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PASTICCERIA INTERNAZIONALE

worldwide edition

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CRAFTMANSHIP IS A CONCEPT

INNOVATION AND CREATIVITY IN 3D

AUTUMN AFTERNOON SNACK

REFLECTION AGAINST NOISE

THE ELEGANCE OF THE CAKE

issue forty-seven-2025

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Lorenzo Puca
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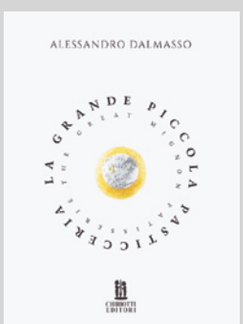
Traditional confectionery
and modern technology



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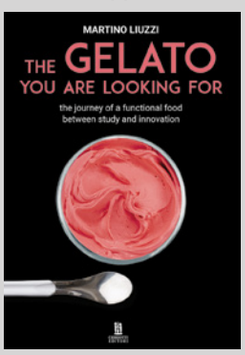


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Craftmanship
IS A CONCEPT

Pasticceria Pansa's historic identity is strengthened by a renewed intellectual planning of spaces and concepts. Product visibility and work organization are improved. And the numbers continue to grow



ìIt retains its historic Italian charm (officially listed since 2001), nestled amidst Arab-Sicilian architecture in one of Italy's most famous tourist destinations, Amalfi, on the Amalfi Coast. Founded in 1830, Pasticceria Pansa boasts the title of Museum of Hospitality. It has been run by the same family for five generations and has been recently renovated, confirming its position as an example of historic craftsmanship.
The new location doesn't look all that different from the one we admired during our visits to the brothers Nicola and Andrea Pansa: it retains its exclusive 19th-century furnishings, evidence of a thoughtful vision that embraces modernity, capitalizing on the magic of 200 years of social narrative. The project, curated by Tecnoarredamenti, expresses functional dynamism: technically, it's a restyling; in the specific case of the Pansa family, it's designed for modern use.

If history leaves behind testimonies and legacies, the times call for optimization, rationalization and valorization. These are three concepts that the brothers embrace with the ambition of continuous improvement, honoring tradition and embracing the "healthy opportunities" (as Nicola defines them) offered by technology and communication.
Here, the artisan know-how continues to define the artisan soul, with a product concept focused on quality and sustainability, current themes sought by a clientele consistently confirmed by this pastry shop, while it is necessary to evolve personally as professionals open to discussion, to discover if you can succeed. Take Nicola's word for it.

How do you enhance tradition in a location with a strong international tourist vocation?

The challenge has always been, and now it is even more so, to preserve our identity within a tourist landscape, where there is also room for a more generalist product range. In places like Amalfi, where you can find everything, it is even more important to highlight quality and tradition, locally sourced products and sustainability. The customer segment we are interested in is looking for this: those who want to taste a

> *"Product care is the key that allows us to win over customers, regardless of their background or philosophy"*

product like the one Pansa makes come looking for us... and they find us!

And what is the challenge within the challenge?

The challenge is also to impose our philosophy: many approach us following a trend, a whim; they come here after seeing us on social media, after reading articles, even simply by word of mouth, but in the end, they are won over by the taste. We are convinced: product care is the main key that allows us to win over customers, regardless of their background or philosophy.

It is unthinkable not to innovate, as your history bears witness. Where are you at?

The renewal process began many years ago. If I think about the numbers of 15 years ago and those of today, I can say that our artisan identity is almost reaching saturation points. In the sense that, with the organization we have and the philosophy we nurture, we have reached a final stage. To be honest, with the production philosophy and workshop organization we had years ago, we would not have been able to express ourselves with the numbers we are recording today. There have been targeted investments, a new organization, the acquisition of new spaces, and our acceptance of marrying our artisan production philosophy with what I call "healthy opportunities", which technology and the market have offered in the meantime. One example is the cold chain, which can prove a great opportunity for us artisans, if used in a healthy way. Indeed, it guarantees higher peaks of quality than the ones of daily production, but it is necessary to have the time and space to store it properly. This is just one of the aspects that allows us to work in a certain way today. The acquisition of new space has allowed us to store raw



> *"There have been targeted investments, a new work organization, the acquisition of new spaces, and the commitment to marrying the artisan production philosophy with the healthy opportunities offered by technology and the market"*





materials like we couldn't before, leading to increased production.

And you, how have you evolved?!
Being members of associations as Apei, professional training and classes, and the resulting network and synergy created with big names in the pastry field have improved us, giving us the opportunity to understand which direction to take and that, even with small changes to our existing production line organization, we can express ourselves with different numbers while maintaining the same product quality.

What analysis did you make to begin the design process?
Renovating the premises was a major challenge for us, because the burden of potential decisions that customers might not agree with has always conditioned us, ever since we first considered reorganizing the company. But I must say, this is exactly what we started with. We placed the pastry shop at the center of the project (even if it was the same in the past). But perhaps the iconic nature of the shop somewhat overshadowed the products and by choosing a state-of-the-art counter, we were able to restore pastry products to their starring role. The reorganization of the work areas, carried out together with the technicians of Tecnoarredamenti, included a separate area for the cash desk, and we lowered the counters to create a single large "L," allowing us to solve what had become a problem: more space in the cafeteria for breakfast service. Numbers were increasing and space had become cramped. Our strategy was to ensure a service commensurate with the quality of the offering.

