





## BRAND STANDARD GUIDELINES

**HOW DOES IT LOOK?**

# PASTRIES

## CAKE, BROWNIE & LOAF

**HOW DOES IT LOOK?**



**HOW DO YOU SERVE IT?**

### **CAKE:**

- Place the cake slicer (14 SLICES) on top of the cake for guidance when cutting
- Cut a slice of cake
- Place it on a plate with cutlery
- Always try to upsell the cake with a scoop of Buontalenti and/or one of our



sauces.

- . 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.
- . Serve it to the customer.

### **Chocolate Cake Shelf Life: 3 days**

### **Carrot Cake Shelf life: 2 days**

### **Walnut cake shelf life: 3 days**

### **BROWNIE: (SHELF LIFE: 4 DAYS)**

- . Cut the brownie tray into 12 (4X3) parts
- . Place all the brownies on the appropriate serving tray and display them
- . If asked, get one brownie and place it on a plate with cutlery
- . Always try to upsell the brownie with a scoop of Buontalenti and/or one of our sauces.
- . 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.
- . Serve it to the customer.



### **LOAF:**

- . Cut a slice keeping in mind that you will have to get 10 slices out of the whole loaf
- . Place it on a plate with cutlery
- . Always try to upsell the cake with a scoop of Buontalenti and/or one of our sauces.
- . 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.
- . Serve it to the customer.



### **Banana Loaf shelf life: 4 days**

## **CROISSANTS**

### **(SHELF LIFE: 2 DAYS)**

### **HOW DOES IT LOOK?**



### **HOW DO YOU MAKE IT?**

- . Take the Croissant and open one of the sides using a knife
- . Fill up the inside with sauce top the up the outside with sauce
- . Place a Croissant on a ceramic plate

- . Add a dessert fork and knife
- . Serve it to the table

## **SCONES**

**(SHELF LIFE: 2 DAYS)**

**HOW DOES IT LOOK?**



**HOW DO YOU MAKE IT?**

- . Heat the Scone up for 15 sec in the Gelato burger machine.
- . Cut the scone in a half horizontally
- . Put a scoop of Buontalenti (or any other flavour) using the milkshake scooper on the bottom part of the scone.
- . Place the upper part of the scone on top of the gelato bowl (pic attached).
- . Place fork and knife in the serving plate
- . Top it up with pistachio or chocolate sauce.
- . Serve it to the table

## PASTRY VETRINE

### HOW DOES IT LOOK?



## HOW DO YOU MAKE IT?

- . CAKES: keep them on the cake stands and always remove one slice so that the customers can see the inside of the cake
- . CROISSANTS: keep them on the trays - number of trays depends on the number of flavours of croissants available in the shops
- . BROWNIES/PUDGING/TARTS/SCONES: place them on the trays and display them
- . LOAF: cut the first slice off the loaf and display on the tray

## HOW DO I KEEP IT?

- . **PLEASE MAKE SURE THAT THE VETRINE ALWAYS LOOKS FULL**
- . Display the labels next to the appropriate trays - see pictures for reference
- . You can find all the other information (products per shop, shelf life, prices etc) [here](#)