



PRODUCT TRAINING

Today's Menu:

- Italian Cuisine
- EU Certifications
- Pasta
- Sauces
- Preserves
- Olive Oil
- Vinegar
- Pizza
- Bakery
- Formaggi
- Salumi
- Meat & Fish
- Caviar
- Wine
- Coffee
- Sweets
- Icons of Eataly and Made in Eataly

EATALY

ITALIAN CUISINE



ITALIAN OR ITALIAN-AMERICAN

EATALY



Cacio e Pepe



Fettucine Alfredo



Lasagna



Penne alla Vodka



Eggplant Parmigiana



Chicken Parmigiana



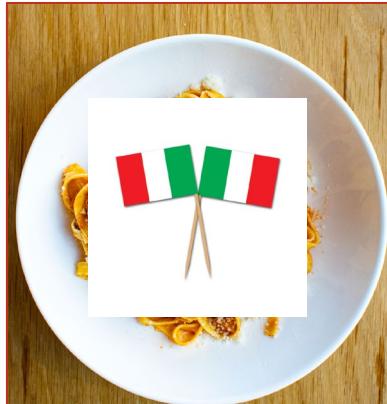
Spaghetti & Meatballs



Garlic Bread



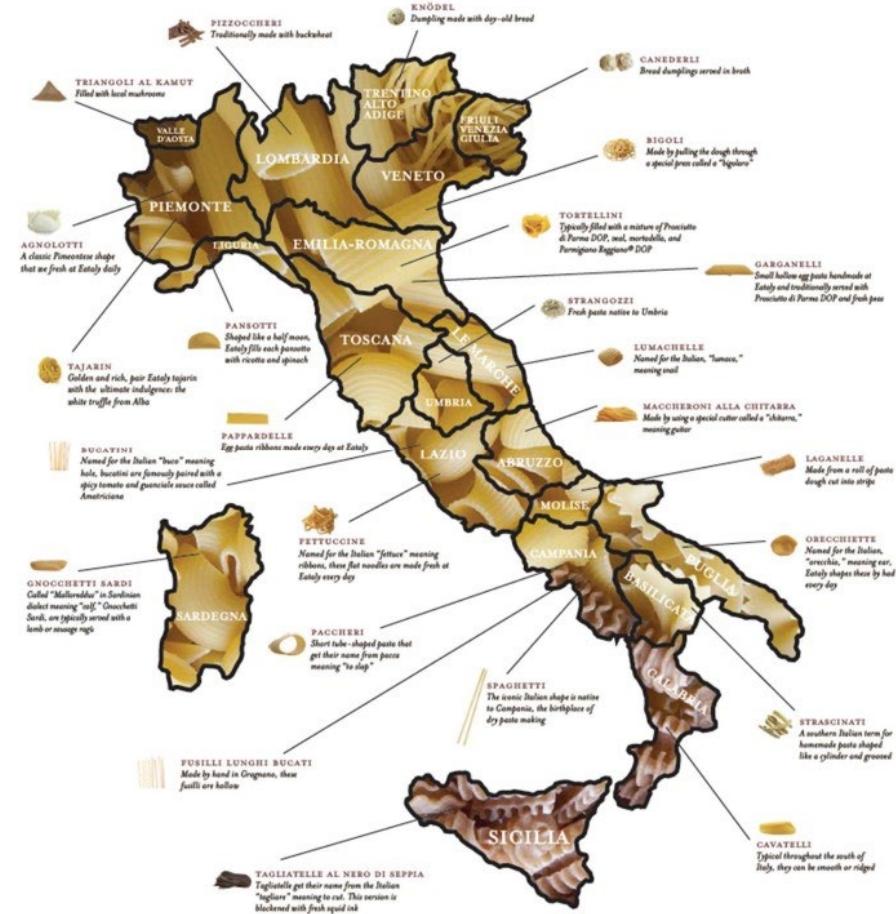
Ravioli



Tagliatelle Bolognese

REGIONAL ITALIAN CUISINE

At Eataly, we make authentic, regional Italian cuisine, not Italian-American cuisine!



AUTHENTIC ITALIAN CUISINE

EATALY

- Most of what is called “Italian food” in the U.S and Canada comes from the immigrants from Italy, especially southern Italy and Sicily.
- Their diets shifted from veggie-heavy, low protein to larger, meatier, & saucier dishes

From this...



... to this!



EATALY

EU CERTIFICATIONS





Food Certifications

When Italian food became popular in the mid-1900s, the global marketplace was flooded with low-quality knock-offs sold as high-end products. This led to a need for guaranteed authentic products...

DOP *Denominazione d'Origine Protetta*

Food is produced, processed, and packaged in a specific geographical zone and according to tradition.

IGP *Indicazione Geografica Protetta*

Less strict, tracing food specialties solely back to their geographical location to at least one phase in production.

TSG *Specialità Tradizionale Garantita*

Either raw materials, production method, or processing must be “traditional.”



KNOWLEDGE CHECK!

1. Why does the EU certify foods?
1. To ensure traditions and quality are upheld and fake products are not being sold
2. True or False: All certifications mean that all parts of the production process are done in the exact geographical zone.
2. False! That is only DOP. IGP & TSG are less strict.
3. True or False: Certified foods are better than not.
3. False! “Better” depends on your taste, certified just means it’s traditional.
4. True or False: most of what is considered Italian food in the US comes from Italian immigrants.
4. True! Immigrants from Italy brought recipes and traditions with them and incorporated ingredients that were more readily available in the US.

