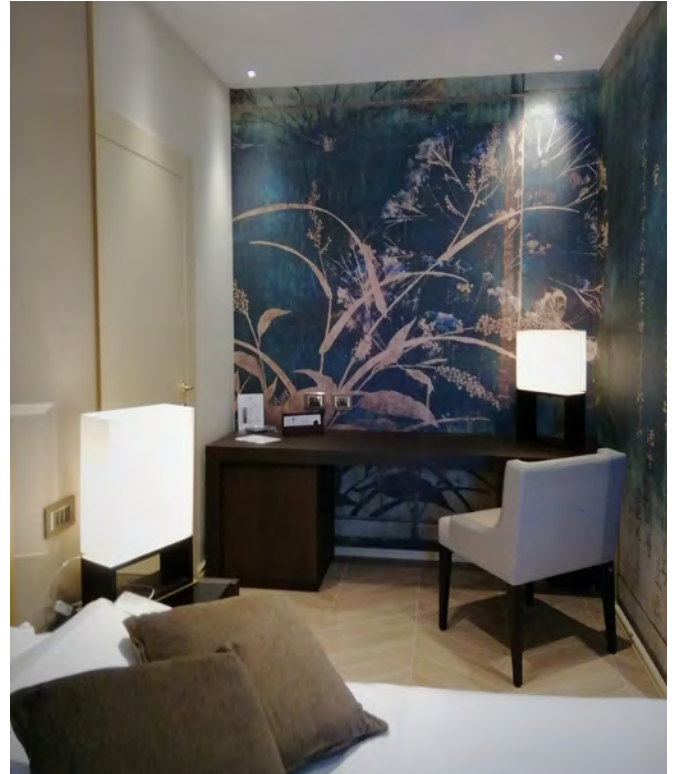


In a project of new construction or restyling of a hotel structure rather than a wellness or spa, anticipating trends means proposing to the market product models designed to withstand a very important life cycle. To do this, it is necessary to know how to adequately project a structure, with an offer in the future, understanding which customers will be and which generations to conquer, providing new experiences, functionality and innovation; hence its core business of proposing not only a suitable and specific design in interpreting the new design needs with equipment and infrastructures, elements that the pandemic has made indispensable and obsolete for the less attentive entrepreneur, but also structures that have an image fresh and designed for business or leisure travelers who need other experiences that involve much more experimentation.

Many entrepreneurs in the hospitality sector, when they decide to renovate their structure, intervene by changing and / or replacing the finishes and / or furnishings, trying to give an image aligned with the trend of the moment. However, already before the pandemic and today even more, it is necessary to renew by relying on a designer in the sector who knows how to study an image concept that coincides with a business view, with an innovative strategy and Anna Palucci Architect increasingly manages to com-

bine trends with wellness and SPA, fitness, indoor and outdoor, all elements and experiences that are increasingly requested by customers. Furthermore, the firm often integrates consultancy services to the design that are useful to accompany its customers in the strategic decisions of management, positioning and communication.

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







is very complex to reach. You should find suppliers who love what they do, which invest passion in their work taking care of the environment, community and raw materials. Only in this way you can find a product able to satisfy the best chefs around the world. Once you find it, we need to bring it to the Country and propose it to our customers. Since supplier to customers, we always choose the best quality, which means we select the best airline partners, the best packaging company and the best team members.

**What culinary trends will we see in the coming year?**  
Fusion is something which is entering more and more in this industry. People travel around the world and like to see how different ingredients, techniques and tastes could be combined together to create an unforgettable experience. Other key trends will be sustainability and local products. We need to take care of the world we live in, and to do this we need to choose products prepared with processes that respect the environment and the communities. I think that if you look for quality as we intend it, all these requirements are combined together.

**What kinds of cuisine, for example ethnic, fusion, are insinuating themselves in the Italian restaurant industry?**

I can speak about the Dubai market and yes, here you can find all the cuisine you want. This is one of the value-added of Dubai food scene. Fusion is a big trend and I really like it because it allows you to experience a combination of flavours and ingredients in different ways.

**In terms of equipment, how is the market changing?**

Technology is entering more and more in the industry. I am open to it and in general to change. As suppliers, we spent the time of Covid to introduce a new ERP e-commerce and we started to use some logistic tools to better our everyday work and give always a better experience to our precious customers.

**According to which criteria do you select your suppliers of raw ingredients and more?**

As told before, quality is the only parameter we look at. We love the story behind our partners and we like to introduce them in all our branches to create a direct legacy between suppliers and food lovers. We never hide our partners, but we believe that their products along with our know-how could create amazing opportunities for all the chefs to prepare unforgettable experiences.

**What modernisations are you planning for 2022, for instance, equipment, decor, etc.?**

We have used 2021 to set up a new ERP and now we launched here in Dubai our e-commerce to allow private to enjoy the ingredients used by the best chefs in the city.

We introduced as well a new logistic app to better one of our key services to reach customers better and faster. We also create a corner in our office to guest our special customers to let them feel part of our family.

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



## Pods, capsules and many sweets

Breakshop was founded in 2009 as a family company specialized in the online sale of selected brands of coffee.

The company immediately felt the need to combine coffee with its own brand products, which represented the excellence of the territory to which it belongs. It is decided to create the Macché brand, concerning pods, capsules and many sweets.







# Il Mio

Compatibili  
A Modo Mio

## Cortado

CAFFÈ MACCHIATO

### macché

CAPSULE COMPATIBILI  
A MODO MIO

PREPARATO PER BEVANDA  
A BASE DI CAFFÈ E LATTE

1 ☐ = 1 ☐ 70ml

## Orzo

ORZO SOLUBILE

### macché

CAPSULE COMPATIBILI  
A MODO MIO

PREPARATO PER BEVANDA  
ORZO SOLUBILE

16 X

1 ☐ = 1 ☐ 50ml

## Ginseng

CAFFÈ e GINSENG

### macché

CAPSULE COMPATIBILI  
A MODO MIO

PREPARATO PER BEVANDA  
GUSTO CAFFÈ E GINSENG

1 ☐ = 1 ☐ 50ml

### macché

Caffè

### Il Mio Nera

forte

### macché

Caffè

### Il Mio Oro

supremo

# TRADITIONAL COLONIALI

places where coffee, cocoa and chocolate are a sort of elixir





Macché is the way of an important diversification, in the name of quality, of valuable products for the break or for a gift, at a competitive price. The company manager say: "We would like to spread the spirit that animates our stores, which go beyond a traditional coffee store. When you come to "Macché point" you can breathe the air of "Traditional Coloniali", those places where coffee, cocoa and chocolate were a sort of elixir".

