



CIPRIANI®
FOOD
Venezia 1931



CIP-5380

CIP-5382

CIPRIANI PVC SHOPPING TOTES



There is a DNA of the flavor which is common to all the human beings in our world.

If you try to put some lemon juice on the lips of a newly born baby he will immediately begin to sputter. The same he will do if you gave him something salty or bitter. He will smile at you at the taste of sugar. This you will get from all the babies in the world. From East to West, from North to South.

Since 1931 we serve our customers food which takes them back to the universal DNA. Giuseppe started 78 years ago, then me, Arrigo, with my family, then Giuseppe and now his two sons Ignazio and Maggio. What we serve has been studied, tried, refined, experimented and our success continues to grow more and more. The savor of our products is not meant to stun anyone. It is not in our nature to do that. We also have perceived that simplicity brings happiness.

The same happens in our restaurants all over the world. And, if we are marching in with our fourth generation, our patrons are there also with their fifth, because children are the best judges of our authenticity.

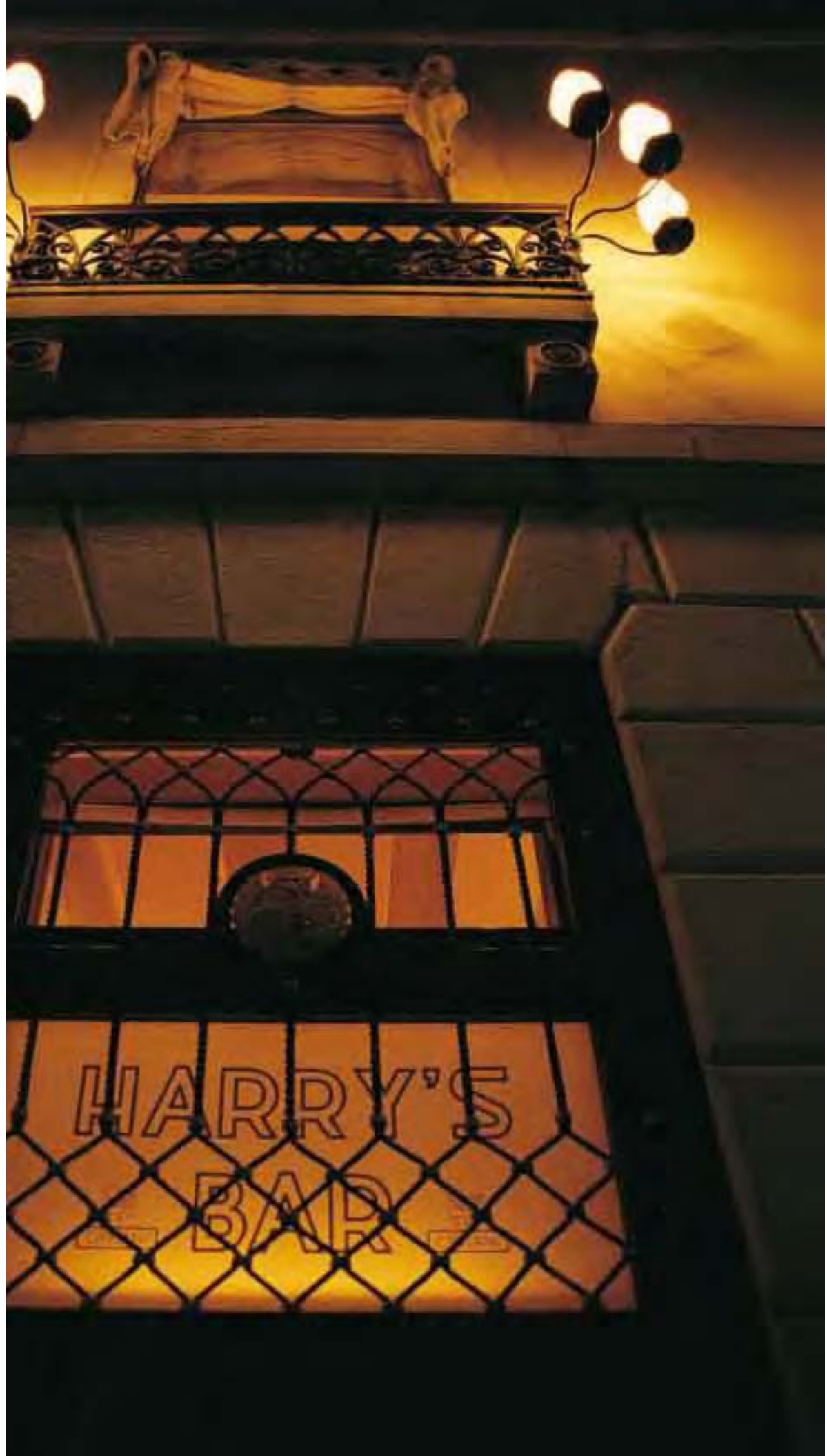
We have grown in 78 years. We cover more cities. But we are still ourselves. We haven't lost our head. Our pasta is special because the ingredients are special, special is the way we make it, we take care and we hand it out. Eating our pasta is intensely, intimately and completely gratifying.

The moment you taste it you feel you are doing something wonderful to yourself. This is true also for the other Cipriani products.