E A T A L Y

PASTA

FRESH & DRY

FRESCA E SECCA

EATALY
HANDMADE
POTATO
GNOCCHI
\$5.50

EATALY
\$8.80
SQUID INK
TAGLIATELLE

EATALY
HANDMADE
CAVATELLI
\$12.80
lb

EATALY
"NEW"
EAT HEALTHY
KAMUT
BE HEALTHY
\$10.90/lb

Intro to Pasta

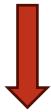
Italy is known in the whole world for its pasta.

There are two main varieties:
Soft Wheat and Durum Wheat.

Italians eat 60 pounds of pasta per year!



350 Shapes of pasta



More than 1000 varieties!

Soft Wheat
Center - North Italy



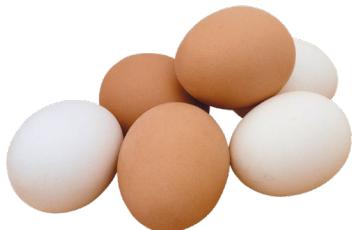
Durum Wheat
Southern Italy

Fresh Egg Pasta

Fresh egg Pasta is common in Center and Northern Italy.

It is prepared mixing eggs and flour, creating a dough that can be shaped.

Perfect with rich sauces!



Semolina Pasta

Semolina pasta is more common in Southern Italy.

It is a simple mixture of semolina flour and water, made into a dough that gets extruded through differently shaped dies.

It is then dried and packaged.



Semolina: Industrial vs. Artisanal

Industrial Pasta

- Speed & efficiency
- Cost-effectiveness
- Feed the masses
- Dried at a high temperature
- Dried for a shorter period of time
- Extruded through a Teflon die



Artisanal Pasta

- Quality
- Authenticity
- Tradition
- Dried at a lower temperature
- Dried for a longer period of time
- Extruded through a bronze die



Pasta Shapes: Semolina vs Egg



Tagliatelle



Tajarin



Agnolotti



Ravioli



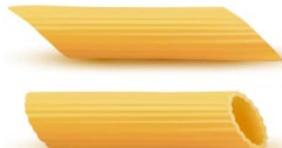
Pappardelle



Farfalle



Spaghetti



Penne



Lumache



Fusilli



Conchiglie

Shapes & Sauces

Traditionally, every sauce was paired with a certain type of pasta.

At Eataly, we try to follow this distinctions while adapting to modern audiences.

But in the end, to each (shape) their own (sauce)!

“Long” Shapes

e.g. Spaghetti

Tomato based, creamy or oil based sauces.

- Amatriciana
- Carbonara
- Nerano (fried zucchini squash)
- Pomodoro
- Cacio e Pepe

“Short” Shapes

e.g. Penne

Sauces with “chunks”, cheese-based.

- Alla Norma
- Pesto Genovese
- Quattro Formaggi



EAT ALY

SAUCES | SALSE

(SAHL-say)

Italian Sauces

What is pasta or pizza without sauce?

- Pomodoro
- Pesto
- Ragu
- Marinara
- Arrabbiata



Tomato Sauce

Mid-1500s: the tomatl, an Aztec plant, arrives in Italy

1694: first published recipe for tomato sauce found in *Lo Scalo alla Moderna* ("The Modern Steward") by Neapolitan chef Antonio Latini

Mid-1800s: tomato sauce begins to be paired with pasta, and the practice of canning and preserving tomatoes starts to take off

Today: Tomatoes remain a staple of Italian cuisine, particularly when it comes to sauce



Four Sauces of Rome



Cacio e Pepe
Pecorino Romano + Black
Pepper



Gricia
Pecorino Romano + Black
Pepper + Guanciale



Carbonara
Pecorino Romano + Black
Pepper + Guanciale + Eggs



Amatriciana
Pecorino Romano + Black
Pepper + Guanciale + Tomatoes

Made vs. Jarred

Sauces We Make Fresh

- Carbonara
- Wine-based sauces
- Bolognese
- Cream & Dairy-based sauces

Sauces We Jar for Sale

- Pomodoro
- Marinara
- Arrabiata
- Pesto
- Puttanesca
- Mushroom & Truffle

KNOWLEDGE CHECK!

1. What are the two families of pasta?
 1. Fresh Egg Pasta and Durum Wheat Pasta
2. What is “al dente”?
3. Why is artisanal pasta considered better than industrial?
 2. The desired texture of pasta – “to the tooth”
 3. Better digestibility, better texture and more “grip”
4. What is the difference between Cacio e Pepe and Carbonara?
 4. Cacio e Pepe is just pasta, Pecorino Romano, and black pepper. Carbonara also has egg and guanciale.



EATALY

PRESERVE | CONSERVE

(con-SER-vay)

Why Preserves?

What comes to mind when you think of preserves?



Why is food preserved?

How is food preserved?

The Italian cupboard!



Oil-Based preserve



Sugar-Based preserve



Dried preserve



Salt-Based preserve



A close-up photograph of olive branches with green olives hanging from them, set against a dark background.

