



## PASTA: A FAMILY PASSION

PASTIFICIO  
MANCINI



ANZIO STORCI:  
HIS LIFE STORY



P.M. MOHAMED ALI  
& CO





Nowadays, our lifestyle is too frenzied for sparing some time for a convivial moment such as lunch time.

For this reason, we need quick meal, balanced and handy; we often look for an alternative to a sandwich, a dish of pasta perhaps, as long as it is ready to eat. Ready meals such as lasagna, cannelloni, cooked and flavoured pasta, served in a tray or in a pasta cup.

Storci has learnt it over time and joined its forces with BS Company, headquartered in Parma, that has been operating since 1980 in the main markets of ready-meals, fast foods, ice-creams and desserts.

The two Companies have started up a business network of ready-meal production lines.

Storci Bs ready-meal lines consist of complete systems for the production of short and long pasta, filled and fillo dough, for cooking all shapes and dosing condiments for pasta; customers can choose among long-lasting and highly performant machines.

For the production of lasagna and cannelloni you can choose between semiautomatic and automatic lines with different capacities (all manageable, state-of-the-art

automation, easy to clean and maintain, under vacuum technology for production of dough either by sheeter or press): from 600 trays/h up to 4500 kg/h.

One of the largest frozen lasagna production line in Europe has been recently installed and Storci, thanks to its well established experience, has manufactured the production system and cooking process for a capacity such as 4500 kg/h of flavoured lasagna.

The press, equipped with a pre-mixing unit Premix® for solid and liquid ingredients, combined with a gravimetric dosing system for i.e. powdered spinach, has a compression screw and circular head whose diameter is 135 mm and 400 mm wide, respectively; the subsequent lamination and cooking groups enable the production of a sheet that is 1060mm large.

For the production of ready-meals based on filled short or long pasta, the solution is the multiproduct line R2E, able to produce a wide variety of shapes, great capacity of production and cooking within limited areas, ease of usage and cleaning.

The multiproduct line has a production capacity ranging from 600 to 5000 trays/h; thanks to the adaptability of the cooking system to the products, it can cook also dry pasta, meat, rice, fish and vegetables.



Ready-meal production plants made by Storci BS guarantee a high flexibility of production, great capacities in small areas, ease of usage and cleaning and significant energy saving.



## READY MEALS:

CUSTOMIZED SOLUTIONS TO MEET ALL CUSTOMERS' NEEDS

## LANDS IN SRI LANKA

# NEW OMNIA LINE 1000/400



Great news for our Omnia Lines: nowadays, thanks to Omnia 1000/800, the line has increased its production capacity reaching: 1000 kg/h for short pasta and 800 kg/h for long pasta. Omnia is the special multi-format line that, thanks to its versatility and compactness, can produce many shapes uninterruptedly with a unique machine.

The production ranges from long pasta, short and special pasta, to bow-ties (farfalle), thanks to the combination with a specific unit. Maximum performance, then, either for those who are just starting up in the pasta market or for the ones who are already operating with great capacities, although interested in special formats production as well. In fact, we shouldn't forget that Omnia can be equipped with the units for instant and gluten-free pasta production. The Company P.M.Mohamed Ali & Co has seized the opportunities offered by our line and has chosen Storci for the production of high quality pasta. The Sri Lankan Group has sure enough purchased an Omnia 1000/400 that can now update and diversify the production process. The owner, Mr Marhoof Fahmi, answers our questions:

**Can you tell us a little bit about your Company?**

We have been operating in the food sector for 60 years, manufacturing and distributing a wide variety of products in Sri Lanka: oil, tuna, pasta, cereals, everything standing out for their main characteristic: the quality.

**How did you find out about us? How come did you choose us for your business?**

We found your Company surfing the internet and by word of mouth from some companies which had bought your line and



are happy with it. We have chosen Storci also for the excellent support of your team and particularly of your sales manager, Fabian Balestrazzi and subsequent follow-up.

