





## BRAND STANDARD GUIDELINES

# CHURROS

## HOW DO THEY LOOK?



## HOW DO YOU MAKE THEM?

- Set the fryer to 190 degrees
- Prepare on a pan a mix of 600g of White Sugar and 20g of Cinnamon
- Take 8 (one portion) churros from the freezer.
- Put them in the oil and let them fry and cook for 8-9 minutes until golden.
- Take the frying basket out and let the oil drain from the churros.
- Slightly coat the churros in the cinnamon and sugar mix.
- Put the 8 of them in the container with the chosen sauce on the right side of them.
- Put the chosen sauce in the 1oz paper cup.

# **CHRISTMAS**

## PANETTONE

### CLASSICO

A delicious Italian classic, our traditional Panettone is artisanally made and slowly proved to create a light and fluffy texture. Made with fresh butter and filled with sustainably sourced candied fruits and raisins, making it delightfully moreish. This Panettone is a perfect pair for gelato and great for family feasting this Christmas.

### DARK CHOCOLATE

A delicious Italian classic, our traditional Panettone is artisanally made and slowly proven to create a light and fluffy texture. Made with fresh butter and filled with ethically sourced dark chocolate. This Panettone is a perfect pair for gelato and great for family feasting this Christmas.

### HOW DO YOU SERVE IT?

#### AS A SLICE

- . Cut a slice of the Panettone following the guide (A)
- . Place the slice on a plate with cutlery.
- . Always try to upsell the Panettone with a scoop of Buontalenti and/or one of our sauces and/or a cup of our hot chocolate (Please refer to COMBO MENU)
- . If the upsell is successful, put a scoop of Buontalenti next to the cake by using the round milkshake scooper (picture on the right side) and drizzle the sauce on top of both and/or prepare hot chocolate (Please refer to page 19).
- . Serve it to the customer.

#### WARM SLICE

**Always ask the customer if they'd like their slice of cake warm. If so:**

- . Place the slice of Panettone on the crepe machine.
- . Toast it for 10 seconds.
- . Flip it and toast it for another 10 seconds.
- . ATTENTION: do NOT add any oil or similar when warming the slice.
- . Serve it to the customer.

### TIPS & TRICKS

Use one of the 8 slices to sample it to the customers while explaining the story of Panettone

### How to cut Panettone for slices

Please see the reference video below

[Panettone Slice](#)

## PANDORO

Our Pandoro's soft texture comes from a natural leavening technique and boasts a rich, refined flavour. This star-shaped Pandoro looks just as delicious as it tastes. Dust with powdered sugar, serve with our signature Buontalenti gelato and top with our pistachio sauce for the ultimate festive treat.

### HOW DO YOU SERVE IT?

#### AS A SLICE

- . Cut a slice of the Pandoro following the guide (A)
- . Place the slice on a plate with cutlery.
- . Sprinkle the slice with some powdered sugar.
- . Always try to upsell the Pandoro with a scoop of Buontalenti and/or one of our sauces and/or a cup of our hot chocolate (Please refer to COMBO MENU)
- . If the upsell is successful, put a scoop of Buontalenti next to the cake by using the round milkshake scooper (picture on the right side) and drizzle the sauce on top of both and/or prepare hot chocolate (Please refer to page 19).
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### TIPS & TRICKS

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#### How to cut Pandoro for slices

[Pandoro Slices](#)

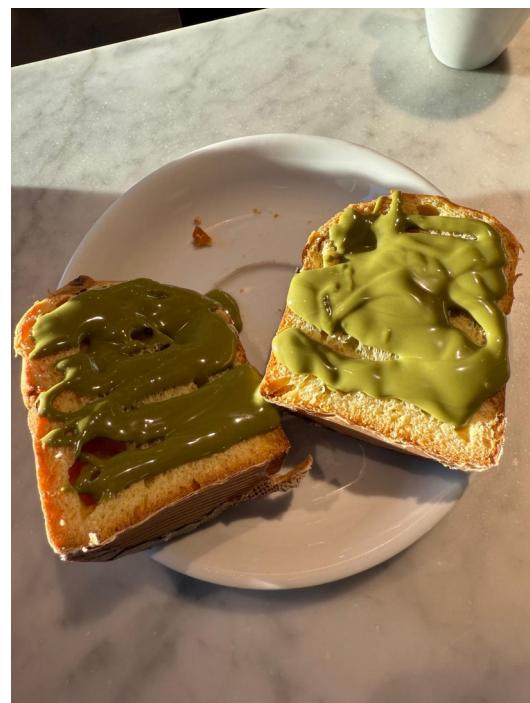
**MINI PANETTONE FILLED WITH BUONTALENTI**

## How to serve the mini Panettone filled with Buontalenti in-store

1. Take with a pair of gloves one mini panettone from the vertical vetrina
2. Remove the wrapping paper from around the panettone
3. Place the unwrapped panettone on a small serving plate
4. Take an espresso cup and fill up a 3rd of it with the sauce chosen by the customer
5. Place the cup on the plate next to the mini panettone
6. Add cutlery on the side



REMEMBER TO SUGGEST TO THE CUSTOMER THAT THE BEST WAY TO EAT THE MINI PANETTONE IS TO CUT IT IN HALF AND POUR THE SAUCE ON TOP.



# How do you pack the mini panettone filled with Buontalenti for delivery?

- Take a sauce pot and fill it up to 3 quarters with the sauce ( Bruna or Pistacchio )  
**( One pot is the quantity for two panettone )**



- Take the mini panettone and place them in the treat box.  
Place one panettone on each corner and the sauce pot in the centre.



- Cover the box with the lid tape and add tape around the box
- Place the box in a bag in the freezer until the driver arrives to collect the order.

**MULLED WINE**

## **How to set up the machine**

- Fill up the outer tank with approximately 600ml of water and do not reach the max marking.



- Carefully place the inner container into the appliance (the inner container must not float )
- Place the lid on top of the machine

## **How to warm up the mix**

- Pour 500/1000 ml in the silver tank ( depending on the sales of the product, it is best that you put less than more)
- Set the temperature at level 10 and let it warm up for 25/30 minutes; the mix needs to be hot
- Set the dial temperature to 6 /7
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## **How to serve the mulled wine**

- Serve the customers using the ladle
- Put a slice of orange in the cup
- Add the mulled wine
- Serve to customer



## **How to store it at night**

- Pour the mulled wine

into a jug

- Let it cool down
- Once cold, cover with cling film
- Store it in the fridge
- Add the shelf life label

## **How to clean the machine**

- After you store the wine in a jug, take the inner stainless steel container and lid and wash it with soap and hot water
- Remove the water from the tank and dry the tank
- Dry the metal inner container and lid and restore them to the machine
- Clean the exterior of the machine using a wet cloth

## **Shelf life of the wine**

- The one is warmed up in the machine's shelf life is ***3 days from the first warm-up***
- The one-in-the-box shelf life is ***30 days from the first opening***