EAT A L Y

EXTRA VIRGIN OLIVE OIL |
OLIO EXTRA VERGINE

Extra Virgin Olive Oil (EVOO)

To be considered “extra virgin,” European law stipulates that an olive oil must:



Be made exclusively from the first, cold olive press



Be pressed only by physical methods of separation (by a press or a centrifuge)



Have an acidity level lower than 0.8%



Not contain any chemical substances

These groves are often harvested by hand picking the olives into baskets or bins

The Olive Oil in Italy

EATALY

Generally, olive oils from different parts of Italy can be classified in groups because the olives will be grown in similar areas.



█ Northern
Delicate
Smooth
Buttery

█ Central
Herbaceous
Grassy
Peppery

█ Southern
Full-Bodied
Intense
Spicy



How do I store my Extra Virgin Olive Oil?

Light, heat, and air are your enemies!

When storing EVOO it's very important to keep it away from sources of light, from any kind of heat and to close it tightly after every use.

EVOO, if stored correctly, can last up to 3 months!





Why does my Extra Virgin Olive Oil look cloudy and contain solids at the bottom?

It's too cold!

Below about 54°F/ 12°C, EVOO begins to turn cloudy as the fats and natural waxes begin to crystalize. Solids will sink to the bottom, and the oil can turn to a gel-like texture or even solidify.



Don't worry!

This is easily reversible and doesn't compromise the quality at all.

Simply place the olive oil in a dark place that is closer to room temperature – between 55-70° F – and allow it to return to its liquid state.

How to Taste EVOO

- What you need:

- Transparent cup (so you can see the color!)

- What to do:

1. Pour a very small amount of olive oil into the cup
2. Cover the cup with your hand for few seconds to warm the oil
3. Smell the aroma
4. Taste the oil by sipping the oil between your teeth and lip
5. Take deep breathes





EAT ALY

VINEGAR | ACETO

(AH-che-toh)

Italian Dressing

What is it?

- A. A vinaigrette-type salad dressing that consists of water, vinegar or lemon juice, chopped bell peppers, sugar or corn syrup, and various herbs and spices.

“Italian Dressing”



OR

- B. Olive oil, vinegar, and salt.

Typical salad
dressing in Italy



The Balsamic Vinegar in Italy

Traditional Balsamic Vinegar of Modena or Reggio Emilia DOP	<p>Region: Emilia Romagna, in either Modena or Reggio Emilia</p> <p>Components: 100% Cooked Grape Must</p> <p>Aging: 12, 15-20 or 20-25 years</p>	 Modena	 Reggio Emilia	
Balsamic Vinegar of Modena IGP	<p>Region: Emilia Romagna, in Modena</p> <p>Components: Minimum 20% cooked Grape Must and minimum 10% Wine Vinegar</p> <p>Aging: Minimum 60 days, maximum 3 years</p>	 GEMMA NERA	 ACETO BALSAMICO DI MODENA IGP	



Condimento Alimentare



Products that do not meet the requirements for Balsamic Vinegar of Modena IGP or Traditional Balsamic Vinegar of Modena or Reggio-Emilia DOP, will not have the certification status

Condimento Alimentare or dressing are:

- Not regulated
- Can be produced and made with grapes from any region of Italy
- May include extra ingredients



Condimento Alimentare:
Balsamic Vinegar of
Modena IGP, *and figs.*



Condimento Alimentare:
Glaze with "Balsamic
Vinegar of Modena IGP"

KNOWLEDGE CHECK!

1. What are the four main types of preserves in Italy?
 1. Oil-based, sugar-based, salt-based and dried.
 2. Has acidity lower than 0.8%
Exclusively made from the first cold press
Pressed only by physical methods
Does not contain any chemicals
2. What makes an olive oil “extra virgin?”
3. True or False: Olive oil tastes the same regardless of the region in Italy.
4. What is Italian dressing?
5. True or False: Balsamic Glaze and Balsamic Vinegar are the same thing.
 3. False! Oils all have different flavor profiles
 4. Italian dressing is an American invention to be used as salad garnish. Italians use a mix of Oil, vinegar, salt, etc.
 5. False! Glaze does not meet the requirements for Balsamic Vinegar of Modena IGP or Traditional Balsamic Vinegar of Modena or Reggio-Emilia DOP



EAT A L Y

PIZZA NAPOLETANA & PIZZA ROMANA

Pizza Romana aka ‘Pizza alla Pala’

EATALY



Pizza Napoletana

Pizza Napoletana



- From Napoli, Campania (South)
- Baked in a wood-burning oven
- Soft elastic center, charred and fluffy crust
- Sold by whole pizza in our restaurants
- Very strict rules!

Pizza Romana aka ‘Pizza alla Pala’



- From Roma, Lazio (Center Italy)
- Baked in an electric oven
- Fluffy with a crispy outer crust
- Lots of different toppings
- Sold by slice or by whole

Margherita Pizza

Created in Naples in 1889 at the behest of a visiting Queen, Margherita of Savoy.



Colors of the ingredients mimic the colors of the Italian flag.