They are the nearest thing to this way of being.

Our free and joyful way to pursue happiness in life.

A handwritten signature in black ink, which appears to read 'Arrigo Cipriani'. The signature is written in a fluid, cursive style with some loops and flourishes.



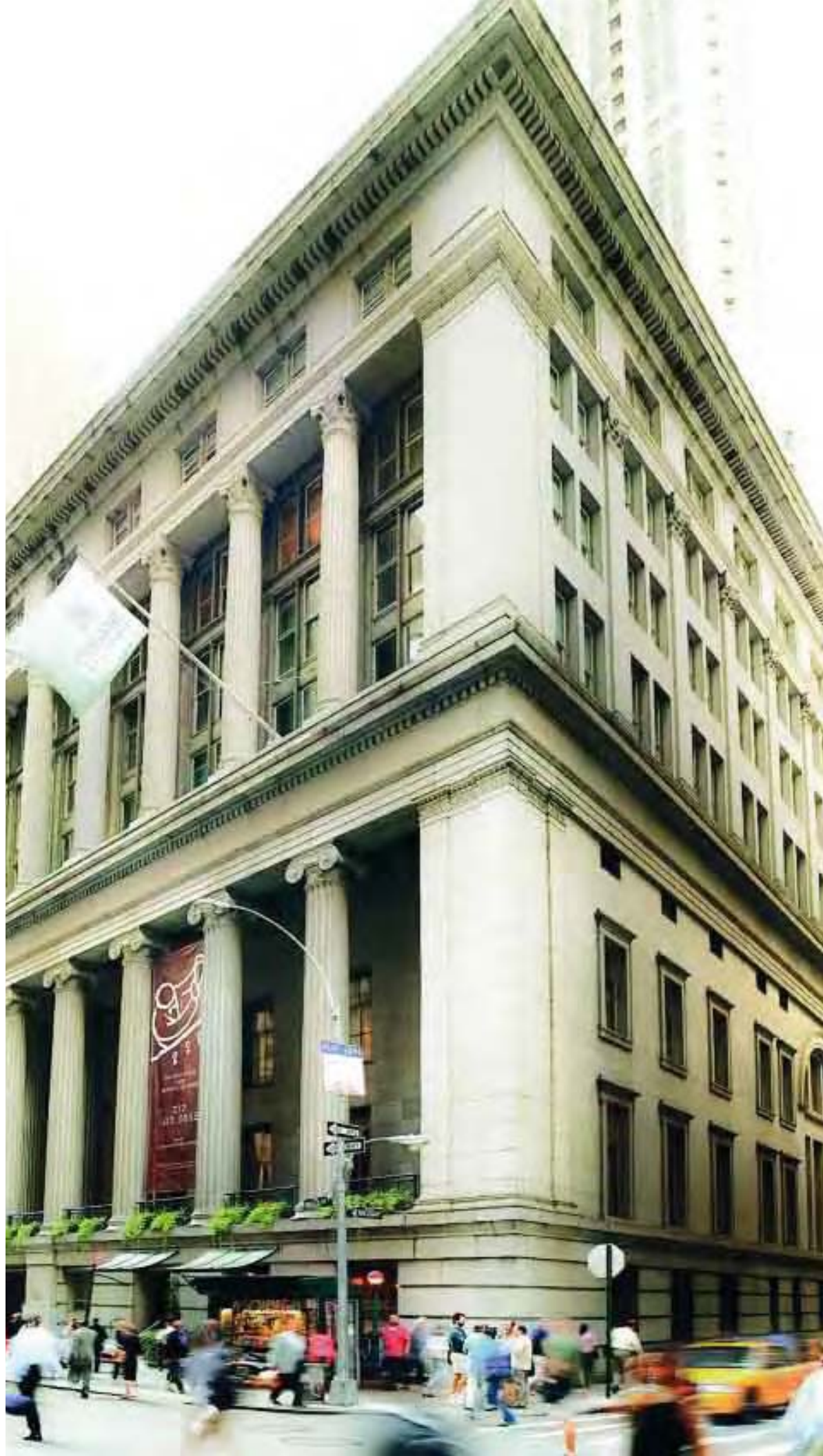
Harry's Bar

Venice, 1931

In 1931, in Venice, the dream of a lifetime became reality. Giuseppe Cipriani opened the doors of Harry's Bar in a former rope warehouse, situated in a narrow lane off the crowded Piazza San Marco. He loved to serve patrons with the same simplicity with which he liked to be served himself. At Harry's Bar, everyone is a king: the irreproducible secret lies in proposing without imposing. His vision of luxury, always linked with simplicity, strikes a chord within the patrons from all over the world. Baron Philippe de Rothschild, when asked by a journalist from Harper's Bazar what he thought was the best restaurant in the world, replied, "I can't possibly know, because I haven't visited them all, but I can say there is only one where I feel at home: Harry's Bar, in Venice." This opinion was been shared by Hemingway, Orson Welles, Truman Capote, Maria Callas, and many others who visited it. The most renowned creations of Giuseppe Cipriani was the *Bellini*, an extremely simple cocktail with a base of Chinese funnel pressed white peaches and Prosecco, and