The company has selected producers of Italy who are particularly qualified in the production of chocolate, babà and shortcrust pastry, flavored sugars, traditional sweets for the holidays, such as "Christmas Panettone", "Easter Colomba" and chocolate eggs. Many curious endless proposals, led by coffee pods and capsules compatible with every system.

The product line is completed by the Macché coffee machines, with a re-







finished design and rigorously made in Italy, and all the accessories - glasses, cups, sugar sachets and stirrers - respecting the environment.

A successful idea, which in a few years allowed the company to open four retail stores. "Despite the difficulties caused by the pandemic, we contained the crisis - highlights the company manager Maria Rosaria Fiorito - also winning the first place as "Best e-commerce 2020-2021" in the food category/sub-category 'Coffee' according to an analysis by Statista published last year in the economic insert of "Il Corriere della Sera".

The finger is now pointed on the B2B segment ". This insert gratifies us for the quality of the work, the affection of customers and for the sacrifices we make every day to always be the first, always the best.

A stimulating result that makes us look forward and that projects us towards new goals. The company focuses on the international market and was present at specialized sector Fairs, such as the "Sigep" in Rimini from, from 12 to 16 March, hall D3 stand 86. And "Venditalia 2022", from 11 to 14 May, hall D3 stand A21.

macche.com

# “THE ALMA SCHOOL BRINGS MANAGERIAL SKILLS, SUSTAINABILITY, AND A NEW VISION OF ITALIAN CUISINE TO THE CLASSROOM”

Sinigaglia: “Training is essential in order to keep up with the times and deal with change.”



by Elisa Crotti

# ALMA

LA SCUOLA INTERNAZIONALE DI CUCINA ITALIANA



Alma, the International School of Italian Cuisine, was created in the heart of the Food Valley with the vision of bringing a taste of “real” Italian cuisine to the world.

The project, which kicked off in 2004, has seen the school grow over time. Today it boasts illustrious professors, collaborations with some of the top companies in the sector, recognition by institutions, and, according to the school’s General Director, Andrea Sinigaglia, the most satisfying achievement of them all: “the gratitude of our students. For twenty years now, we’ve received messages from our graduates almost every day, thanking us for giving them the opportunity to succeed in this sector.”

In keeping with the market’s evolution, Alma has, over time, transformed from a simple cooking school to an academy of hospitality, in an effort to respond to a sector that “can never get its fill of professionalism”.

The approximately one thousand students in attendance every year come from 90 countries around the world; an international melting



## latest news

pot dedicated to rediscovering the pride of Italian cuisine.

Italian food is one of the most popular cuisines in the world and is the cornerstone of what you teach. From where does the need for a school like Alma arise?

"It comes from a desire to introduce "real" Italian cuisine to the world. "Real" meaning that it respects the origins and the local traditions of our country. Much of the Italian cuisine served abroad is a reinterpretation of traditional recipes, because emigration has exported the Italian spirit only in part. Therefore, Alma was created with the intention of providing thousands of hospitality school students with a specialization, from an international perspective. Right from very beginning, the numbers showed us a different picture."

### Meaning?

"We also saw a large number of foreigners registering, who now account for approximately 20% of our student body. Furthermore, half of our students have never attended a hotel school, but rather are looking to retrain after a previous professional or educational experience, whether in high school or university. Alma has evolved significantly and has now become a hospitality school, focused on Italian tradition, offering 500 internships throughout the country."





### What paths do you offer your students?

"The training we offer is divided into six areas: Cooking, with an initial 2-month course on techniques and a higher level 10-month course; Pastry, with an initial 5-week course on techniques and a higher level 7-month course; Dining room, bar, and sommelier, with a 6-month course; baking with a 6 month-course; Sommelier for those already in possession of the third AIS level, with a 6-month course that meets once a week; Restaurant Management, organized into 3 months full-time or 6 months part-time; and finally short refresher courses on Italian ice cream, pizza, and pasta. Each of these courses has the same number of theory and internship hours. Incidentally, 30% of our students get hired at their internship and 90% find work within just six months of graduating."

### Impressive statistics, considering the current situation in the country.

"We're very satisfied. Italian food has been the most popular cuisine in the world for ten years now and 30% of our graduates end up working abroad in high-end establishments. We consult the Hosco website, which matches supply and demand, without ever being able to completely satisfy the demand."

So training is also vital in the restaurant industry. You can't improvise, right?

"Once upon a time, perhaps. Today it's unthinkable. Training avoids years of apprenticeship and is perhaps the only way to keep up with the constant changes in the sector and in communication methods. In addition to, obviously, being required by law. I'll give you a couple of examples: the first has to do with management. In Italy, as we all know, we're in the stone





age when it comes to viewing a restaurant as a company. Through training and a digital game called Business Game, our students work as a team trying to solve both the daily and exceptional issues that come up in a restaurant, allocating resources, making investments, and simulating real life. An algorithm evaluates their decisions and the students receive immediate feedback on their entrepreneurial ability and corrections to be made. In addition, they learn to work as a team, something which is also reinforced by our team building and coaching sessions in the Apennines."

### What's the other example?

"Without a doubt, sustainability, which is actually in a chef's DNA. A good chef forbids waste and honours the sacredness of food. Aside from this, at our headquarters in Reggio di Colorno, we've opened a Culture and Sustainability Department that offers suggestions regarding the environment, the economy, and also the individual. The idea is to help the chef understand how his or her choices aren't only aesthetic or food related, but also have an impact on the environment and on people. Choosing to cook fish without being aware of the conditions of the sea and of the different species is reductive, as is totally giving up beef for environmental reasons, which don't consider Italy's centuries-old breeding tradition. Every chef must be aware of the consequences of his or her decisions. That's what sustainability means to us. We also take the students foraging along the banks of the Po, with about thirty wild herbs which are then used for cooking."

