

BRUNETTI CLASSICO

WHERE TRADITION MEETS INNOVATION & THE TRUE *taste of Italy* AWAITS

MEDIA STATEMENT

Media release – for immediate release

BRUNETTI CLASSICO LAUNCHES A NEW CONCEPT BOUTIQUE IN CARLTON!

A new unique experience by the Brunetti Classico group has arrived on Drummond Street in Carlton. Fabio Angele of Brunetti Classico said this new concept boutique delivers a new takeaway style offering for patrons.

“Drummond Street has a much smaller footprint to our flagship restaurant on Lygon St, Carlton, it’s only 40 sqm and will seat approximately 10 people, it’s designed for customers who are ready to try something new when they’re on the go,” revealed Fabio.

Some of Brunetti Classico’s new menu items that will be showcased at the Drummond St concept boutique, which link back to the owner’s family traditions.

“We are excited to launch a unique Roman sweet product, the Maritozzo, which our pastry chefs have spent a considerable amount of time developing and perfecting,” said Fabio.

“It’s a centuries old recipe, which my father Giorgio learnt when he worked in Rome 60 years ago. It is a beautiful light brioche, which is traditionally filled with a sweetened fresh cream, almost like an Aussie style finger bun, but the Italian version.

“Maritozzi originated in ancient Rome, and a traditional Italian romance story that is told is that men would propose to their love by placing a ring inside the Marriozzi. So, it’s a pastry that leads to marriage,” revealed Fabio. “A range of Maritozzi flavours will be available at Drummond Street, including tiramisu, biscoff caramel, zabai-one, cookies and pistachio raspberry,” said Fabio.

“We will also have a few savoury options filled with fresh cured meats and locally made cheeses, ideal for those seeking a quick takeaway lunch.”

Brunetti Classico’s custom blend of Italian-style coffee, which is roasted by locals Griffith Bros, will ignite the senses as soon as patrons enter Brunetti Classico Drummond Street.

“Patrons can pop in for their coffee of choice, whether it be an authentic espresso, macchiato, latte, cappuccino, and pair it perfectly with one of our signature treats, like a Maritozzo or Dolci,” said Fabio.

“At the boutique, also has a new style of Croisant piped on the spot with your choice of flavour,” Fabio concluded.

Brunetti Classico on Drummond Street will be open seven days a week. The store will be staffed by two team members at any one time, who will be a part of the wider group of more than 300 Brunetti Classico employees.

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-ENDS-

The address of the new Brunetti Classico is Shop D, 333 Drummond St, Carlton.

[DOWNLOAD IMAGES – Drummond St and Maritozzi](#)

MEDIA ENQUIRIES

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ABOUT BRUNETTI CLASSICO

Brunetti Classico began trading in 1985 as an authentic Italian Pasticceria located in Carlton. Since then, the business has grown into one of Melbourne's most iconic Italian food destinations. Serving patrons of all ages 'Italian style' with the finest coffee, traditional cakes, pastries, gelato and savoury selections, and a range of refreshments (alcoholic and non-alcoholic) - perfect for an aperitivo. Join us at Brunetti Classico any day of the week and enjoy the authentic Italian caffè and pasticceria experience. Now located in Carlton, Drummond Street and Melbourne Airport (T2 and T4).

Brunetti Classico - The Classic One!