



PORTINARO - CASALMONFERRATO

**ENG** keystroke 1300

## 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.

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 this Piedmont town 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 the Portinaro family who zealously guard the ancient recipe to this day.

**Portinaro & C. S.r.l.**

via Lanza, 17/19

15033 Casale Monferrato (AL)

tel. +39 0142.453030

C.F e RIVA 01551060062

[posta@krumirossi.it](mailto:posta@krumirossi.it)

[www.krumirossi.it](http://www.krumirossi.it)



1891

S.M. UMBERTO I° RE D'ITALIA



1887

S.A. IL DUCA D'AOSTA



1886

S.A. IL DUCA DI GENOVA