### What challenges is the industry facing right now?

"The pandemic has accelerated certain processes and we need to be aware of that. We know that in the UK 80% of the restaurant industry is in the hands of franchises. We won't get to that point, but we can't pretend not to know that that's the trend. Standardising certain processes and procedures, as

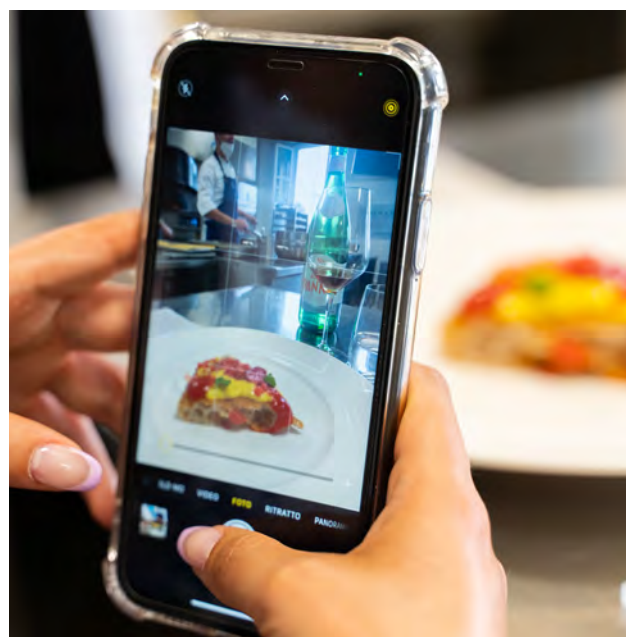
McDonald's has taught us, can be a strategy. I'm thinking of ghost kitchens and dark kitchens. Algorithms will also be able to help us limit complexity, as will tools."

### Are you referring to digital technology?

"Yes. I think about the evolution of our school. We started with a classroom and a teacher, in perfect old fashioned style, and have reached the digital age even in this profession, which is passed down by hand."

### I notice an Italian flag behind him.

"Italian cuisine is our pride and one of the aspects that most inspires us and our students. Today the restaurant industry has acquired a special appeal thanks to the media. From the very first days, we explain that our world is actually 90% hard work and 10% appearance. We tell it like it is, which is an important lever for our students who know they've made a choice which is certainly demanding, but also capable of being incredibly rewarding."





## 2022 Design collection by Areta: what's new?

*Areta, leading company for more 30 years in the polypropylene furniture market, is looking forward to 2022 with a range of new indoor proposals inspired by new and attractive geometries to combine aesthetics and functionality in a balanced way.*

Overflowing with style, strongly identifiable thanks to a modern and original spirit, the new 2022 collection of technopolymer chairs, barstools and tables, once again confirms Areta's vocation for design innovation and quality.

The new barstools of Areta collection stand out for their innovative design that combines simple lines and harmonious shapes with trendy colours,







# NEW INDOOR PROPOSALS

attractive geometries to combine aesthetics and functionality in a balanced way



to be suitable in any kind of environment in which they are placed: from living in the 65 cm version, to the contract in the 75 cm.

There is Eolo, the stackable barstool with fine lines and pleasant proportions, provided with a useful backrest that can be used as a practical handle, or Giano with its wide backrest for a comfortable seat and the stacking up option that is a useful space saving solution in the smallest spaces.

Instead, Zefiro bar stool stands out for the backrest whose sophisticated design evokes the accurate and refined pattern of Teti chair, while its slim legs and elegant curved lines at the footrest give stability to the whole structure.

As part of its renovation, the 2022 Design collection signed by Areta includes also some new models of chairs, designed for those who want to give a glamorous touch to their indoor atmosphere: from Alina, with its high and impressive backrest that make this model particularly captivating sight, to Elsa chair whose special and delightful backrest, with the unique pierced rhomboid-shapes decoration, makes it an exclusive design project and a stylish combination of comfort, aesthetics and functionality.

Another exciting addition for 2022 is the new 80x80 top size of the Ares series that further ex-

pands after the great success of the 70 and 90 versions. Easy to assemble/disassemble and transport, thanks to its solid and manageable structure, the 80 version of the Ares collection is conceived to offer a greater choice of use especially in the HORE.CA.

All the articles of Design collection are available in classic colours like white, taupe or grey with the possibility to personalize them in non-standard colours on customer's request.

Entirely made in Italy, through the innovative gas-assisted injection moulding process, all Design articles are 100% recyclable. Moreover, in order to protect the environment even more, Areta is daily committed in favor of eco-sustainability:

- reducing, thanks to new environmentally-friendly mobility solutions, the impact of carbon dioxide emissions produced by road transport, with a saving, only in 2020, of 79,000 Kg. of CO<sub>2</sub> totaling
- installing of photovoltaic panels which, through the production of clean energy, allows to reduce 80,000 Kg. of CO<sub>2</sub> per year

**Areta: we make your indoor and outdoor furniture.**

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





# THE DREAM OF BEAUTY

The new JUMBO GROUP collections pursue the group's philosophy "Our Dream Never Stops," a manifesto of values and intentions, under the sign of beauty

The stylistic research of Jumbo Group takes the form of a true philosophy, an expressive mood summed up in the slogan "Our Dream Never Stops." With this 'manifesto' the group reiterates its values as an essential driver to cope with this unusual year of 2020, taking inspiration from Italian artistic heritage of all ages: the red thread is beauty, which "is in our past, present and future, as a primary ingredient of Jumbo Group's vision," says the art director Livio Ballabio. This vital energy generates new collections for 2020, which in the Jumbo Collection brand form a living room setting triggered precisely by the most refined heritage of craftsmanship.

Elegance and comfort, refinement and materials: a perfect balance of sensory perceptions, seen in the new Tulipe armchair - enveloping, sculptural, with a carved base finished in gold leaf and ample capitoné padding - and in the Lumière complements: both the console and low table versions (respectfully composed of two and three parts) lightly take their place in rooms thanks to the almost aereal base in metal supporting a thin top in frisé maple.

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



TULIPE armchair



LUMIÈRE console

# FOOD BLOGGER OPINION

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“ Another culinary trend is the focus on products' sustainability, taking care to use seasonal, traced, and certified ingredients, especially when it comes to products of animal origin. Being careful to avoid waste follows: learning not to throw away anything that 's edible is fundamental. ”

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## KUCINA DI KIARA: Dishes Based on Feelings and Emotions



Rozza Chiara

Foodblogger

*KucinadiKiara* 

With regard to the future of the restaurant industry, I think that after the first, and extremely strict, lockdown, the industry has risen like Lazarus, both qualitatively and creatively. Perhaps it was the extended deprivation, I don't know, but I honestly can't remember having ever eaten so well in a restaurant before.

