



PORTINARO - CASALMONFERRATO



KRUMIRI ROSSI, SWEET TRADITION

Symbol of Casale Monferrato, excellence in Italian pastry making since 1878

Type 0 soft wheat flour; butter; sugar; fresh eggs; pure vanillin and, above all, no water. The uniqueness of Casale Monferrato's Krumiri Rossi biscuits comes from their rigorous loyalty to tradition.

Simple, natural and genuine ingredients as the original 1870 recipe demands. The same attention to detail in the preparation of the dough, respect for manufacturing time, the "ritual" waiting after cooking up until the careful arrangement in the tins by hand, just as in times gone by.

Genuine Krumiri Rossi are created in the heart of Casale Monferrato. They are manufactured and packaged, as always, in the historical cake shop of the Portinaro family, at 17 Via Lanza. Their fragrance continues to fill the streets of the historical centre of the Piedmont town on the banks of the Po river; between the rice fields of Vercellese and the hills of Monferrato. Krumiri Rossi embodies the history and the value of this land, its traditions and people. Now as then, they are handmade one by one, fragrant and inimitable.

The history

The origins of Krumiri Rossi lie somewhere between history and legend. It seems that both fortune and experimentation played a hand in their creation. In 1870, after an evening like any other spent at the café with friends, Domenico Rossi, master baker from Casale, invited everyone to his workshop and there, in a mysterious alchemy of ingredients and magic, the first Krumiri were baked. It is said that the "handlebar" bend was in honour of King Victor Emmanuel II's moustache. Who knows if Domenico Rossi would ever have imagined that the sublime biscuits would become the symbol of his Casale, and above all, would have quickly gained prominence in the excellence of Italian pastry making. He most certainly knew that he had created something special, as was soon confirmed by the many awards received, starting with the bronze medal at the 1884 World's Fair in Turin, followed the next year by the "Suppliers of the House of His Honour the Duke of Aosta" diploma. This was only the start of many other awards and recognitions. In 1953, the Domenico Rossi company moved into the hands of Ercole Portinaro and after, with his son Romolo, Krumiri Rossi extended beyond the area to conquer the most sophisticated palates in the world. Today Romolo and Dorotea's daughter, Anna Maria Portinaro, zealously guards and passes on the Krumiri Rossi tradition.

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1891
S.M. UMBERTO I° RE D'ITALIA



1887
S.A. IL DUCA D'AOSTA



1886
S.A. IL DUCA DI GENOVA



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Manufacturing

Krumiri Rossi are strictly handmade as in times gone by. It is a simple but delicate process that requires experience and passion. The fresh eggs are hand-cracked to preserve the perfect integrity of the yolk and to guarantee the complete absence of impurity and then mixed with flour, butter, sugar and vanillin. After it has reached the right consistency, the dough is left to rest in a cool place for an entire day. Then the extruder uses a die to create the characteristic knurled pastry strips. These are then cut by hand into small pieces that are hand-shaped into the original *handlebar* and oven cooked. Only then can they be called Krumiri!

A slow process, following the little *rituals* that any work of art demands. And voilà, magic is created!

The packaging

When baked, the Krumiri Rossi are left to rest for the entire night. One by one, they are then placed in the famous red tins (originally made from cardboard and then wood) that guarantee the perfect conservation of their fragrance over time. With a touch of pride and elegance, these tins tell the story of Domenico Rossi's great creation; the unmistakable cover carries his image together with the armorial bearings of the royal patents.



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