With the new layout, has your business concept changed too?
The business strategy doesn't change, but the conditions do. We want to tell our customers, also through communication, that the Pansa experience is more comfortable. Having adequate and well-organized spaces has allowed us to focus on areas such as modern pastry making. With this new look, in addition to the tradition that distinguishes us, we are able to be competitive and proactive. We always have five or six creative products on display, and, with curiosity, we are also beginning to explore savory pastries. All this required a detailed study with our technicians and Tecnoarredamenti, who played a key role. There was a desire to look at the future having overcome the challenge of making a business that exudes history like ours more comfortable, organized, and optimized.



"With the cutting-edge counter, we have managed to restore the dessert itself to its starring role. The reorganization of the work areas included a separate checkout area, and we lowered the counters to create a single large "L," allowing us to have more space in the cafeteria for breakfast service. The strategy was to guarantee a service that was commensurate with the quality of the pastry range"



The Pansa brothers with Chiara and Marco Taurian of Tecnoarredamenti.



foto Tecnoarredamenti

Since communication goes beyond social media coverage, because you plan events and promote the local area, how important is it for you?

Communication plays a key role: there is a direct channel between us and brand enthusiasts that allows us, through targeted activity, to open important spaces, in areas that previously remained unexplored, despite their great potential. I'm thinking of collaborations with luxury hotels in the area, co-branding projects, and the increasingly exclusive appeal of the Pansa brand, right up to the partnership with Ferrari Maranello. This strategy is closely linked to effective, appropriate, and professional communication, to attract more customers. At the same time, being consistent, clear, and captivating with our communications puts us in a position to capture the attention of major brands. For us, this is a significant opportunity for differentiation, allowing us to grow without compromising our artisan spirit.

Chiara Mancusi
photo by Emanuele Anastasio

Waiting for Christmas

Christmas Countdown is the **Chocado kit by Silikomart Professional** to create the Advent calendar. The set includes a Tritan mould for making 24 chocolates with themed phrases in English, and an elegant box containing two thermoformed trays for their optimal display. Christmas Countdown is a way to make the wait for Christmas even more memorable, rediscovering the pleasure of giving something handmade and unique.
Single chocolate dimensions: 82 x 12 x 10 mm
Single chocolate volume: 9 ml x 24
silikomart.com





The product is presented in the gift box provided. In the adjacent photos, a Tritan mould for making 24 chocolates with themed phrases and a thermoformed tray for placing the chocolates in the gift box.

Christmas Countdown

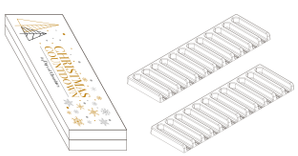
Christmas Countdown is the kit that allows you to create a unique advent calendar. The set consists of a Tritan mould to make 24 chocolates with themed phrases and an elegant box containing two thermoformed supports for optimal arrangement of the chocolates.



Tritan Mould



Gift box + 2 Thermoformed



Watch the video tutorial

chocado
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NUVIA is the next-generation machine by **Carpigiani** that can whip creams, mousses or other creamy preparations in different volumes and portions. It is a sustainable model because it employs an eco-friendly CO_2-based refrigerant that reduces environmental impact. It also features a simplified cleaning system that allows quick daily sanitizing operations, while monitoring overall cleanliness.
Information is conveyed through an LCD interface, designed to facilitate operations even for unskilled personnel. Finally, it is a customizable machine – it can be automatic, with three different servings set, or manual. In the automatic mode, it is possible to choose between small, medium and large portions, while in the manual mode the portion can be customized.
carpigiani.com





The international meeting point in Rimini

From January 16th to 20th Rimini Fiera will host **Sigep World**, the international event organized by Italian Exhibition Group (IEG), which guides the development of the six key foodservice supply chains, with an even more international and business-oriented format. With a view to fostering dialogue between gelato and pastry, Gelato Meets Chains is meant to connect artisans with selected buyers and large international chains, demonstrating how gelato can become a distinctive element on global menus. This is complemented by the digital campaign "What is Gelato?"
The show will host world-class competitions such as the **Gelato World Cup** and the **Juniores Pastry World Cup**; the "Lorenzo Cagnoni" Innovation Award will highlight the most advanced solutions, while the SIGEP Vision meetings will outline foodservice trends and scenarios. The new Digital District is eagerly awaited, offering an overview of shop management technologies, from automation to payment systems to data analysis tools. The Innovation Bar will explore the coffee shop of the future with robotics, artificial intelligence, cold brew, and mixology, while the Luxury Hotel Food Experience will connect top buyers from the high-end hotel industry with food solutions. India has been identified as Guest Country 2026, and the fair is focusing on engaging large global chains and high-potential buyers. **sigep.it/en**

