



PRODUCT TRAINING FOR RESTAURANTS

LEARNING OBJECTIVES

To learn about Italian food, culture, and quality through our key product categories for restaurants.

- Italian Cuisine
- EU Certifications
- Pasta
- Pizza
- Formaggi
- Salumi
- Extra Virgin Olive Oil
- Truffles

ITALIAN CUISINE

INTERNAL USE ONLY

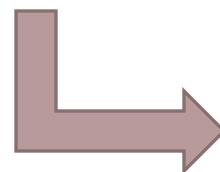
Regional Italian Cuisine

At Eataly, we make authentic, regional Italian cuisine, not Italian-American cuisine!



Authentic Italian Cuisine

- Most of what is called “Italian food” in the U.S and Canada comes from the immigrants from Italy, especially southern Italy and Sicily.
- Their diets shifted from veggie-heavy, low protein to larger, meatier, & saucier dishes



EU CERTIFICATIONS

INTERNAL USE ONLY



Food & Wine Certifications

When Italian food became popular in the mid-1900s, the global marketplace was flooded with low-quality knock-offs sold as high-end products. This led to a need for guaranteed authentic products...

DOP

*Denominazione d'Origine Protetta
Protected Designation of Origin*

Food is produced, processed, and packaged in a specific geographical zone and according to tradition.

Example: Parmigiano Reggiano DOP

IGP

*Indicazione Geografica Protetta
Indication of Geographic Protection*

Less strict, tracing food specialties solely back to their geographical location to at least one phase in production.

Example: Bresaola della Valtellina IGP is dried in the traditional way, but the beef does not need to be from the region.

TSG

*Specialta Tradizionale Garantita
Traditional Specialties Guaranteed*

Either raw materials, production method, or processing must be “traditional.”

Example: Pizza Napoletana TSG

DOCG

Denominazione di Origine Controllata E Garantita

Controlled and Guaranteed Designation of Origin

Reserved for the highest quality wines in Italy.

Conditions must pass a blind taste administered by the government.

DOC

*Denominazione di Origine Controllata
Controlled and Guaranteed Designation of Origin*

Pertains solely to wines produced in a specific geographic zone from an officially permitted grape varietal.

IGT

*Indicazione Geografica Tipica
Indication of Typical Geography*

Acknowledges wines that are of superior quality, but do not fit into the DOC or DOCG category, for example, Super Tuscan.

EU Certification Examples - Food



EU Certification Examples - Wine



TOSCANA
Indicazione Geografica Tipica
SANGIOVESE

KNOWLEDGE CHECK!

1. Why does the EU certify foods?
1. To ensure traditions and quality are upheld.
2. True or False: All certifications mean that all parts of the production process are done in the exact geographical zone.
2. False! That is only DOP. IGP & TSG are less strict.
3. True or False: DOCG wines must pass a blind taste test administered by the government.
3. True!
4. True or False: Having the EU Certification does not necessarily mean “better.”
4. True! While that could be the case naturally, the EU Certification indicates that the product was made in the traditional way and/or in the precise geographic zone.

Pasta

Fresh & Dry

Fresca e Secca

Eataly III

Italy:

Pasta is a staple in all
20 regions of Italy

There are over 600 regional shapes!

- Terrain
- Climate
- Traditions

Al Dente – “to the tooth”

- Firm bite
- Better for digestion

INTERNAL USE ONLY



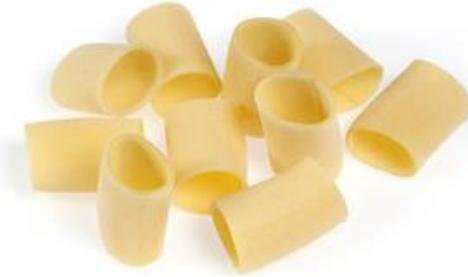
Egg
Pasta



Soft Wheat
Northern Italy



Durum Wheat
Southern Italy



Durum Wheat
Pasta

Fresh Egg Pasta Shapes



Pappardelle
(pa-par-DEL-leh)



Lasagna
(la-SAHN-ya)



Tagliatelle
(tal-ya-TELL-eh)



Agnolotti
(an-yo-LOH-tee)



Ravioli
(ra-vee-OH-lee)

Durum Wheat Pasta Shapes



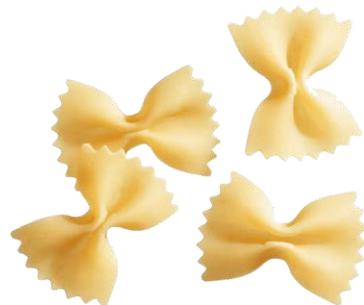
Vesuvio
(ve-SOO-vee-oh)



