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FORMITALIA BRAND HISTORY

The story of Formitalia, which belongs to the brothers David and Gianni Overi, is a story of successful items as well as of winning insights that have been able to become a real system of total living completely MADE IN ITALY that reaches the furniture of prestigious villas in the most exclusive places and also the carrying out of hotels and cultural centers all over the world.

During the latest years the commercial growth of the Formitalia brand and of its licensing brands has followed a strategy for a distribution by means of a networks of boutiques with the brand Formitalia and Tonino Lamborghini placed inside luxury centers in more than 50 countries all over the world. Today Formitalia Luxury Group is therefore an important international group that includes furniture brands as well as prestigious collections based on the idea of total look for home, office and the most glamour and coolest personal accessories.

The FORMITALIA Group was founded by Graziano Overi in 1968, while the first design collection FORMITALIA created in 1991, that is Boutique Collection, is still a success of the production by Formitalia: it is characterized by prints and details that remind the world of horses, with prints of profiles of Arabian horses made of pure silk from Como, and by works on metals and leather that Florentine craftsmen carry out. This success has been reached thanks to the deep knowledge of hides, to the selection of the most valuable tannings that are processed with crocodile and ostrich prints in order to highlight the mood that has given the key imprint to the Formitalia brand.

All the productions are made mainly in Tuscan region, in the cities of Firenze, Prato, Pistoia and Pisa, Formitalia stakes on leather and on any possible use of it: from the living area to the big and sophisticated bedrooms, the Formitalia style makes your house be unique, precious, cosmopolite, elegant, warm and cosy.

In 2002 Formitalia acquired the Mirabili Arte d'Abitare brand, the collection of furniture and art multiples, created by Sergio Cammilli in 1980. The collection comprises limited edition works of art by 38 internationally known artists such as Barni, Cammilli, Ceroli, Corneli, Crema, De Poli, Fallani, Grittini, Lodola, Mendini, Natalini, Ontani, Portoghesi, Purini, Ruggiero, Santachiara, Sottsass, Talani, Tolomeo, Urano-Palma and Villani.

In 2005 the brand Tonino Lamborghini merged with Formitalia Luxury Group in order to allow to widen up the range of the collections with fierce pieces of home and office furniture lined with leather with bright and quivering colors, inspired by the world of engines, of course. The latest original innovations are the designer kitchens Tonino Lamborghini that are fully lined with leather, from the shelf of the table to the doors of the household appliances, as well as a LIMITED EDITION collection characterized by use of elements made of carbon and kevlar.

In 2008 the takeover of the brand MIAMI SWING by Renzo Arbore took place and the names of Renzo Arbore, Alida Cappellini and Giovanni Licheri joined up with the brands of Formitalia Luxury Group: the Miami Swing collection, which resulted from Renzo Arbore's passion for the USA vintage of the 50s and 60s and was put in concrete by the designers and the stage designers Alida Cappellini and Giovanni Licheri, broke out with gaudy colors, smooth forms and measured matchings for a furniture with an informal and an anticonformistic taste.

In 2011 the collaboration with the prestigious English motor company Aston Martin started for the exclusive production and marketing of the new furniture collection Aston Martin Interiors. This line distinguishes as an integrated solution of home, office and contract offers complete with accessories and lighting. This collection, which is characterized by a clearly design mark, often futurist and strictly Made in Italy, represents a synthesis between industrial advanced technologies, such as the ones used for components made of carbon and kevlar, and the use of extremely valuable materials such as hides, boiled wool and cashmere.



FORMITALIA BOUTIQUE & CAFFÈ philosophy

The FORMITALIA BOUTIQUE & CAFFÈ philosophy is an emotional revival of the six senses through Formitalia's unique background and Tuscan culture. The customer experience will be guided through:

!SEE: ambience, furniture, interiors

!FEEL: comfort and relax

!SENSE: a unique atmosphere

!HEAR: relaxing music

!SMELL: the aroma of freshly brewed coffee and food

!TASTE: memorable Italian dishes



FORMITALIA BOUTIQUE & CAFFÈ licensing

Formitalia has developed two main F&B brands: "FORMITALIA Boutique Lounge & Restaurant and FORMITALIA Boutique & Caffè". With a full bar, restaurant tables, lounge area and top-notch service, we want to create a unique atmosphere that encourages customers to relax and enjoy a true Italian coffee and fine-dining experience.

