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## Verticality and affordable quality: the dual focus of the food&beverage offering at “Il Mercato del Duomo”

- Autogrill’s new flagship store assembles an offering of concepts and formulas embodying excellence, for a diversified, advanced and sustainable eating experience
- **Motta Caffè Bar, Il Mercato, Bistrot Milano Duomo, Terrazza Aperol, Spazio Milano and Wine Bar** are the concepts chosen as stages in a journey through taste

“Il Mercato del Duomo” can be seen as a huge crucible in which Autogrill has poured all its know-how accumulated at international level to offer the city of Milan a new place for socializing and conviviality where people can rediscover the territory’s genuine flavours and the crafts and excellences of Italian food and wine traditions, all under the banner of fine taste affordable for all.

In the city’s most important square, the Group is offering a mix of food&beverage concepts linking the successes of the past with the Company’s commitment to developing avant-garde formulas in collaboration with the most innovative of partners, for the catering of the future and sustainable quality.

The food&beverage offering at “Il Mercato del Duomo” is organized on four floors (covering 3,000 square metres overall) and was developed in collaboration with the **University of Gastronomic Sciences in Pollenzo, Niko Romito Formazione** and a select group of local producers and culinary specialists.

It reflects the evolution of eating styles and is tailored to meet the differing rhythms of the over 30,000 citizens and tourists that cross the centre of Milan everyday, whether for business or pleasure.

**Motta Caffè Bar, Il Mercato, Bistrot Milano Duomo, Terrazza Aperol, Spazio Milano** - a Niko Romito Formazione project – and **Wine Bar** are the concepts the Group has chosen as the pillars supporting this temple of taste, which celebrates not only the excellence of *Made in Italy* food but also the quality of the raw materials and their transformation.

### Il Mercato

The first floor houses the most representative innovation of the entire store: a covered market (around 500 square metres) run by Compagnia Alimentare and featuring local producers selected in collaboration with the University of Gastronomic Sciences in Pollenzo. It celebrates our encounter with food in its simplest form.

As in a typical urban market, customers will be able to rediscover old trades and artisan know-how and find out about the specialities on sale and where they come from. This “encounter” in Il Mercato is organized around “counters” with different types of food:

- the Butcher’s is a long-standing Asti firm, **F.lli Gavazza**, that has specialized since 1913 in the processing of select meats from the best livestock producers in Piemonte;
- the Dairy counter, run by Naples-based **Sogni di latte** in partnership with **La Casearia Carpenedo** (Treviso), an artisanal dairy offering an assortment of fresh products such mozzarella di bufala campana and a wide selection of mature and herb-flavoured cheeses and ricottas;
- the Delicatessen, **Falcone** (Verzuolo, Cuneo), recognized as “artisanal excellence” by Regione Piemonte, with an offering of starters, cold dishes and sauces made with top quality raw materials to traditional recipes;



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- the Pâtisserie, **C'era una torta...** (Seregno, Milano), specializing in cakes, biscuits and pastries and other delicacies made with natural and organic ingredients to the rhythm of natural leavening;
- the Bakery, **Grazioli** (Legnano, Milano), whose production is based on sourdough leavening and stone-milled organic flours, offering a wide range of traditional Milan and Lombardia specialities like spelt bread or the typical *Pan Tranvai* with raisins;
- the Green Grocer's, **F.lli Abbascià**, for over 50 years a famous name in fruit & vegetables in Milan, with a selection of high quality and in-season produce.

To enjoy full immersion in the genuine atmosphere and flavours at Il Mercato, customers can also use a **Personal Shopper**, an operator trained at the University of Gastronomic Science in Pollenzo, to accompany them on thematic food&wine explorations.

And to make the experience even more interactive, Il Mercato has a **Showcooking Events Space**, which is specially equipped with the Icon kitchen designed by Giuseppe Bavuso for **Ernestomeda** and will be a venue for various events, courses and presentations sharing the common theme of passion for good food. A unique facility where customers will be able to learn about history and traditions directly from producers and food experts, and also don chef's whites by taking part in the cooking lessons.

### **Bistrot Milano Duomo**

Bistrot Milano Duomo is a concept that was successfully tried and tested at Milan's Stazione Centrale and then exported to a number of the Group's locations round the world. The version for Il Mercato del Duomo is on two floors and has some new corner attractions.

On the 1<sup>st</sup> floor, customers will find:

- **Il Forno**, the bakery area making breads and pizzas with sourdough and local flours from **Molini di Voghera**, as well as croissants, tarts and other pastry specialities from the patisserie **C'era una torta...**;
- **Ovobar**, Bistrot Milano Duomo's biggest innovation, with a menu that changes during the day, from breakfast to dinner but all based on fresh eggs from **Azienda Agricola Bargerò**, specializing in organic free-range production;
- **La Caffetteria**, for a long and relaxing coffee break far from the frenzy of the city centre, with not only espresso but also genuine Neapolitan coffee made in a traditional "cuccuma" and served at table;
- **Il Frutteto**, an oasis of in-season fresh fruit and vegetables with a wide choice of juices and smoothies prepared on request, as well as fruit salads, yoghurts and artisanal ice cream made with milk from dairies in Valle Stura (Piemonte).

While the corners on the 2<sup>nd</sup> floor will be:



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- **Il Pastaio**, specializing in 1<sup>st</sup> courses that celebrate traditional Italian recipes involving egg pasta made everyday by expert pasta makers on the premises;
- **La Cucina di Strada**, offering a wide assortment of premium cuts of meat and fish to cook on request, plus a selection of traditional Italian street food specialities;
- **Il Wine bar**, with cold dishes and salads to personalize and enjoy to the accompaniment of a wide selection of wines and artisanal beers.

### Wine Bar

On the 3rd floor, with **Spazio Milano**, there will be a Wine Bar where customers will be able to try the excellences of Italian food & wine traditions in an elegant and refined ambience.

### Motta Caffè Bar and Terrazza Aperol

Il Mercato, Bistrot Milano Duomo and Wine Bar will be joined by **Motta Caffè Bar** and **Terrazza Aperol**, two labels already present in the original Autogrill store and very popular with both locals and travellers visiting the capital of Lombardia.

**Motta Caffè Bar** is a modern revisiting of the original Milanese café opened in 1928, now returning to the Galleria Vittorio Emanuele after 17 years. Recently granted **Historical Store** status by Regione Lombardia, this typical *bar all'italiana* with a refined and elegant atmosphere is now a fast flow formula centring on coffee products, high quality pâtisserie and a selection of savoury snacks in the Italian and Lombardia tradition.

Opened in 2012, **Terrazza Aperol** symbolizes the aperitif of the moment: Aperol Spritz. The décor, designed by Antonio Piciulo, evokes the eponymous product, starting with the bar itself, a "photo frame freezing a fluid in mid air", a 3D sculpture, smooth and sensual, and borealis orange in colour. Terrazza Aperol is also a venue for cultural events and activities, and since 2012 it has been hosting SpritzLife, with guest artists of international fame like Bastille, Ed Sheeran, Jutty Ranx and Ace Wilder, and Italian radio and TV celebrities including Andrea Pellizzari, Kris Reichert and Nadia & the Rabbit.

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