

# BRUNETTI CLASSICO

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

## MEDIA STATEMENT

MEDIA RELEASE – for immediate release

### **Arrivederci Roma! A new Brunetti Classico experience awaits in Moonee Ponds**

Iconic Italian food emporium, Brunetti Classico, has launched an authentic Roman Italian destination in Moonee Ponds.

The new Brunetti Classico is situated in Penny Lane, a new vibrant residential and lifestyle development by Giancorp Property Group on Puckle Street, 6.5 kilometres from the city centre and approximately 5km from Brunetti Classico's flagship store on Lygon St, Carlton.

Fabio Angele of Brunetti Classico said the Moonee Ponds site is the next chapter of the brand's journey and will showcase the best of Brunetti Classico in a 345 sqm space with seating for more than 130 customers.

"Brunetti Classico, Moonee Ponds will be a licensed venue catering for breakfast, lunch, dinner and pre-dinner aperitivo with light refreshments, including take-away. Locals no longer have to travel to Carlton for their late-night Brunetti Classico experience, the venue will also be open from 7am until late, 7 days a week," revealed Fabio.

"It will offer the experience we're known for where customers can visit our new location and feel the experience of Italy without paying for the airfare."

Italian style coffee, local and imported beers on tap, a new concept celebration cake boutique and gelateria will be part of the Moonee Ponds offering. Plus, the cafe will showcase the fanfare of artisanal and handmade cakes that are produced on site in Carlton by Brunetti Classico's team of skilled pastry chefs.

"The Penny Lane development is the perfect location for our new Brunetti Classico. We love that it embraces Melbourne's laneway culture in its design, and the hospitality venues have been selected to ensure the destination provides patrons with a convenient lifestyle hub and exceptional experience," said Fabio.

"In the coming years we expect the number of people living and working in the area will steadily increase due to current and future developments," Fabio added.

Brunetti Classico, Moonee Ponds will be situated on the ground floor of Penny Lane, with the main entrance via Puckle Street. Patrons can also access Brunetti Classico through the site's internal laneway, which runs from Penny Lane to Puckle Street, which additionally provides an easy connection to other hospitality venues, including the new luxury rooftop Palace Cinema complex.

"Breakfast will be presented Italian style and how customers love best with a coffee and Danish pastry at the bar. However, brunch items to include a selection of panini or hot breakfast from the kitchen will be available for office workers and locals looking to enjoy a leisurely breakfast or brunch," said Fabio.

# BRUNETTI CLASSICO

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

## MEDIA STATEMENT

"The panini counter will be filled with our classic panini, arancini and pizza al taglio that will carry across the lunch trade."

"In the afternoon, we will serve made-to-order taglieri, our antipasto offering which can be accompanied by a refreshing tap pulled Italian beer or item from our new cocktail menu, perfect for an aperitivo before the movie or after work drink."

"In addition to our new taglieri offering, our desserts will be the star of the show on an evening, featuring mignon, individual cakes and gelato, perfect for couples seeking a sweet treat after dinner," Fabio concluded.

To get to Penny Lane, locals and visitors can drive and park in the development's underground public car park. Plus, the site is easily accessible via public transport - tram, train and bus services.

-ENDS-

[DOWNLOAD IMAGES HERE](#)

MEDIA ENQUIRIES

[Media@brunetticlassico.com](mailto:Media@brunetticlassico.com)

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, Moonee Ponds and Melbourne Airport (T2 and T4).

Brunetti Classico - The Classic One!