FORMITALIA Boutique & Caffè

This outlet is an inspired luxury all day dining caffè concept. With a minimum area of 2,000 sqft it fully reflects the luxury and lifestyle of the brand with its caffè and lounge area. Focus is on a large food menu for a demanding customer with all beverage facilities and alcoholic and non-alcoholic cocktails. At the same time the Caffè will have a shop in the shop with the Formitalia Luxury Boutique by Formitalia which will allow merchandising various luxury accessories.



FORMITALIA Boutique Lounge & Restaurant

With an area between 1,000 and 2,000 sqft this outlet is suitable for smaller locations and focusing on caffè seating areas with focus on fresh fruit and vegetable juices, health-food, pastries and small food items like panini, salads and appetizers and of course coffee and tea.









BILLIARD ROOM





MENU AND PRESENTATION

The menu offers its authentic, fabulous array of distinctive ingredients and natural foods imported directly from Italy. The exclusive and luxurious interior design exudes a feeling of real Italian lifestyle and Italian warmth, in a superior gathering place and unique dining experience.

- Menus to be simple and labour-efficient, good presentation and with local specialties.
- The Café will feature an all day menu.
- Focus on Pastries, Pastas, Mezze, Salads and Crostini: they are relatively simple to prepare, reflect the style of venue, and take into account the local preferences.
- All Food and Beverage offerings to be produced on-site.
- Range of pastries and gelato available from an attractive display case.





ORGANIZATIONAL STRUCTURE

ORGANIZATIONAL STRUCTURE SERVICE

The management of the food and beverage front of house will be the responsibility of the Venue F&B Manager.

The front of house feel and style will be consistent with the Formitalia standards, with the focus on genuine friendliness, paired with efficient professionalism.

The coffee will be first-rate, and an externally trained barman will work with the staff to ensure correct coffee protocol is maintained always.

The style of service will be casual and relaxed, but still sharp and attentive.

Extra staff during peak periods will have to be considered.

For a typical outlet of 300 sqm the Service Breakdown to be: 1 Outlet Manager, 1 Barman, 2 Shiftleaders, 4 Waiters, 6 Commis.

ORGANIZATIONAL STRUCTURE KITCHEN

The menus will be designed in such a way as to minimize wastage, and encourage common use of certain key ingredients and preparations. An efficient event order format will ensure only the correct mise en place required for each day will be prepared. The focus is on quality of ingredients, prepared with a minimum of fuss but concentrating on flavors. The Sous Chef will be responsible for organizing the weekly rotational menus.

For a typical outlet of 300sqm a team of 4 stewards will be responsible for all cleaning and dishwashing Kitchen Breakdown to be: 1 Sous Chef, 2 Chefs de Partie, 2 Demi Chefs de Partie, 3 Commis Chefs.



CUCINA

An idea about the restaurant's menu for the fine dining customers: Panini, Pastries and Pizza are here not included but are an integral part especially in the Formitalia concepts. Local and geographically typical dishes are always a part of Formitalia philosophy (see Middle East selection hereunder):

CRUDO / RAW

Salumi Misti

Calabrese, fennel, cacciatore, parma, prosciutto

Salmone Stagionato

Cured salmon, heart of palm, horseradish cream

Tonno in Carpaccio

Seared tuna carpaccio, herbs, fennel, orange and potato salad

Fresh Vegetable Platter

Variety of fresh seasonal vegetables

Spicy Mixed Olives

Assorted Lebanese olives mixed with local spices

Mixed Pickles

Variety of pickles: black and green olives, turnip, eggplant, green plum, carrot and cucumber





LE INSALATE / SALADS

Caprese Salad

Fresh mozzarella, tomato, basil and extra virgin olive oil

Insalata di Granchio

Shredded crabstick salad with special spicy sauce

Insalata Toscana

Fresh tomato, lettuce, fenugreek, corn, tuna

Insalata di Michelangelo

Fresh tomato, onion and eggs

Cesar Salad with Bacon/Chicken/Salmon

Green Salad, Parmesan Shavings, Cesar dressing served with garlic croutons





ANTIPASTI / APPETIZERS

Baccala Mantecato
Salted cod cream with crostini
Pate di Fegatini di Pollo
Chicken liver pate with cornichons
Polpo e Fagioli
Marinated octopus with beans and herbs
Bruschetta Aglio Olio
Salt-less Tuscan bread topped with roasted garlic and extra virgin olive oil
Bruschetta al Pomodoro
Salt-less Tuscan bread topped with tomatoes, garlic and basil
Asparagi con Formaggio di Capra
Aparagus salad, with goats cheese, black olives and cherry tomato
Calamari Fritti
Crispy fried calamari pieces, served with baby spinach salad and lemon mayonnaise

