

MIMMO'S *Mimmo*

The latest news from Sandhurst Fine Foods

A SMALL PIZZA HISTORY

THE CHANGING FACE OF
THE WORLD'S FAVOUTITE SNACK



Mimmo's Intro

THANKS FOR READING

Hello and welcome to the winter 2014 edition of Mimmo's Memo. We're back and we're chock full of hearty wintery foods.

This month we'll be looking at pizza and how it seems to have endless staying power - it's even been described as recession proof! We'll delve into where it came from and where it is going.

We'll also be learning about the booming café culture and the latest café menu items, like the delicious Reuben sandwich. The café market is rapidly changing and we're keeping pace with our new pickles and relishes.

Due to popular request, we've got a new classic quote in our "Sayings from the Old Country" section. And our product of the month is a traditional item that takes us back to 1930s Procida, the island of my parents.

In recent news, our attendances at several seminars including QSR Media Awards and Foodservice Live have given us some great new insights about the foodservice market.

So welcome aboard, we hope you enjoy the latest issue of Mimmo's Memo.

Salute!

Mimmo

Vince's Vines

WHAT'S HAPPENING IN THE LUBRANO GARDEN?

According to Vince, Mother Nature is perfect! Indeed lately, oranges and lemons are abundant in the winter months. Surely a sign that we need to consume these fruits in winter to battle colds and flus.



In another miracle of nature, vegetables like cauliflower and broccoli are also becoming abundant in winter, as the pest problem isn't as significant as it is in summer. These wonderful vegetables are perfect for winter soups and minestrone, intended to warm us up on cold nights. Other vegetables coming into season now are cabbages and sprouts.

What's Hot in 2014

REUBENS AND RELISHES

The recent café boom has brought great diversity in meal options. One great example is the rise of the Reuben. Essentially a gourmet version of the corned beef sandwich, the Reuben stands out thanks to its condiments - featuring not one, but two of Sandhurst's finest products.

Placed on top of the slow cooked corned beef, is sauerkraut, dill cucumbers and Gruyere cheese. The sandwich is usually topped off with a toothpick featuring a queen stuffed olive.



Our sauerkraut sales have increased and we've noticed customer preference for our original Polish dill cucumbers - all original recipes, devised by our Polish and German suppliers.

The rise of chutneys and relishes has prompted us to launch the following great new lines under the Anathoth brand including wonderfully sweet and tangy Beetroot Relish, Fruit Chutney, Tomato Relish and Homestyle Pickles.

New Products From Sandhurst

CARNAROLI RICE IS BACK

The long grain alternative to Arborio is now available for all rice connoisseurs. Traditional Carnaroli is a little longer and finer than Arborio and designed for rice salads, risotto and any other dish that requires rice to be less 'sticky' and more consistent in shape.



The Sandhurst rice range is grown exclusively in Vercelli in the north of Italy where the climate is perfect for genuine Italian rice crops. Our producers, the Martinotti family, are passionate about their product, just like us, and ensure they deliver the finest rice, direct from the region that made the risotto famous!

A Small Pizza History



“PIZZA - A GLOBAL HISTORY” BY HELEN HELSTOSKY

“Pizza” tells the story of the first ever pizzas created by the Romans before the time of Christ. Interestingly, they would have to wait until the late 1700s before they could top it with tomato.

The famous Margherita was invented in 1899 by Pizzaiolo Esposito, in recognition of Regina (Queen) Margherita. It comprised of the three colours of the newly founded Italian Flag – fresh basil representing green, buffalo mozzarella representing white and tomato sauce representing the red.

Back home, it was 1970 when Pizza Hut introduced Australia to American style. With them, they brought over the famous ham and pineapple topped pizza - the Hawaiian. For 40 years the Hawaiian was their best seller, replaced in the 90's by the Super Supreme. Today, the most popular Pizza Hut pizza is Chicken and BBQ Sauce.