The lack of events and trade shows has also, I believe, helped to lighten chefs' mental loads, and this mental freedom has definitely brought positive results.

During the closure, with nothing else to do, and needing to be careful about their figures (given the lack of physical activity), many people

changed their eating habits, turning to quality (instead of quantity) for salvation, wellness, and physical satisfaction. Things which people, even those who maybe didn't do so before, began to look for in restaurants as well.

My cooking doesn't have a specific style. It's based on feelings and emotions.

This may sound like a trite cliché, but when I say that cooking saved my life, it's the truth. After discovering how fun and fulfilling it was to cook for others, and seeing the joy with which my friends enjoyed my dishes, it was like something switched on inside me, something that has been operating at full capacity ever since. I cook to see the joy in the eyes of the people I care about,



# FOOD BLOGGER OPINION

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to witness pleasure and love. Clearly quite a lot has happened since then. While I used to focus only on flavour, I now also dedicate myself to aesthetics. "Beautiful and delicious" has become my mantra. The explosion of food on TV, in the form of programs and talent shows, has also helped. Thanks to this popularisation, I've learned about ingredients and cooking techniques that most of us are unaware of. Creating beautiful dishes is just as important as making them delicious so I always try to apply my artistic knowledge to recipes. I'm obviously just at the beginning and, lacking the training worthy of a professional chef, try to do my best to stand out from the crowd. Studying the dishes of great chefs has been fundamental to my journey and is still an enormous source of

inspiration. I'm constantly setting goals for myself and always aiming high.

In terms of the new culinary trends for the coming year, and always thanks to the media frenzy that we're all subjected to, in my humble opinion we will first and foremost definitely see the rediscovery of ingredients which are unknown or unusual in Italian cuisine.

Then, in juxtaposition to this, there will be a return to "poor man's" ingredients, a return to simplicity, in which to indulge our imaginations. This return to simple dishes will be accompanied by a rediscovery of local products and of the classic recipes of Italian culinary tradition, which highlight an increasingly strong bond with the territory.





Another culinary trend is the focus on products' sustainability, taking care to use seasonal, traced, and certified ingredients, especially when it comes to products of animal origin. Being careful to avoid waste follows: learning not to throw away anything that's edible is fundamental. This is where creativity comes into play, taking advantage of different techniques and pairings in order to create sustainable recipes.

Another aspect connected to sustainability is the tendency to pair dishes with the most suitable wines, even better if they're natural and, of course, sustainable. Here many wineries have opened their doors to new clients by providing a true exploration of wine and food, as well as actual itineraries within their own vineyards, promoting intimate contact with the territory.

Last, but not least, at a difficult time such as this, networking has turned out to be a successful strategy. We've all turned into little "master chefs", ready to immortalize every dish with our smartphone before we eat it. But the importance of digitalisation hasn't only gripped connoisseurs. Many businesses in the sector, from personal chefs to Michelin-starred restaurants, have adopted this method online in order to efficiently and effectively promote and reinvent themselves in some way.

That being said, looking in a proverbial crystal ball and trying to predict the culinary trends of 2022 is risky given this incredibly volatile time.

The criteria according to which I select my suppliers is very simple. For starters, I don't look for the cheapest products because cooking is a gesture of love towards others, and the choice of ingredients is the first thing that demonstrates it. The first step is the shopping, which must be done at trusted stores.

When it comes to raw ingredients, I always try to use organic fruits and vegetables. Until several years ago there was my father's vegetable garden. I grew up with these smells and tastes, despite the fact that I ate little or nothing. Mentioning this I can't help but think of the Uliassi Restaurant's dish, Pasta al Pomodoro alla Hilde, the @50topitaly dish of the year! The story behind this dish is fascinating and moving to say the least. For those who don't know it, they tried to extract the scent of tomato stalks to make the pasta. "The scent of green, what you smell when you enter a vegetable garden where the tomatoes are planted in rows and their vines climb up the canes" (their words). I remember that smell very well because I used to take my Barbie down to my father's garden and play with her there, making her climb the stalks and imagining that she was Jane waiting for her Tarzan (who never arrived). And that



# FOOD BLOGGER OPINION

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smell which was unleashed then about 35 years ago! is still fixed to the inside of nose. Obviously only two geniuses like Uliassi and Hilde Soliano could have come up with something like this.

My travels are also influenced by cooking and by the ingredients that I'd like to use. When I choose a destination or I hear that one of my friends is going to visit a certain place, my culinary fanaticism takes over. If you're going to Favignana can you get me some bottarga? While you're in Soverato can you get me some chilli pepper? If you happen to be in Tropea can you get me some onions? Some things are doable, others less so (like the onions, but I try anyway). The absolute pinnacle was going to Madagascar and loading up on vanilla beans. Ah, the days when we could travel without worry.

The essential ingredients in my kitchen, which must always be within arms reach, are, generally speaking, oil, dry pasta, flour, eggs, salt, sugar, spices, and perhaps a nice organic lemon. Oh, and there must be Grana Padano (fans of Parmesan hate me, but I'm from Lodi and therefore grew up with the famous - at least in our area - Grana Lodigiano with its characteristic black crust). Can I also add chocolate? Dark chocolate pairs well with many dishes, both sweet and savoury, but I keep milk chocolate in the pantry as well for when I need a treat. I'll stop here, otherwise the list will just keep growing. But if I really think about it, when I imagine the essence of an ingredient, one thing that must absolutely always be present is love, or passion. Without this, my cooking would be meaningless.

