

# PastaTrend *Preview*, the

7-10 April  
Verona (Italy)  
A rich preview  
of Pasta  
International  
Expo

by **Delia Sebelin**

**P**asta and its supply chain - from production technologies to sauces and seasonings - will be presented to Food service industry and specialized distribution operators in Verona, from the 7<sup>th</sup> to the 10<sup>th</sup> of April, together with a great preview of PastaTrend, the Pasta International Expo.

PastaTrend *Preview*, in the C hall of Veronafiere, will be a special guest of Vinitaly (International wine and spirits Exhibition) and will be presented together with the brands of the most famous international agro-food exhibitions: Enolitech and Sol&Agrifood.

In a unique environment, the city of Verona will offer a prestigious showcase that will promote, along with Vinitaly that takes place on the same days, the Italian agro-food excellence on both national and international markets. A unique opportunity that PastaTrend organizers wanted to seize in order to present the Pasta International Expo that will take place in 2014. Therefore, PastaTrend *Preview* is a foretaste of traditional PastaTrend.

## Much more than a preview

«It looks like the Verona *Preview* will be much more than just a foretaste -explains



**Alfredo Tesio**, journalist, writer and advisor for **PastaTrend International communication** - Originally, the idea was to bring pasta - the staple food of the Mediterranean diet - closer to wine for a well-balanced and healthy completion of Italian wine and food culture. The idea was to restrict the number of exhibitors and invite only the most representa-

tive companies for the whole pasta supply chain; finally 34 companies will be present, with Confartigianato representing 17 other companies». Also the exhibition area was supposed to be restricted to 250 square meters, but it will actually cover 500 square meters «and someone said it was enough - says Tesio - or the foretaste will turn into a whole meal».

# forward-looking pasta industry

In this article, some photos of the event signed PastaTrend.



PastaTrend *Preview* will be a concise presentation of the pasta production industry. Beside raw materials, the preview will cover fresh pasta, ready-to-eat dishes, the best seasonings and sauces - "horsemeat-free for sure" - says ironically the journalist.

The scientific and healthy aspect of this *Preview* will be completed by the conference "Diet and Health" (by "Medicine

and Health", the Scientific Committee of PastaTrend"). «The scientific theory - says Tesio - will be supported by gastronomic events that pasta traditionalists will enjoy as much as modern "foodies" who are always looking for new culinary emotions».

Therefore, this *Preview* «is forward-looking». Under the current difficult

situation, pasta and its allied industries «represent a certainty both for producers and consumers».

## Pasta and wine pairing

Why will PastaTrend be Vinitaly special guest? Pasta and wine pairing has already been greatly appreciated by specialized operators abroad, when the Pasta International Expo was presented during the most important international events focused on wine.

Last November, for instance, a tasty PastaTrend *Preview* was featured in Hong Kong, at the International Wine and Spirits Fair - the most important International Expo in Asia dedicated to wine - in cooperation with Vinitaly in the World (the Veronafiere tour for the promotion of Italian wine excellence in the world). Its aim is to celebrate the finest Italian cuisine and the excellence of made-in-Italy wine. An outstanding success.

«The matching of two Italian gastronomic realities, pasta and wine - confirms **Vito Ligorio** from **Pasta Ligorio - Al Mattarello**, which was in Hong Kong and will also be in Verona - is very interesting: based on the experience acquired after the first step in Asia last November, I think that we could reach excellent results in Verona».

## Business & taste

Let us go back to the Verona *Preview* now. This preview will give PastaTrend companies acting as "ambassadors" the opportunity to meet and get in contact with buyers from all over the world. An opportunity not to be missed for Italian firms working in the pasta supply chain, especially export-oriented small and medium-sized companies that hardly find a place within important exhibitions.

The commodities presented at the *Preview* offer a complete outline of pasta industry: from fresh and dry pasta production to spiced and baked pasta, from ready-to-eat dishes to deep-frozen food and technologies. From flours to semolina, from sauces to salami and sausage production and from catering to cookery schools.

Within Vinitaly, an International and prestigious event featuring a short-list of 34 companies, *PastaTrend Preview* offers an overall view of the excellence of the Italian pasta supply chain, where Italy is the leading country both for its know-how (Italian mills as well as plant and technology manufacturing companies are the best in the world) and for its product quality.

The aim of *PastaTrend* is to promote and enhance this leadership, and also to create new business, development and growth opportunities. This can be especially true if made-in-Italy excellence is promoted in front of foreign markets that are hungry for Italian pasta and the way in which it is produced. «**Pasta Cuniola** could not miss *PastaTrend 2013* - says **Ottavio di Canossa**, the manager of this company that is based in San Martino (Fe) - since this *Preview* is a perfect showcase where we can present not only our pasta production, but first and foremost our production supply chain that is strictly bound to the land and the local wheat seasonal cycle, that we carefully follow from sowing season throughout all the different processing steps».

### PastaTrend "ambassadors"

The international value provided by the Verona event is crucial for *PastaTrend Preview* exhibitors. «Thanks to Italian passion for pasta, along with Italian close relationship with the land and the natural bent for tourism - says **Luca da Corte Croera**, the National president of **Confartigianato Pasta fresca** and the owner of Croera pasta



Giacomo Deon, the Italian president of Confartigianato Alimentazione.

## «Companies will meet buyers from all over the world»

factory from Borca di Cadore (Belluno, Italy) - going international with typical tastes and flavours is a crucial factor for the Italian cuisine promotion. Internationalization is one of the decisive steps for the growth and development of our industry».