Outside the chains, the best pizza title in Australia is still held by pizzaiolo Johnny Di Francesco of ‘400 Gradi’ in Melbourne. His masterpiece is comparable to the original Margherita from Napoli - still served today in a pizzeria called Da Michele.

In following issues, we will feature more extracts from ‘Pizza’ as well as some profiles of great pizzerie around Australia.

Market update

THE RAIN IN SPAIN...

The price of olive oil has risen recently with the latest news coming from Spain that weather patterns have been erratic. We are also hearing similar reports about products such as roasted peppers. Growers are tending to favour other crops because of the low yields experienced last year.



In olive news, we believe that Greece will return to normal prices on greens, particularly the big sizes that were short up to 70% this year. Kalamata crops seem to be normal and new prices will be known as early as November for the 2015 harvest.

We're watching Italian tomatoes closely, knowing that the peeled tomato harvest is late again this year. Packing is due to commence in August instead of July. The prices of peeled, crushed and paste will be known around September. We believe there may be a small amount of relief.



Product of the Month

ARTICHOKES

Growing up in the 1930s on the tiny island of Procida, off the coast of Naples, we grew our own produce including rabbits, chickens, tomatoes, eggplants, capsicums, figs, grapes and olives. And, of course, there were the artichokes.

When they were in season, we'd have them so many different ways that it was almost impossible to tell that it was the same vegetable. Mostly, we'd preserve the hearts with our special marinade as well as making a wonderful artichoke frittata that combined parmesan cheese, egg and lots of olive oil. So delicious.

Today we marinate carefully selected artichokes from the Murcia region in Spain with a special, patented spice blend that uses only the highest quality spices and garlic for both consistency and great flavour.

We still enjoy and collect the many recipes and inspirations that come from rural Italy. The Lubrano family has been preserving foods for hundreds of years, and it's from these recipes that we draw inspiration to create our artichokes today.

Sayings From the Old Country

**“OGNI CHIESA HA LA SUA CROCE,
O GRANDE O PICCOLO.”**

“Every altar has a cross, big or small.”

ANCIENT ITALIAN PROVERB



I learned this saying from my Uncle (pictured). It tells us that life isn't perfect for anyone and we need to make do with what we have. We all have challenges in our lives, big and small!

160 Years in Foodservice

TOM COLLESS AND VINCE LUBRANO

We took the opportunity to visit our old friend Tom Colless (or as we call him, Tommasso) at his wonderful business, Colless Foods in Katoomba. The Colless family has been involved in providing the local community with great service for over 50 years, supplying all the foodservice markets of the area.

Tom and Vince shared many stories of the past with us and showed us why family businesses such as Colless Foods and Sandhurst Fine Foods - with their 160 years of combined experience - are the backbone of our industry.



Tom has been active in many community areas and was instrumental in gaining the "Slow Food" accreditation for the Blue Mountains - a region heavily reliant on the positive impact of family businesses. Tom argues that local businesses encourage a point of difference for tourists, who come to the mountains and expect to see genuine restaurants and cafes as opposed to multinational chains.

Vince and Tom are passionate about supporting all family businesses, big and small evidenced by the Colless store featuring a dedicated stall for Sandhurst products. And it's looked after very well by the Colless Staff!

Reports From the Trade Show

The 2014 Cibus Show was hailed as a great success by the organisers, Fiere Di Parma. Parma showcases its best foods for the biannual show, featuring producers of quality foods like Mutti, Barilla, Parmalat and our latest supplier Molino Grassi. Molino Grassi specialise in the best quality flour for pizza making and bread making.



At Parma, we discovered that the latest trend in our sector is a return to traditional tastes and values. Producers are now using traceability and authenticity of origin as main selling points. Quite simply, it means that Sicilian olives must be from Sicily and not "Sicilian Style" as some of our competitors advertise. The great produce from Italy once again proves that authenticity is always a big winner.

Most Italian suppliers are facing enormous pressures to compete on price; but the ones that are focusing on quality and family values are experiencing untold growth.





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