Penne
(PEH-neh)



Paccheri
(pa-KEH-ree)



Farfalle
(far-FAH-leh)



Spaghetti
(spah-GEH-tee)



Mafalde
(ma-FALL-duh)



Orecchiette
(oh-reck-ee-ET-teh)

Artisanal Pasta

vs. Industrial Pasta

- ✓ Dried at a lower temperature (113/122°F), over a longer period of time (48-52 hours).
- ✓ Bronze die Extrusion



- ✓ Dried at a higher temperature (200°F), over a shorter period of time (8-10 hours)
- ✓ Teflon die Extrusion



Artisanal Pasta

vs. Industrial Pasta



Vesuvio



Fusilli

DAL 1848
PREMIATO PASTIFICIO
AFELTRA

- ✓ Rougher texture, allowing the pores to open up and better absorb the sauce
- ✓ Pale yellow color, longer cooking time



Fusilli



Penne

- ✓ Smoother, less rough texture, does not absorb the sauce as much
- ✓ Darker yellow color, shorter cooking time

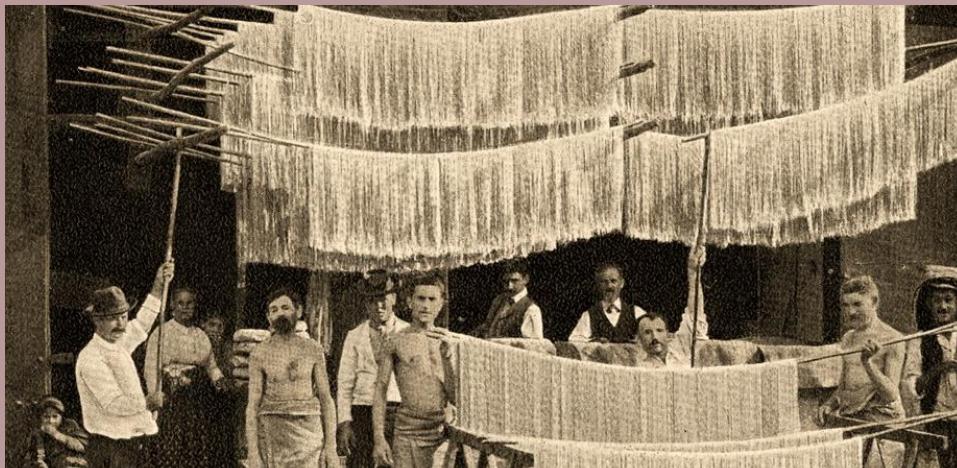
*We cook what we see,
and we sell what we
cook...*

Afeltra is in Gragnano

(graahn- YAH - noh)

the capital of pasta

- King of Spain Ferdinando II changed the town in 1800 by finding the perfect balance of sea air and mountain air that met in a perfect spot in Via Roma in Gragnano.
- Since 1848 Afeltra pasta factory is situated in the heart of Gragnano in Via Roma.
- Afeltra makes a total of 19 short and long pasta shapes.
- Oscar Farinetti bought Afeltra in 2003, before the first Eataly store opened.
- **We sell Afeltra pasta in all our restaurants!**



Pairing Pasta with Sauce

Tubolare Tubular pasta	Larger tubes with bigger, chunkier sauces Smaller tubes with finely diced items All good for stuffing and baking	
Attorcigliata Twisted pasta	Capturing sauces with small bits or finely chopped ingredients like pesto or crumbled sausage	
Lunga Long pasta	Thin pairs with light sauce Thick pairs with substantial sauces like bolognese and cacio e pepe	
Ripiena Filled Pasta	Since the flavor is in the filling, filled pastas are traditionally served with light butter or oil-based sauces	

KNOWLEDGE CHECK!

1. What is the brand name of the dry pasta we sell in our restaurants and why is it special?
1. Afeltra – an artisanal pasta producer from 1848 that makes high quality traditional pasta.
2. What are the defining characteristics of artisanal pasta vs. industrial pasta?
2. Artisanal pastas use a bronze die for extrusion over Teflon, which provides a rougher texture, better to absorb and carry sauce. It is also dried at a lower temperature and is pale yellow rather than dark yellow.
3. What is “al dente?”
3. The desired texture of pasta – “to the tooth”
Better texture, better for digestion
4. True or False: Guests may substitute a different pasta in their dish of choice.
4. False! Pastas shapes are designed to carry sauce differently. We will not change lo spaghetti pomodoro to penne, for example.

