ITALIAN GELATO

PASTRYBAKERYCOFFEECUISINE

# PASTICCERIA INTERNAZIONALE

worldwide edition

KNOW IN ORDER TO KNOW YOURSELF, KNOW YOURSELF IN ORDER TO KNOW

TASTE AS A FORM OF ART

SUNSHINE BITES

LOVE AND COHERENCE

THE PUPINE BY TISSÌ

AN INTEGRAL APPROACH

issue thirty-2017

CHIRIOTTI EDITORI
10064 PINEROLO - ITALIA
wwww.piwwe.com - info@pasticceriainternazionale.it

# HOFEX 2017, a trustworthy international platform

Asia's leading Food & Hospitality Tradeshow – **HOFEX**, will take off the 17th edition, from 8 -11 May 2017 at Hong Kong Convention and Exhibition Centre (HKCEC), to celebrate its 30 years of milestone in the food & hospitality scene. Regarded as one of the most professional and must-attend F&B tradeshows in the region, the biennial event will catch the attention from the entire industry, with 2,500 international exhibitors from 57 countries and 40,000+ professional buyers from Macao, Guangzhou, Taiwan, Singapore, Thailand, Vietnam and other parts of South China region participating.

This year HOFEX will bring 5 highlights including newly featured Bakery@Confectionery, The Second Prime Meat Tradeshow in Asia, ProWine Asia 2017, Hong Kong International Culinary Classics and Allworld Barista Championship, to showcase a wide array of the latest innovative products and solutions.

Asia has become the new center stage for global cuisine, a place where top notched restaurant and F&B chains want to be. In particular, the bakery and sweet sector is amongst the most benefited industry as Western culture is becoming popularised and yearned for by the middle and upper class. **Bakery & Confectionery @HOFEX** is a specialised sector gathered by thousands of culinary and pastry chefs, restaurant and café owners, retailers, distributors and more across the region, ranging from ingredients and equipment to finished bakery and sweet products.

**Hong Kong International Culinary Classics** (HKICC) is a prestigious competition joined by over 900 talented chefs, pastry chefs and apprentices in the region to reflect the breadth and depth of their achievements in the kitchens. This professionally organised event is one of a kind, in which endorsed by a famously respected organisation – World Association of Chefs Societies (WACs), that honors professionalism and execute high standards in culinary, and co-organised with Hong Kong Chefs Association and International Culinary Institutions.

This year, the competition comprises of individual challenge in Western and Chinese cuisine, along with team challenge includes Showpiece and Plated Desserts, Live High Tea Set Competition, Fantasy Table, Young Pastry Chefs Chocolate Nut Cake... Participants will be judged base on strict criteria scored by: composition; correct professional preparation, skills, techniques; presentation and innovation; and serving arrangement.

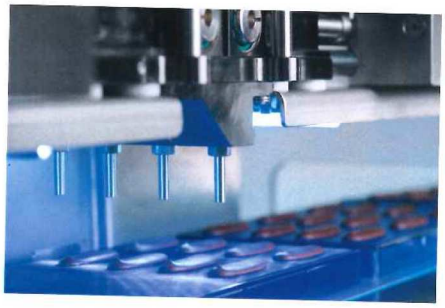
In addition to the featured sectors, the show also provides high caliber expertise and guidance through networking, education and seminars, including Regional Hotel General Managers Forum, Allworld Barista Championship, Butchery Skills Challenge, Allworld Open Cup, to encourage the exchange of information and ideas and facilitate industry development.

**www.hofex.com**

# The One shot depositor

The **ONE SHOT DEPOSITOR TUTTUNO** from **Selmi Chocolate Machinery** is designed to create filled products in one single operation, including pralines on a polycarbonate mould, boules, small eggs and products with unusual forms.

The machine is now equipped with the new **Protech** operating system, resulting in the automation of many functions which used to be carried out by the operator. The production process time has been considerably cut, leading to an increased handling and pouring precision. The jump in quality brought upon by Protech is easily seen through the operator's facilitated interaction with the machine and the simplicity of its use. With a few hours of training, Any novice will be able to program, modify, invent products with multiple, separate or partial pouring, etc.



"With this machine we are able to face any type of commercial competition on a worldwide level. The performance of Tuttuno can be tested at our Training Centre in Santa Vittoria d'Alba, Cn, with the support of our chefs. We therefore invite you to spend a day with the Selmi team!". For more info and bookings,

**trainingcentre@selmi-group.it**
**www.selmi-group.it**

# THE REDISCOVERY OF AN ANCIENT TREASURE

**Bagua cocoa** is one of the most precious treasures in the Peruvian Amazon and it is one of the most ancient in the world. It is very light coloured with delicate and aromatic notes. The pure taste of this organic cocoa creates an extraordinary chocolate. In Peru **Icam**, the Italian chocolate company from Lecco, has established a direct relationship with the local cooperative Aprocam, an association that involves nearly 460 small farmers and that works on social, economical and environmental sustainability criteria. This collaboration has led to **The Grand Cru Native Bagua**, which was launched in the Agostoni range, including high premium chocolate. It is is an organic dark chocolate 81% with an intense aromatic profile and a very strong identity. **The Grand Cru Native Bagua Paste** is obtained directly from roasted beans, peeled and minced, without the addition of other ingredients, and produced without conching process.

Agostoni includes also the new **Natural Cocoa 10/12 Single Origin Peru**, a fat-reduced and natural cocoa powder, for an intense and authentic flavor, while the **Organic Cocoa nibs** have a definite taste of roasted cocoa, which is perfect for pralines, fillings and chocolate bars.

Icam Linea Professionale, the "historical" products range, presents the new **Filmilk ZeroP** white cream, with a solid but spreadable structure. It contains shea oil and no hydrogenated fats.

A new look and structure have been conceived for the **icamprofessionale.it** website, which has been completely graphically and technologically updated, to be able to give a proper and quickly feedback to the requests of pastry chefs, gelato makers and chocolatiers. The focus of this new website is the easy research of products, which is important to support customers to be able to find the right solution for their requests, both creative and productive. The website is both in Italian and English to offer a proper service to the international markets and to satisfy the interest of potential customers which are looking for excellent Italian chocolate. **www.icamprofessionale.it**

## Asia's Leading Food & Hospitality Tradeshow

- **2,500+ International Exhibitors & 44+ National Pavilions**
  The largest and internationally renowned F&B trading platform in the region among which over 80% of the exhibits are new to Asia
- **40,000+ Regional Buyers**
  Strengthen your industry network and explore unlimited business opportunities
- **Bakery & Confectionery @ HOFEX**
  Featured sector in 2017 which provides everything you need from ingredients and equipment to finished bakery and sweet products from around the world
- **World-class Culinary Competition endorsed by WACS**
  Challenge your pastry skills at Hong Kong International Culinary Classics
  (i.e. Live High Tea Set Competition and Young Pastry Chefs Chocolate Nut Cake Competition)

**Visitor Pre-Registration Opens on 23 Jan**

www.HOFEX.com

For Enquiry:
+852 2804 1500
visit@hofex.com

Organiser:
Hong Kong Exhibition Services Ltd
ALLWORLD EXHIBITIONS MEMBER

Supporting Association:
HONG KONG BAKERY AND CONFECTIONERY ASSOCIATION LIMITED

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