«We decided to take part in the *Preview* - confirms **Luca Fontaneto** from **Fontaneto**, a company based in Fontaneto d'Agogna (Novara) - since this exhibition is important and is attended by many foreign companies. Our goal is to increase exports, especially outside Europe».

The importance of getting in contact with foreign buyers is stressed by the words pronounced by **Claudia Ferri** from **La Lanterna** of San Matteo della Decima (Bologna), who attended the *PastaTrend* event in Hong Kong: «Tortellini are well-known all over the world - explains Ferri - but in order to appreciate the real ones and know the difference, it is necessary to taste them. In Asia people fell in love with our egg pasta and now we expect to be successful with the foreign companies

we will meet in Verona». Short-listed exhibitors of this preview will offer an interesting and varied cross-section of Italian entrepreneurship, for companies will come from all over Italy: Venetian homemade pasta factories, Emilia Romagna companies, Tuscany pasta masters, Chianti oil, Belluno typical *casunziei*, tortellini from Valeggio sul Mincio, Apulia historical pasta factories, Campania buffalo mozzarella, Venetian sausages and cheese, Genoa pesto and tomato sauces, pasta maker manufacturers, mills and tablecloths.

17 companies from all over Italy will be present in the "Confartigianato Verona e Artigiano del Gusto" area; in this area, a real lab for fresh pasta production will be set up and will organize delicious tastings every day. «Enhancing typical products is Confartigianato's main mission - underlines **Giacomo Deon, the National president of Confartigianato Alimentazione** - We strongly believe that excellence and aggregation are two factors that can be successfully associated with promotion. However, promotion must be effective. In this perspective, *PastaTrend Preview* offers a remarkable opportunity to companies which are excellence-based».

### Tasteful events

In order to make its production characteristics and excellence known, *PastaTrend* is not only expected to be a prestigious showcase, but it will also offer a well-organized program of gastronomic events focusing on the "culture of the product". That is the reason why tasting is important and is scheduled also during the Verona *Preview*: in a dedicated area,



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in the C hall, show cookings are scheduled; they are meant to show how to prepare delicious dishes and people can taste the excellence of products prepared by highly experience pasta masters.

For instance, **Cristian Broglia**, a prestigious chef and teacher of **Alma**, the **International School of Italian cuisine** based in Colorno (Parma), will prepare tasty dishes with some delicacies supplied by exhibiting companies. This master chef acquired a lot of experience as a teacher and worked in famous restaurant kitchens, both in Italy and abroad, especially in England. On behalf of Alma, he has organized courses in Europe and in South America and he is in charge of gastronomic events of the School restaurant. Broglia's charisma and communicativeness will certainly charm PastaTrend audience.

The *Preview* event schedule is really rich. The *sfogline* of **Miss Tagliatella**, the touring cooking contest for the promotion of the "rolled out pasta art", will be present every day during the Exhibition in order to make the most genuine Emilia Romagna cuisine known. «Demonstrations - say Miss Tagliatella organizers - will reach their climax in the challenging exhibition on the 9<sup>th</sup> of April when two couples, one from Emilia region together with the last edition winner, Lorenzo Galletti, and one from Romagna - friendly reviving the historical rivalry between Emilia and Romagna areas. The two couples will "duel" to demonstrate what the rolling-pin secrets are». The challenge will end in... tagliatelle, which will be served to the audience.

Miss Tagliatella, that has been organized at PastaTrend since the very first edition, will officially present the 2013 contest program at the *Preview*: on the 8<sup>th</sup> edition, competitions will cover the streets of the Emilia, Venetian and Lombardy regions, looking for the best tagliatella «because - as organizers say - tagliatella is the real Miss, not the person who makes it!».



## «The pasta production industry will be present at the *Preview*: from raw materials to technologies, from fresh and dry pasta to ready-to-eat dishes»

### Conferences

One of PastaTrend priorities is the promotion of the Mediterranean and healthy diet: for this reason, each edition and each preview, in Italy or abroad, is rich of events that are characterized by in-depth analysis about topics that are essential for a healthy and balanced diet. «It has been scientifically proved that epidemiological studies carried out on different populations that heart attack, cancer and stroke can be avoided by going on a diet based on pasta, legumes and dried fruit ». Professor **Enrico Roda** - Director of the School of specialization in gastroenterology of the **University of Bologna**, Head of the **gastroenterology Department** of Sant'Orsola Polyclinic Hospital and coordinator of "Medicine and Health Commission" of **PastaTrend Scientific Committee** - explains why the exhibition focuses on the promotion of pasta as a «basic dish of the Mediterranean diet, unavoidable for a healthy and balanced diet, also for developing countries».

The scientific "nature" of PastaTrend *Preview* will be conveyed on the 9<sup>th</sup> of April during the **International Congress "Nutrition and Health"**; during the first session, the importance of pasta in the Mediterranean diet will be confirmed. Subsequently, in another session, the Conference will focus on "Metabolic disorders and the surgery of obesity. The following topics will be covered: gluten intolerance, coeliac disease and functional food, "Superpasta".

### A preview of opportunities

A focus on PastaTrend *Preview*, an appointment for a pool of companies representing the high-quality pasta supply chain, offering a general view of pasta industry to the Italian and international market. Together with few others, the pasta industry is the pride of the made-in-Italy economy. ■

*Delia Sebelin*