the *Carpaccio*, a particular cut of raw meat served with a sauce of his invention. The legacy then passed to Arrigo, his son, who continued the style that made Harry's Bar in Venice an international legend. Arrigo Cipriani's priority was to guard this style and secondly to divulge it. The restaurant created by Giuseppe Cipriani in May 1931 initially occupied 40 square metres of space: it soon became a legend and has been a national monument since 2001. After the war, in 1946, the founder landed on the island of Torcello, where he turned an old tavern into an Inn. Hemingway spent a whole winter there: he made it his reference point for hunting ducks in the lagoon and for writing the novel which won him the Nobel Prize: "Across the River and into the Trees." In 1958 Giuseppe Cipriani discovered an abandoned *villa* on the Giudecca and on that land he built the most luxurious and discreet hotel in town. Its unmistakable guest style became ever more refined...





Beyond the Grand Canal

From island to island

Arrigo, whose name evokes Harry's Bar, consolidated his father's work and, before crossing the Atlantic and landing on Manhattan Island, opened Harry's Dolci on the Giudecca, beyond the Grand Canal. The new restaurant took the name of the nearby workshop which produced, and still produces, desserts so delicious they are requested by customers to meet the demands of family life in their homes. The artisan workshop later became a "factory" of ideas and extraordinary speciality foods, if not produced there then chosen for their excellence. The extremely light egg pasta triumphed on the tables of the greatest gourmets in the world. The first restaurant built in New York was named Harry Cipriani and was from the start in high demand on the most important island in the world: Manhattan. The unmistakable style asserted itself rapidly and in a decade its presence became a conquest, thanks also to the intuition and entrepreneurial skills of

Giuseppe, the son of Arrigo and the grandson of the founder Giuseppe, who had joined the enterprise management team. The Downtown restaurant, the fabulous Rainbow Room, the grand balcony of Grand Central Station, the immense and gorgeous hall of 42nd Street, the exclusive residence club on Wall Street, the shop "Le Specialità"... these are the tiles of a Venetian mosaic which was rediscovered and recreated in Manhattan. And what about the restaurant opened by the Cipriani family in London a few years ago and which today is considered the most exclusive one in the British capital? The summer restaurant at Porto Cervo in Sardinia must also not be forgotten.

Today the great-grandsons are also involved. Four generations of Ciprianis have turned a restaurant into a universally recognized icon of hospitality, which nobody has yet succeeded in replicating.



Giuseppe Cipriani and Ernest Hemingway



Arrigo Cipriani and Giuseppe Cipriani



CIPRIANI[®]
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Cipriani pasta dough

A bit of history

Cipriani food was set up in the middle of the '80s. It started as a workshop producing bread, pasta, desserts and the other confectionary products served in the Cipriani restaurants. Later, at the entreaty of his customers, Arrigo Cipriani decided to increase its production capacity and to venture into a new world of marketing for his specialities. Our pasta is characterised by the care given to every tiny detail and the continued research into the essence of things. In addition to the delicacy, thinness and extraordinary elasticity of the product, every packet contains the whole gastronomic and hospitable culture developed in more than 70 years of success. *Cipriani food* products are sold in over thirty countries across the globe. At Harry's Bar we have always made our own pasta, and the experience of these years has taught us that there are 3 fundamental things: the *flour* must be top-quality durum wheat bran only; the *eggs* must be fresh,

category "A", 7 eggs to every kg of flour (25%); the *manufacture* must be performed so that the dough is not warmed up, while the kneading is exuberant. A pasta made in this way, dried slowly (over 12 hours) at a low temperature (28°), gives life to an inimitable product, with a moisture content of only 7%. Our manufacturing process is unique: the individual quality is due to a sheet machine, thought up by Arrigo Cipriani, which allows the pasta dough to be worked more than 30 times, simulating the manual labour of a rolling pin, to obtain an extremely elastic - just 0.6mm thick - pasta after rolling. This means that just 250g of the product can easily serve 5 people. Our egg pasta has all the characteristics of top-quality fresh pasta. It cooks in 2-3 minutes, and if preserved appropriately, it lasts 24 months. Cipriani egg pasta has received Kosher Certification.



Cipriani pasta

Pappardelle and Tagliolini



Tagliolini: the classic first course among Harry's Bar classics. A shape that fears no rival for delicacy and texture upon cooking. The secret clearly lies in the dough, an element shared by all Cipriani pasta. This pasta is good when dressed simply with butter and parmesan or gratinated with a bit of cooked ham.

Pappardelle: the classic Cipriani pasta dough, an inimitable combination of thinness and elasticity, soft and with extraordinary yield. An excellent equivalent to homemade pasta: spread and cut on old-fashioned marble work surfaces. Its "body" lends itself to flavour some condiments such as game ragout or mushroom sauce.

Ingredients:

durum wheat bran, 7 category "A" eggs, (25%) per kg

Cooking:

Pappardelle, 4 minutes; Tagliolini, 2 minutes

Tagliolini varieties:

white, green (powdered spinach 2%)

red (powdered tomato 2%)

Kosher Certification

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Weight: 250g, ideal for 5 servings

Shelf-life: 24 months

Package: 12 units

- CODE:** CIP3301 Tagliolini White
- CODE:** CIP3302 Tagliolini Spinach
- CODE:** CIP3303 Tagliolini Tomato
- CODE:** CIP3314 Pappardelle White



Cipriani pasta

Tagliardi and Tagliarelle



Tagliardi are the Cipriani interpretation of *maltagliati*. Little squares of our pasta dough, approximately 3 cm on each side. Delicious with ragout or with our Pesto.