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



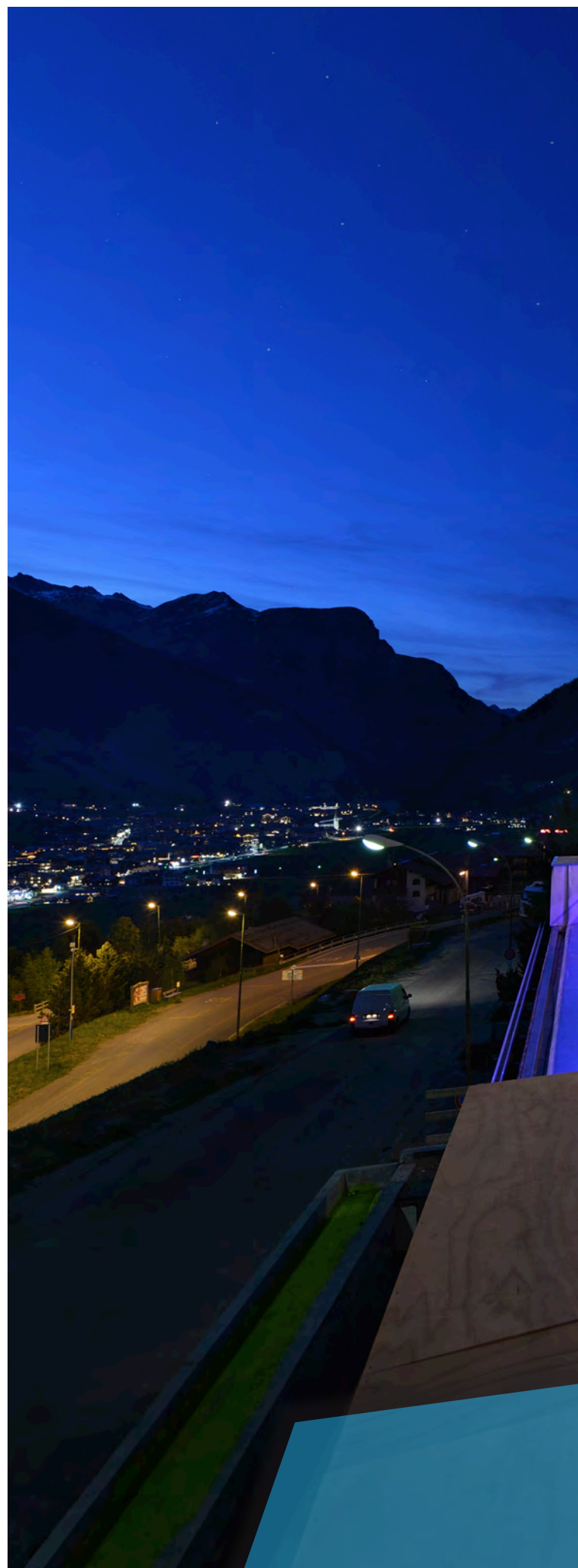


## FROM YOUR IDEA TO THE ASSEMBLY

Preformati Italia® pursues the goal of driving innovation through well-established craftsmanship skills, together with the use of high performance materials applied to the water and wellbeing industries.

Preformati Italia® is the first company in the field of production of certified self-supporting modular structures in EPS.

Klimapool is the technology used by Preformati Italia ideal both for public and private use. This technology offers new additional value to your pool thanks to the wide range of accessories divided by quality and finishing sections to choose among.







# INNOVATION

high performance materials applied to the water and wellbeing industries





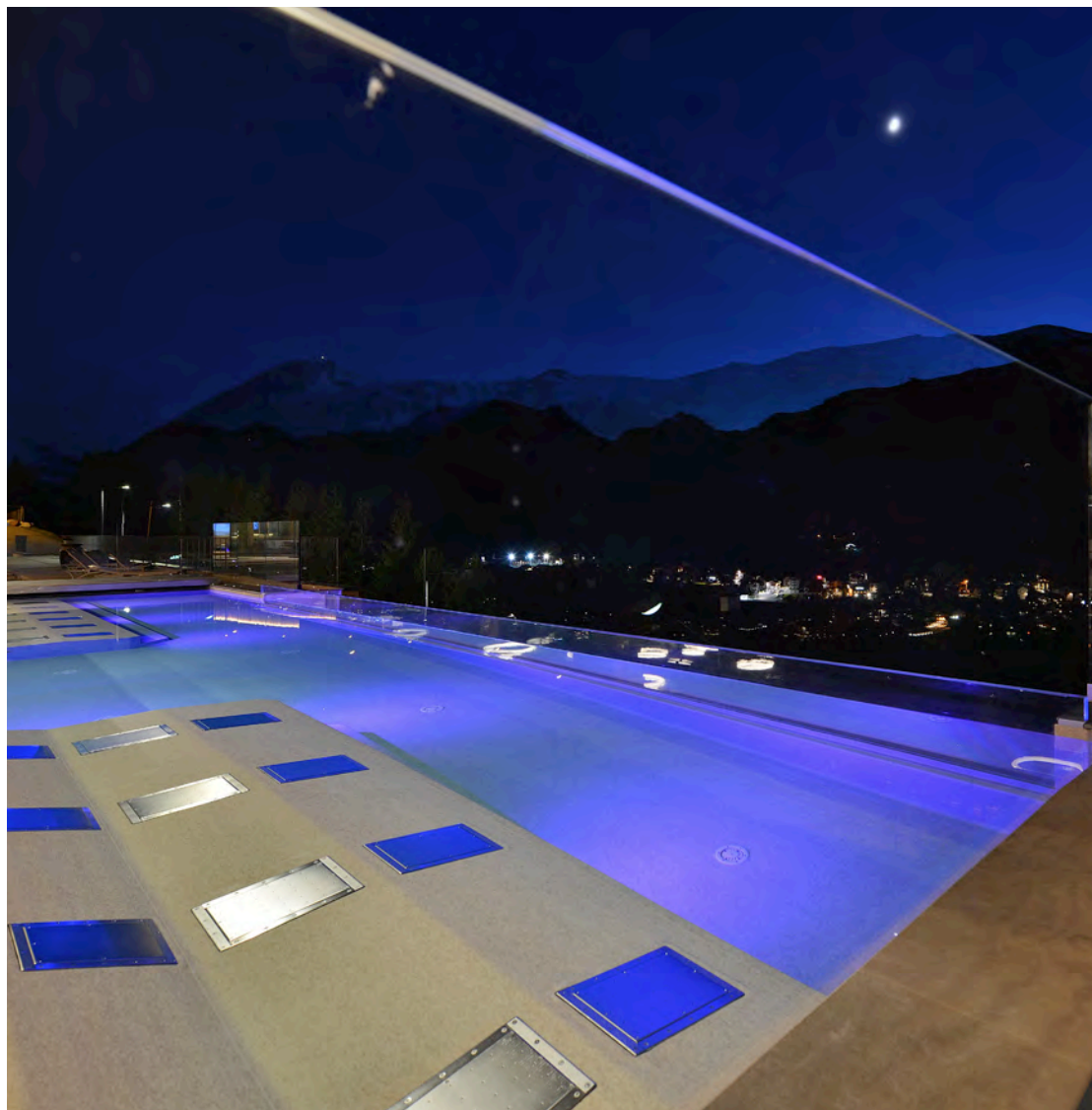
Preformati Italia® realizes customized steam rooms and structures for your wellness center starting from your needs.