WHERE QUALITY MEETS INNOVATION

With its wide offering, **ICAM** stands alongside pastry chefs, chocolatiers and gelato makers providing reliable solutions, new ideas and expert guidance. The **ICAM Professional** range has recently expanded to include new options developed with evolving consumer needs in mind. Whether it's sugar-free recipes, plant-based alternatives or high-protein ingredients, ICAM offers solutions that meet these demands. Among the latest arrivals, **Fit&Pro Milk Chocolate 46%** is enriched with 24% whey proteins and free from added sugars, while **Fit&Pro Hazelnut Cream** contains 23% whey proteins and stands out with an intense hazelnut and roasted flavour. For those working with lactose-free or vegan restrictions, there's **Oatì 51%**, a mellow, oat-based coating with a naturally rounded flavour profile. Innovation also means rethinking the classics: ICAM introduces **Moonì – White Chocolate with Mascarpone**, with 15% mascarpone in powder, and **Mascarpone ZeroP Cream**, a 22% mascarpone filling free from palm oil and hydrogenated fats. Both open up new possibilities for desserts that play with familiar tastes like tiramisù and cheesecake while adding a fresh, modern twist. To support a wide variety of formats and applications, ICAM also offers **medium-sized Milk 30% and White baking chips** (7500 pcs/kg), and the new **Glasover Ice Plus Dark ZeroP** coating, ideal for gelato. Standing as a source of inspiration and training, the redesigned website brings together the ICAM world and CHOCO CUBE platform in one practical, user-friendly hub, with tools like "Find product" and "Compare products", along with the updated platform which offers a wide range of recipes, courses and tailored content. Last but not least, the pastry chef **Mario Ragona** has joined ICAM's Technical Team bringing new perspectives and hands-on know-how.
professional.icamcioccolato.com







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INNOVATION AND CREATIVITY IN 3D

***Marco De Donno** is an original voice.*
Through his Essence Easy Pastry Lab,
he combines art and technology, opening new ways for customization

"I grew up in my family pastry shop, where I watched my grandfather Giuseppe and my uncle Salvatore work with almond paste and chocolate, creating wonderful desserts". This is how **Marco De Donno's** story began, developing an early love for pastry making. Starting with those first steps in the Pippi Toma pastry shop in Maglie (which closed in 2010 with his grandfather's retirement), near Lecce (Puglia region), he chose to continue this journey until he reached his current destination. The Essence Easy Pastry Lab is where nowadays he imagines and designs new shapes and tools.

Let's start with your education: how did you develop your early passion for pastry?
After graduating at a commercial school, I set off traveling throughout Italy, to make this art my profession. An important learning experience was a training stage at Arte Dolce in Rimini, where I expanded my knowledge of large-scale leavened products and gelato. This was followed by some experiences working alongside renowned professionals, both Italian and international, which allowed me to hone my technical and manual skills. I then focused on production and execution, working in various pastry shops and focusing on contemporary confectionery.

Which of your most notable experiences would you name?
Among my memorable experiences there are the summers spent at Pasticceria Dentoni in Torre dell'Orso, near Lecce. Afterwards I joined my uncle Salvatore



Toma, a renowned Italian chocolatier, on his professional trips and then at his Arôme de Cacao in Corsano, Lecce, where I was able to pursue my main passion - chocolate. There I had the opportunity to unleash my creativity and perfect my craft.

How did the idea of pursuing an alternative path come about?
During the time spent at the Arôme de Cacao, especially at Easter I often had to customize eggs for clients who requested unique designs. So, I purchased a cutting plotter (an easy-to-use automatic cutter for creating stencils or acetates for chocolate decorations), realizing almost immediately that it wasn't enough to materialize my ideas, and so I delved into the world of 3D modeling and printing.

When did you start the project?
In 2021 I inaugurated my **Essence Easy Pastry Tools**, making tools designed to give shape to the ideas of pastry chefs, chefs, and anyone who wanted to experiment new ways of expression. In 2023, I decided to take a break from working also in the lab. Production rhythms often lead to neglecting certain aspects of personal life (family, even health...) and even professional life, such as what I consider the "fuel" of my work: passion and search of new shapes, flavors, and techniques. For this reason, I decided to step away and dedicate myself to this new activity.

How did you develop it?
Since 2021 I have been working on graphic design and 3D modeling and attending professional courses. I had the opportunity to explore 3D printing technologies in detail, living (by chance and luck) during the golden years of printer development. It was clear to me from the very beginning that there could be a tremendous connection between these two worlds. In the following three years, I tried to start as many projects as possible, beginning with simple stencils and stamps, which allowed me to perfect the basics, and culminating in the design of professional molds. Since October 2024, all of this has come to life in its final form: the **Essence Easy Pastry Lab**, through which I hope to help colleagues develop their ideas using my skills.

Where did you open your new business?
I made a somewhat unconventional decision: while many of my peers are trying to move away from their homeland, I chose to open my business in Puglia. I don't think

it could be considered a strategic marketing choice, but I felt a strong need to give an identity to what I'm trying to create, starting from where it all began. Last December, Essence Easy Pastry Lab opened in Scorrano, a small town in the Salento area, a few kilometers from my hometown, Maglie. In this 160 m^2 space there are 3 sections, a reception room and an office, a pastry lab dedicated to digital content, both our own and others', to complement our business with another important aspect: managing social media and client marketing. Last but not least, there's what I call the beating heart of my business: a 3D printing and silicone mold production laboratory.



"Malibù is a magical journey through balanced flavors, starting from a cocoa paste cheesecake base, an exotic touch of mango and passion fruit infused with pure vanilla beans, and one of the most beloved coconut liqueurs of all time. The lettering is created with a stencil made with a cutting plotter"

Who manages it all?

Now it's me and my partner, **Benedetta Sticchi**. She manages social media and the website, and I handle everything related to the pastry shop, 3D designs, and molds.