Pizza Napoletana & Pizza Romana

INTERNAL USE ONLY

Pizza Romana aka 'Pizza alla Pala'



Pizza Napoletana

Pizza Napoletana



We have partnered with the experts at *Rossopomodoro*, a Napoli-based pizzeria, to offer our guests authentic Neapolitan pizza



All of the *pizzaioli* have been trained according to very strict pizza standards and traditions of Naples.



Characteristics of Pizza Napoletana T.S.G.

1. Long maturation process (proofing)
2. Dough weighs between 180-250g
3. Baked in a wood-fired oven for no more than 60-90 seconds
4. Soft and elastic center
Charred and fluffy crust or “Cornicione”



Pizza Margherita Verace TSG

San Marzano Tomatoes DOP
Mozzarella di Bufala DOP
Fresh Basil
EVOO



Marinara TSG

Raw San Marzano Tomatoes DOP
(No cheese)
Garlic
Oregano
Fresh Basil
EVOO

Pizza Romana aka 'Pizza alla Pala'



Pizza Romana aka 'Pizza alla Pala'



Pizza Napoletana vs. Pizza Romana

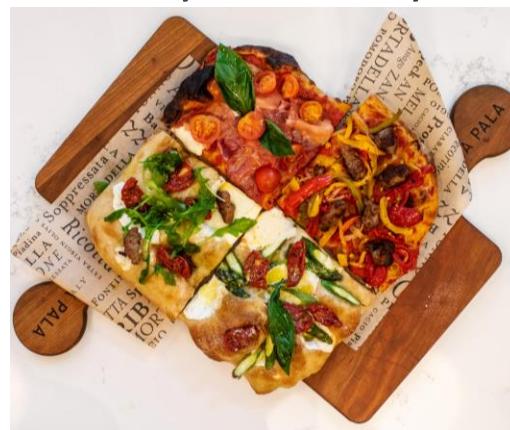
PIZZA NAPOLETANA

- From Napoli, Campania (south)
- Baked in a wood-burning oven
- Soft elastic center, charred and fluffy crust
- Sold by whole pizza



PIZZA ROMANA / PIZZA ALLA PALA

- From Roma, Lazio (central)
- Baked in an electric oven
- Fluffy with a crispy outer crust
- Sold by slice or by whole



KNOWLEDGE CHECK!

1. What are the two types of pizza we sell at Eataly, which do we sell at PIPA, and where are they from?
 2. What are the defining characteristics of Pizza Napoletana?
 3. What are the defining characteristics of Pizza alla Pala?
 4. True or False: Pizza Napoletana is only served by the whole pizza
-
1. **Pizza Napoletana** – Napoli, Campania
Pizza alla Pala – Roma, Lazio
 2. Soft-centered, elastic and fluffy charred crust
Cooked in a wood-burning oven at a high heat for 60-90 seconds
 3. Fluffy, with a crispy outside crust
Cooked in an electric oven for 13-15 minutes
 4. True! Pizza Napoletana is only served by the whole pizza, but Pizza alla Pala is sold by the slice OR whole

Cheese | *Formaggi* Product Training

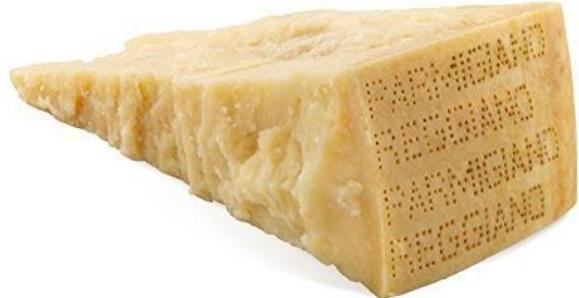
Varieties of Cheese

There are several characteristics that determine the taste profile each specific cheese:

- Type of Animal Milk
- Quantity of Water
- Type of Fat Content
- Type of Aging



Type of Animal Milk



Cow's Milk:
Parmigiano
Reggiano DOP



Sheep's Milk:
Pecorino Sardo DOP
Pecora = Sheep



Goat's Milk:
Caprino
Capra = Goat



Buffalo's Milk:
Mozzarella di Bufala DOP
Bufala = Buffalo

Mozzarella

Type of Milk: Cow or Buffalo Milk

Mozzare: “To Cut”

Mozzarella is a fresh cheese made from cow's or buffalo's milk using the *pasta filata* method (stretched curd).

- Curd is cut into equal sized pieces using a “Chitarra”
- Bathe the curd in near boiling salted water
- Once the curd comes together into one “elastic” piece, it is stretched, shaped and cut into servings



Did you know?!

Our house made mozzarella is made fresh daily by our cheesemongers!