The unique shape and the extraordinary texture upon cooking make Tagliardi particularly versatile: they are also excellent for oven baked pasta.

Tagliarelle: this is another name thought up by Arrigo Cipriani. Excellent with all sauces, they are at their best with the simplest condiment: oil, or butter, and parmesan. The wisdom which turns this elementary preparation into a dish worthy of a chef is to add a spot of oil to the cooking water and to drain it perfectly.

Ingredients:

durum wheat bran, 7 category "A" eggs, (25%) per kg

Cooking:

Tagliardi, 4 minutes; Tagliarelle, 3 minutes

Tagliardi and Tagliarelle varieties:

white, green (powdered spinach 2%).

Kosher Certification

Weight: 250g, ideal for 5 servings

Shelf-life: 24 months

Package: 12 units

- CODE:** CIP3304 Tagliardi White
- CODE:** CIP3305 Tagliardi Spinach
- CODE:** CIP3306 Tagliarelle White
- CODE:** CIP3307 Tagliarelle Spinach

When you say Kamut^{*}

parliamo di Grano Khorasan



"KAMUT" – the old Egyptian word for wheat and whose original meaning seems to have been "soul of the earth" – today is the trademark used to market a variety of wheat, the Khorasan wheat, with certain **guaranteed attributes**. The trademark Kamut protects and preserves the outstanding qualities of this ancient grain – also called giant wheat due to the extraordinary height of the plant, or "King Tut's wheat," based on a legend that some seeds were found in an Egyptian tomb -, for the benefit of those who are interested in a healthy and high quality food. The Latin name is *Triticum turgidum ssp.turanicum*, commonly called Khorasan wheat. Unlike other types of wheat on the market, **Khorasan wheat** has been spared by the modern cross-breeding programs used to make wheat varieties stronger, more productive and meeting the requirements of modern intensive agriculture. Therefore, the farming of Khorasan wheat with Kamut trademark is scrupulously regulated to guarantee its extraordinary original characteristics. According to a study carried out by the International Food Allergy Association of Illinois, USA, "For most people hypersensitive to wheat, products made of khorasan with KAMUT[®] trademark can effectively substitute those made of common grain". However, as it contains gluten, **KAMUT[®] is not recommended for celiac people**. Compared to modern grain, it has a higher content of proteins and minerals, in particular: Selenium, Zinc and Magnesium. Among these, Selenium is a mineral with extraordinary antioxidant properties. Last, but not least, thanks to the high percentages of lipids, which produce more energy than carbohydrates, khorasan with KAMUT[®] trademark can be depicted as "**a high-energy grain**", particularly suitable for athletes and people who lead a very busy life.

** Source: Kamut international official website*

CODE: CIP3398 Kamut Pappardelle
CODE: CIP3396 Kamut Tagliarelle
CODE: CIP3397 Kamut Tagliardi
CODE: CIP3395 Kamut Tagliolini

Cipriani Delicate

Cholesterol free



The fantastic taste of health

The Delicate: flavour, thickness and lightness typical of our puff pastry to try light-heartedly. We changed the original recipe removing the yolk, in order to do away with cholesterol, not with flavor. The selected ingredients and the generous processing make this product incredibly tasty and digestible.

Pappardelle the classic Cipriani pasta dough, an inimitable combination of thinness and elasticity, soft and with extraordinary yield. An excellent equivalent to homemade pasta: spread and cut on old-fashioned marble work surfaces. Its "body" lends itself to flavour some condiments such as game ragout or mushroom sauce.

Tagliolini the classic first course among Harry's Bar classics. A shape that fears no rival for delicacy and texture upon cooking. The secret clearly lies in the dough, an element shared by all Cipriani pasta. This pasta is good when dressed simply with butter and parmesan or gratinated with a bit of cooked ham.

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Tagliarelle this is another name thought up by Arrigo Cipriani. Excellent with all sauces, they are at their best with the simplest condiment: oil, or butter, and parmesan. The wisdom which turns this elementary preparation into a dish worthy of a chef is to add a spot of oil to the cooking water and to drain it perfectly.

Ingredients: durum wheat semolina, egg-white (30%)

Cooking: Tagliardi, 4 minutes; Tagliarelle, 3 minutes; Pappardelle, 4 minutes; Tagliolini, 2 minutes

Weight: 250g, ideal for 5 servings - **Shelf-life:** 24 months - **Package:** 12 units

Kosher Certification

Code CIP-3438 Pappardelle
Code CIP-3435 Tagliolini
Code CIP-3436 Tagliarelle
Code CIP-3437 Tagliardi



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Cipriani sauces

Tomato



On the subject of sauces, Arrigo Cipriani's intentions are to identify and take care of his selections in order to bring the flavour of his restaurants to your table in just a few short minutes. Our sauces serve to enrich, to refine

and to enhance the flavour of countless dishes. Here we suggest a few sauces, distinguished by their imaginary names, serving as variations on the use of tomato.

