



## Autogrill takes successful Bistrot concept to Identità Golose

- The Group is a sponsor of the 12<sup>th</sup> International Convention on cooking, patisserie and ice cream at Mi.Co, Milan, 6 to 8 March.
- The Company will be presenting Bistrot, a concept developed in partnership with the University of Gastronomic Sciences (Unisg) in Pollenzo

Milan, 29<sup>th</sup> February 2016. Autogrill is for the first time one of the partners of Identità Golose, a convention now at its 12<sup>th</sup> edition, at Mi.CO in Milan from 6 to 8 March. The Group will be going to the event with Bistrot, the last-generation concept developed in collaboration with the **University of Gastronomic Sciences (Unisg) in Pollenzo** and successfully rolled out in five European countries (Italy, The Netherlands, Switzerland, Germany and Finland). During the 3-days Convention, Identità Golose guests will be able to discover and explore the philosophy of this concept, with tastings of specialities from the countries where Bistrot operates, practical demonstrations and meetings with master bakers.

“ - The Force of Freedom - is the title of the 12<sup>th</sup> Identità Golose. So we thought it was important to be there,” said **Ezio Balarini, Group Chief Marketing Officer**, “because Autogrill has shown the **strength to change and innovate** over the years and render its f&b offering for travellers more varied, healthier and more pleasing. And Bistrot is the result of all this change”.

“For our Group, innovation is a fundamentally important lever,” continued **Balarini**, “and to achieve it we work with renowned partners like **Magenta Bureau**, which organizes Identità Golose every year”.

Collaboration between Autogrill and Identità Golose goes back to December 2012 and the design and development of the **Culinary Council**, the international programme of gastronomic innovation under which the Group brings chefs and opinion leaders from the food services industry together, every year, to pool and discuss useful ideas for transforming the foodservice offering.

“For us at Identità Golose, it is a sincere and profound satisfaction to be able to work with a dynamic enterprise like Autogrill,” said **Paolo Marchi, originator and curator of Identità Golose**. “Haute cuisine, despite its name, should not limit itself to satisfying an elite public with an offering that’s unaffordable to many. The converse is also true as Ferran Adrià, founder of contemporary Spanish cuisine, said: wins stars yes, but also by allowing the customer to spend reasonable sums. And the sharing of **information and expertise works both ways: the creativity, ingeniousness and excellence of top, starred chefs that meets** an enterprise like Autogrill, which is constantly improving the quality of its offering to satisfy its consumers and give them new culinary experiences”.

### Bistrot at Identità Golose

Autogrill produced its Bistrot at Identità Golose to graphic designs by **Costa Group** – a partner of major international food entertainment groups. Costa designs, develops and builds **furnishing solutions for food facilities**, on an exclusive basis and tailored to maximum enhancement of the product to be displayed.

Autogrill’s stand reproduces the interiors of one of its Bistrots, inviting its visitors on a **culinary journey through the heart of Europe** and its food & wine specialities, so rich in flavours and traditions. So there is a strong focus on tastings, available throughout the day, with salty products but also sweet things like **korvapuusti**, a delicious cinnamon and cardamom flavoured roll from **Finland** and the typical *pan tranvai* made to the traditional recipe by Maestro Grazioli. For those preferring a more health-oriented break, there’s centrifuged juice of *Pomella*, an old Piedmont variety of apple, and **D’UVA**, pure natural grape juice with a choice of four interesting varieties: Chardonnay, Moscato, Merlot and Barbera.



The offering in Autogrill's Bistrot space is rounded out by some creative and flavoursome innovations, fruit of the Group's ongoing research activities: a cube of wholemeal bread made with sourdough, steeped in sauce from Sicilian cherry tomatoes PGI and dressed with *burrata* cheese, a perfectly balanced dish that's a distillation of Neapolitan culinary tradition.

Another key characteristic of Bistrot is undoubtedly the work areas, one for bread and one for pasta, where clients can view the various phases in day-to-day production. And on all three days of the Convention, guests at the Bistrot stand will be able to meet two master bakers, **Stefano Bongiovanni** and **Salvatore Vullo**.

With different personal and professional backgrounds (the former from Cuneo, the latter Sicilian), they share a passion for bread, sourdough and experimentation in the "white art".

Bongiovanni collaborates with **Esmach, another important partner of Autogrill in Bistrot**.

Esmach, in fact, with its EsmachLab project, has reinvented the white art by simplifying the production process, reshaping work that's accessible to everyone and guaranteeing a product that's fresh, fragrant, digestible and natural. Bread comes from sourdough and top quality flours, rich in virtues and without preservatives: it's a contemporary bread, proud of its variety of sweet and savoury forms (*ciabatta, focaccia, pizza, pagnotta, croissant* and *baguette*).

The two master bakers will be bringing three very special products for people to taste at Identità Golose: a **spelt bread with potatoes and Cervere leeks**, a beer baguette with a wild herb *frittata* and lastly a Ragusa style pizza. All three are based on sourdough, which produces unique fragrance and flavour in bread and pizza, so different from industrial/retail chain products.

*For further informations:*

Press Office Autogrill  
T: +39 02 4826 3250  
[dir.com@autogrill.net](mailto:dir.com@autogrill.net)