Burrata

Type of Milk: Cow or Buffalo Milk

Burrata, meaning "buttery" in Italian is a fresh cheese made from a mix of mozzarella and cream.

The outside shell is a pasta filata, or stretched curd, made of buffalo and/or cow's milk mozzarella while the inside contains a soft, doughy, stringy, mixture of curd and fresh cream known as *stracciatella*

Mozzarella

Stracciatell
a



Other Cheeses to Note...

Name	Characteristics	Taste Profile	Example
Parmigiano Reggiano DOP	Milk: Raw Cow's Milk Region: Emilia Romagna Aging: Minimum 12 months	Sharp, complex fruity/nutty taste with a strong savory flavor and a slightly gritty texture. This is NOT "Parmesan Cheese"	
Grana Padano DOP	Milk: Raw Cow's Milk Region: Piemonte, Emilia Romagna, Trentino Alto Adige, Lombardy, Veneto Aging: Minimum 9 months	Fine granular texture with a sweet flavor. More delicate and less nutty than Parmigiano Reggiano and as it ages, the flavors become more savory and complex.	
Gorgonzola Dolce DOP	Milk: Cow's Milk Region: Lombardy, Piemonte Aging: Around 2 months	Soft, sweet, and tangy.	
Pecorino Romano DOP	Milk: Raw Sheep's Milk Region: Lazio, Sardegna, Tuscany Aging: Minimum 5-8 months Warning: May not safe for someone who is pregnant	Aromatic and salty with slightly sweet notes, becoming sharper and more intense as it ages.	

KNOWLEDGE CHECK!

1. True or False: Mozzarella is a fresh cheese.
2. What is Burrata?
3. True or False: Parmigiano Reggiano and Parmesan cheese are the same.
1. True! Our house made mozzarella is made fresh daily on site by our cheesemongers!
2. A “pouch” made with mozzarella on the outside and stracciatella on the inside
3. False! Parmigiano Reggiano is a DOP cheese. Parmesan is unregulated and may be aged as little as 10 months.

Salumi | Cured Meats

Product Training

Salumi Vocabulary

Salumi means Cured



Salami is a type of **SALUMI**



SALUMI ≠ SALAMI

Prosciutto = Ham

PROSCIUTTO CRUDO – CURED HAM



PROSCIUTTO COTTO – COOKED HAM



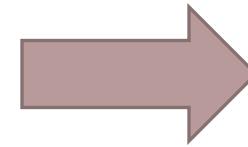
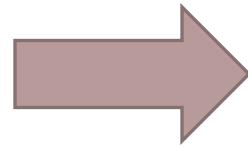
Curing Meats

- Curing is general term referring to any process that helps preserve meat such as salting, brining, aging, or drying
- Slows spoilage and prevents the growth of microorganisms



Salt: Key Ingredient in Curing

- Whether it's applied in a dry-rub or as part of a brining solution, the salt works to draw moisture out of the meat.
- The less moisture in the meat, the longer it can be preserved before being eaten.



Types of Salumi:

