

Pizza *Cultura*

**The new exciting publication
by**

ICCO

ITALIAN CHAMBER of COMMERCE
of ONTARIO

The Story

No one knows exactly how or when it happened. But someone in 18th century Naples took the common flatbread and topped it with a New World vegetable, the tomato. Then a few years later pizzaiolo Raffaele Esposito, wanting to impress the visiting queen, added mozzarella and basil. And suddenly the “tre colori” pizza, an Italian icon, was born.

Pizza Cultura, a new book by the Italian Chamber of Commerce of Ontario (ICCO), takes an in-depth look at one of the world’s most beloved dishes. The history. The ingredients. The tools of the trade. Its varieties, mutations, and ever-increasing popularity across the globe.

You’ll also find pairing advice, celebrity quotes, expert recipes, predictions for the future and a gallery of the best pizza art through the ages.

Editorial Team

Corrado Paina – Publisher

Executive Director of the ICCO for more than 15 years, Corrado is the publisher of *Pizza Cultura*.



Mark Cirillo –Writer

Writer and marketing strategist with over 10 years' experience at some of Canada's top agencies. Founder of the boutique event/media practice, *Cucinato*.



Denis De Klerk – Editor

Publisher, editor, founder of independently-owned *Mansfield Press* since 1999. Designer and editor of several ICCO publications, amongst which *Buon Appetito Toronto!*



Rick O'Brien – Photographer

One of Toronto's most renowned food photographers with over 20 years' experience. Rick has previously worked with ICCO as official photographer of *Buon Appetito Toronto!*



Marta Bertolo – Project Coordinator

She moved from Italy to Toronto in 2014, where she gained experience in the vibrant food industry of the city. One thing's for sure: she LOVES pizza!



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1 Italian flatbreads

A look at the many traditional flatbreads from all over the Italian peninsula

2. A brief history of pizza

From its birth in seventeenth century Napoli to today's global dish

3. True Pizza Napoletana

A closer look at the world's original pizza and how its made

3.1 Profile: Enzo Coccia

Interview with one of Italy's most famous pizzaioli and father of the pizza gourmet movement.

4 Varieties of Pizza

The many styles of pizza in Italy and around the world today

4.1 Profile: Franco Pepe

An interview with the celebrated founder of Pepe in Grani, recently named Italy's top pizzeria

5 The story of a Canadian Pizza Chain: Pizza Nova Sam and Domenic Primucci reflect on Toronto's pizza scene over the past fifty years.

6 Ingredients and toppings A closer look inside (and on top of) your pizza.

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7 Tools of the trade

What equipment the world's best pizzaioli and home cooks use to make great pizza

7.1 Profile: Stefano Ferrara

And interview with the 3rd-generation Neapolitan wood oven maker.

8 Homemade pizza

Making pizza from scratch, a case.

9 What to drink with your pizza

Sommeliers and industry experts tell us their favourite pizza and drink pairings

10 Pizza e Cultura

Pizza art through the ages: music, films, sayings, expressions, poems and paintings

11 Recipes

Pizza Napoletana - Pizza Romana - Pizza in Teglia - Focaccia Barese - Focaccia di Recco - Cecina