What's the idea of pastry that guides you?

It's based not only on making a product as appealing as possible, but on contextualizing every element: the name, the themed decoration, and the ingredients. We try to share this way of thinking with our clients, combining it with new techniques concerning pastry making and catering business, striving to enhance the aesthetics side. Another focus is on sustainability and product safety.

How do you make it?

We wanted to use eco-sustainable and recyclable printing materials, and, after extensive research and testing, we selected 100% platinum-based silicone with food-grade certification for our molds, to ensure maximum quality and safety.

What about customization?

An example I share with clients is the plated dessert I created for the restaurant La Leggenda dei Frati in Florence, with whom I had the pleasure of working. With them, we developed Michelangelo's David, a square-shaped dessert decorated with a bas-relief of the face of this magnificent work of art.



"Lux is a cake designed for a client during a past edition of the Milan Fashion Week. With its captivating appearance, it enhances the concept of luxury also through flavors such as peanut and salted caramel"

What values do you wish to express?

Attention to detail, since the production pace is often frenetic and leads to poor care, both in production and presentation. With this project, I hope to help break out of the usual monotony and stress by providing easy-to-use tools that adapt to each customer's personal needs and that rekindle the desire to take more care of desserts. Another value is the preservation of craftsmanship: while people may connect the world of silicone molds and pastry tools to the industrial world, what I want to pursue is an artisanal project, in which machines (in my case, 3D printers) become simple tools which help to work at one's best.

What are your short- and medium-term goals?

One of my goals is to develop high-performing and unique molds and to be able to satisfy every request. Another project I'm already working on, which will require study and time, is to add a line of tableware for restaurants, namely designer serving platters. I believe in it strongly, combining it with the work I'm already doing customizing desserts for fine dining. Finally, I hope



I am a great lover of tiramisù, and Radix is my own modern version, i.e. the result of a work on ingredients, flavor, design, innovation, and texture. This cake includes crunchy hazelnut and coffee praline, cocoa biscuit, espresso coffee syrup, tiramisù cream, organic white chocolate namelaka, mascarpone, Ambra milk mousse and coffee

to surround myself with professionals I can collaborate with and develop other exciting projects.

How do you imagine your company in 10 years?

I hope to be able to open a small pastry shop, where I can use the molds and tools I've created. And I would even like to set up a professional school, to welcome and train new generations, especially from my area, where gaining experience often requires working in less modern workshops or moving elsewhere.

With Essence Easy Pastry Lab, Marco De Donno brings a wave of innovation to pastry making, combining technology, creativity, and tradition, in order to offer new opportunities to those who want to express themselves in an original way: "For me, it's not just a job, but a passion I've always cultivated and that now is real".

Silvia Federica Boldetti
Cristina Quaglia





Filippo Saporito and Ombretta Giovannini, the owners of the restaurant La Leggenda dei Frati in Florence, wanted a plated dessert able to represent their wonderful city. Starting from a 3D design project until the making of the silicone molds, here are Michelangelo's David (vanilla, hazelnut, and rosemary) and Brunelleschi's Dome (ricotta, black cherries, and chocolate)



The Anice plate and the tart mold are examples of the project we are working on for the restaurant industry

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FIRMAMENT

CRUNCHY HAZELNUT AND DARK CHOCOLATE PRALINE

	For 1 cake	For 1 kg	For 3 cakes (Ø 18cm)
hazelnut praline	70 g	588 g	210 g
Uganda dark chocolate	40 g	338 g	120 g
crunchy flakes	9 g	74 g	27 g

Temper the dark chocolate to 30.4°C. Slightly heat the hazelnut praline and combine it with the chocolate. Add the refined crunchy flakes. Pour 120 g into Ø 16 rings. We recommend preparing it as the last step of the insert: cook the soft filling, pour in the creamy filling, flip the insert over, and pour in the hazelnut praline.

SOFT HAZELNUT AND COCOA COOKIE

	For 1 cake	For 1 kg	For 3 cakes (Ø 18cm)
butter	16 g	138 g	48 g
granulated sugar	25 g	210 g	75 g
egg	6 g	56 g	18 g
yolk	9 g	80 g	27 g
hazelnut flour	31 g	260 g	93 g
short crust pastry flour	3 g	21 g	9 g
cocoa 22-24	3 g	21 g	9 g
egg whites	12 g	100 g	36 g
sugar	12 g	100 g	36 g

Pre-mix the softened butter with the sugar, egg yolk, eggs, hazelnut flour, short crust pastry flour, and cocoa, in this order. Beat the egg whites with equal parts sugar until stiff. Combine the two mixtures and pipe 120 g spirals into 16 cm diameter rings. Bake at 175°C for about 15 minutes with the valve halfway open.

UGANDA 78% DARK CHOCOLATE CREAM

	For 1 cake	For 1 kg	For 3 cakes (Ø 18cm)
granulated sugar	8 g	54 g	24 g
egg yolk	16 g	108 g	48 g
whole milk	40 g	270 g	120 g
cream	40 g	270 g	120 g
gelatin sheets (200°Bloom)	2 g	8 g	6 g
water	10 g	40 g	30 g
Uganda 78% dark chocolate	36 g	243 g	108 g

Mix the sugar and egg yolks, add the milk and cream, and bring to a boil. Bake the Bavarian cream at around 81°C (180°F), stop the cooking by adding the softened gelatin sheets, then pour over the chocolate and emulsify. Let it rest in the refrigerator for 30 minutes and then pour 150 g into 16-ring cakes (Ø 16).

