



The Italian gelato is at risk of extinction, too many brands, too many semifinished and too much improvisation.

Despite the economic and financial crisis of recent years, in Italy the number of ice cream parlors is growing. Ever since he taken hold the idea of the ice cream as a business, favored by Grom phenomenon, there has been a flourish in franchise brands, but that often hides scarce attention to the "culture" of the product, or a "re-interpretation" part of industry a handmade product. In the end it is difficult to distinguish between professionals 'real' from the shops and chains that craftsmanship they have only the facade. The law does not help because in our country, famous around the world for this culinary product, there is not a disciplinary accepted and shared across thing must be an artisan cone. While this is happening, the associations of a long time category represent only themselves, and the industry of semi-finished and prospers tastes flatten. Who loses are consumers who can no longer distinguish a artisan ice cream and one that the "imitates." The market is divided into two large coalitions, 90% (and maybe more) of ice cream parlors and using semilavoratighigh basic weight products to prepare ice cream lovely, stable and colorful.

On the other side there is a small minority of Craftsmen (with a capital A) that seeks to propose a traditional product, working on creating recipes, using ingredients of the short chain, fresh, seasonal, refusing to inflate and color the product to make it more beautiful in tubs. These characters are considered "extremists" and "integralists" because they want to be independent from an industry that seeks to homologate the taste. In that scenario you they are inserted the ice cream parlors chains that caratterizzano communicate with a lot of skill because the uniqueness of their product and the naturalness of the raw materials. Try to imagine a progressive transformation of all Italian restaurants in fast food or in premises connected to a chain with pre-cooked dishes and heated at the moment. If on one hand is optimized the speed of service and you define a uniform standard taste, on the other is lowered the specialization of individual cooks and you lose the richness and gastronomic variety, as has happened in other countries, where the food industry has become hegemon compared to the artisan and his "peculiarities".

To make gelato is an art that goes learned.

Can not be replaced the knowledge with a powders sachet ready to which to add water or with an mixture prepared to put in the batch freezer for making "ice cream used to be" ... Once the ice cream maker was not so; choose the raw materials following the logics of proximity, taste, knowledge of who produced them. Le offset according to his own "savoir faire", his knowledge or (more recently) through studies of matter. Producing little and every day.

The problem of the goodness or craftsmanship of an ice cream does not depend on the presence or not stabilizing, the problem is that few ice cream makers know the technique order to build of the recipes, while others rely suppliers of products and semilavorati. Then there is a group that exalts the goodness of the ice cream a function of the absence stabilizing.

Who says do not use stabilizerscalling them for greater ediatico effect "additives

chemists", teases the consumer with effect puns. To food stabilizers for some time now are no longer defined "chemists", because that word has no meaning.

Everything in nature is "chemistry." The stabilizers used in the preparation of desserts and ice creams they are for the most part plant products, as the seeds of carob or of guar, reduced to dust and used as thickeners because they have of useful physical properties. Therefore are not "chemists" in the sense that they are not "synthetic products (chemical)". Most has not even have a maximum daily dose to be respected, since they are not toxic to the body.

To use messages who denigrate the use of these additives is effective but doing so emotionally play on of the average consumer lack of information (But also of many manufacturers).

Order to do ice cream In addition to the stabilizing it takes milk, sugar, cream, fruit (fresh or dry), cocoa ... all products that a good ice cream maker can obtain and dosing independently in its own laboratory. Do not use emulsifiers is possible but you has to use special machineries that across the micronization of of the mixture particles allow you an emulsion mechanics (more unstable).

If in a short time the small amount of artisans does not increase and does not return to enhance the product and the raw of quality materials cone has certainly not a great future.

Bruno Albo

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