

August, 1st - 2007

THIS MONTH:

ROMAN ARTICHOKEs or "GIUDIA ARTICHOKEs"



Is cold outside but the days are getting longer, in the garden you'll see no sprouts, still covered by a tiny film of snow, is late march, spring is coming, and is Artichoke time. In the south of Italy the harvest of artichoke is full in effect, not too big, tender and tasty that's Menu artichoke, prepared in many different ways, cream, wedges or whole with stem, preserved in brine or olive oil always consistent in taste, colour and texture. This month would like to introduce you one of the best

Artichoke of Menu Company, the Giudia Artichoke. Nice whole artichoke with stem, hand peeled and canned. Cooked with white wine, olive oil and herbs, beautiful by itself can be prepared in a whole lot of different ways, oven baked, stuffed or breaded still have the nice presence with a homemade look.



THE ONLY ONE WITHOUT VINEGAR

Abbacchio style lamb with gorgonzola fried "Giudia" Artichokes



Ingredients:

Lamb leg or shoulder 1.5 kg ;
Parma Ham 50 gr ;Onion 250 gr ;
Egg yolks # 3 Whole Egg # 3 ;
Bread Crumbs 100 gr; Flour 100 gr;
Red Wine 500 gr; Olive Oil 50 gr ;
Minced Parsley 2 pinch ;
Marjoram 2 limbs; Salt & black pepper ;
Gorgonzola Cheese 100 gr; Grated Parmesan Cheese 50 gr ;
Giudia Artichoke # 4 .

PREPARATION TIME: 1 HOUR
COOKING TIME: 45 MINUTES
METHOD:

Place a large pan on medium heat, with the oil toast the not too fine minced onion, when light brown add the Parma Ham fine diced and the Lamb meat cutted in cubes and previously floured and toast it, baste with Red Wine and allow to evaporate, once dry add the marjoram, half glass of water, cover it reduce to low heat and braise for 35/40 min. Drain the Artichoke from the liquid, cut in half and stuff it with the Gorgonzola cheese, bread it in a mixture of bread crumbs and parmesan cheese than deep fry in hot oil. When the Lamb is ready adjust of Salt & Pepper than out from the heat add the 3 egg yolks previously beaten and stir constantly. Serve the Lamb sprinkled with fine minced parsley and the Fried Giudia Artichoke as side.

MENU' HISTORY

An italian story of passion and tradition



It was in 1932 when Romolo Barbieri father of the actual owner of Menu started his business in Cavezzo near the city of Modena , a cured meat producing Company named ROBAR (prosciutto, salame, bacon and so on). Unfortunately in the 1941 suddenly the father died in a terrible car accident



MENU' TODAY



ENJOY IN TOKIO

The real "Cucina Partenopea" In Tokio thanks to Chef Watanabe

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ENJOY IN BRASIL

The Italian culinary school in Brasil

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...ASK ALDO?!?!?



Dear Aldo, why Menu roman artichokes can be used for Hot and Cold preparation?

Giuseppe - San Paolo -Brasil

The reason why you can use our Roman artichokes (Giudia Style) for all recipes is basically one, we don't preserve them using vinegar but only white wine , salt and water, we can do that since we produce the product in less then 12 hours from the ground to the can so the freshness of the product avoids the use of vinegar and gives us the possibility of

creating a product almost similar to the fresh ones....

Dear Aldo; I have a friend in Japan using frozen porcini, but many times there are problems of bugs inside the product, is it normal or is due to a bad quality of the porcini?!?

Atsushi - JAPAN

Unfortunately this problem is quite common with the frozen porcini so it's really dangerous since many chefs are doing the recipes doing the recipes without defrosting before the porcini , so at the end they have THE BUGS IN THE RECIPE...unfortunately the frozen porcini when defrosted lose the texture and the taste too so they are really the worst one for all the recipes...

and his son Mr Rodolfo Barbieri, at that time 18th years old, was too young for leading the company, so he decided to rent the business and the plant. He had a dream in his head: "high quality items for foodservice" and he decided to follow it [...]

AN ITALIAN STORY OF QUALITY AND TRADITION....STILL GOING ON...

Dear Aldo , can I frost your panna cotta after having prepared it?

Brian - Toronto- Canada

Ciao Brian, absolutely not you cannot frost the panna cotta, in fact the water inside when frozen expand itself and when you defrost it it will creat holes destroying completely the texture of the product. You can keep the panna cotta in a fridge for 15 days without problems.

WORLD WITH CHEF

Meet Our Specialists

USA - California

August, 27th-28th 2007

Restaurant "Alberto"

143st - San Francisco

JAPAN

September, 2nd-5th 2007

Restaurant "O'Sensei"

kushimori, 34st - Nagoja

GERMANY

Septenber, 22th-23th 2007

Rest "Kappe"

krone strasse, 33 - Frankfurt

ITALY

Septeber, 28th- 29th 2007

Ristorante "Rosso Antico"

via della spiga, 34 - Capri (SA)

