

LECTURE #5

New Products

HUM 240

FOOD IS CULTURE

THE SUCCES OF “MADE IN ITALY”

The new Products

- ▶ Products that were originally non-Italian have been so valued in Italy that they became part of its unique culinary tradition, and ambassadors in the world of Italian genius.
- ▶ When Christopher Columbus sailed west in 1492, he discovered new products that Europeans had never heard of or seen:
 - ▶ Corn, Tomatoes, Potatoes, etc.

Corn

► Polenta



Potatoes

► Gnocchi



Tomatoes

- ▶ Italy is a leader in canned and processed tomatoes: about 5 million tons of tomatoes are produced yearly, processed, and placed on the market
- ▶ The varieties of Italian tomatoes is incredible
- ▶ Italy even have a museum dedicated to this product in Collecchio (Parma).

1. Il pomodoro San Marzano
2. Pomodorino del Piennolo del Vesuvio
3. Pomodorino sannita
4. Pomodorino datterino
5. Pomodoro ciliegino
6. Pomodoro a grappolo
7. Pomodoro costoluto
8. Il pomodorino di Manduria
9. Pomodori a pizzo
10. La Regina di Torre Canne
11. Pomodoro cuore di bue
12. Il giallorosso di Crispiano
13. Il Camone di Sardegna
14. Il pomodoro di Belmonte
15. Il Canestrino di Lucca
16. Il Fiaschetto di Torre Guaceto

Rice

- ▶ Italy is now the biggest producer of rice in Europe
- ▶ First rice cultivation documented in 1475
- ▶ Italians do not eat much rice, but Italy is famous for its **risotto**, and several rice varieties have been cultivated for this purpose: **Arborio**, Carnaroli, Maratelli and Vialone Nano all capable to absorb liquid when cooked, and yet have both a firm bite and creaminess that makes Risotto so special.
- ▶ **Riso alla Milanese** or Riso allo Zafferano



Coffee (Caffè)

- ▶ The wine of Arabia
- ▶ Only a small amount of coffee is grown in Italy, but Italians consider the product a product of their own, and they really did a lot to advance the status of this beverage
- ▶ Caffè and Bar
- ▶ The espresso
- ▶ The MOKA