12 Glossary of Terms (Parlando di pizza)

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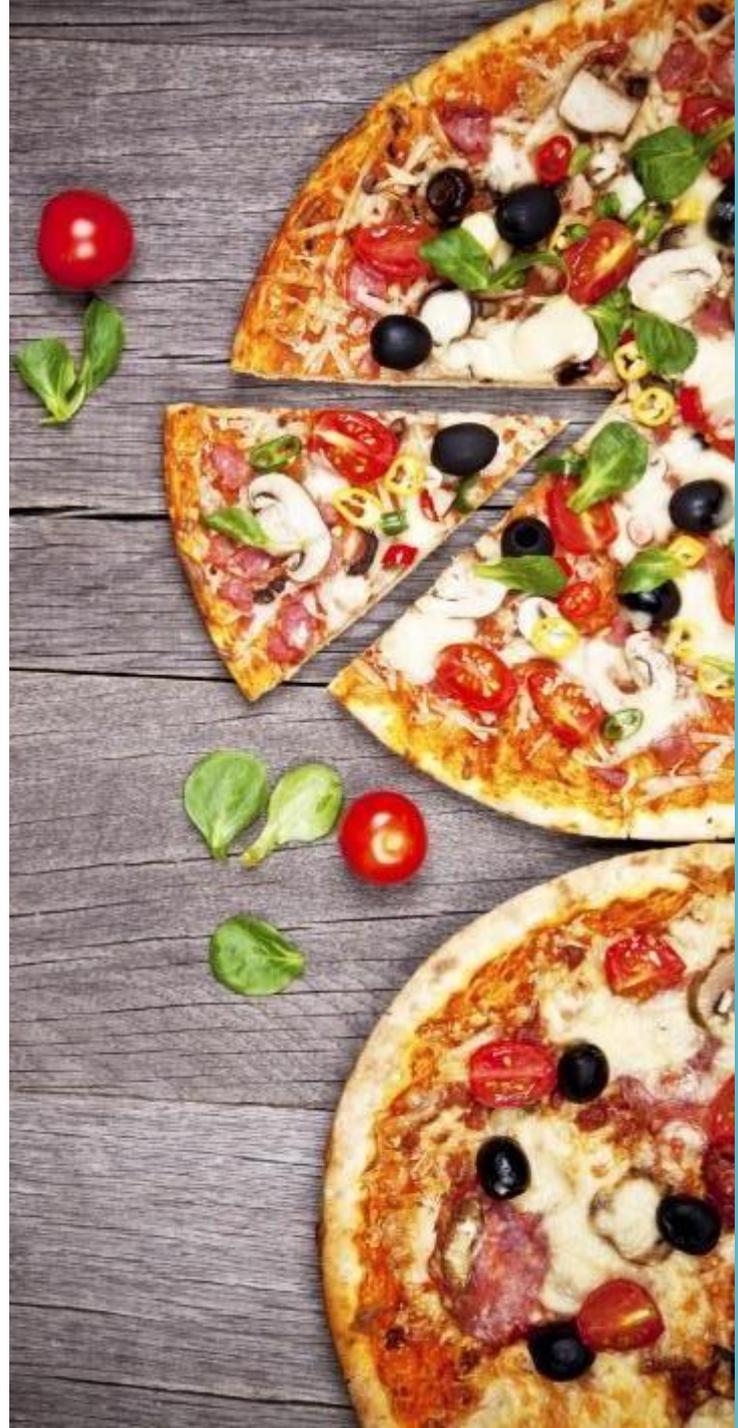
Great books and websites about pizza

PizzaCultura

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Page

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- **Centennial College**
- **Gatto Nero**
- **Italiana FoodTech**
- **Nodo**
- **ICE**



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Book Launch

Scheduled for launch on **November 14th 2017**

From November 13th to November 17th 2017 the Italian Chamber of Commerce of Ontario, in partnership with Centennial College, will host the second annual CENTItalia in Toronto, a week long event on Italian cuisine and authentic and certified Italian products, with the presence of chef from Italy and in-residence, and the organization of master classes, workshop and a symposium.

Once again focusing on authentic Italian food and wine, this year's conference will feature a week of master classes and special events, including the launch of the book *Pizza Cultura*.

CENT ITALIA



Gusto Cultura

Highlights from 2016



Circulation

PIZZA CULTURA will be printed in 2,000 copies

- Distribution of 1,000 copies will cover:
 - ICCO members in Canada and in Italy
 - PIZZA CULTURA Sponsors
 - Industry experts
 - General and specialized media.
- 1,000 copies of PIZZA CULTURA will be available at INDIGO and in some of the main bookstores in Canada.

How much will each book cost?

The price of each *Pizza Cultura* book is \$30,00

*Pizza*Cultura

For sponsorship opportunities or
additional information about the
book, please contact:

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Visit www.pizzacultura.com

