

FROZEN SPONGE CAKE

Is the quality of your sponge cake always inconsistent? Shapes and flavours change depending on ingredients, raw material, recipe, weather, etc, etc ?
Sponge cake is one of the oldest known sweet goods. It belongs to the category of “foam cakes” and is very popular around the world, probably because of the short list of ingredients.
Widely used in pastry shops, it is the perfect base for preparing delicious cakes to be filled or topped with any type of cream, such as custard cream, mascarpone cheese, pistachio or hazelnut spread and much more.



A basic sponge cake is composed of only four essential ingredients:
1. Cake flour
2. Eggs (whole or yolks)
3. Granulated sugar
4. Salt



The earliest recorded mention of sponge cakes was from a Renaissance age Italian baked product. Italian cooks baked “biscuits,” which spread through Italy, England and France. However, it was not until 1615 when the first sponge cake recipe was recorded by the English poet and author Gervase Markham. Still, the cake was much more like a cookie—thin and crispy. Sponge cakes became well-recognized when bakers started using beaten eggs as a leavening agent in the mid 18th century. Often the batter was poured into elaborate molds, but also into two tin hoops—the precursor to modern cake pans.



TRADITIONAL CARNIVAL FRITTELLE



Carnival isn’t only masks and costumes; a huge part of the celebration are the fried pastries, frittelle and galani. Meant to be part of the last bit of indulgences before the Lenten Quaresima season starts, you’ll find both of these pastries everywhere during Carnival, piled high and on display in all the pastry shops and bakeries windows. They are also commonly served as the complimentary end to every restaurant meal especially in Venice.



Apparently Frittelle were already known in Ancient Rome as “frictilia”. In more modern times, and under the Venetian influence, frittelle spread a little everywhere, becoming a typical sweet treat in many Italian regions. In fact nowadays fritters’ recipes vary slightly from town to town, taking a different name depending on the area.



THE NEW AND UNIQUE PANCAKE ICE CREAM CONES

Waffle cones ? No. Wafer ? Nope, it’s PANCAKE cones !
Yes the one and only ice cream and gelato pancake cones with a brand new dough and taste are now available in Dubai and the rest of the UAE. If you are looking for something new to revitalize your menu or to enhance your F&B operations, you have landed on the right page. With one of the most instagrammable food in the world, we offer the unbeatable combination of a super premium product and a great marketing and communication tool! Buy our innovative pancake cones and your sales will double at Yyour gelato or ice cream parlour. Let the world talk about your Pancake cones !



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New



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CECINA DE LEON – SPANISH CURED SMOKED AIR DRIED BEEF

We at Italian Food Masters are proud to bring to the UAE the famous Cecina de Leon, probably the best beef ham in the world.

In Spain, it has long achieved the status of Pata Negra ham and it is now conquering the UAE.

Cecina de Leon is known to have been produced in the north of Spain since at least the 4th Century A.D. when it was first described in an agricultural treaty written by Seneca, the famous Roman dramatist and philosopher.

In the ideal climate of the province of Leon - with dry, hot summers and chill winters - the ham is carefully salted and lightly smoked over oak fires. It's then rest to ripen for at least 12 months. Over this period it develops a distinguished and unique aroma.



The word "cecina" is believed to be derived from the Latin "siccus" meaning to dry or possibly from the Celtic "ciercina" which refers to the north wind (cierzo in modern Spanish). In Spanish, cecina means in fact "meat that has been salted and dried by means of air, sun or smoke".



Do you run a restaurant, coffee shop or catering company? Then Offer your customers more quality, something that will make them even more satisfied with your menu and services like our new, unique and innovative Somun flatbread without additives from Sarajevo!

An increasing number of people today prefer delicious, healthier food and a hot somun bread crispy from outside, soft and moisty from inside is definitely the right answer.



Made with the highest quality ingredients, our range of Somun bread is produced according to a very old Turkish tradition that dates back to the 14th century at the time of the Ottoman invasion of the Balkan peninsula.



Our Somun flatbreads can be paired with any type of filling, from cream cheese and other dairy products to meat specialties or fish. They are irreplaceable as a combination with barbecue burgers, kebabs, hangers, skewers. They are also suitable for vegetarians.



Gelato Cakes and Desserts

We have a wide range of gelato and ice cream desserts for take away and home delivery all in elegant styrofoam boxes that can ensure over 60 minutes of safe storing.

Cakes, lollies, monoportions, multiflavour or single flavours combinations, you just name it, we have them all and for all your needs.

We can supply any flavour or we can create a bespoke flavour just for your business or special event in Dubai and UAE.