BAGUA 81% DARK CHOCOLATE MOUSSE

	For 1 cake	For 1 kg	For 3 cakes (Ø 18cm)
milk	36 g	104 g	108 g
gelatin sheets (200° Bloom)	3 g	8 g	9 g
water	15 g	40 g	45 g
Bagua 81% dark chocolate	127 g	365 g	380 g
35% fat cream	166 g	475 g	500 g

Bring the milk to around 60°C (140°F). Melt the chocolate at around 35°C (95°F). Combine the melted gelatin with the milk and pour them over the chocolate. Emulsify well. The mixture should be around 31°C. Add the cream in several times. Pour about 350 g of the mixture into 18 cm diameter rings and add the insert (I prefer an upside-down assembly).

BLACK MIRROR GLAZE

	Dark chocolate	White chocolate
water	125 g	125 g
granulated sugar	300 g	300 g
glucose	300 g	300 g
condensed milk	200 g	200 g
gelatin sheets	20 g	23 g
water	100 g	100 g
dark chocolate	300 g	400 g
black food coloring	to taste	to taste
gold food coloring	to taste	to taste

In a small saucepan, weigh the water, granulated sugar, and glucose and bring to a boil (when the mixture reaches 60°C, add the food coloring to further emulsify). Once the mixture reaches a boil, after a few seconds, add the condensed milk and bring it back to a boil. When the mixture begins to foam, remove from the heat and stir in the soaked gelatin sheets, then emulsify again. Pour the mixture over the chocolate and mix; let the glaze set in the refrigerator overnight. Use it at around 37-55°C maximum.

NEUTRAL GELATIN FOR DARK CHOCOLATE

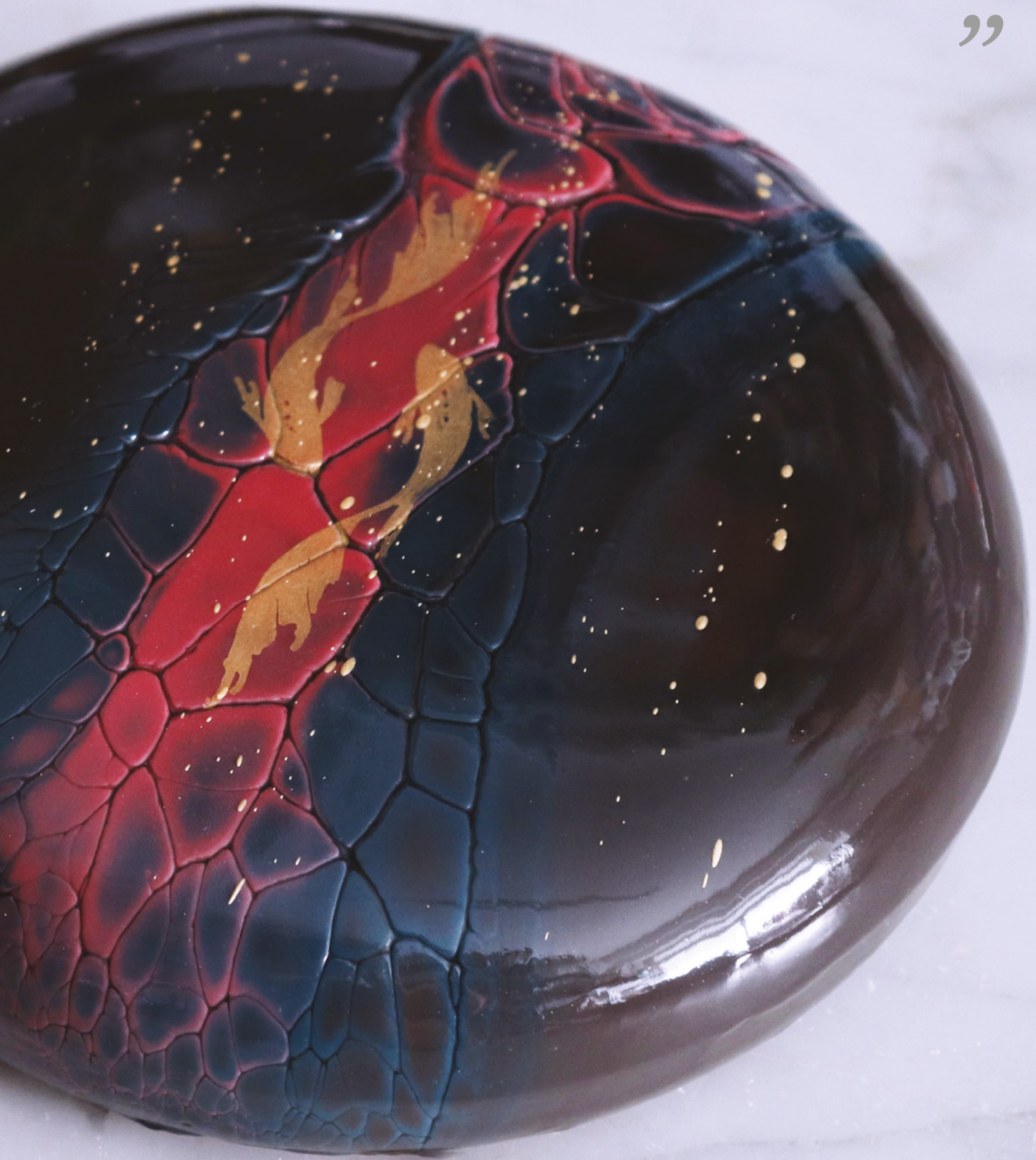
water	590 g
granulated sugar	570 g
glucose	140 g
pectin NH	20 g
granulated sugar	90 g
citric acid	1 g