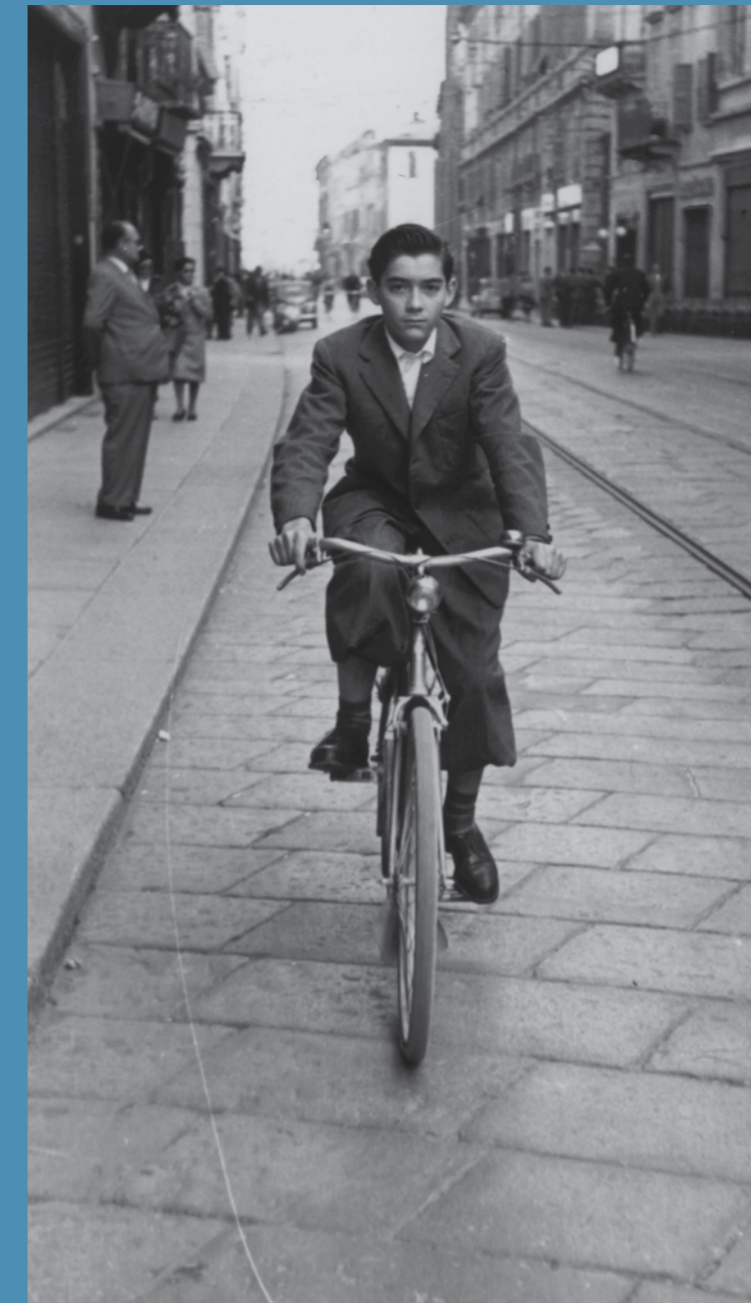
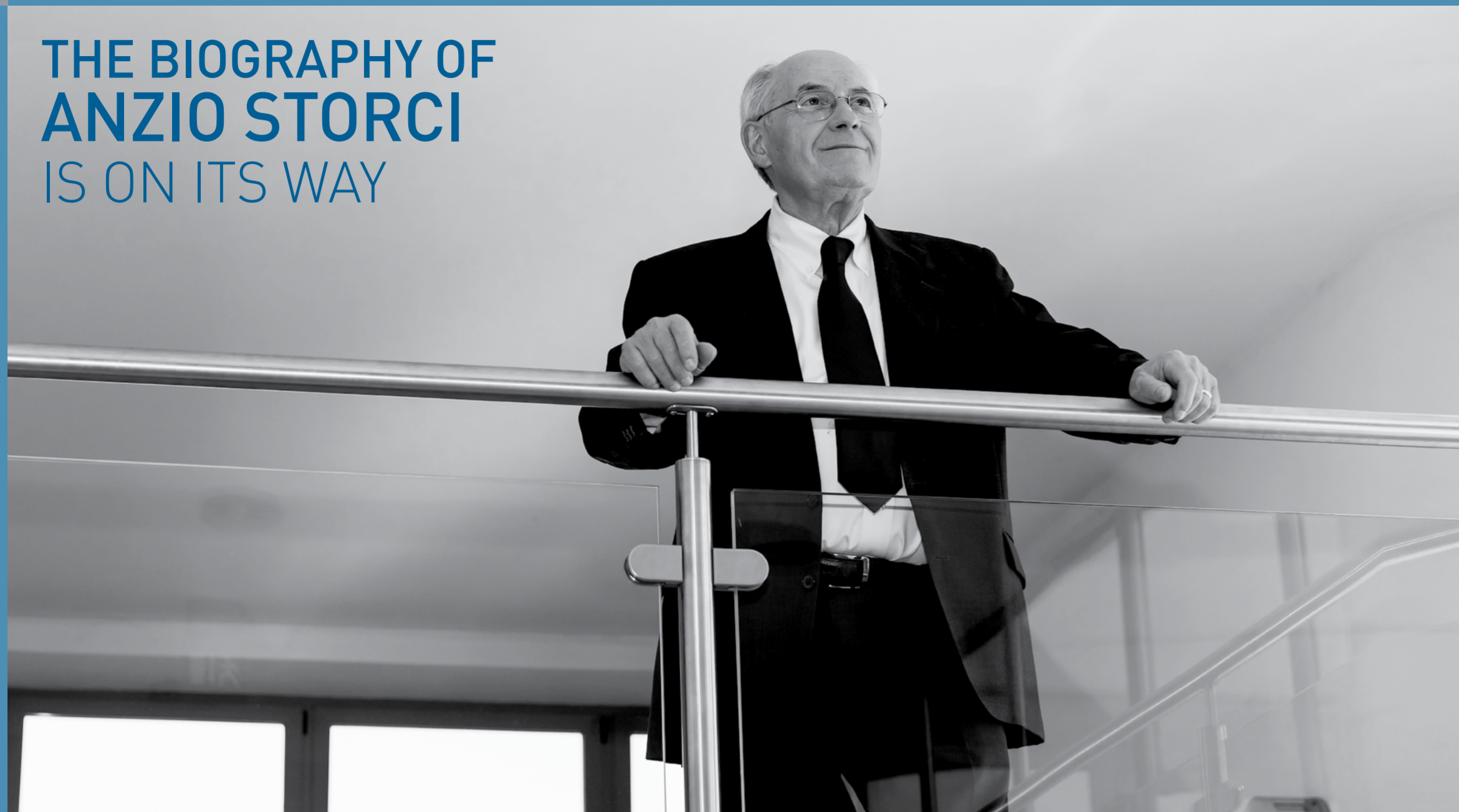
**Which characteristics of Omnia line did you find more interesting and why?**

