



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 comes from their rigorous loyalty to tradition, a recipe that has remained the same since 1870 and the simple and genuine ingredients.

Genuine Krumiri Rossi are produced and packaged in the historical Portinaro pastry shop at 17 Via Lanza, in the heart of the city.

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

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. That sweet creation soon became the symbol of Casale Monferrato and quickly gained prominence in the excellence of Italian pastry making. Awards and other recognition soon arrived. In 1953, the Domenico Rossi company was taken over by Ercole Portinaro and 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.

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 and mixed with the flour, butter, sugar and vanillin.

The dough is then left to rest 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! One by one, they are then placed in the famous red tins that guarantee 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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1891

S.M. UMBERTO I° RE D'ITALIA



1887

S.A. IL DUCA D'AOSTA



1886

S.A. IL DUCA DI GENOVA