The project will be personalized and you will have endless combination options of different design, technologies and trimmings.

The passion for Design sets us apart and pushed us to overcome ourselves, to go over the technical difficulties imposed by designer's choices.

The typical shapes reached thanks to the ductility of expanded polystyrene, are able to surprise everyone, from the customer to the final user.

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





# THE FORMS OF WATER

The deep collection for NATUZZI ITALIA, created in collaboration with the designer Nika Zupanc, is inspired by the concept of the "Circle Of Harmony", the leitmotif of the company's new creations

Natuzzi asked eight different designers to explore the connection with Puglia. The circle has emerged as the form of harmony, symbol of balance and perfection, but also a gathering place for the Natuzzi company. Deep, the proposal by Nika Zupanc (at her first collaboration with the firm), is a collection for the living and dining areas: sofas, armchairs, ottoman-magazine racks, bookcases, a table and chairs, together with accessories like lamps, mirrors and rugs.

The series takes its inspiration from the beauty of the Adriatic Sea, which extends from Slovenia to Puglia. The collection includes the Wave sofa, which with its sinuous lines suggests the movement of waves in the sea, for an intimate, cozy seating arrangement.

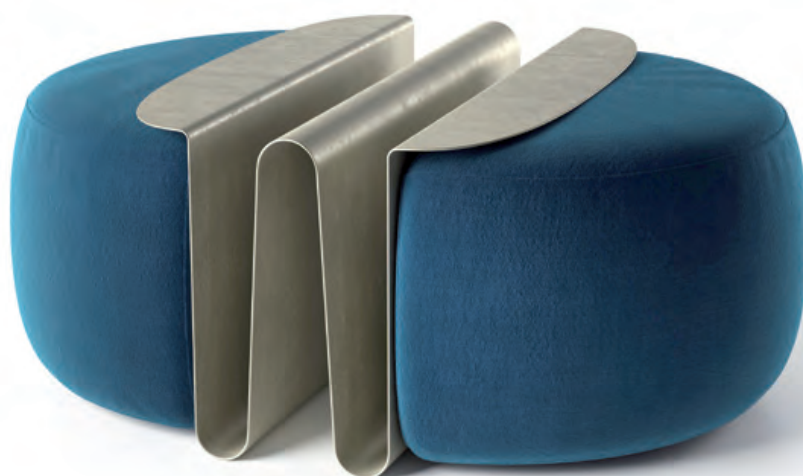
Available in two- or three-seat versions, or as an armchair, this model is raised from the floor by light gold satin-finish metal feet. It is joined by an ottoman composed of two half-moon parts that can be held together by a central magazine rack, in the same finish as the feet.

Among the outstanding pieces in the collection:

the Adore chair, a single shell supported by a single swivel foot; the Tide bookcase with shelves that evoke the movement of the sea; the sinuous Voyage table; the Mermaid and Sailor oval mirrors; the Vortex rugs, with optical graphics; and the Joy lamp, available in the floor, table and suspension versions, made in blown glass to emit soft light, like the one of evenings by the sea.

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

WAVE pouf





## Swan Italia

Swan Italia was founded in 1963 and it is specialized in the production of upholstered furniture.

Its company philosophy is based on a perfect combination of efficient quality standards, meticulous attention to detail and technical production knowledge.

Swan is synonymous with quality upholstered furniture and, thanks to the entirely Italian production, the creation of its own exclusive design projects, the use of traditional typical Italian processes, the use of semi-finished products produced exclusively in Italy, the use of first quality raw materials and components and the creation of products that comply with the safety standards in use, fully meets the requirements to have the official "100% Made in Italy" certification since 2011.







# QUALITY UPHOLSTERED FURNITURE

Swan Italia has a long tradition of producing armchairs that have become true design icons over the years



During the over fifty-five years of activity, Swan has established itself on the national and international market where it is now present in about 60 countries.

Swan pays special attention to the development of the market and contemporary design trends and has been working with famous architects and designers for many years. Since 2012 the company has been collaborating with the architect Francesco Lucchese who designs the most part of the design products.

Philosophy is the latest modular sofa presented to the market and its design summarizes all the characteristics that distinguish all Swan furnishings.

Philosophy has a spacious seat, harmoniously combining maximum functionality with extreme comfort while enhancing the interior design of the living space thanks to its well-balanced volumes and proportions.

While the structure and seats are sleek and linear, backrests are soft and smooth and pad-

ded with feather to provide the best relaxation while seated. A deep bottom upholstery traces an elegant and decorative graphic sign that makes the backrest even more attractive. The result is a dynamic system of great class.

Together with the production of composable sofa, Swan Italia has a long tradition of producing armchairs that have become true design icons over the years. Thelma and Louise are the latest ones designed and, despite being two completely different products, they share the use of wood as the main material of the structure that holds cushions.

Louise has an harmonious rounded structure that welcomes and wraps the padding which is enhanced by contrasting color piping.

Louise is inspired by the nordic lifestyle and the seat is suspended revealing the preciousness of the solid wood legs.

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





# ALAIN DUCASSE TAKES THE ITALIANNNESS TO SINGAPORE

Pedrali collections embellish the legendary BBR

The **Raffles Hotel** is a luxury hotel in colonial style located in **Singapore**. It was established by the Sarkies brothers, Armenian Hoteliers, in 1887. The hotel is named after the British statesman Sir Thomas Stamford Raffles, founder of the modern Singapore. The Raffles Hotel immediately set an incomparable standard within the field of luxury hospitality that is confirmed to date, by enchanting travellers with meaningful experiences and a welcoming service that is both gracious and intuitive. Connoisseurs choose Raffles, not merely for its aura of culture and beauty, but for the extraordinary way they feel when in residence with it. In fact, they always arrive as guests, leave as friends and return as family. First established in **Raffles Singapore** in 1896, the iconic Bar & Billiard Room (BBR) has recently evolved with a new chapter in its storied history, remaking itself as the vibrant **OSTERIA BBR** by acclaimed Chef **Alain Ducasse**.

