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FOOD & BEVERAGE MAGAZINE

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COVER FEATURE

Longevity BROOKE BURKE

2023 Products to Watch



Industry Trend Predictions

LEONA'S SUSHI HOUSE STUDIO CITY

**GROVE BAY
HOSPITALITY GROUP**

Global Influence



PURE



FLOUR



FROM EUROPE

ORGANIC & SUSTAINABLE
FLOUR EXPERIENCE

Pure Flour from Europe to Feature Italy's Best at Winter Fancy Food Show

From panettone to orecchiette, organic soft wheat flour and organic semolina flour from Europe are behind the finest baked goods, breads and pastas. The EU initiative Pure Flour from Europe highlights both sought-after flours at **Booth #2267 at the Winter Fancy Food Show in Las Vegas Jan. 15-17, 2023 at the Las Vegas Convention Center.**

Under the banner Pure Flour from Europe, Italian flour companies will feature organic soft wheat flour, a favorite of bakers for delicate cakes, and organic semolina flour, which lends itself perfectly for sturdy breads and pizza. For pasta, each flour lends its own character. Organic soft wheat flour yields a tender and delicate dough. Organic semolina flour results in pasta with a distinctive chewiness.

Europe has strict laws protecting the quality of its agricultural products and a proud tradition of milling expertise which result in an exceptional product that meets all your culinary needs. European organic soft wheat flour is grown to pesticide-free specifics, nourished by the earth and sky. The organic semolina flour, high in protein and gluten, is grown in Italy's sun-drenched south, as it has been since Roman times.

Come see representatives from Pure Flour from Europe and learn more about top-quality organic flours from Italy. We will answer your questions and offer a taste of how European organic flours can make your recipes truly delicious.



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