

FRATELLI  
**LUNARDI**

ARTIGIANI DAL 1966

# ABOUT US

We are **Riccardo** and **Massimiliano Lunardi**.

We are two **brothers** working together in our **family company**.

A business that dates back to **1966**, when it was a bakery for the production of bread along with sweet and salty products.



Our **tasty** and **delicious** calling card is the **biscuit with chocolate, in big chunks**: unique, irresistible.

**We sell it all over Italy** and abroad, too, in different packages: big size **packs** for restaurants and the gastronomy sector, medium and small size ones for retailers, “premium” 100%-recycled **boxes** for customers **with an eye keen on environment**.

**Original Cantucci** with almonds cannot miss (soon PGI certified), always pleasant-tasting, special in combination with the typical Tuscany Vin Santo.





Among others, **Harrod's** in London, **Rinascente** in Milan, **Käfer** in Munich, as well as the prestigious **Ferragamo**-owned restaurants in Florence and many others have been choosing our products.

We deeply believe that by choosing excellent ingredients you commit in taking great care of them and shall opt for recipes that put an accent on their peculiar features.

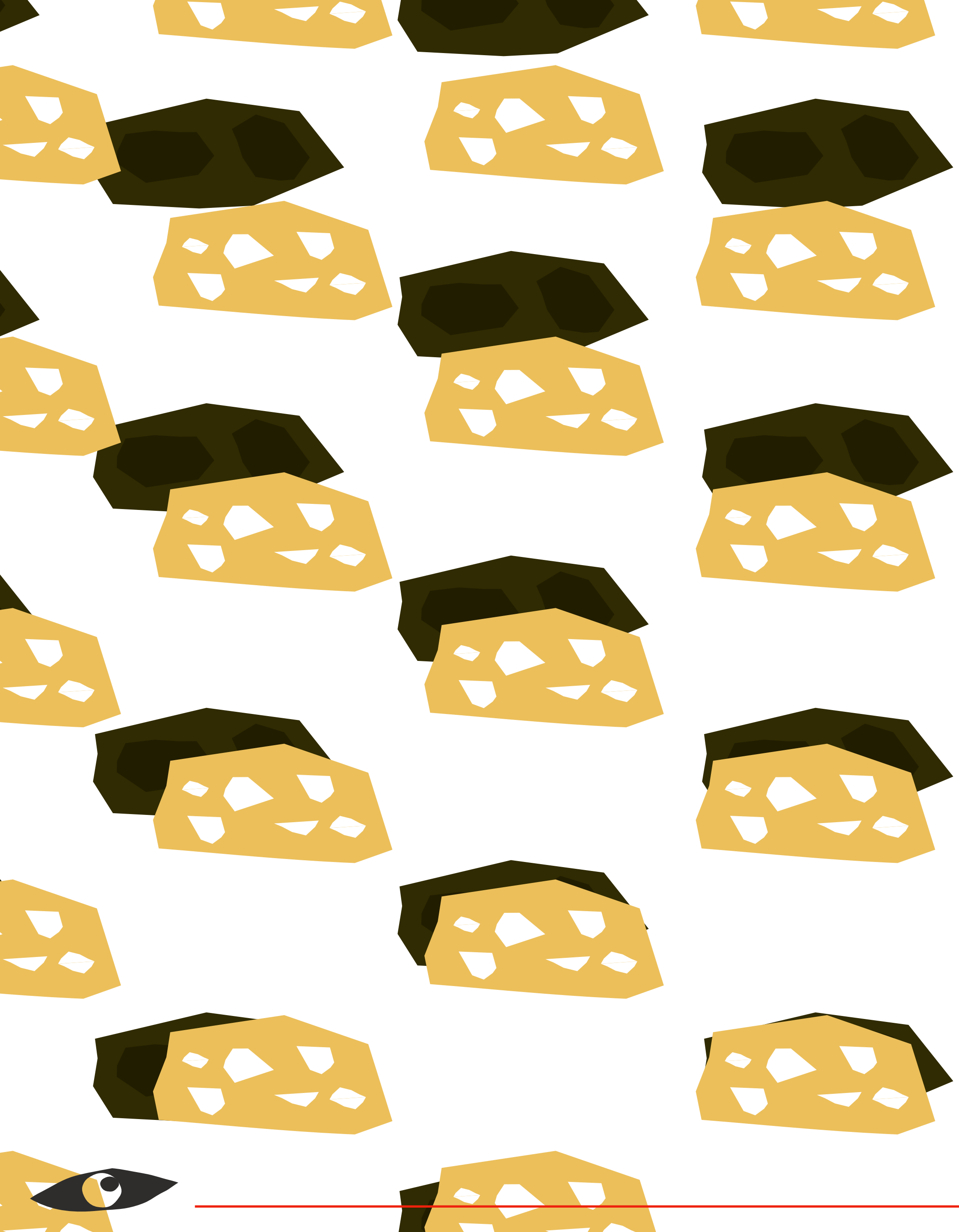
Therefore, **study, research** and **selection** of suppliers is a never-ending task in our job. We were born and grew up in **Tuscany**: a land full of **tastiness** and **wonderful landscapes**. Maybe this is the reason why **we are so sensitive to taste and beauty!**



# WORK

Originally, it was not a biscuit factory. More than 50 years ago, our parents founded the **bakery** and **small food shop**. This makes the **difference** in the way we establish relations with our **customers**, in our approach to the **world of food**, as well as in our **experience** as **pastry chefs**.





