



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



sauses.

- . 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 sauses.
- . 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 sauses.
- . 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/PUDDING/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](#)