

**SPECIAL PIZZA**

Outlook of a global profitable business

**FOODSERVICE**

A global tour of some of the hottest Italian restaurants



**FOCUS JAPAN**

Italian F&B exports keep growing on EPA boost

**BUYERS' VIEW**

Jumbo Supermarkets: the assortment strategy

**ITALIAN FOOD NET  
Bimestrale  
Gruppo Food**

marzo-aprile 2020

**50 Kalò, London**

Spearheading the 50 Top Pizza Europe ranking and having come in third in the equivalent Italian ranking, **Ciro Salvo with 50 Kalò is an illustrious representative of Neapolitan pizza in Italy and in the world.** Tradition,



simplicity, immediate recognisability of flavours and research of raw materials are the restaurant's strengths, which are equally applicable in Naples and London. "Being ambassadors of real Neapolitan pizza abroad fills us with pride", says Salvo. As there are no new openings in sight, the restaurant will focus all the more on its quality offer. "Constant attention, qualified personnel, in-depth knowledge of suppliers and team spirit make it possible that 50 Kalò London perfectly mirrors 50 Kalò Napoli. This is also due to the fact that the suppliers and raw materials are the same, the dough is only made by me or by two of my very close collaborators. This is how we manage to maintain the quality of the offer also abroad. For traceability, quality and control reasons, we

directly buy the ingredients from the manufacturing companies, cutting out the intermediary. As for flour, I personally choose the right blend (low-protein flours) based on my knowledge and experience. We then use tomatoes in their various forms but primarily the organic peeled tomatoes from Casa Marrazzo. Other ingredients are Fior di latte di Agerola, the Mozzarella di bufala and only extra virgin olive oils from Campania. I personally know all our suppliers that I select on the basis of essential criteria. I only work with certified companies that have the highest quality products."

**50 KALÒ**

**Countries:** Italy, UK

**Locations:** 2

**Berberé London**

Since opening its doors in 2010, it has increased the number of its restaurants to 12 in Italy (the latest one opened in February 2020) and 3 in London. This project founder is **Salvatore and Maria Alice** continues its advice. The hungry customer will find an arduous, traditional, light, home-style pizza that is above all tasty and can be shared. "Our success derives from several factors: excellent salubrious food, co-founder of Berberé, handling the craftsmanship of the product based on the mother yeast, the seasonal organic ingredients, the kind and fast service, the dining space with a simple and welcoming design and the possibility of being delivered".



the pizza is Fior di latte, the mozzarella di bufala is Fior di latte. Today 85% of the ingredients are organic, with a percentage close to 100% for food. Alice then, which entered the company in 2015, supplies us with all tomato and type 1 flour while we use Mulino Marino for non-wheat dough. The supply of fruit and vegetables is managed locally by the chef of the individual pizzerias."

**BEBERÉ - RADIO ALICE**

**Countries:** Italy, London

**Locations:** 12 (11 in Italy and 1 in London)

Berberé is not a franchise for which procurement management is operational and the suppliers are all the same for all stores, including London. "For the key elements we have direct relationships with the growers, farmers and processors. For example, the capers of Salina are by Salvatore DiAmico,

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