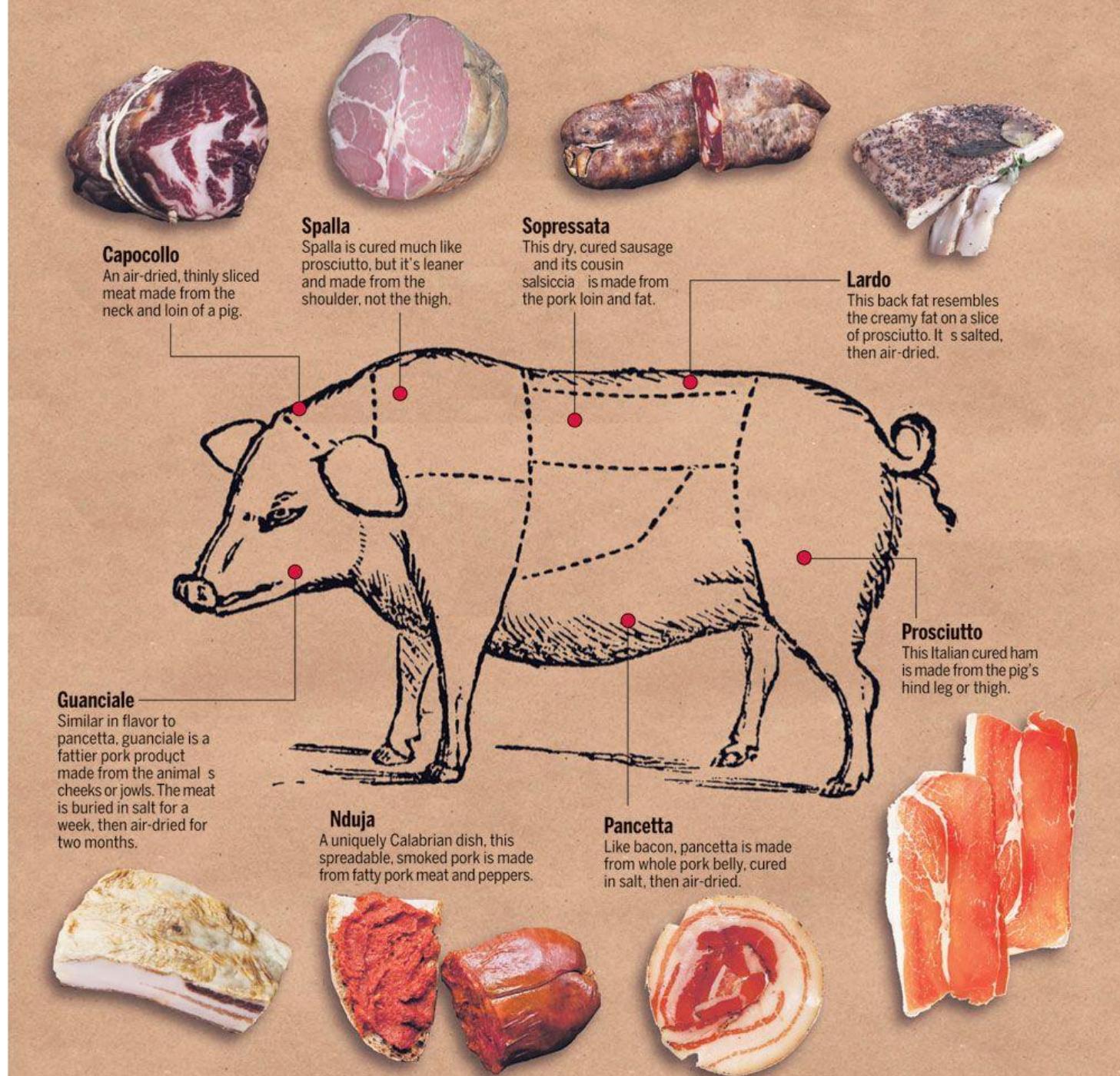
Whole Muscle: the whole cut of the animal

- Prosciutto
- Speck
- Pancetta
- Guanciale

Ground: ground or chopped meat that is stuffed into casings and dry cured as well as cooked.

- Salame
- Mortadella
- Sausage

INTERNAL USE ONLY



Salumi to Note...

Name	Characteristics	Example
Prosciutto di Parma DOP	Region: Parma province in Emilia Romagna Aging: 14, 18, 22, and 30 months Delicate and nutty flavor with notes of lard. Saltier and more intense fruitiness compared to San Daniele DOP.	
Soppressata	<ul style="list-style-type: none"> A type of salame typical of Calabria, sopressata is much more coarsely ground than salami, with big chunks of pork and fat visible. Soppressata can be <i>dolce</i> (sweet) or <i>piccante</i> (hot) 	 <i>dolce</i>  <i>piccante</i>
Mortadella	<ul style="list-style-type: none"> A mildly cured, cooked product that is pale pink and studded with cubes of fat. It has an almost creamy texture and a strong ham flavor Infused with pepper and spices like myrtle and coriander 	
Guanciale	<ul style="list-style-type: none"> The cured cheek of the pig Robustly flavored and seasoned on the surface with salt, pepper, sage, rosemary, or garlic Seasoning can change depending on tradition and curing habits 	
Pancetta	<ul style="list-style-type: none"> Cured pork belly Pronounced salty flavor, often complemented with pepper and other spices Generous meat-to-fat ratio 	

KNOWLEDGE CHECK!

1. What are the two types of prosciutto?
 1. Crudo – cured, Cotto - cooked

2. What are the two types of salumi?
 2. Whole muscle and Ground

3. What is guanciale?
 3. Cured cheek of the pig

4. True or False: Prosciutto di Parma is a cooked meat.
 4. False! Prosciutto di Parma is **cured**, not cooked. The curing process allows the meat to be preserved and aged safely.

Extra Virgin Olive Oil Product Training

Extra Virgin Olive Oil

INTERNAL USE ONLY

To be considered “extra virgin,” European law stipulates that an olive oil must:



Be made exclusively from the first, cold olive press



Be pressed only by physical methods of separation (by a press or a centrifuge)



Have an acidity level lower than 0.8%



Not contain any chemical substances

These groves are often harvested by hand picking the olives into baskets or bins

 **Northern**
Delicate
Smooth
Buttery



Generally, olive oils from different parts of Italy can be classified in groups because the olives will be grown in similar microclimates.

