

A hand is shown holding a piece of bread, with flour falling from it into a glass bowl. The entire scene is overlaid with a semi-transparent orange filter. The text 'FORNO RICCA' is positioned on the right side of the image.

— FORNO —  
RICCA

panificatori **contemporanei**



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# Forno Ricca, a romantic story of passion and innovation

Everything began with a **handwritten recipe book**, found by chance in a dusty old cabinet in the country house of Stefano's grandparents, a master baker for three generations.

Starting from that very notebook, precious testimony of his family's art, Stefano began to experiment, with the delicacy of an old-time craftsman and the confidence of an experienced professional. Reworking the tradition with a contemporary point of view, matured over years of passionate craftsmanship, he created **new products inspired by the artisan memory of past times but with a distinctly modern touch.**

That's how **Forno Ricca was born, a brand that revolutionises the concept of bakery**, Italian symbol of tradition and culture. Like a prodigious time machine, Forno Ricca **is able to evoke lost ancient tastes and at the same time to trigger the modern need for defined and intense tastes**, where some of the most characteristic products of our cuisine, such as focaccia, pizza and bread become the protagonists of innovative preparation processes.



## Our values

### ◇ **TRADITION**

*Forno Ricca was born as an explicit tribute to the Italian gastronomic tradition.*

### ◇ **QUALITY**

*The products by Forno Ricca are made only with high quality ingredients.*

### ◇ **INNOVATION**

*Forno Ricca is an innovative, future-oriented brand, the only one that obtained an agri-food patent > industrialisation*

The story of Forno Ricca is a story **of passion and innovation**, the story of a group of people who decided to follow their hearts to create a project combining Italian tradition with modernity.

It is the story of a brand that revolutionised the concept of bakery, making it a symbol of sharing and enjoyment.

**FORNO RICCA: a unique and unforgettable taste experience.**



*“Focaccia is  
a taste sensation,  
a poetry of the palate  
with a rigorous  
metric and an  
unrepeatable  
cadence ”*

*F. Caramagna*



# The products, from research to the table: **patented quality and taste**

For two years, a research and development team of master bakers, executive chefs, chemists and experts in marketing and sensory branding worked to create the Forno Ricca range of products.

After almost **1000 tests** combining traditional processes and the highest technological innovation, they were able to create a set of **unique recipes** of baked goods, pan-pizzas, gourmet focaccias and toasted breads, that are **totally natural and completely industrialised**.

One product in particular conquered immediately the people's palate and the commercial attention, the **Focaccia Ricca**.

Made using the age-old technique of **leavening with biga**, which allows the dough to mature for almost 48 hours, produced with secret blends of 100% Italian flours

and natural malts, and with the addition of amylase, gomasio and a small percentage of coconut oil to improve the chemical-physical characteristics and shelf life without using additives and to make it light and digestible, the Focaccia Ricca, with its fragrant crust and extremely honeycombed crumb, is **the perfect combination of quality, taste and aesthetics**.

The incessant search for the perfect recipe together with the creation of new industrialisation processes, allowed Forno Ricca to obtain **the agri-food patent for Focaccia Ricca** from the Ministry of Enterprise and Made in Italy, and is currently working to obtain the same recognition for two other products.



# FORNO RICCA:

[FÓR-NO / RÌC-CA] S.M.

*Quel (tri)angolo di paradiso in cui si  
trovano l'amore per la condivisione  
e la passione per il buon cibo.*







# Management process


## Simple and scalable

After the first phase of creating original products of the highest quality, the Forno Ricca development team focused on the dining concept itself, with the ambition of **revolutionising the fast casual segment**.

The stated aim from the very beginning was to create a series of processes that could guarantee very high quality standards but at the same time be easily replicable, and to create preparations and lines managed by operators with basic training, making it unnecessary the presence on-site of highly professional chefs and staff.

The technology developed by Forno Ricca allows focaccia and other products to be prepared quickly and easily:

- ◇ The products are produced in Forno Ricca's centralised production centres, where they are kneaded, leavened, baked to 85% and then blast-chilled.
- ◇ The products that arrive in the stores are frozen but ready to be regenerated by baking the last 15%.
- ◇ Thanks to the use of high-tech ovens, that are remotely programmed by the kitchen experts in the headquarters, the on-site operator simply has to put the product in the oven and type in the specially created baking programme.
- ◇ In a few minutes, the products are ready to be filled or garnished by the operator, following an accurate chart that contains ingredient weights and indications on the final preparation and plating.



The baking processes are pre-set from headquarters and do not require **any cooking skills**.

Filling management is simple and scalable, it is basically an activity of **assembling ingredients**.

In addition, the baking phases **do not require a chimney**, which is a significant advantage for entrepreneurs who decide to develop a Forno Ricca branded store.





# The stores: an absolute taste and sharing experience

The Forno Ricca restaurants are the perfect place to live **an absolute experience of taste and sharing**.

The locations are cosy, with clear references to Italian tradition mixed with elements of modernity that make them a perfect must-place to be. The **natural materials** used for the furnishings are a tribute to the genuineness of Forno Ricca products and the **innovative artistic elements** that embellish the spaces are a clear reference to the exclusivity of the patented production processes, like the artist's signature that makes his work of art unique and unrepeatable.

The food on offer covers a **wide choice of dishes**, from Italian baked goods to traditional recipes, accompanied by a complete and coordinated **drinks list**, to adapt to the most diverse moments, from business lunches to aperitifs with friends to romantic dinners.

Thanks to cooperation with leading companies, the operational architecture of the Forno Ricca stores is designed to **manage the service in different ways**, depending on target and location requirements.

The Forno Ricca premises perfectly represent the brand values:

- ◇ **TRADITION** *the ambience recalls the Italian tradition, with a modern touch*
- ◇ **QUALITY** *the choice of furniture is meticulously refined, using "material" and natural elements*
- ◇ **EXPERIENTIAL** *the menu offers the quality of artisanal products in a warm and modern ambience*

# B2B Distribution the product takes off

Thanks to the exclusivity of the products and the recognition received for quality and ease of handling, Forno Ricca has decided to complement its retail development with B2B distribution for the Ho.re.ca. world.

The offer of Forno Ricca is directed to a niche of catering realities looking for high quality products, made with natural and fresh ingredients, and easy to handle.

To meet the needs of these customers, Forno Ricca has developed a capillary logistical structure able to serve customers throughout Italy.

## The advantages for restaurateurs

The B2B distribution of Forno Ricca offers many advantages to restaurateurs, including:

- High-quality products: Forno Ricca uses only natural and fresh ingredients to make its products.
- Ease of handling: Forno Ricca products are easy to prepare and serve.
- Customer support: Forno Ricca offers a dedicated customer support service for restaurateurs.

The B2B distribution of Forno Ricca is an ideal solution for restaurateurs who want to offer their customers a unique taste experience.







# Forno Ricca a new concept of Franchising

Forno Ricca: a franchising proposal for ambitious entrepreneurs

Forno Ricca is a brand that offers a food service proposal of high quality and unicity, but also easily replicable.

The standardisation of all the necessary processes, contained in specific procedure documents (kitchen, service, etc.), makes the management of a Forno Ricca store simple and accessible to all, even those without much experience in the sector.

## The advantages of the franchising Forno Ricca

The franchising Forno Ricca offers many advantages to restaurateurs, including:

- > A successfully tested business model: Forno Ricca has already proven its ability to generate profits.
- > Ongoing support: Forno Ricca offers comprehensive support to franchisees, from location selection to staff training.
- > A recognised brand: Forno Ricca is an established brand in the food service market



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