Signature Eataly Pizza

Pizza Romana



Funghi: Roasted Cremini Mushrooms, Button Mushrooms, Provolone, and Mozzarella



Quattro Formaggi: Buffalo Mozzarella, Pecorino Romano DOP, Gorgonzola Dolce DOP, 18 Month Provolone Auricchio Stravecchio, Basil, Olive Oil



Tricolore: Prosciutto di Parma, Stracciatella, Cherry Tomatoes, Arugula



Soppressata: Mutti Crushed Tomatoes, Spicy Salame, Fresh Mozzarella

Pizza Napolitana



Capricciosa: San Marzano Tomato Sauce, Mozzarella di Napoli, Cremini Mushrooms, Gaeta Olives, Ferrarini Prosciutto Cotto, Artichokes, Basil, Olive Oil



Burrata e Prosciutto: San Marzano Tomato Sauce, Mozzarelli di Napoli, Ferrarini 18-Month Prosciutto di Parma, Fresh Burrata, Basil, Olive Oil



Salsicciotta: San Marzano Tomato Sauce, Mozzarella di Napoli, Sweet Italian Sausage, Cremini Mushrooms, Basil, Olive Oil



Calzone Classico: Ricotta, Mozzarella di Napoli, Ferrarini Prosciutto Cotto, San Marzano Tomato Sauce, Basil, Olive Oil



EAT A L Y

BREAD | *PANE*
(PAH-neh)

The Secret to our Bread: Simplicity



Flour



Water



Salt



Mother Yeast

- Only four ingredients
- 43 years old Mother Yeast from Italy
- We bake in-house by hand
- Up to 18 hours of work for a single loaf!



E A T A L Y

Focaccia Bread

QSR



Restaurants



Retail



KNOWLEDGE CHECK!

1. What are the two types of pizza we sell at Eataly?
1. Pizza Napoletana – Napoli
Pizza alla Pala – Roma
2. What is Mother Yeast, and why is it significant?
2. Natural yeast made from flour and water. It can be kept alive as long as you feed it and makes for sourdough bread
3. What are the defining characteristics of Pizza alla Pala and Napoletana?
3. Pala: fluffy and crispy, electric oven for 13-15 minutes.
Napo: Soft and thin, wood-burning oven at a high heat for 60-90 seconds

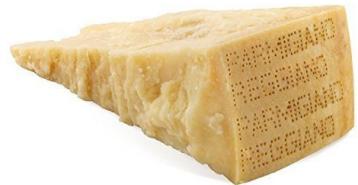


EAT A L Y

CHEESE | *FORMAGGIO*

(*for-MAH-jio*)

Cheese Classification



Cow's Milk
Mucca = Cow



Sheep's Milk
Pecora = Sheep



Goat's Milk
Capra = Goat



Buffalo's Milk
Bufala = Buffalo



Fresh Cheese
Less than 2 weeks



Semi-aged Cheese
Between 2 weeks and 6 months



Aged Cheese
More than 6 months

Mozzarella & Burrata

Type of Milk: Cow or Buffalo Milk

Mozzare: "To Cut"

Mozzarella is a fresh cheese made from cow's or buffalo's milk using the *pasta filata* method (stretched curd).



Type of Milk: Cow or Buffalo Milk

Stracciare: "To shred"

Burrata, meaning "buttery" in Italian is a fresh cheese made from a mix of mozzarella and heavy cream.

Mozzarella



Stracciatella

Did you know? Our house made mozzarella and burrata is made fresh daily by our cheesemongers!

Parmigiano Reggiano, Grana Padano, and Parmesan

EAT ALY

Parmigiano Reggiano

VS

Grana Padano

- Cow's milk
- Aged 1->4 years
- Produced in Parma, Modena, or Emilia Romagna, and specific parts of Bologna and Mantua
- Nuttier, crumblier



VS

Parmesan

- Cow's milk
- No aging requirements
- Can be produced anywhere
- Flavor varies, less complex flavor, more generic



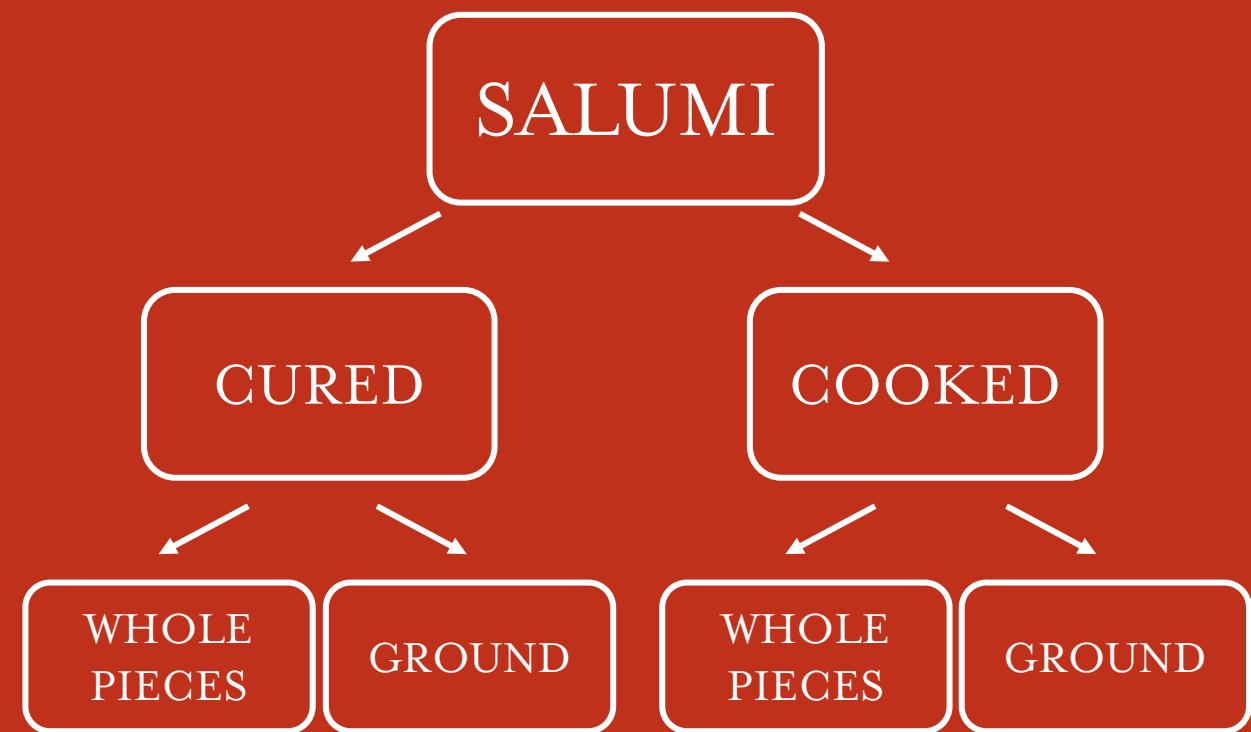
The background image shows a variety of cured meats and cheeses arranged on a dark, textured slate board. Visible items include a block of yellow cheese with red and green herbs, a large wheel of dark brown cheese, a wedge of white cheese, a large slice of pink ham, and several pieces of cured meat with distinct marbling. A thin red horizontal line runs across the middle of the image, separating the header from the main title.

