



Tradizione Italiana

BRAND  
PRESENTATION

BY

*i Panini*



# ABOUT US

I Pani is located just beyond Dolceacqua, a picturesque medieval village in the inland of Liguria, a thin region in the northwestern part of Italy, home to fine quality "Made in Italy" products such as extra virgin olive oil, basil, pesto and many other typical specialties.

I Pani is an Italian producer certified IFS/BRC (audit unannounced) at high level, offering in the same plant 5 different families of bakery products, organic and conventional :

- Toasted bread line (Bruschetta, bruschettina/crostini and mini bruschetta)
- Artisanal Grissini
- Crispy Focaccia and mini focaccia
- Ligurian ciappa, ciappina and mini ciappa
- Toasted Focaccia







# Tradizione Italiana

Dedicated to Italian delicatessen stores and made with a special focus on the environment.



## KEY FEATURES

- 100% recyclable & reusable oven proof papertray (available for bruschettina, grissini, ciappa)
- Artisanal “look and feel”
- Clean label – no additive or preservatives added
- Shelf-stable products , for easy storage, selling and shipping worldwide
- Focus on continuous innovation to satisfy ever changing market demands

# BRUSCHETTINA / CROSTINO



## SERVING SUGGESTION

I Pani's "Bruschettina" originates from a long golden loaf of bread cut into slices and then toasted. Produced with "strong" flavours, it is perfect as an appetizer, a simple snack or as a side dish for soups.

## BEST SELLERS

Natural (with EVOO)  
Rich tomato (tomato, herbs and spices)





# BRUSCHETTINA / CROSTINO FINAL PACK



# MINI BRUSCHETTA



## SERVING SUGGESTION

Made with “classic” flavours, it is an ideal “Made in Italy” substitute to Canapés, especially delicious topped with olives paté, tomato sauces, creams.

## BEST SELLERS

Natural (with EVOO)



# MINI BRUSCHETTA FINAL PACK





# GRISSINI



## SERVING SUGGESTION

Made with a unique “Savoir-Faire” and packaged by hand to keep their artisanal look and feel, they are produced with simple ingredients: wheat flour, sea salt, yeast and extravirgin olive oil. Delicious on their own or if preferred, combined with pate, salami or ham as a tasty light starter/appetizer.

## BEST SELLERS

Black Olives





# GRISSINI FINAL PACK



# CIAPPA DI LIGURIA



## SERVING SUGGESTION

"Ciappa" is a product officially recognized by the Italian 'Gazzetta Ufficiale' as a typical regional product of Liguria. A delightful crispy flatbread to enjoy as or light meal. With salami, cheese, pate, tomato as a topping, the "Ciappa" makes a perfect combination!

## BEST SELLERS

Natural (with EVOO)





# CIAPPA DI LIGURIA FINAL PACK



# TOASTED ITALIAN FOCACCIA



## SERVING SUGGESTION

Produced with delicate flavours, ideal to satisfy our "peckish" on the go any time of the day. It is perfect aperitif or starter accompaniment to cold cuts, cheeses, smoked fish, vegetables and sauces; also delicious topped with creams and jams, or, as per the Genoese tradition, dipped in hot cappuccino.

## BEST SELLERS

Black Olives





# TOASTED FOCACCIA FINAL PACK



# LOGISTIC SOLUTIONS

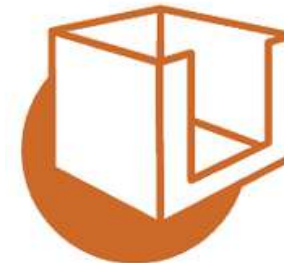


PRODUCTS	SRP	AMERICAN BOX	OPEN CASE
GRISSINI 130g	10	16	48
CIAPPA 140g	10	16	48
BRUSCHETTINA/ CROSTINO 80g	8	16	N/A
MINI BRUSCHETTA 140g	N/A	16	N/A
FOCACCIA TOSTATA 100g	8	10	N/A



SRP  
BOX

AMERICAN  
BOX



OPEN CASE  
60x40cm



# PAPER TRAY

*100% recyclable and oven proof, to taste our products toasty and deliciously warm in the comfort of your own home!*

## UNWRAP!

Remove the film



## WARM-UP!

In the traditional oven



**Traditional oven**  
3-4 mins at 180 C°



**Microwave**  
1 1/2 -2 mins at 300W



## EAT-UP!

Warm and fragrant





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## CONTACTS

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# THANK YOU