We were struck by the versatility of the machine, able to produce many different shapes and by the circular die, with separator for long pasta, that we have discovered to be very convenient, because, although the line has a single head, it can produce both long and short pasta. This results in a great diversification of production.

**What are your plans for the future?**

We plan to increase our productivity, always supported by Storci, making the most of the potentialities of Omnia 1000/400 and upgrading the line, certain to get an excellent product.

## THE BIOGRAPHY OF ANZIO STORCI IS ON ITS WAY



# THE LIFE-STORY OF A SELF-MADE MAN



Summer 2016: Why not write the biography of Anzio Storci, a life so extraordinarily full of events and anecdotes? The author is Giancarlo Gonizzi, coordinator of Food Museums of Parma Province and Superintendent of Barilla Academy Culinary Library.

October 2016, let's start: a series of meetings that takes place joyfully

over a time span of one year and half. From the beginning, the birth date, the family, the war period, everything very "normal", although that cannot be said of people living through a war, the exceptional life of a great entrepreneur, extremely good-natured, who has taken great pleasure in his private life and career. Pleasure that has wisely been passed down to his sons Michele and Simone.

Here below, just a hint of the first chapter: a young Anzio, starring in a story that will leave a mark. To be continued...

### Strange encounters

"Excuse me, would you do me a favour?" I had never met him before; he was a young man, about 35 years old and I stood there a bit puzzled...

Fate creates unexpected pathways on the map of life. So, at each crossroad one might leave a well-known path or run towards unpredictable scenarios.

It was 1949 and I was 15 years old. I had just finished my 3rd year of industrial training school and was trying to spread the word that I was looking for a workshop job. My father was ill and my household needed some help...

It was the end of summer...I had gone to Parma by bike – there wasn't the traffic there is now – and I had stopped in Via Garibaldi, just opposite the Pilotta, where there used to be a newsstand. I liked reading "Tex Willer's adventures".

A chance encounter to start a story that is unique, with a bike, a comic book – for dreaming cowboy adventures – and a bit of luck that play together a surprising game.

I had bought my favourite comic book with the pocket money I got from my mum, and seated on my bike with a foot on the curb and the other one on the pedal, I was leafing through it. At the thick of a story, a man walked up: he had a plastered arm and walked with difficulty carrying a part of a motorbike – handlebars with a fork. He asked me: "Excuse me, would you do me a favour?"

Time is a mysterious reality. Sometimes we cannot remember what we did yesterday. Other times instead, we can sharply and unforgettably memorize facts, even the shortest ones, even many years later...

I had never met him before; he was a young man, about 35 years old and I stood there a bit puzzled...

"What is it about?" I've got my van near the hospital and I am having a hard time carrying these parts of motorbike on foot. You are just reading a comic book now.... wouldn't you have time to give me a hand and help me get there?" I didn't have the courage to say no because I realized he was really in trouble. "Ok, I'll do it". Thus, we put the fork on my bike, and while I pushed it, he followed on foot. We crossed the bridge, walked along the main boulevard of the Park and started chatting on the way. He asked about me and I told him that I was looking for a job to help my family. "What would you like to do?" I wanted very much to be a mechanic as I had attended the school for specialized industrial technicians.

"Would you like to work in Barilla?"

"You bet! It would be great! How could it be possible?"

"Don't worry! Give me your address and I'll deal with it!"

I went back home very happy and told my family about it; they were happy too although uncertain about this man we didn't know anything about. Not even his name.... I only knew I behaved myself helping a person in trouble. Only many days later would I find out who he was.

The good you do, comes back to you, sometimes mysteriously and unexpectedly. Sometimes after a whole lifetime, or other times very quickly as if in a hurry to multiply the good done. Three days later, I met him again: he showed up handing me a card addressed to Mr Pietro Barilla. I did not know who wrote that card, because he did not disclose anything. Holding that card, I went to Barilla by bike, wearing my knee length shorts. At the entrance gate, on the right there was the secretary's office. "I should hand this card over to Mr Barilla". I waited standing in a small waiting room. When Pietro Barilla came in, I greeted him and handed it over to him. He opened and read it and the card slipped away from his hand. I still don't know, and never will, if it slipped away by chance or he let it fall. I was very quick then, so I picked it up immediately and gave it back to him. He smiled and said: "Can you see the courtyard? Go to the building over there, you will find my brother Gianni, hiring manager". Then I thanked him, took the card back and crossed the courtyard. I asked another secretary to see Gianni Barilla. He asked me some questions, which school I went to...I told him I liked drawing; he asked me about my grades at school... "I'm here because, if you have a vacancy in your workshop, I would like to work there..."

We can surely say that in a workshop Anzio Storci has been working all his life, enthusiastically, with a drawing in his mind and in his heart.



## HIGH OR LOW TEMPERATURE DRYING?

During the 1st Pasta Convention organized by Storci in Cairo last April, Mr Alessio Marchesani – Food Technologist and Storci R&D Laboratory Supervisor – led a speech about the differences between high and low temperatures drying systems.