EATALY

CURED MEATS | *SALUMI*

(*sah-LOO-mee*)

Types of *Salumi*



- Prosciutto
- Coppa
- Pancetta
- Guanciale
- Milano
- Soppressata
- Genoa
- Finocchiona
- Prosciutto Cotto
- Porchetta
- Mortadella
- Cotechino
- Zampone

SALUMI = CURED MEATS
SALUMI ≠ SALAMI



Curing is general term referring to any process that preserve meat

Salami is a kind of salumi, ground and cured

Prosciutto

Prosciutto Crudo – “Cured Ham”



Prosciutto Cotto – “Cooked Ham”



KNOWLEDGE CHECK!

1. True or False: Mozzarella is a fresh cheese.
2. What is Burrata?
3. True or False: Parmigiano Reggiano and Parmesan cheese are the same.
4. What are the two types of salumi?
5. True or False: Salami and salumi are the same thing
6. True or False: Prosciutto Crudo is a cooked meat.
1. True! Our house made mozzarella is made fresh daily on site by our cheesemongers!
2. A “pouch” made with mozzarella on the outside and stracciatella on the inside
3. False! Parmigiano Reggiano is a DOP cheese. Parmesan is unregulated and may be aged as little as 10 months.
4. Cooked and Cured
5. False! Salami is a kind of salumi.
6. False! Prosciutto Crudo is cured, not cooked.



EATALY

MEAT & FISH
| CARNE E PESCE

Nice to MEAT you!

The staples of our Butcher program:

- Sustainable farms
- Pasture raised animals
- Dry-Aged Beef
- Made in Eataly products



Fintroducing...fish!



Our Fishmonger program follows the same ideas as our butcher program.

- Sustainable fishing
- Organic farms
- Local fisheries
- Freshness of the fish





EATALY

CAVIAR | *CAVIALE*

What is Caviar?

Caviar is made by salt-curing the roe of the Sturgeon.

- Can be wild or farm-raised
- It's considered a delicacy
- Italy is the 2nd biggest producer of farmed caviar in the world
- Calvisius is Eataly's only partner for Caviar



Why is caviar so expensive?

- Time: it takes anywhere from 10 to over 25 years
- Process: every single phase of the process is done by hand
- Storage: caviar must be consumed within weeks from production





EAT A L Y

TRUFFLES | TARTUFI

The Gift of the Earth

Truffle is one of the quintessential products of Italy all year round, with the most sought after, the White truffle, being available in winter.

It is used by Chefs and Cooks all over the world thanks to its earthy, deep and complex flavor.



Truffle Agnolotti

Risotto ai funghi e tartufi



What are Truffles?

Truffles are a species of fungus called tubers:
these are NOT mushrooms

Tubers do not harm their host tree, but
rather aids it in absorbing nutrients from the
soil.

Since truffles cannot be seen on the surface
of the soil with the naked eye, a trained
animal is required to find them.



