www.monferratontour.it

Krumiri Rossi srl

Category: Pastry, honey, chocolate, jam
business description: Partly for fun and partly by chance: this is how, according to legend, Krumiri were born. Italy had only been united for a few years, and the echoes of the Risorgimento had not yet died down. One night, after a coffee with friends, Domenico Rossi baked the first Krumiri in his pastry shop. By 1878, as newspapers of the time attest, the original Krumiri were already a delicious staple of Italian pastry art. At the dawn of the new century, in fact, they could already boast a series of important awards, starting with the bronze medal at the Turin Universal Exposition in 1884 and the diplomas of "Provveditore della Casa di His Highness the Duke of Aosta," of the Duke of Genoa, and of the "Royal House of Italy in the person of Umberto I." And in 1900, they received the Grand Diploma of Honor from the Casale Exposition. In the 1920s, Angelo Ariotti took over Domenico Rossi's business, and with it, the recipe and patent for Krumiro, allowing it to continue its illustrious history. In 1953, Ercole Portinaro took over the company, and then, with his son Romolo, the Krumiri gradually expanded from its original local presence to conquer Italy and the world. Within a few years, they would reach the Quirinale, Montecitorio, and even overseas, to the White House, capturing the gluttonous admiration of presidents, famous actors, entertainment personalities, and Nobel Prize winners. At the dawn of the third millennium, Krumiri were an institution. The Portinaro family's pastry shop became a point of reference for many illustrious gourmands. In 1998, US President Bill Clinton received a gift of a selection of Piedmont's finest products, but one in particular captivated his palate, as he enthusiastically wrote in a letter, thanking them for the thoughtful gesture and, above all, for "the wonderful Krumiri."
Today, the company is run by Anna, daughter of Commendatori Romolo and Dorotea Portinaro. A passion fueled by the pleasure of doing things just the way they were, well, as they once were. And of continuing a tradition that has now become history.
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Photos