This is a frequently asked question, regarded as so important that Storci did devote time for a thorough study in our Laboratory, submitting the results during the convention in front of about 50 Egyptian pasta makers, all coming from very different contexts. We hereby present an abstract of Mr Marchesani's speech, that we are going to study in depth in the next issues of our journal.

The aim of the tests was, as above mentioned, to check the differences between low and high (over 72°C) temperature drying, with three soft wheat semolina, having different quality characteristics (high, medium, low).

The instrumental analysis were carried out by University of Parma – Drug and Food Science Dept – whereas the organoleptic tests were performed in our R&D Laboratory. In postponing, as anticipated, to a detailed analysis of the data, what emerged from the tests is that there is no absolute winner between the two technologies. Both have pros and cons that must be taken into consideration when deciding which technology choose. Low temperature (LT) main features are the prevalent yellow colouring and a better organoleptic perception (taste), albeit a lesser firmness after cooking; high temperature (HT), instead, guarantees good cooking properties and a scarce loss of starch during cooking. Another aspect when using HT is the colour that becomes darker, then with more reddish shades.

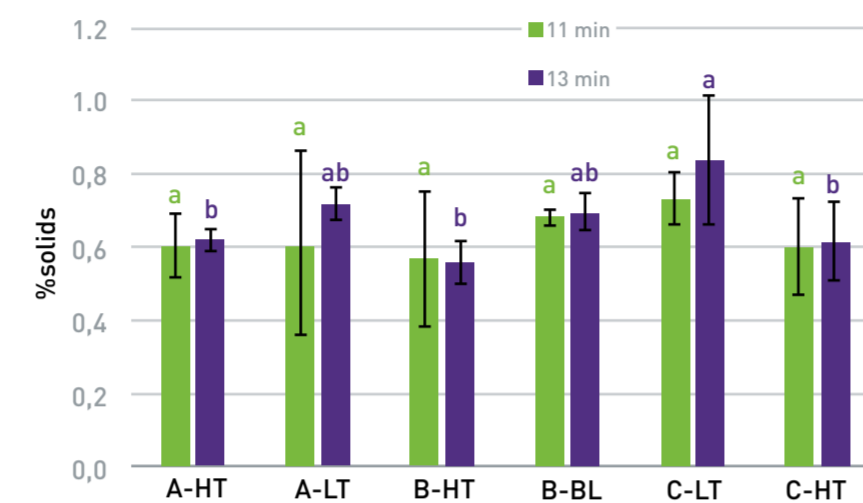
HT can better resist overcooking even when using low quality flours.

To recap briefly, the choice of the drying technology depends on the Customer's goal. Low temperature is recommended for those who would like to enhance taste and color, whereas HT is better when firmness after cooking is the relevant feature (i.e. catering).

Both technologies can be controlled by our operating systems for static cell drying, that, thanks to their specific flexibility, are able to produce either at low or high temperature, according to needs.



## WHICH ARE THE DIFFERENCES?



## STORCI AND PASTIFICIO MANCINI

A WINNING PARTNERSHIP GOING ON FOR A LONG TIME



**M**  
MANCINI  
PASTIFICIO  
AGRICOLO

"A Pasta factory between tradition and innovation". This is what Massimo Mancini, owner of the same name factory, says about his Company, a jewel of architecture on the hills of Marche Region, whose wheat, grown in the fields around it, is used to produce Mancini's Pasta. Classic, whole or turanico wheat, Mancini's pasta is immediately recognizable for its golden yellow colour, rugged and porous characteristics and its aroma of ripe wheat.

All these features are guaranteed by the artisanal production inside a pasta factory where nothing is left to chance, thanks to a customized plant whose variables, such as temperature, humidity, pressure, are digitally-controlled by systems that can reach previously unthinkable precision qualities.

This plant was tailor-made by Storci.

We interviewed Massimo Mancini, who told us about the secrets of this long partnership that has been lasting for ten years.

