

PRESS RELEASE



PORTINARO - CASALMONFERRATO

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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 comes from their rigorous loyalty to tradition, a recipe that has remained the same since 1870 and their simple and genuine ingredients. Genuine Krumiri Rossi are produced and packaged in the historical Portinaro cake shop at 17 Via Lanza, in the heart of the city.

Now as then, they are handmade one by one, fragrant and inimitable.

Portinaro & C. S.r.l.

via Lanza, 17/19
15033 Casale Monferrato (AL)
tel. +39 0142.453030
C.F e RIVA 01551060062

posta@krumirorossi.it
www.krumirorossi.it



1891

S.M. UMBERTO I° RE D'ITALIA



1887

S.A. IL DUCA D'AOSTA



1886

S.A. IL DUCA DI GENOVA