HOW TO TRUFFLE

with

URBANI



TARTUFI



EATALY

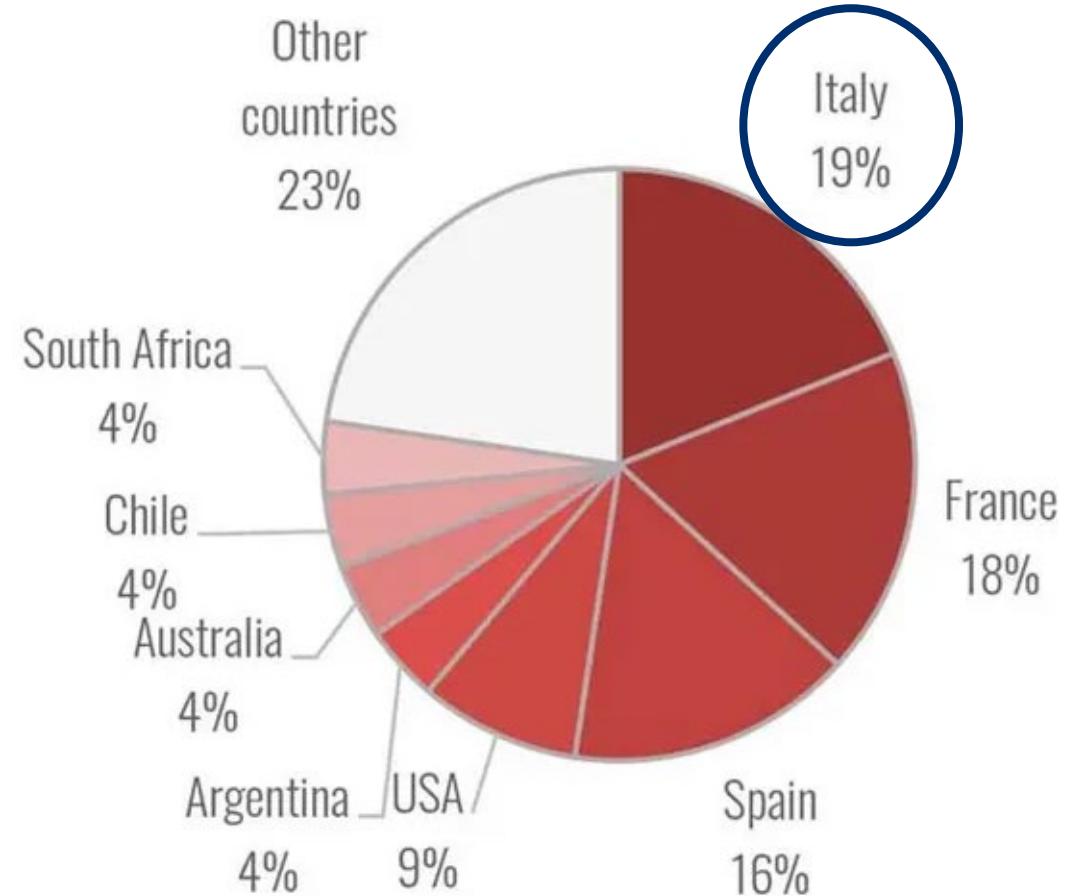
WINE | *VINO*

(*VEE-noh*)

Wine & Italy

Italy has over 350 indigenous varieties and almost a thousand wines with a certification.

- 5 Wine Identifiers:
1. Sweetness
 2. Acidity
 3. Tannins
 4. Body
 5. Alcohol
- 3 Main Types:
1. Red
 2. White
 3. Sparkling



I.G.T

D.O.C.G.

D.O.C.

Wine Certifications

The are three main certification for Italian wines:

- DOCG: 78 wines
- DOC: 329 wines
- IGT

DOCG

Denominazione di Origine Controllata E Garantita

Reserved for the highest quality wines in Italy.

Conditions must pass a blind taste administered by the government.

DOC

Denominazione di Origine Controllata

Pertains solely to wines produced in a specific geographic zone from an officially permitted grape varietal.