PANNA E AMARENA



TIRAMISÙ



PANNA COTTA

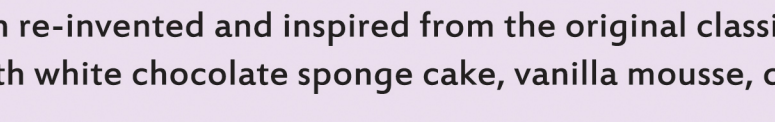
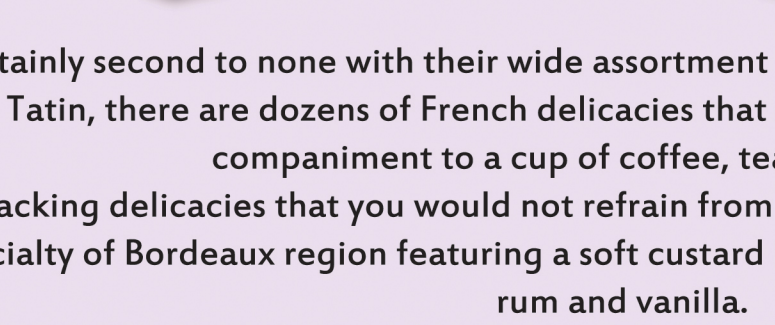


COOKIES



A brand new range of cakes and semifreddo treats to help you get by the hot days. The cakes range from tiramisu' to Amarena cherries, cookies and not forgetting our very popular Panna cotta. To complement our offer, we've also introduced some indulgent fancy frozen desserts and speciality products as the Christmas gelato cakes to offer a new delicacy to this festive month that combine a mix of hazelnut and chocolate rippled gelato with thin lines of sponge cake.

DELICIOUS FRENCH DESSERTS



The French are certainly second to none with their wide assortment of delicate pastries and decadent desserts. From Madeleines to Tarte Tatin, there are dozens of French delicacies that offer a perfect ending to any meal or the ideal accompaniment to a cup of coffee, tea or cappuccino.

One of the lip-smacking delicacies that you would not refrain from indulging in is the so called caneles' or cannele'. The Canele is a specialty of Bordeaux region featuring a soft custard interior and a hard caramel exterior flavored with rum and vanilla.

Our Canele' has been re-invented and inspired from the original classic made in Bordeaux. It is a very classy and elegant dessert made with white chocolate sponge cake, vanilla mousse, creamy caramel heart and milk chocolate shell.

MINIOLIVA, THE NEW TRUFFLE FLAVOURED

When tradition and innovation are not in conflict but rather collaborate constructively, then we have results like the one we present today: the MINIOLIVA EXPERIENCE.

Minioliva is a single serve or dose of Extra Virgin Olive Oil in a practical blister enclosure and featuring a very fancy, unique design. The ideal seasoning solution for any F&B operator of Dubai and UAE.

Today, our unique range of "olive-shaped" single-dose containers of top quality extra virgin olive oil, vinaigrette and balsamic vinegar is further enriched with a new variety, The truffle flavoured Extra virgin olive oil.



Frozen Liquid eggs

Since the beginning, we at Italian Food Masters have been delivering innovative, functional and price competitive food solutions to our valued F&B and Hospitality operators throughout the UAE. Working closely and collaboratively with our clients helps us understand the changing trends, needs and demands. Nowadays, there is an ever increasing request for healthier, safer, more nutritious products that are easier to use and more unique. Of course, all done in an environmentally responsible manner. When it comes to eggs, it is extremely important to exercise caution to prevent the risk of contamination by bacteria such as Salmonella.



To reduce our risk of Salmonella infection from eggs, more and more food operators are using pasteurised eggs as pasteurisation eliminates harmful bacteria through the use of heat treatment. In this path today, we are adding a new range of products in our portfolio of Smart Food Solutions: natural frozen liquid eggs made from 100% whole egg without additives or preservatives. Whole eggs, albumen and yolk liquid eggs prepared by washing, sanitizing and then breaking fresh hen's eggs, after which they are pasteurised, packed and frozen (18°).



SAN MARZANO TOMATOES

With thinner, elongated and more pointed, meaty fruits than traditional tomatoes, San Marzano plum tomato taste is stronger, sweeter and less acidic.

San Marzano tomatoes have thick meat and fewer seeds than many other tomato varieties and are used for canning (whole, chopped, strained), for pasta and pizza sauces, but also for salads, sandwiches and for many other meals and dishes. San Marzano's are prized for their balanced flavor and distinct tomato-iness. It's that volcanic soil and the microclimate—that accounts for their prized balanced flavor and tomato-iness.



Tomatoes labeled as "San Marzano" must adhere to strict DOP (the Italian protected designation of origin) guidelines, which governs where they're grown and how they're processed. If you try growing the San Marzano elsewhere, you just won't get the same thing. These products are so revered in Italy that to make true Neapolitan pizza, you must use San Marzano tomatoes. Anything else will not do.