Bring the water, glucose, and 570 g of granulated sugar to 40°C; add the pectin premixed with 90 g of granulated sugar. Once boiling, add the citric acid and leave on the heat for 4 minutes. At this point, you can choose between transparency or to add food coloring. The effect is achieved by first pouring the black icing, then making two lines of red icing and two lines of blue icing. The cold neutral gelatin is colored black (the basic color of the cake), and brought to about 70/80°C. Before the final spatula stroke, pour the colored gelatin onto the spatula to create a spiderweb effect as a "transition" between the black icing and the red and blue stripes.

Marco De Donno
Essence Easy Pastry Lab
easypastrylab.it

"The decoration was achieved with one of our Pla+ eco stamps, printed directly on the surface after the frosting was complete. This dessert is the example of my desire to create something unique and succeeding in my intent"

“The inspiration comes from the movie ‘Interstellar’: “Once upon a time, we gazed up at the sky in wonder, feeling part of the firmament. Now, instead, we lower our gaze, worried about being part of a sea of mud”. The two koi carps are a symbol of luck and prosperity”



Traditional confectionery and modern technology

Finding the right balance between tradition and innovation is crucial and **ROBOcream** blends the art of traditional confectionery with the precision of modern technology. The machine was conceived for the efficient making of high-quality creams through the automation of every step of the process, from mixing to heating and cooling. This ensures a flawless consistency while minimizing manual effort and errors of margin. The versatility of ROBOcream machines makes them fit for a wide range of recipes, from custard and Catalan cream to ganache and chocolate sauces. This multi-functionality allows professionals to expand their offer and meet the most diverse customer demands. Another core aspect is the use of advanced technology to preserve the flavors and textures of traditional recipes, and this allows pastry chefs to preserve their culinary heritage while reaping the benefits of innovation.
"Investing in ROBOcream means investing in the future of pastry. The optimization of production time and precision can improve the quality of finished products and free up valuable time for creativity. Pastry chefs can now concentrate on what they do best: creating delights that enchant palates and raise their art to new levels of excellence".
robocream.com



The texture experts



Gelecta's Tech-in-Texture® is the first 100% clean-label technological core capable of managing the fundamental elements of modern pastry texture: water, emulsions, and air. The result is the perfect texture and great performance in aerated and whipped cream-based mixtures, creamy and gelatinous products, considering that it performs multiple functions thanks to the three active components of the core: gelatin, fiber, and vegetable proteins. It works as a thickener/gelling agent, managing the water content in the recipe over time to obtain the texture body; it controls the free water content within the structure; it is a natural emulsifier, strengthening the water-fat bonds, and it regulates air incorporation, the uniform distribution throughout the mixture, and it slows the release phase.
All of this is at the core of Gelecta Cold and Gelecta Cream.
Gelecta Cold, a natural cold-processing additive that, when added to recipes (20 g per 1 kg), eliminates the main performance problems: syneresis, water migration and dehydration, emulsion breakdown, and loss of creaminess, even during freezing and thawing processes. In higher doses, it becomes a structuring and performing agent for various types of textures: mousses and Bavarian creams (2-4%); creamy desserts, cremeux and custards (3.5-4.5%); gelatines (5-7%).
The same natural technology is active in **Gelecta Cream**, which gives whipped cream-based mixtures a light, well-aerated structure that remains stable for a long time, even after thawing. In addition to stabilizing whipped cream by controlling water and emulsions, it manages the incorporation of air and its slow release (50 g per 1 kg of fresh or UHT cream).
These two products represent a new direction, preceded by the launch of **Gelecta Active Powder Gelatin**, a granulated gelatin that, in addition to being pre-hydrated, has the advantage of being used directly in recipes and without pre-hydration: it works with the water contained in the recipe, avoiding the need for more unnecessary water.
gelecta.it



ROBO cream

I SIGNORI DELLA CREMA



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Autumn
AFTERNOON SNACK

Memories and feelings go side by side in this recipe by Paolo Brunelli, a renowned gelato and chocolate maker and musician



Autumn evokes the memories of jaunts through the rows of vines behind the house and bike rides through the village alleys, all the way to the kitchens of my family restaurant, where afternoon snacks stood on the large solid wooden table, with their genuine uplifting aromas spread into every room...

As a boy, autumn for me was synonymous with slowing down. The hotel and restaurant belonging to my family were returning to a human pace, after a summer full of tourists, and the same happened to gelato production, not yet "deseasonalized" as it is today. Precisely for this reason, the scents and flavors of this time of year are comforting to me: they remind me of home, of rituals, of meals consumed without haste. The countryside surrounding us exploded with flaming colors, with the vines resting after the harvest, the cellars bustling with activity, and we spent much time playing cards and with long, tasty snacks…"

A recipe that captures all that magic was — and still is! — my favorite afternoon snack: bread with grape must, wine, and sugar, i.e. a slice of day-old bread, revived in the oven, incredibly crunchy, softened by the new wine and enriched with a generous sprinkling of sugar. Today we translate that snack into an elegant and fresh reinterpretation: white gelato, that is fiordilatte made with high-fat Jersey cow's milk, served with a red wine reduction, vinegar gel, and crispy bread cubes; topped, if desired, with a sprinkling of caramelized raspberry chocolate.