 **Central**
Herbaceous
Grassy
Peppery

 **Southern**
Full-Bodied
Intense
Spicy

Eataly & Olitalia Evoo



FOH: 100% Italian Extra Virgin Olive Oil at table service in restaurants



BOH ONLY: Extra Virgin Olive Oil European Blend

How to Taste EVOO

- What you need:

- Transparent cup (so you can see the color!)

- What to do:

1. Pour a very small amount of olive oil into the cup
2. Cover the cup with your hand for few seconds to warm the oil
3. Smell the aroma
4. Taste the oil by sipping the oil between your teeth and lip
5. Take deep breathes



KNOWLEDGE CHECK!

1. What makes an olive oil “extra virgin?”
 1. Has acidity lower than 0.8%
Exclusively made from the first cold press
Pressed only by physical methods
Does not contain any chemicals
2. True or False: Olive oil tastes the same regardless of the region in Italy.
 2. False!
North/Central/South olive oils all have different flavor profiles

Product Training: Truffles | *Tartufi*

Truffles | *Tartufi*

- Loved by chefs for their rich, earthy, and woody taste
- Ounce for ounce, they are one of the most expensive foods in the world



Truffle Agnolotti

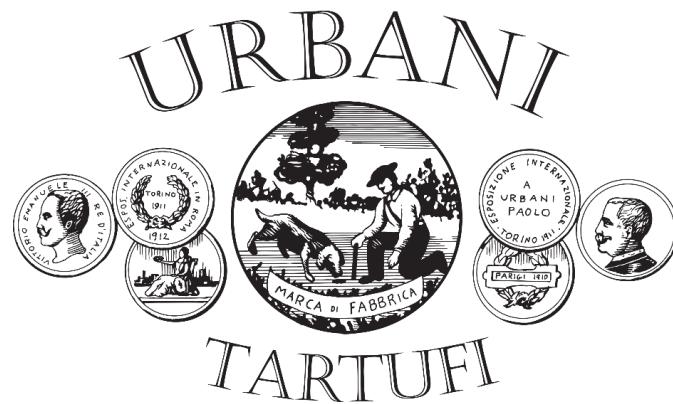


Risotto ai funghi e tartufi

What are Truffles?

- Truffles are a species of fungus called **tubers**
 - Only grow underground in forested areas
 - Form a symbiotic relationship with their host trees
- **Tubers** are NOT mushrooms
 - Tubers grow underground
 - Mushrooms grow above ground
- Tubers do not harm their host tree, but rather aids it in absorbing nutrients from the soil, making this a beneficial partnership for both the tree and the truffle.
- Since truffles cannot be seen on the surface of the soil with the naked eye, a **trained animal** is required to find them.





At Eataly, we sell fresh truffles, truffle oil, salt and a variety of sauces that are produced by Urbani.

HOW TO TRUFFLE

with

URBANI



TARTUFI

Types of Truffles

White Truffle

(*Tuber Magnatum Pico*)

Season: September 1 – December 31



Black Truffle

(*Tuber Melanosporum Vitt*)

Season: November 15 – February 28



Bianchetto Truffle

(*Tuber Albidum*)

Season: March 1 – March 30



Summer Truffle

(*Tuber Aestivum*)

Season: April 1 – August 30



White Truffle

(*Tuber Magnatum Pico*)

Season: September 1 – December 31

- Golden exterior with cream colored flesh
- Deep musky slight garlic flavor
- Most aromatic of all truffles
- Limited quantities
- Primarily found the Piemonte region of Northern Italy, Alba and Asti and Northern part of Le Marche near Urbino
- Grown symbiotically with Oak, Hazel, Poplar and Beech trees
- Largest white truffle found in Umbria region of Italy (4.16lbs sold for \$61,250)