Name and ingredients:

Pomod'oro: CODE: CIP2366
tomato pulp and passata without added salt

Sansovina: CODE: CIP2373

tomato pulp and passata,
basil, oil, salt

Bizantina: CODE: CIP2374

tomato pulp and passata, green olives, anchovies,
capers, oil, salt

Net weight: 350g, an ideal quantity for 250g
of Cipriani pasta

Shelf-life: 48 months

Package: 6 jars

Arrigo Cipriani's selection

Po di Po'



Po di Po' is a play on words that describes the unique qualities of this tomato passata, obtained from tomatoes cultivated, harvested and processed in the Polesine region, an area made rich in minerals, and especially in potassium, by the Po river. The entire production process is carried out with attention to natural agriculture. Accurate selection of the best tomatoes is guaranteed as they are harvested by hand. Love and competency are the ingredients which do not appear on the label but which, together with salt, turn this passata into an excellent product for making both condiments and cocktail drinks.

Ingredients:

Tomato passata, whole sea salt

Weight: 280g

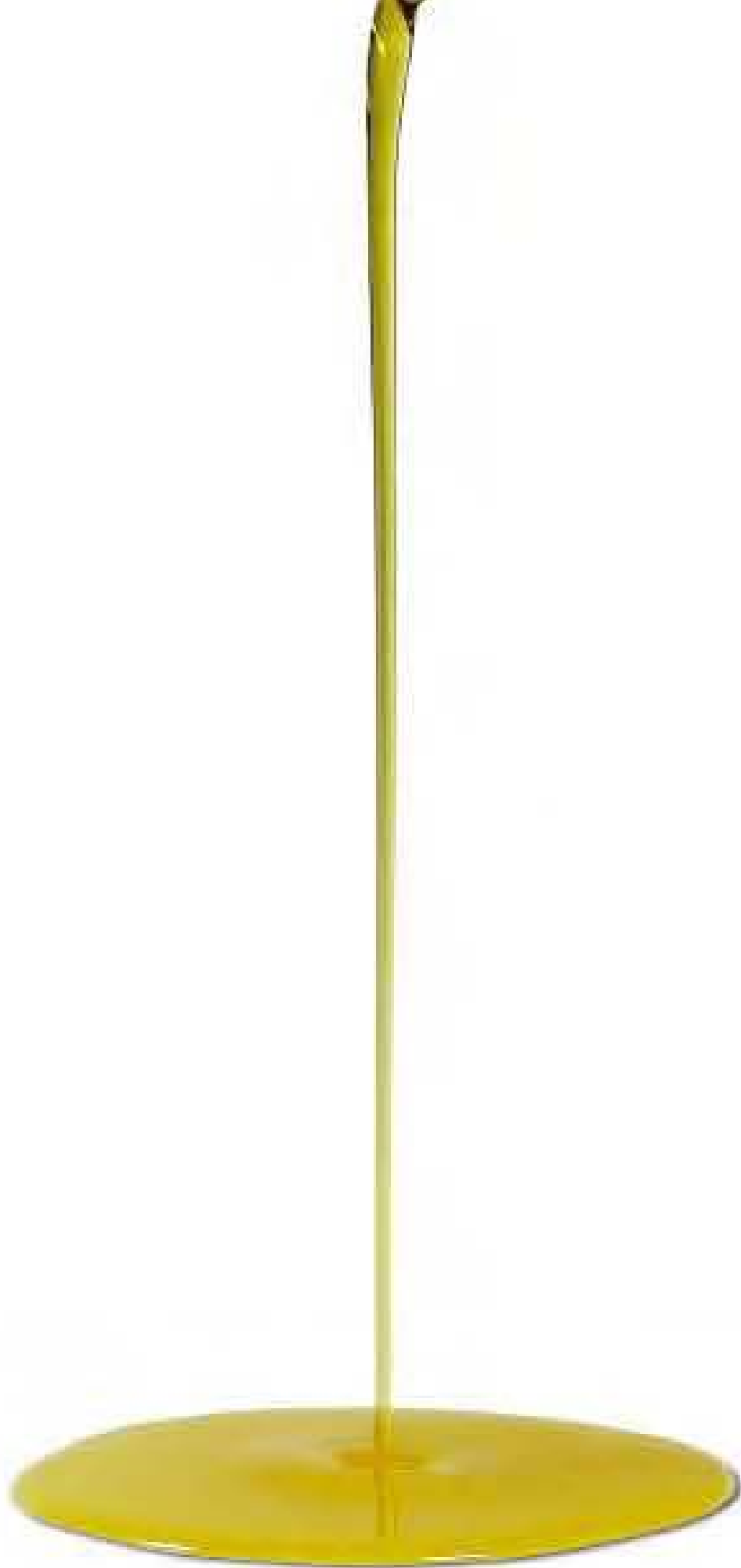
Shelf-life: 24 months

Package: 6 jars

CODE: CIP2380



CIPRIANI[®]
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Cipriani oils

Ligure PDO and Umbro PDO



Riviera Ligure Riviera dei Fiori PDO extra virgin olive oil.