An also today, like in the old days, we're ready to ask for more!

P.B.

THE OLD-TIME SNACK, ON A PLATE

WHITE GELATO

fresh milk	**g**	**473**
fresh cream	**g**	**170**
condensed milk	**g**	**170**
skimmed milk powder	**g**	**57**
sucrose	**g**	**128**
neutral syrup	**g**	**3**

Pasteurize the milk, condensed milk, and the powders mixed with the neutral syrup. Using a blender, emulsify the liquid with the cream and stir in the gelato machine.

RED WINE REDUCTION

red wine	**l**	**1**
xanthan gum	**g**	**6**
natural flavors (star anise, cinnamon, orange peel)		**to taste**

In a small saucepan, reduce the wine by at least 30%, add the xanthan gum and flavors; mix with a blender.

VINEGAR GEL

white wine vinegar	**g**	**500**
cold GelCrema	**g**	**30**

Emulsify the two ingredients cold, using a blender. Wait at least 1 hour and then blend until smooth.

Assembly

Plate as shown in the picture, garnishing with some crispy bread cubes.

Paolo Brunelli
paolobrunelli.me
Photos Giancarlo Bononi



Reflections
AGAINST NOISE



When craftmanship is coherent, every gesture has meaning. And every excess becomes noise

In a world increasingly dominated by appearance, where every gesture is shot, posted and sold as a trend, craftmanship risks being suffocated by an invisible enemy: **noise**. A noise made of excessive colors and cumbersome images that cry out taking the place of true taste. Those among us who work honestly every day using genuine ingredients, whether it is milk, butter, fruit, eggs, flours…, know it well – real strength doesn't come from the ability to impress, but from the capacity to nourish. Craft is not a matter of *likes* but should be measured through the satisfied silence of our clients and the memory of true tastes. And even if this reflection arises from of clear-headed fatigue, it is also the fruit of a clear intention – the defense of the deep meaning of our work.



"Artisan gesture is an educational act"

IT MAKES NO SENSE…

It makes no sense to make an excellent artisan gelato and then drown it in a dozen sauces.

It makes no sense to prepare a good fruit granita and then serve it with artificial syrups.

It makes no sense to bake perfect butter croissants and then coat them with fluorescent sauces.

It makes no sense to use the best coffee brands and then ruin them with synthetic syrups.

It makes no sense to pretend to be true artisans while yielding to the logic of visual compromise.

It makes no sense, but it happens every day.

And these opinions are shared with many colleagues.

Ezio Andreola writes: "It makes no sense to walk into a gelateria and ask a child 'What color do you want your gelato?'. An absurd question, but we can educate them".

Martino De Marco adds: "It makes no sense to 'reinterpret' the Piedmontese dessert called Bunèt and turn it into a dessert with a chocolate shell and two-tone filling".

Lillo Freni and **Rosario Zappalà** conclude: "This reflection could go even deeper... We fully agree with you."

This is not just criticism, but an invitation to rethink, to re-educate, to give a good example, to make school again. Artisan gesture is an educational act. When I knead, mix, shape or decorate, I'm not only producing, but I'm transmitting an idea of quality, balance and respect. Any time a child tastes a gelato without colouring agents, it is a new opportunity. Any time we whip genuine cream, we promote culture, support local producers, and respect our customers. Any time we prefer simplicity to excess, we educate the taste of many generations.

The artisan is also an educator. His working place is a classroom without school desks. To face noise, one needs clean hands and a clear vision. Noise is the surface, while artisans look for substance. True innovation is to go back to essence.

"Making school doesn't just mean teaching technique. It means transmitting an ethic"

Let's make school — not with words, but with example. Making school doesn't just mean teaching technique, it means **transmitting an ethic**. It means preparing a cone without lies, a Sicilian *arancina* without decorative nonsense, a dessert made with real ingredients. Making school means resisting the noise — every single day. It means choosing real cream over aerosol cans. Saying no to fluorescent toppings. Choosing *not to give in*, even if it's harder. Taking the time to explain to customers why *that gelato will never be blue*.

If we stop chasing trends and return to giving voice to raw materials, to the land, to tradition, to truth, our craft can still have meaning.

Because noise fades. But what makes sense... remains.

Luigi e Virginia De Luca
studio.deluca.sydney@gmail.com

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The elegance OF THE CAKE

Lightness, simplicity, and practicality are the three key words of Lorenzo Puca's vision of the pastry of future. And with the TuttaPesche recipe, he offers a concrete example

Lorenzo Puca's innovative spirit, combined with his overflowing enthusiasm, was the driving force that led him, together with the Italian team, to win the Pastry World Cup in Lyon in 2021. This achievement further encouraged him to focus his research and training on a pastry philosophy based on lightness, simplicity, and practicality. For him these three concepts are crucial and form the heart of the book **Classico Futuro** (published in Italian for Chiriotti Editori).