Local variations for Middle East:

Batenjan Makdous*
Baby eggplants stuffed with garlic and walnut paste, pickled in olive oil
Hommos Formitalia*
Hommos with diced pickles and tomatoes, chopped parsley, pine nuts and olive oil
Raheb*
Grilled eggplant, with a touch of garlic, lemon juice and olive oil
Moutabbal*
Mashed grilled eggplant, with tahina, a touch of garlic, lemon juice and olive oil



I PRIMI / STARTERS

Zuppa del Giorno

Fresh soup of the day

Minestrone di Verdure

Fresh vegetable soup

Zuppa agli Asparagi

Fresh asparagus soup served in a creamy way

LA PASTA / RISOTTO

Tortellini in Brodo/Asciutti con Burro e Salvia

Veal filled tortellini in Chicken broth or with Fresh Butter

Risotto del Giorno

Carnaroli risotto cooked with a selection of today's fresh ingredients

Risotto con Porcini e Taleggio

Risotto cooked with Italian Porcini mushrooms and Taleggio Cheese

Risotto con Pollo e Peperoni

Risotto cooked with Chicken and Italian Bell Peppers

Risotto ai Frutti di Mare

Risotto cooked with Seafood

Pasta del Giorno

Daily pasta cooked with a selection of today's fresh ingredients

Orecchiette al Pomodoro e Ricotta Affumicata

Hand-shaped wholemeal pasta, served with fresh tomato, basil, oregano and smoked ricotta





Pappardelle con Ragu di Coniglio

Spelt flour pappardelle, served with slow braised rabbit, rich red wine and tomato ragu

Penne alla Puttanesca

Black olives, capers, anchovies, garlic, chilli and tomato sauce

Tagliatelle ai Porcini

Home-made egg-tagliatelle with Porcini mushrooms

Linguine al Pesto Genovese

Linguine pasta with pesto sauce, potatoes and green sweet peas

Linguine con Gamberi, Aglio, Olio e Pepperoncino

Linguine with prawns sautéed with garlic, olive oil and chilli

Lasagna all'Emiliana

Bolognese sauce, béchamel, parmigiano cheese

Lasagna Vegetariana

Crunchy seasoned vegetables, béchamel sauce, parmigiano cheese





I SECONDI / MAIN DISHES

Scaloppina al Vino Bianco/Limone/Marsala
 Veal escalope with white wine/lemon/marsala wine sauce
 Tagliata con Rucola e Grana
 Cut Beef Fillet with Rucola Salad and Grana Cheese
 Tagliata ai Funghi Porcini
 Cut Beef Fillet with Porcini Mushrooms
 Filetto di Manzo alla Boscaiola
 Beef Fillet with Mushrooms and Gorgonzola Sauce served with baby potatoes
 Filetto di Manzo alla Griglia
 Grilled Beef Fillet with side dish of your choice
 Ossobuco alla Milanese
 Slow cooked "Ossobuco" with saffron risotto and vegetables
 Stinco di Agnello
 Slow cooked Lamb shank with saffron risotto and vegetables
 Galletto alla Diavola
 Chicken and Italian Bell Peppers
 Petto d'Anatra alla Griglia
 Grilled duck breast
 Orata alla Griglia o al Sale
 Sea bream grilled or oven cooked in a salt-coat
 Salmone alla Griglia
 Grilled Salmon Steak with steamed vegetables, potatoes and wild rice
 Gamberoni alla Griglia
 Grilled Jumbo Prawns with steamed vegetables

PIZZA

In certain locations we may serve pizza from "classic" to "special" FORMITALIA pizzas.





IL DOLCE / DESSERT / FRUITS

Torta del giorno

The day's special house cake

Tiramisu

Mascarpone and Pavesini Trifle, with coffee and liqueurs

Il Gelato

A selection of ice cream and sorbets, served with waffle crisps

Semifreddo di Cioccolato

Chocolate and hazelnut semifreddo, with fresh berries and passion fruit coulis

Crème Brûlée

Crème Brûlée with orange blossom and honey, served with hazelnut biscotti

Torta di Limone

Lemon and lime tart with a short crust pastry, served with berry coulis and whipped cream

Fresh Fruit Platter

Assorted fresh seasonal fruits served with honey yoghurt dipping sauce





CAFFÈ

An idea about the cafeteria's menu: espresso, various types of coffees and something sweet for breakfast or only for a pleasant break.