A small oil mill makes this oil for us through exclusive cold pressing of healthy olives, harvested from the trees at the right ripening stage.

CODE: CIP2424

Size: 0.5L

Shelf-life: 18 months

Package: 6 bottles

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CIPRIANI[®]
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Cipriani rice

Carnaroli and Vialone Nano



According to Arrigo Cipriani, "Risotto is such a simple dish that making it well is actually extremely difficult! One of our most appreciated chefs used to say that to prepare a good risotto you need only fire, water and rice. Given that we have already chosen the rice, and overlooking the quality of the fire and the water, there is another thing that must be exceptional: the touch. The best rice to prepare a genuine Venetian risotto is cultivated in the fields irrigated by spring water in Isola della Scala. My family comes from Verona and this rice has a special place both in my memory and at my table".

VIALONE NANO VERONESE

Semi-fine rice quality, with medium size grain, a roundish and slightly lengthened shape. Particularly prized and marked for professional use or haute cuisine: thanks to the generous quantity of starch it releases, it is preferred for preparing perfect *risotto all'onda*. Its texture on cooking, its discrete but decisive taste and its capacity to absorb flavour also make it suitable for other types of cooking, including pilaf.

CODE: CIP2467

CARNAROLI

The grain is bigger and longer than other varieties, and has a bluish tinge. The cooking time is slightly shorter, at about 15 minutes. Given its qualities, we suggest it is used for risottos which are more textured, less creamy or *all'onda*, or for making rice salads.

CODE: CIP2468

Size: 1kg box, containing
2 vacuum packed 500g packets
Shelf-life: 24 months
Package: 6



Cipriani extra jams

Strawberry, Plum, Apricot, Blueberry, Fig, Peach



Jam is one of the flavours linked to childhood, to the intimacy of breakfast or a snack, consumed under the watchful gaze of those who have loved us the most. In each jar of jam we expect to find an old promise. When the jar is opened the taste buds are re-activated, full of hope and memories which cannot be matched by something purely sweet. In jam, in fact, sugar plays a secondary role; the one and only protagonist is fruit, which evokes light, sun, fragrances, and also playing, as in the time when

fruit is harvested from trees. It is only a simple product in terms of appearance. The jams we propose express an intimate awareness of the flavours (*the knowledge of flavours*) linked to the local territory. The cultivation of fruit is one of its clearest expressions. Our jams are all manufactured to become something extra – without adding pectin or gelling agents.

Ingredients:

fresh fruit and cane sugar

Cooking technique:

natural seasonal fruit, cooked slowly in broad saucepans, with the addition of a little sugar.

Sizes: 110g and 215g

Shelf-life: 36 months

Package of 215g jars:

6 units,

Package of 110g jars:

12 units,



		Fruit per 100g of product	Total sugars per 100g of product
110G			
CODE: CIP2510	Apricot	120 g	59 g
CODE: CIP2513	Fig	175 g	49 g
CODE: CIP2512	Strawberry	165 g	48 g
CODE: CIP2514	Blueberry	155 g	59 g
CODE: CIP2515	Peach	135 g	47 g
CODE: CIP2511	Plum	130 g	50 g



Cipriani treats

Ciό



Ciό are coffee beans covered in extra fine chocolate. They combine two natures which are different but can be integrated perfectly in a harmonic whole: the slight bitterness of Arabica coffee and the sweetness of chocolate. The final tasting is a delight, to be enjoyed anywhere and at any time of day. Whether alone or in company, as a bittersweet consolation or an affectionate exchange, they are a simple treat.

Ingredients:

top-quality chocolate 88%, roasted coffee beans

Weight: 80g

Shelf-life: 18 months

Package: 8 packets

CODE: CIP3122

Cipriani Torroncini

Classic and chocolate



Torroncini, sweets we fell in love with at our first tasting, deserve special mention. Those we propose are produced in Piedmont using PGI hazelnuts. From toasting to draught, through to moulding and cutting, all the phases are carried out with precision, and where necessary, by

hand. Cooking can take up to 12 hours. The honey from the Piedmontese hills is just as important as the hazelnuts. It is another fundamental ingredient for the production of this simple but never boring product.

Ingredients:

Piedmontese PGI hazelnuts (50%), Italian honey, cane sugar, glucose, wafer, natural flavourings

Coating: cocoa mass, cocoa butter, sugar.
May contain traces of shell fruit

Weight: 235g

Shelf-life: 10 months

Package: 8 packets

CODE: CIP2472

Cipriani coffee

The Harry's Bar Coffee



The Harry's Bar Coffee is the blend chosen by Arrigo Cipriani for his restaurants. It is made of Arabica coffee from Central America and Ethiopia, chosen for its sweet, delicate and balanced flavour and its low caffeine content, which is a characteristic of all top-quality coffees. It can be enjoyed even without sugar. The slow roasting safeguards its natural flavours.

Weight: 250 g
Shelf-life: 18 months
Package: 6 jars
CODE: CIP7713



Cipriani Bellini

Bellini base



Bellini base is a canned peach juice, obtained using the same peach puree used, with the addition of Prosecco, to make and serve thousands of Bellinis every day in the Cipriani premises across the globe. It can be enjoyed alone as a refreshing drink or mixed with Prosecco, vodka, gin or rum. Each tin can be used to make three cocktails.