His constant questioning, his willingness to challenge what he learned, his experiments, and his explanations of the chemical and physical transformations of the ingredients led him to develop processes and working methods in order to make the everyday activity in the pastry lab more harmonious, rational, and therefore more "economical." All of this for a daily production suitable for sale, as described in the book, which presents a progression of basic recipes, baked structures, light sponges, meringues, basic creams, sauces, jams, and soaking syrups… All explained in a rational and fluid way, through the various steps that enhance the aesthetic result while also responding to market demands and trends. The result is a collection of creative recipes that complete *Classico Futuro*: traditional Italian cakes, Swiss rolls, and ultra-soft rolls.



Lorenzo Puca's vision of tomorrow's pastry



Lightness

I have always been a strong supporter of the structural lightness of a dessert. Air is one of the most important ingredients, too often overlooked. Lightness in both recipe design and applied technique, for desserts that are appetizing, indulgent, and easy to digest, especially at the end of a meal.

Simplicity

Often mistaken for banality: human beings frequently forget how beautiful it is to enjoy simple things, those desserts that don't need too many flavors or too many structures—most of the time not even perceived, but included just to follow fleeting trends.

Practicality

This has long been the critical point: desserts that are beautiful to look at but counterproductive for too many contexts. Having long dealt with large-scale production, I am increasingly convinced of the importance of returning to practicality—what made the traditions of Italian pastry truly great.



TuttaPesche

Peach cake

Assembly in a ring 16 cm in diameter and 5 cm high

COMPOSITION

- Ladyfinger sponge disc soaked with peach syrup
- Vanilla diplomat cream with pieces of peaches in syrup 130 g
- Ladyfinger sponge disc soaked with peach syrup
- Vanilla diplomat cream with pieces of peaches in syrup: 130 g
- Ladyfinger sponge disc soaked with peach syrup

FINISH

- Half peach in syrup in the center
- Mascarpone Chantilly cream dollops
- 6 cm-high orange chocolate band + chocolate disc + stamp + chocolate sticks

LADYFINGER SPONGE

egg whites	**g**	**320**
cream of tartar	**g**	**1.5**
sugar	**g**	**285**
egg yolks	**g**	**180**
flour	**g**	**200**
potato starch	**g**	**50**

Place the egg whites, cream of tartar, and half the sugar in the bowl of a stand mixer fitted with a fine-wire whisk; whip at medium speed for about 5 minutes until the mix is very voluminous and stable. Add the remaining sugar and continue whipping for another 3 minutes. Gently incorporate the yolks, either directly in the mixer or by hand with a spatula, until fully absorbed. Finally, fold in the sifted flour and potato starch with a silicone spatula, using upward motions until fully incorporated.
Spread into 8 mm-thick plexiglass molds, 16 cm in diameter. As soon as the mold is lifted, place metal rings 1 cm high around the discs.
Dust with icing sugar and bake immediately.
Rotary oven: 220°C, valve open, about 8 minutes
Convection oven: 190°C, valve open, about 8 minutes

CLASSIC CUSTARD

milk	**g**	**400**
cream	**g**	**170**
vanilla bean	**n**	**1**
salt	**g**	**1**
sugar	**g**	**170**
egg yolks	**g**	**204**
rice starch	**g**	**25**
cornstarch	**g**	**25**

In a saucepan, bring the milk, cream, vanilla pulp, and salt to a boil. In a bowl, mix the starches with the sugar, then add the yolks to form a batter. Temper with part of the boiling milk, stir, then add all the milk and cook on the stove or in the microwave, bringing it to 82°C. Finish by emulsifying with an immersion blender to refine the texture. Spread onto a cold tray, cover with plastic wrap in contact, and chill rapidly.

VANILLA DIPLOMAT CREAM

custard	**g**	**200**
cream	**g**	**300**
gelatin mass (1:5)	**g**	**15**

Warm a small portion of custard, add the melted gelatin, then combine with the rest. Lighten with some whipped cream.

SYRUP (8% ALCOHOL, 40°BX)

water	**g**	**540**
sugar	**g**	**360**
peach distillate 70% vol	**g**	**100**

Make a syrup with water and sugar. Once cool, add the distillate.

MASCARPONE CHANTILLY CREAM

cream	**g**	**800**
mascarpone	**g**	**200**
sugar	**g**	**150**

Blend all the well-chilled ingredients with an immersion blender until smooth and lump-free. Chill the mixer bowl in the freezer beforehand. Whip until smooth and stable.

Assembly
Line a 16 cm diameter, 5 cm high steel ring with acetate. Place a 16 cm ladyfinger disc at the base, soaked with peach syrup. Fill with 150 g of vanilla diplomat cream and some pieces of peaches in syrup. Add a second soaked ladyfinger disc, another 150 g of diplomat cream with peaches in syrup. Close with a third soaked ladyfinger disc. Stabilize in the blast chiller for at least 30 minutes. Remove the ring and acetate, coat with sweetened whipped cream, and place the cake on a serving plate. Put half a peach in syrup in the center and wrap the perimeter with an orange chocolate collar. With the mascarpone Chantilly, pipe random dollops to cover the entire surface. Finish with a chocolate disc, stamp, and orange chocolate sticks.

Lorenzo Puca
Classico Futuro
Chiriotti Editori
Photos by Simone Spoltore
shop.chiriottieditori.it



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