This modern and energetic concept expresses the culinary legacy and deep passion of the Michelin-starred chef for the Italian Riviera, through produce-driven, thoroughly-perfected recipes with a contemporary touch made using an approach featuring locally and regionally sourced produce elevated with unsurpassed ingredients native to Italy. Sympathetic to the historic architecture of the Bar and Billiards Room, the iconic establishment retains its original name, striking architecture and iconic floor tiles, paying tribute to its origins as a social gathering space. In the heart of the restaurant, a large open kitchen is oversailed by a striking blue sculpture that suggests a giant fish moving through the sea.







Within Bar & Billiard Room (BBR), Studio Jouin Manku has created a contemporary setting which is sympathetic to the colonial architecture but that will transport guests to the sea, the light, the tastes and the smells of the Mediterranean.

The light and bright interior is warmed by the lively yet fine tones of the upholstered armchairs and barstools from Ester collection, surrounding the centerpiece open kitchen. Designed by Patrick Jouin for Pedrali, Ester is a mix of ergonomics, elegance and functionality. Its soft and graceful lines along with the great comfort offered by the seat made of polyurethane foam with elastic belts, result in a precious monolith made of leather, complemented by refined die-cast aluminium legs.

Thanks to its aesthetic and functional features, this collection contributes to make even more welcoming the most outstanding restaurant dining room on the international scene.







The enchanting setting is complemented by a wide atmospheric outdoor terrace, enveloped by tropical foliage. This vibe is enhanced by the presence of **Panarea** collection by **CMP Design**. The idea behind Panarea is rooted in the Mediterranean coastline, and in the colours and refreshing breeze of an outdoor dinner on a sea-facing terrace, on a pleasant summer day. Light, sunny and elegant, these armchairs and lounge armchairs feature a traditional element hand-woven in Italy granting an elegant appearance, as well as a three-dimensional, graphic rigour. On the seat rests a comfortable cushion padded in dry-feel polyurethane foam that dries quickly and is covered in fabric made from the same thread as that used for the woven element. Here the cushions are in terracotta tones, like the flooring, while the frame pairs with the grey hue of the woven element.

## ESTER

*Design Patrick Jouin*

Ester collection of seating is a mix of elegance, ergonomics and functionality. The attention to details is everywhere. The result is a precious monolith made of leather complemented by refined die-cast aluminium legs or central fourstar steel base, with or without castors. Seat made of polyurethane foam with elastic belts on a steel structure.

The collection includes chair, armchair, stool and pouf.

**Materials:** seat in polyurethane foam on a steel structure; die-cast aluminium legs or central fourstar steel base, with or without castors.

**Finishes:** upholstery in leather, simil leather or fabric; aluminium in nickel or brushed bronze finishes, antique brass or titanium.

## PANAREA

*Design CMP Design*

The idea behind Panarea is rooted in the Mediterranean coastline, and in the colours and refreshing breeze of an outdoor dinner on a sea-facing terrace, on a pleasant summer day. This collection of outdoor seats, including an armchair and a lounge armchair, feature a traditional element hand-woven in Italy as a sign of respect for and dedication to Italian craftsmanship. The wide and curved backrest is woven in polypropylene cord which creates an original geometrical pattern and wraps around the tubular steel frame as far as the armrests. This use of cord emphasises Panarea's elegant appearance and optimises the weave, resulting in a double curvature that gives the chair a three-dimensionality and graphic rigour, as well as making it transparent, easy to move and suitable for outdoor use.

The lounge armchair comes with a wide seat and a high backrest whose curvature traces virtually a circular space of relax and conviviality.

A comfortable cushion in dry-feel polyurethane foam that dries quickly and covered in fabric made from the same yarn used for the woven element.

**Materials:** Ø 20 mm steel tube frame powder coated for outdoor use, seat with steel slats, polypropylene cord. Seat cushion in dry-feel polyurethane foam upholstered with polypropylene yarn fabric suitable for outdoor use.

**Finishes:** beige frame with sand cord, terracotta frame with terracotta cord, blue frame with blue cord, black frame with grey cord. Sand, terracotta, blue, grey or pink cushion.

**Stackable**

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



Professional Refrigeration

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Right from its early steps, U5 has presented itself in a different way, by stressing the distinguished traits of its refrigerators.

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### RATIONAL refrigerators.

Units with clean and essential lines, offered at a competitive cost. These products are mostly produced by U5 partners, i.e. European or Asian companies working according to U5 specifications.

Within the "EMOTIONAL" category, the VINTAGE line is worth mentioning: VIA VENETO and VERTICAL VINTAGE: the charming shapes of the past combined with the reliability of modern technical solutions.

Then there are the GLAMOUR uprights, attractive for the consumer thanks to total internal visibility of the products.







6 PRODUCT RANGES

all customers' needs



Additionally, we engineered KOBÉ in two versions: a refined stylistic exercise in the field of meat preservation.

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Since planet Earth is not a legacy from our ancestors but a loan from our offspring, the carbon footprint has to be neutralized. We only use natural gasses, both in polyurethane foams and in thermodynamic systems; all thermoformed plastics contain 85% recycled plastics.

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All U5 refrigerators manufactured in Occimiano can be equipped with ad hoc electronic connectable devices. Not only can they monitor performance (real-time check of temperature from any device), but in Italy they can also unleash tax benefits.

U5, Truly Different.

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





# ÁREAS IN HOUSE

El evento más grande e importante de la industria de alimentos a base de granos en los Estados Unidos regresa este año, con una variedad de áreas especiales diseñadas para poner las últimas tendencias de horneado y nuevas estrategias en su radar. Únase a la comunidad mundial de horneado para disfrutar de estas experiencias, en el lugar donde se “hornean” una gama completa de innovaciones, insights críticos y oportunidades incomparables para establecer contactos. It's all **BAKED IN**.

## IBIEducate

El reconocido programa educacional de IBIE presenta 100+ sesiones enfocadas en los desafíos y oportunidades actuales de la industria.

## Artisan Marketplace

Vea demostraciones inspiradoras celebrando el arte del pan, pastelería, y chocolate.

## Competencia de Decoración Creativa de Pasteles

Los mejores decoradores de pasteles profesionales competirán en uno de los concursos de horneado más prestigiosos.

## NUEVO! Cannabis Central

Acceda a la industria emergente de productos horneados de cannabis con exhibidores, demostraciones, y más.



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**EXPO HALL: SEPT. 18-21, 2022**  
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**GULFOOD****13-17/02/2022****DUBAI**

Fair for food and hospitality.

**HORECA****11-14 /02/22****ATHENS**

Fair for the provisioning and equipment of hospitality and foodservice companies.