Bellini base is also offered in a luxurious cylindrical package, containing three 250ml tins and the original Harry's Bar recipes.

CODE: CIP3421
CODE: CIP3422

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Size: 250ml
Shelf-life: 15 months
Package of tins: 24 unit tray
Package of tubes: 9 packages, of 3 tins each



Arrigo Cipriani's books



Writing is above all an intimate need for communication, with oneself and with others, and therefore an art and finally a means of sharing an unforgettable experience, event or fantasy. It must be said that Arrigo Cipriani's books correspond magnificently to these three characteristics, anchored as they are in a point of origin that stands in the lagoon of Venice and in the heart of the old town. Vast and varied as they are,

they can reflect a universe of people and tastes, able to give the surprise that fantasy, fortunately, always gives to a world which is too predictable; a world in need of vital springs that can carry it back to its roots.

ARRIGO CIPRIANI'S BOOKS

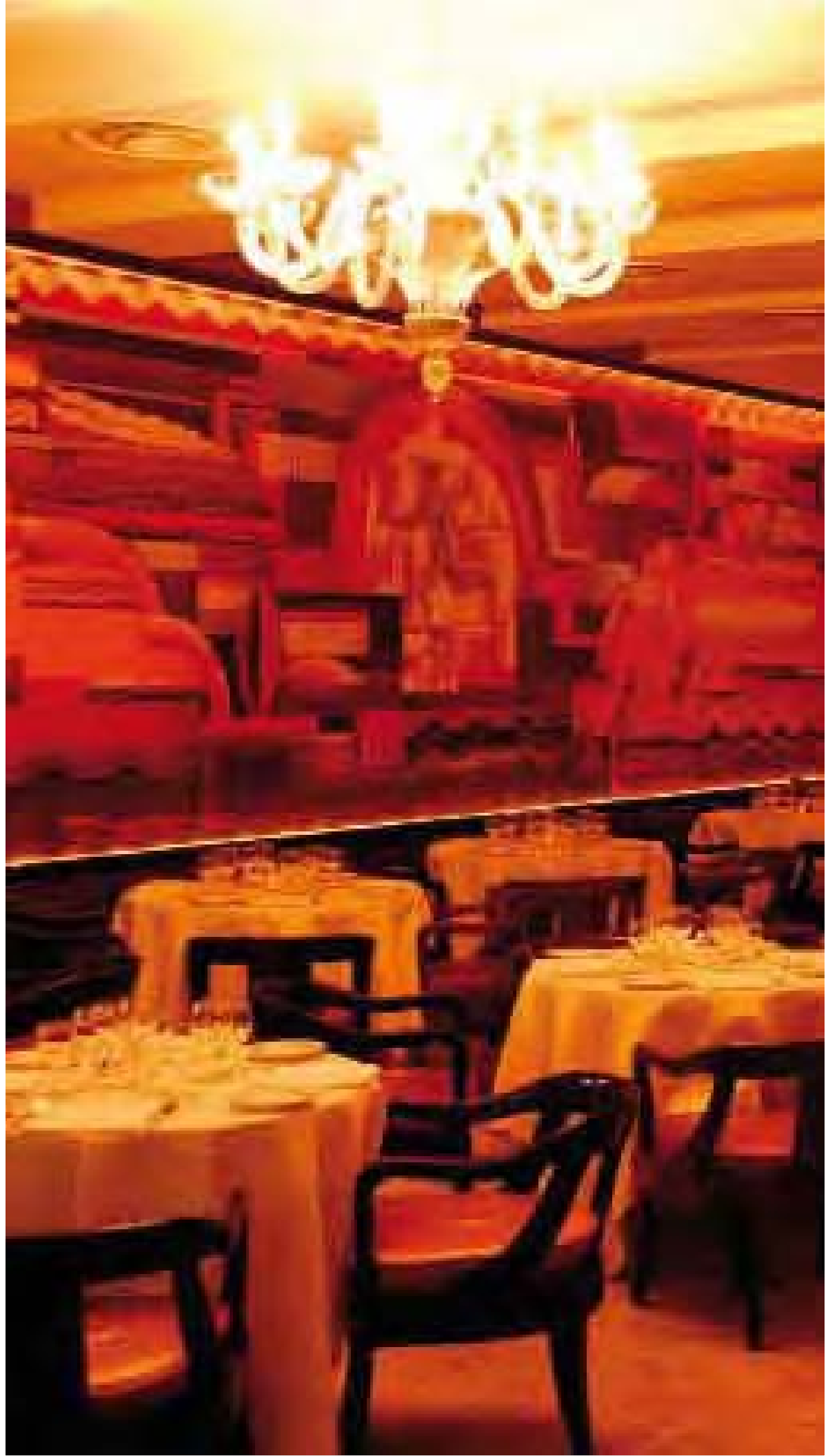
Harry's Bar: L'impresa, la ristorazione, la salute
Spirali Editore, Milan 2007
Available languages: Italian

La leggenda dell'Harry's Bar / Harry's Bar: The Life and Times of the Legendary Venice Landmark - Sperling & Kupfer, 1997
Available languages: Italian and English