**Recipes** are well **balanced**, since we master the dough and keep in our minds the before and after of the process. We constantly keep in touch with our shops' suppliers ("Locali Amici", "Locali del buon formaggio" that have been Slow Food associated for many years), moreover, we know very well the traditional reality in Italy and abroad. We have always been looking beyond our local shop. We were not even 30 when we founded Cioccolato La Molina, our first entrepreneurial experience and business that we ran for over 12 years. Today, the company does not belong to us, anymore. However, the experience as master chocolatiers is part of us and we make the most of it in our daily work. Now we concentrate on **bakery products** only, since we want everyone can have a precise idea of what we do. Mainly, **we want to do it well.**

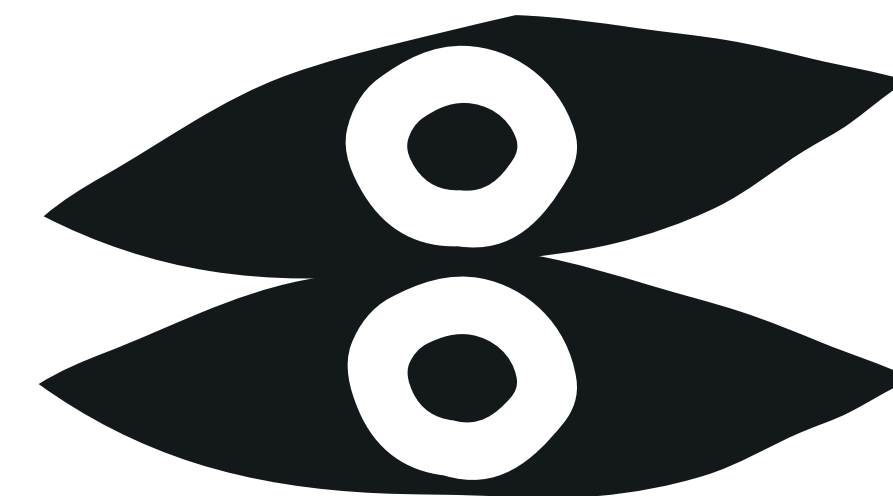
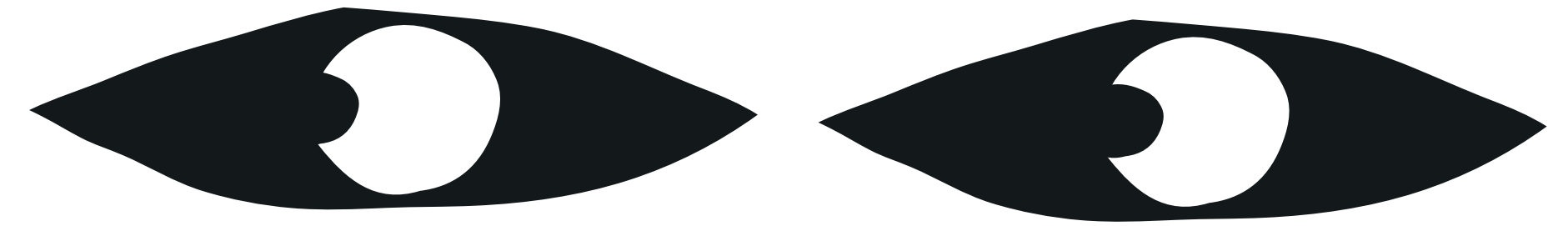
# PRODUCTION AND LOGISTICS

In July 2018, we put all our efforts in a **new laboratory** equipped with high-tech ovens and professional machines; nonetheless, the **manual work** is the most important part of the process, always. The exclusive competence of the laboratory staff, their unique way of approaching the **dough, cooking process, temperatures, details in packaging**: this is our treasure. We do not stock many products; we prefer offering **freshly made products**. Since September 2019, we work with an **outsourced logistics** aimed to guarantee the highest professionalism in the final and most delicate stage of the cycle (stocking of goods, preparation of orders and shipping).



# COMMUNICATION AND MARKETING

We are aware that offering a good **product** is only the beginning. Then you need to **add value** to it, **communicate** said value and **be able to sale it in the most effective way**. Therefore, we surround ourselves of highly skilled **professionals**. We are a small commercial reality; nonetheless, we see offline and online **communication** as a crucial asset. It shall be treated with the same seriousness and important investments.







In **2020**, we decided to redesign our **brand logo** and back it up with new **branding** actions, along with a study on **packaging** and how it could convey our vision. Moreover, our presence on **social networks** is always **polite, spontaneous, clear** and elegant. We believe shouting is not necessary, taste argues for itself. We put **mind and heart** in what we do. We cannot stand the idea that **wisdom** and **tastes** are going to flatten. We want the world being as it is: rich in its extraordinary diversity.



THANK YOU!