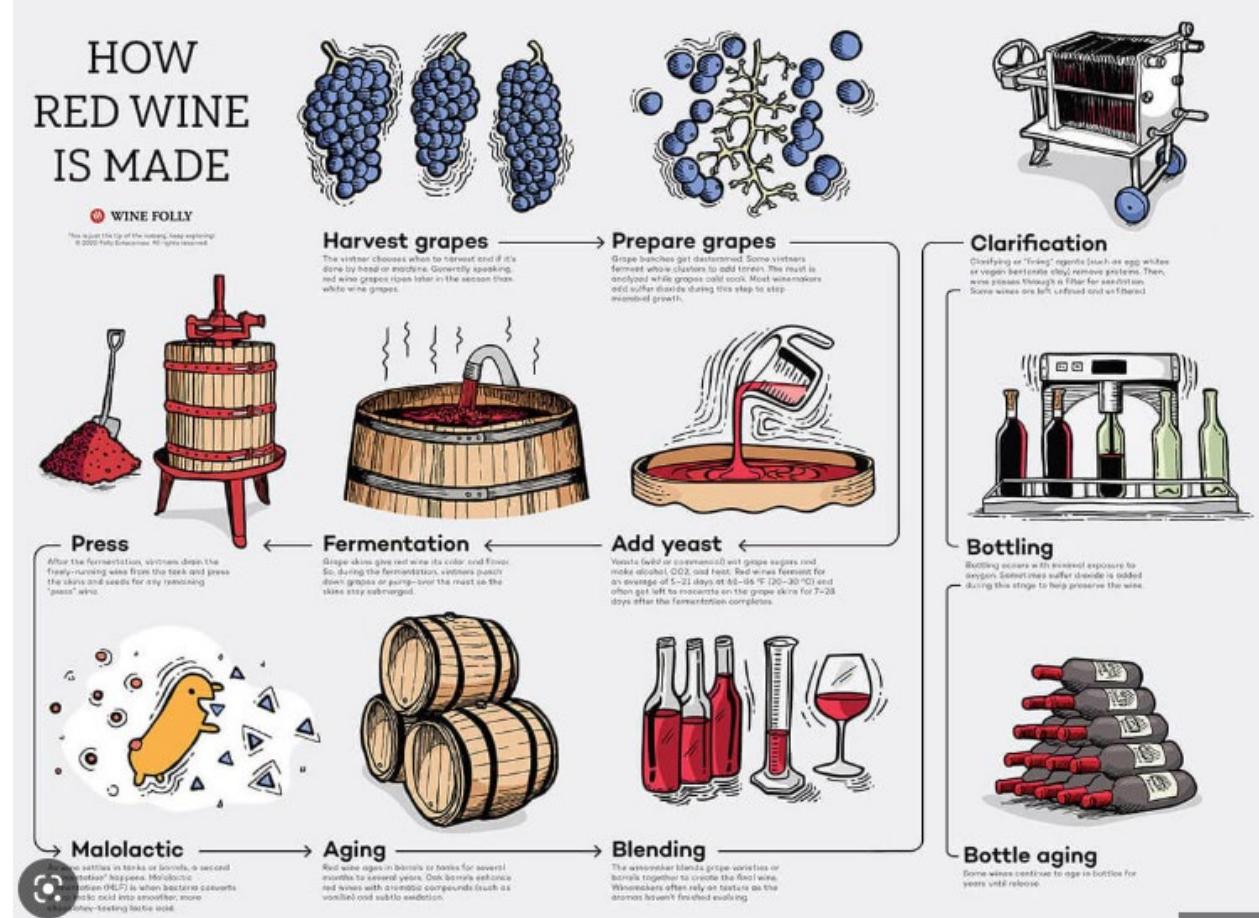
IGT

Indicazione Geografica Tipica

Acknowledges wines that are of superior quality, but do not fit into the DOC or DOCG category, for example, Super Tuscan.



How is Wine made?



Wine in Italy

Wine is grown all over the Italian Peninsula, these are the main regions and their styles of wine

Northern Wines

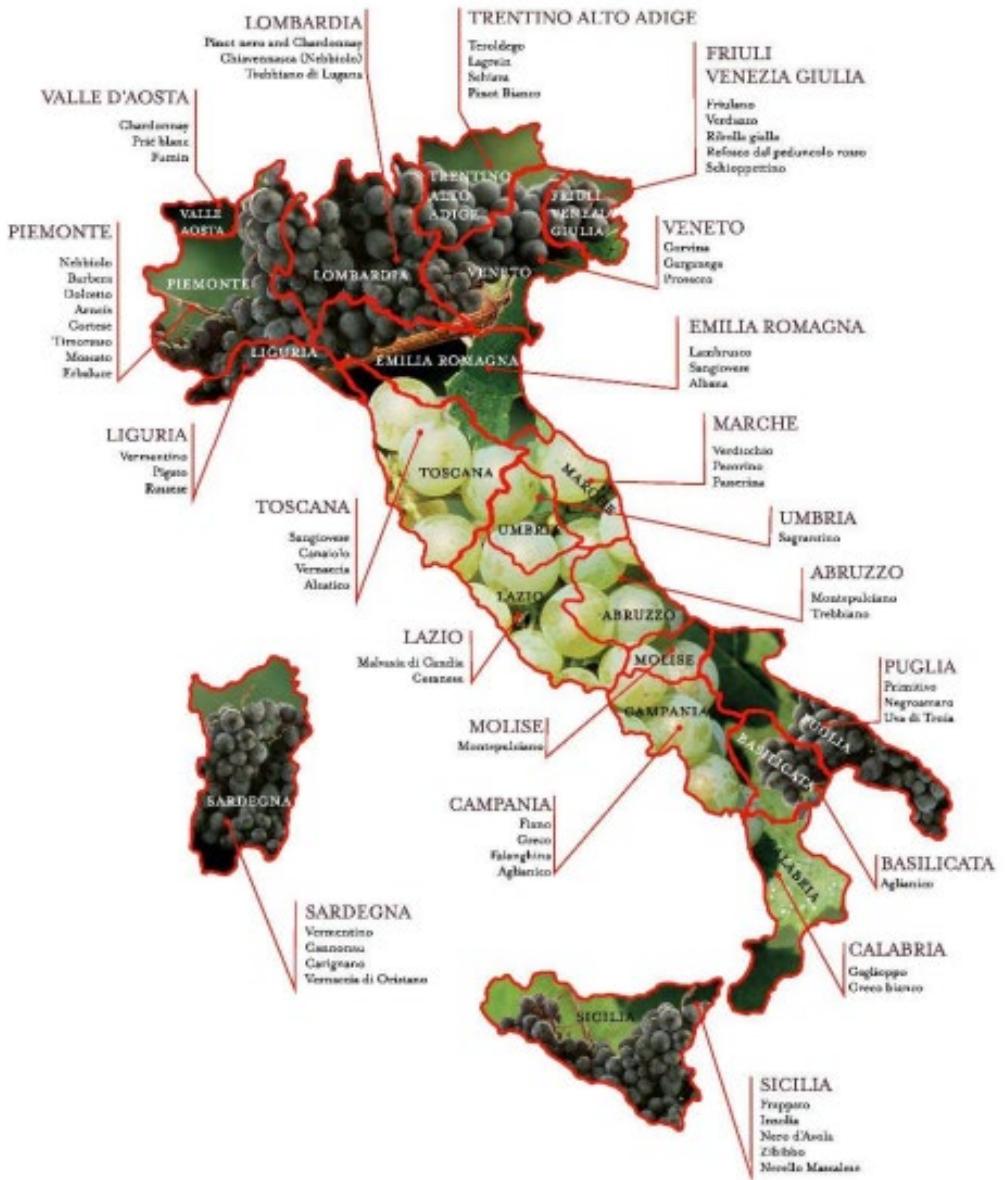
- Barolo
- Prosecco
- Lambrusco

Central Wines

- Montepulciano
- Sangiovese
- Sagratino

Southern Wines

- Nero d'Avola
- Greco
- Etna Bianco



KNOWLEDGE CHECK!