**How do you describe this synergy with Storci?**

Undoubtedly positive. Storci has been proving to be professionally prepared and attentive to our needs, even when facing the most experimental proposals. These attitudes are obviously very important and take on a more relevant meaning for us, as we are a young Company indeed.

**You did buy Omnia, our multi-product line that allows the production of short, long and special pasta using a unique machinery, guaranteeing maximum flexibility and compactness. Which advantages have you observed in your production?**

Omnia line and its flexibility have well combined with the needs of a young pasta making factory such as ours. We often notice the astounded look on the visitors' faces when we explain that we use one plant only to produce all our shapes. This aspect

aside, Omnia allows us to optimize our flow, with no disruptions in our production routine. A simplified management results in a better quality of the work of our Staff and, subsequently, in a higher quality of our pasta.

**Your Company is renowned all over the world and your pasta has become synonym for quality. What are your plans for the future?**

The experience gained during our travels around the world, tells us that durum wheat semolina pasta is a natural product although mostly unknown for its peculiar aspects. Meanwhile, it literally "leaves its mark" if it is top-notch. Our challenge as agricultural pasta factory is twofold. Firstly, we need to make the most of our production of the raw material which is grown locally. Secondly, we need to maximise awareness of our product through its history and by detailing its characteristics. We still have a long way to go, but we can count on a motivated, young and skilled team.



Mr Antoniazzi  
tells us about it  
professor at University of Parma

# NEW TREND OF PASTA MARKET



Pasta is a food product with a timeless fame. Since ancient times it has always been an essential element of human nutrition. During the centuries its capacity to adapt to the evolving life styles has been constant. Its great success certainly depends on its basic and natural ingredients with the possibility of several variations that make it a versatile product, suitable for everybody (just think of kamut and quinoa flours, rice, corn, etc.). Moreover, it is one of the few products that is regularly consumed also by health enthusiasts, vegetarians and vegans, all types of consumers that are strongly increasing.

We would like to bring to your attention the following report about pasta and its trends, by Franco Antoniazzi, Food Technology Professor at University of Parma and International Food Marketing Consultant. The report was presented at the 1st Storci Convention in Egypt for pasta technology, organized by Storci last April 28th, 2018. Today pasta and pasta-based dishes are substantially growing all over the world for its peculiar characteristics: typical flavour, very long-life, no health risks, simple and easy preparation. For this reason, in fact, new products launched onto the world market have more than doubled in these past five years. New products aside, we should not forget that there are products, especially in some countries, that have been on the market for so long and are bound to incur a possible physiological loss; in this case it is essential for the companies operating in this sector to do their best to diversify the production. The positioning of new products can be mainly classified in

three groups, as follows: traditional: for new shapes, quick and homogeneous cooking; whole grain wheat: counting on the relevant presence of fibre and gluten addition, controlling the strength of the semolina; gluten-free: the increase of gluten-free products demand, not only from people with celiac disease but also because it is trendy today, has forced all great producers to offer also corn-, rice-, quinoa-, teff-, tapioca-, buckwheat-based pasta, etc.

World is becoming more and more flexitarian, moving from animal-based food to vegetal products, hence the proliferation of green pasta with spinach or red pasta with tomatoes. There is also a new type of pasta, whose vegetal part, rich in proteins, can reach up to 100% of ingredients that are mainly legumes, red lentils, peas, chickpeas, fava beans and lupins. In this same product range, there are the functional pastas as well, that, thanks to the addition of some ingredients, can improve the condition of well-being of consumers. A further development can be observed in products for children, that is expressed with smaller shapes or number- and letter-like shapes. We can then depict the life cycle of various pasta-based products that, as shown in the graphic, points out standard shapes such as spaghetti and short pasta are at a standstill; on the contrary, whole-grain pasta is growing as well as pasta for children, coloured and gluten-free pasta, lasagna and cannelloni - either dry or ready-meal - and special shapes.

## PASTA PRODUCTS LIFE CYCLE