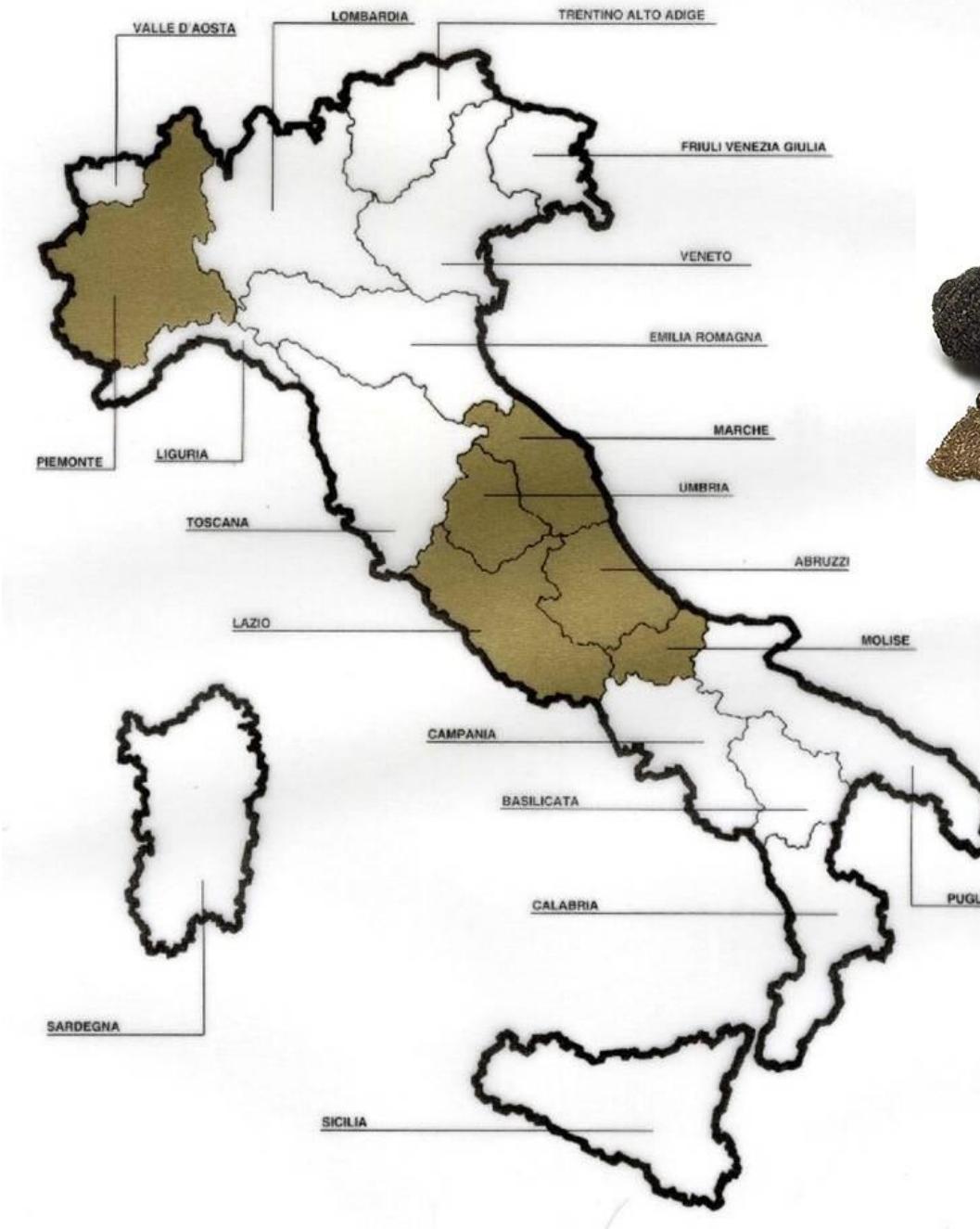


Black Winter Truffle

(*Tuber Melanosporum Vitt*)

Season: November 15 – February 28

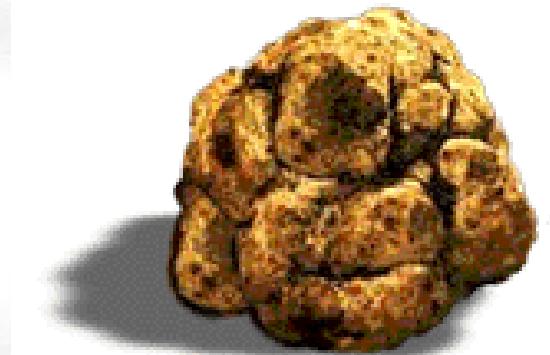
- Round dark brown, fruiting bodies
- Strong aromatic scent reminiscent of strawberries, dried fruit and cocoa
- Average size is 30-60 grams price \$30-\$75
- Peak season is December- March
- Cultivated in Spain, France and Italy
- Italy produces 30% of the worlds Black Truffles
- Largest Black Truffle was discovered in Australia and weighed 3.3lbs



Bianchetto Truffle (*Tuber Albidum*)

Season: March 1 – March 30

- Also known as the “whitish” truffle or the spring truffle, the Bianchetto truffle is very similar to the white truffle.
- They are less expensive and found in the same region as the white truffle and run later in the season.
- Flavor Profile: Very similar to the white truffle, although they generally have a bit more of a bite and are earthy, pungent, and musky.
- Versatile, the Bianchetto takes on the same role as the white truffle.
- Its strong flavor and aroma can be used to accompany almost any dish with a sauce.