1. What are the main types of Italian wines?
2. What does 'DOC' and 'DOCG' mean on Italian wine labels?
3. Are there any famous Italian wine regions I should know about?
4. What's the main difference between red and white wine?
1. Italian wines are primarily categorized into red, white, and sparkling varieties.
2. DOC and DOCG are European wine classification systems that ensure quality and authenticity.
3. Yes, Italy has several renowned wine regions. Tuscany, Piedmont, Veneto, Puglia and Sicily are a few.
4. Grape skins do not come in contact with white wine after pressing.

EATALY

COFFEE | CAFFÈ' (cah-FEH)



Coffee History

Italy is famous for two coffee inventions:

- Espresso machine in 1901
- Moka Pot in 1933

Fun Fact! The Americano was invented during WWII when the American soldiers stationed in Italy needed a coffee that wasn't as strong as espresso – so they put espresso and hot water!



The Coffees at Eataly

Espresso is the king of Italian coffee: brewed with extreme precision and freshly ground every single shot.



Eataly offers many kinds of coffee: espresso or espresso-based, but also a whole variety of drinks adapted from Italian recipes or created for the American market.

A close-up photograph of various Italian pastries and breads. In the foreground, there's a large, marbled cake with white and brown swirls, and a bun topped with a mix of seeds like sunflower and sesame. The background shows several golden-brown croissants.

EAT A L Y

SWEETS | *DOLCI*

(DOHL-chee)

Our pastry counter

Our Pastry represents the classic Italian pastry: our recipes are carefully created, reviewed and adapted by our incredible pastry team.

We offer the following:

- Torte (TOHR-tay) – *Cakes*
- Teglie (TEH-lee-yeh) – *Trays*
- Monoporzioni (moh-noh-pohr-tzee-OH-nee)
– *Single portions*
- Pasticcini (pah-stee-CHEE-nee) – *Small Bites*
- Biscotti (bee-SCOH-tee) – *Cookies*



The Staple of our sweets

Katia, our Vice President of QSR, reproduced the family recipe for her grandma's tiramisu, here are the ingredients:

- Coffee
- Mascarpone
- Cocoa powder
- Ladyfingers
- Eggs
- Sugar



KNOWLEDGE CHECK!

- 1. Why Italy is famous for coffee?
- 1. Because of the inventions of espresso machine and moka pot.
- 2. Where do we produce sweets?
- 2. We produce sweets in-house fresh every single day!
- 3. Why our Tiramisu is better than others?
- 3. Because it's made using only six, high quality ingredients.



EATALY

ICONS OF EATALY | ICONE DI
EATALY

We cook what we sell, and we sell what we cook!

Icons of Eataly is our
showcase of the most
Iconic dishes from Italy!

You can find this special
selection in many of our
restaurants



Icons of Eataly

Carbonara



Tagliatelle Bolognese



Cacio e Pepe



Pasta alla Scoglio

Lasagna



Burro & Parmigiano

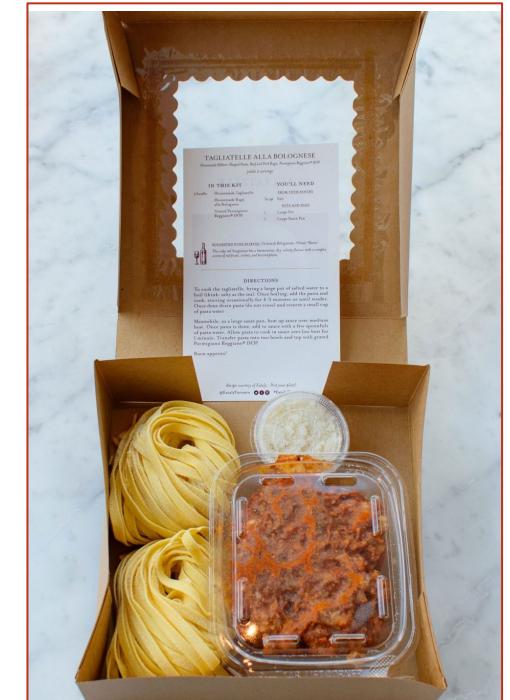


Made-in-Eataly

The deliciousness doesn't end in our restaurants!

Many of our restaurants best sellers can be found In the “Pronto” section.

And the best thing? They're already cooked or ready to eat!



Eataly Private Label

Your go-to for quality, authenticity, and consistency!

We work with the best Italian producers to partner and make our own label – making us your very own personal shopper!



KNOWLEDGE CHECK!

1. What are the “Icons of Eataly”?
2. Is pasta Alfredo Italian?
3. MIE products are all raw and needs to be cooked.
1. Famous Italian food cooked the traditional way and served in our restaurant Pizza Pasta.
2. Yes, but the recipe was adapted in the USA. The original one is only parmigiano and butter.
3. False, MIE is also cooked!

EATALY

FINAL THOUGHTS



Takeaways

What is 1 product fact you remember?

Keep in mind...

- Learning all of this will take time
- Use your resources
 - Training documents
 - Managers & team
- Practice, practice, practice!



E A T A L Y

GRAZIE!