**SIGEP - AB TECH****12-16/03/2022****RIMINI**

Fair for the artisan production of ice-cream, pastry, confectionery and bakery.

**INTERNORGA****18-22/03/2022****HAMBURG**

Fair for the hotel, restaurant, catering, baking and confectionery industry.

**HOSPITALITY****21-24/03/2022****RIVA DEL GARDA**

Italian trade fair dedicated to the Horeca channel.

**BEER & FOOD ATTRACTION****27-30/03/ 2022****RIMINI**

Fair for to specialty beers, artisan beers, food&amp;beverage for the Horeca channel.

**HOSTELCO****04-07/04/2022****BARCELONA**

International meeting.

**MARCA****12-13/04/2022****BOLOGNA**

European trade fairs for the private label industry and the International supermarket label exhibition.

**CRAFT BEER CHINA****11-13/05/2022****SHANGHAI**

International network of B2B events for the beverage industry.

**SIAL CHINA****13-11/05/2022****SHANGHAI**

Asia's largest food international exhibition.

**THE HOTEL SHOW****24-26/05/2021****DUBAI**

Trade event about hospitality and hotel industry.

**MIFB****06-08/06/2022****KUALA LUMPUR**

The largest food&amp;beverage focused trade event.

**ALIMENTEC****07-10/06/2022****BOGOTÁ**

Fair on the beverage and HoReCa industry.

**HOSPITALITY QATAR****21-23/06/2022****DOHA**

Fair on hospitality, food&amp;beverage.



## THE HOTEL SHOW SAUDI

**06-08/09/2022**

**RIYAD**

Trade event about hospitality  
and hotel industry.

## SIAL

**15-19/10/2022**

**PARIS**

Fair on technologies for food&beverage  
and food products

## GULFHOST

**08-10/11/2022**

**DUBAI**

Complete hospitality  
equipment sourcing expo.

## SIAL INTERFOOD

**09-12/11/2022**

**JAKARTA**

Fair on technologies  
for food&beverage and food products.

## SIAL MIDDLE EAST

**6-8/12/2022**

**DUBAI**

Fair on technologies  
for food&beverage and food products  
for the hospitality sector.

## SIRHA

**19-23/01/2023**

**LION**

Bakery, pastry, food service,  
hospitality and packaging industries.

## CIBUS

**03-06/05/2023**

**PARMA**

International food exhibition.

## TUTTOFOOD

**08-11/15/2023**

**MILAN**

International B2B  
show to food&beverage.

## ANUGA

**7-11/10/2023**

**COLOGNE**

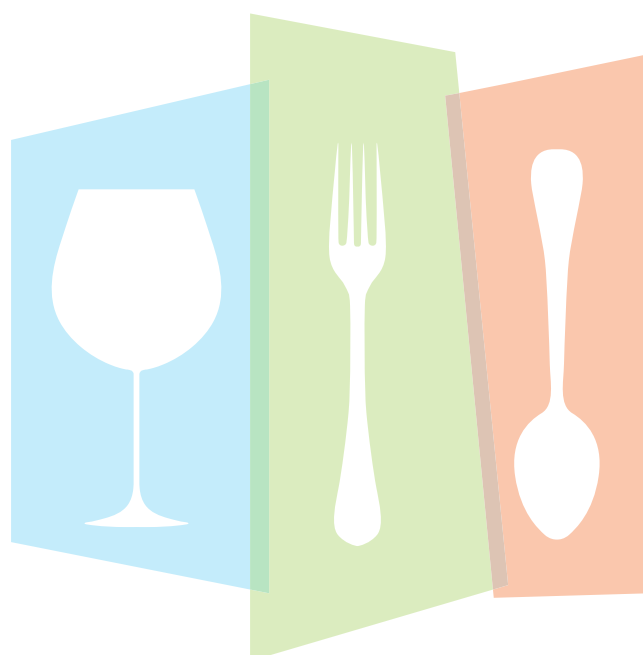
Fair for food&beverage,  
packing, bakery, pastry.

## HOST

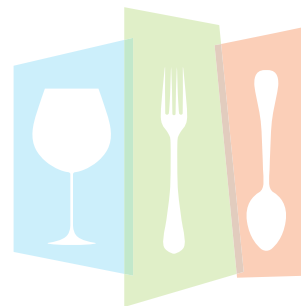
**13-17/10/2023**

**MILAN**

Show for bakery,  
fresh pasta, pizza industry.



# WE'VE TALKED ABOUT...



## ANNA PALUCCI

I COV-72/74

Via Angelo Berardi, 24  
00177 Roma - Italy

## ARETA SRL

I COV-84/86

Zona Industriale  
Via per Grottaglie Km. 3  
72021 Francavilla Fontana - BR - Italy

## BOLOGNA FIERE SPA

II COV

P.zza Costituzione, 6  
40128 Bologna - Italy

## BREAK SHOP SRL

76/79

Via Parrelle, 95  
83025 Montoro - AV - Italy

## CORRADI SRL

I COV-62/65

Via M. Serenari, 20  
40013 Castelmaggiore - BO - Italy

## CRIOCABIN SPA

59/61

Via S. Benedetto 40/A  
Loc. Selve  
35037 Praglia di Teolo - PD - Italy

## DR. SCHÄR AG / SPA

55/58

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I-39014 Burgstall / Postal - BZ - Italy

## FELIS SRL

51/54

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33074 Fontanafredda - PN  
Italy

## LAVANDA RIVIERA DEI FIORI

I COV-66/67

Reg. Isolabella, 5  
17031 Albenga - SV - Italy

## LONGINO & CARDENAL SPA

71-75

Via Ambrogio Moroni, 8  
20010 Pogliano Milanese - MI  
Italy

## MANIFATTURA

## PORCELLANE SARONNO SRL

7/10

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## MEDI SRL

I-20/22

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64010 Controguerra - TE - Italy

## MONDIAL FRAMEC SRL

I COV-24/26

S.S. 31, nr°34  
15040 Mirabello Monferrato - AL - Italy

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III COV

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20133 Milano - Italy

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## SWAN ITALY SRL

96/98

Via S. Alessandro, 112  
22066 Mariano Comense - CO - Italy

## TIZIANA INDUSTRIA NOLEGGIO TESSILE SRL

I COV-16/19

Via dell'Artigianato n.62  
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## UCINQUE SRL

I COV-102/104

Via Casale, 17  
15040 Occimiano - AL - Italy





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