- CAFFÈ "NONSOLO" ESPRESSO
- MAROCCHINO
- CAPPUCCINO
- CALDO-FREDDO
- CIOCO-CAFFÈ
- ITALIAN COFFEE
- CAFFÈ SHAKERATO
- "CAFFÈ DEL CORSO"
- BRANDISSIMO



Caffé “non solo” espresso



To match every day's moment with pure Italian Style you can choose between a classic Italian Tradition available in 6 different options:

- * ESPRESSO
- * RISTRETTO
(short espresso)
- * LUNGO
(long espresso)
- * DOPPIO
(double short espresso)
- * MACCHIATO
(espresso with hot milk)
- * DECAFFEINATO (Decaf espresso)

Aroma

Sense

Harmony



Marocchino



*A gargeous hot milk foam over espresso coffee and layers of cocoa powder

*A great cup to start your day or just to relax your self when it's necessary:

The energy of the coffee and the harmony of the hot milk foam



unique

tradition

italian

Cappuccino



Caldo - Freddo



Stimulating!

*An interesting variation of the traditional Cappuccino:

The perfect match of pure espresso coffee and hot milk completed with lovely banana slices

Cioco Caffè

*A Luxurious combination of:

White hot chocolate

Espresso coffee

Whipped cream and sparkles of cocoa powder

*A perfect
cup for every
moment*



Italian Coffee

*The passion of AMARETTO liquor over a symphony of espresso coffee, whipped cream and cocoa powder



A cold coffee blast !



*The smoothness of the espresso coffee, the chill of ice and sugar:
All together: Shacker & Frozen

Caffè Shakerato



Del Corso



*A round mixture of espresso coffee and milk cream together with extravagant accents of cream of whiskey liquor

* Served with cocoa powder and italian Amaretto bisquit sparkles

*Created with the purest Brandy together with coconut sweetness and fresh espresso coffee

A cold coffee blast !

Brandissimo





Formitalia caffè specialities



italian cookies mix



croissants



coffee muffins



MERCHANDISING

The shop-in-shop concept is a driving factor for the FORMITALIA Boutique & Caffè featuring exclusive items from the "Formitalia Luxury Boutique" by Formitalia ranging from men and women accessories, office, golf & leisure, ceramics and silverware. Here just a few examples of a wide range which are contained in a specific catalogue.



LADY'S BAGS





MEN BAGS & SHOES





TRAVEL BAGS





ACCESSORIES



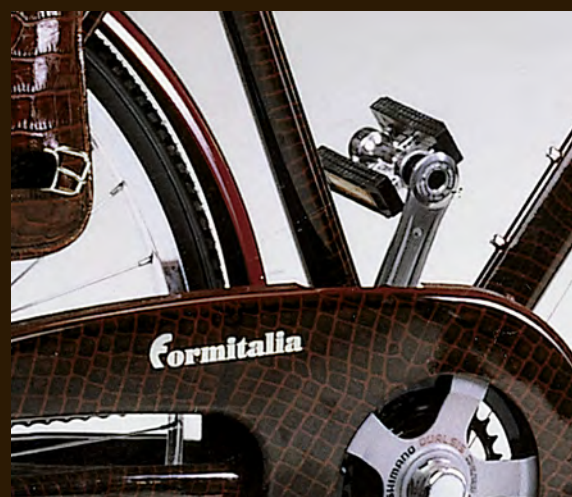
COFFEE MACHINES



GOLF & LEISURE



LEISURE



CIGAR HUMIDORS



COCKTAIL SET BOX



WINE SET BOX

ACCESSORIES



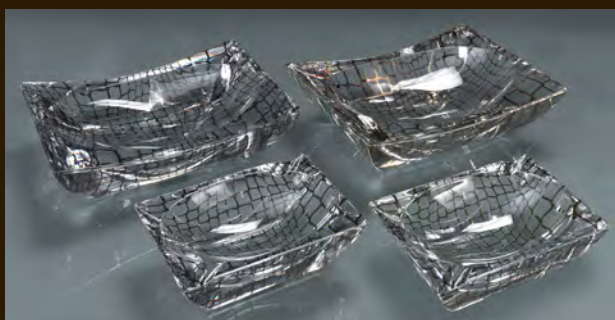
LINENS

CABINETS & TRUNKS





CRYSTALS



SILVERWARE





PORCELAIN





OUR CONTACTS

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