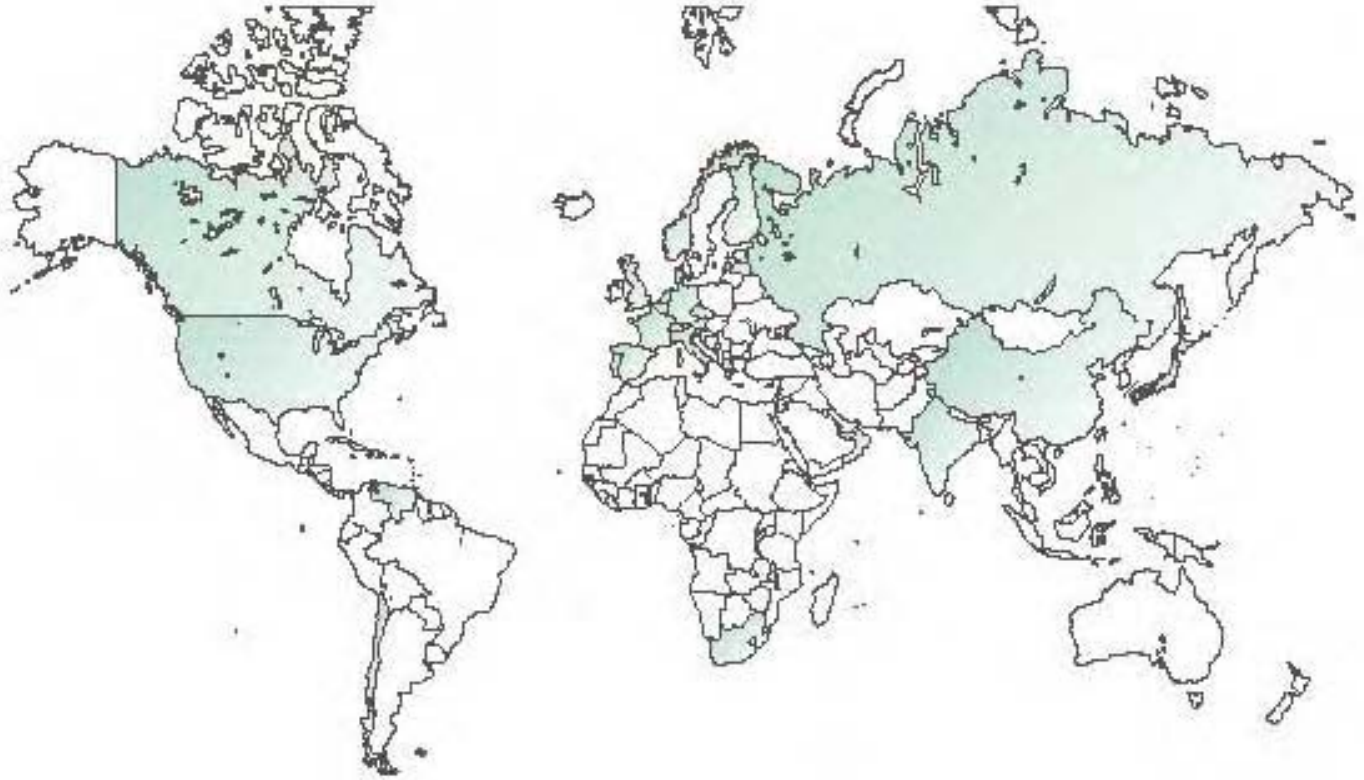
Anch'io ti amo
Baldini Castoldi Dalai, 1996
Available languages: Italian

Il mio HARRY'S BAR: le ricette e la leggenda / The Harry's Bar Cookbook: Recipes and reminiscences from the world-famous Venice bar and restaurant - Sperling & Kupfer, 1991
Available languages: Italian, English and German

Eloisa e il Bellini / Heloise and Bellinis
Longanesi, 1986
Available languages: Italian and English



Cipriani's World



Cipriani's Specialties: where

Germany	Belgium	Denmark	Norway	Chile	Oman
France	Luxembourg	Czech Republic	Russia	Canada	India
England	Netherlands	Finland	Trinidad	South Africa	China
Spain	Greece	Slovenia	Venezuela	Lebanon	Japan
Austria	Malta	Switzerland	Martinique	Arab Emirates	United States

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THE ART OF ENTERTAINING

COMPLIMENTS OF THE LCBO

FOOD & DRINK

EARLY SUMMER 2007

INSIDE INFORMATION

New finds and ideas for the season.

BY JULIA AITKEN • PHOTOGRAPHY BY JIM NORTON

A Bellini? Bellissimo!

That sunny combo of sparkling wine and peach purée known as the Bellini, hails from the legendary Harry's Bar in Venice. Now, the Cipriani family, which owns the bar, has created Bellini Mix so we mere mortals can enjoy the Real McCoy. The peach-spiked carbonated soft drink costs around \$20 for a pack of three 250 mL cans. Combine 1 part mix with 2 parts Prosecco for the classic brunch tippie, or enjoy over ice with gin or vodka. Available at gourmet stores; call 905•760•8188 for retailers.