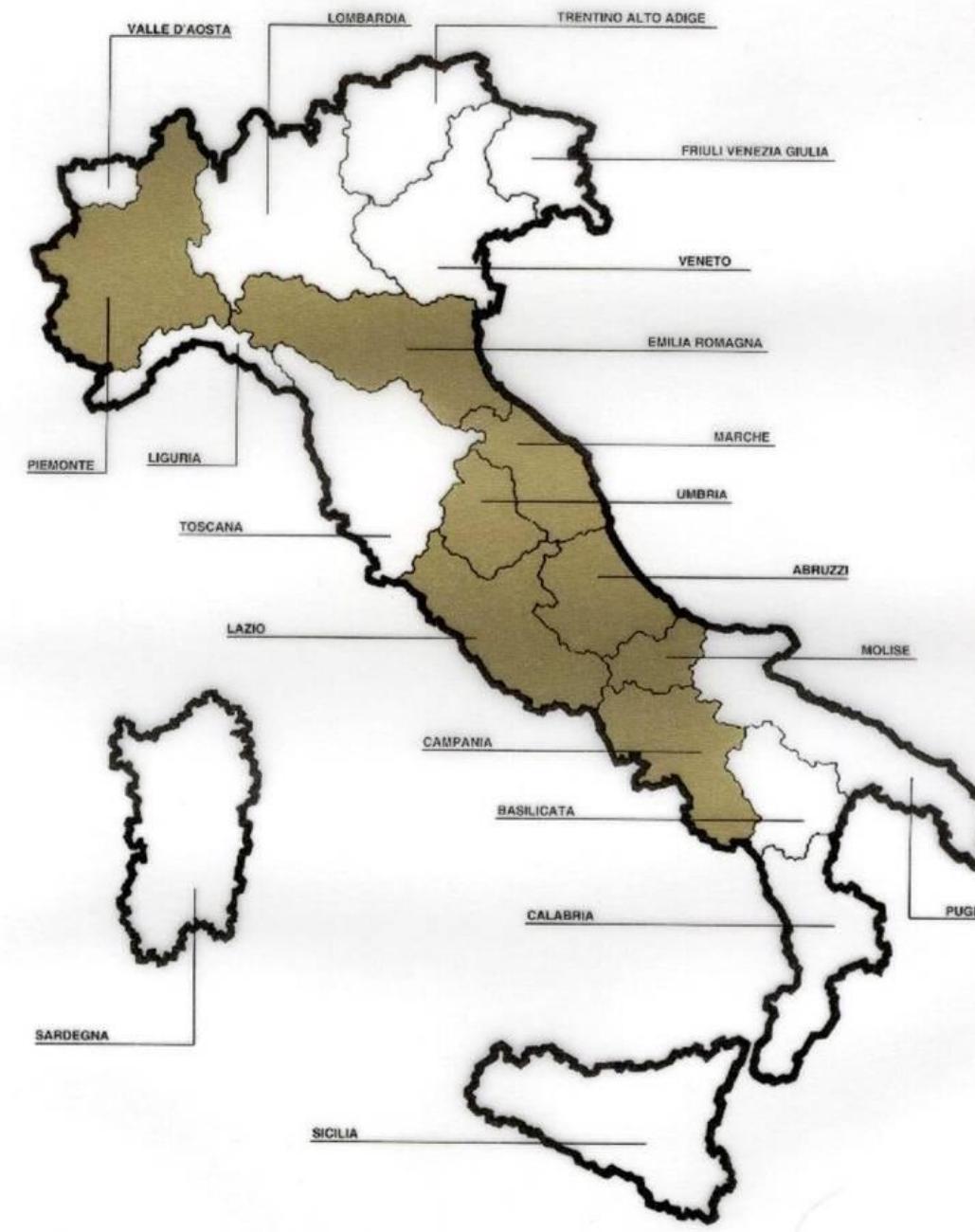


Summer Truffle

(*Tuber Aestivum*)

Season: April 1 – August 30

- Intense Hazelnut aroma
- Summer Truffle flesh has a paler hazel color
- Summer Truffles aroma are less intense than Black Winter Truffle



KNOWLEDGE CHECK!

1. Why are truffles so beloved?
1. They are rare, they cannot be cultivated, they have an amazing flavor profile
2. What are the 4 types of truffles?
2. White, bianchetto, black winter, black summer
3. Which producer do we use for truffles at Eataly?
3. Urbani Tartufi
4. Where do truffles grow?
4. Underground in forested areas near tree roots