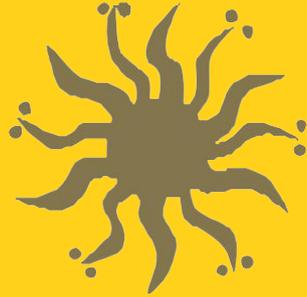


PECK



A MILANO DAL 1883



CULTURE AND EXCELLENT QUALITY

THE PECK RECIPE FOR BEING TIMELESS
AND FOCUSED IN THE CURRENT
CONTEXT OF FOOD AND WINE



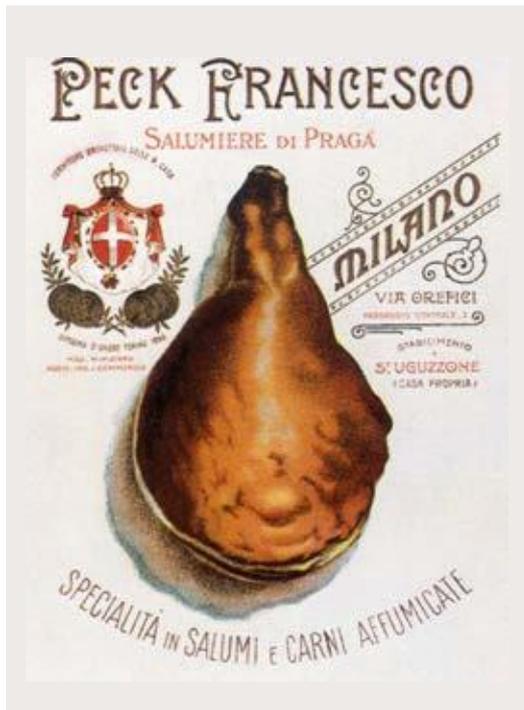
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A HISTORY SPANNING OVER A CENTURY, DEFINING THE CONTOURS OF HIGH GASTRONOMY THROUGH TIMELESS EXCELLENCE

You cannot mention **Milan** without considering **this temple of haute cuisine**, which has represented the city for 140 years with its **exclusive offerings**, nor can one mention **Peck** without considering Milan, the **city that has always been home to this historic brand** and embodies its identity. It is a **cultural symbol** and **culinary landmark** of the Milanese capital. Peck stands out for the **highly sought-after quality of its products and network of suppliers**, as well as for its distinctive, **signature level of service**. **Selectors and producers of rare excellence**, linked to the brand's founding values, with which customers recognize and identify themselves. A **laboratory of high craftsmanship**, modern in its **attention to current customer needs** but still playing the role of the **“trusted shop.”**

PECK's is a **legendary story** that **spans different times and socio-demographic periods, always remaining relevant**. A **historic brand, a symbol** for over a century of **cultural identity** and uncompromising **food and wine quality**, which continues today, based on solid ethics and values. **A brand that transcends time, capable of being contemporary.**





in every era, with strong roots but an eye always attentive to market developments. Its openness to international scenarios, its communication language aimed at different segments and targets, and its obsessive attention to the needs of an increasingly diverse and aware clientele, outline a dynamic and enterprising profile, modern in its approach to writing the chapter "today" through passion, dedication, research, and expertise at the highest levels. What it traces is a new balance between memory and contemporaneity, in a continuous and incessant regeneration.

The history of Peck began in 1883, with the intuition of the enterprising Prague delicatessen owner Francesco Peck, who decided to open a shop selling cured meats and smoked meats in Milan, already considered the economic capital of Italy at the time. From there, it was a short step to becoming a symbol of the city. The premises were expanded and renovated, and at the end of the 19th century (1890), PECK became the official supplier to the Royal House, thus acquiring ever greater prestige. A spirit of enterprise and managerial/interpersonal skills have made the brand's evolution throughout history possible. At the beginning of the century, after the end of World War I, Peck sold the brand to Eliseo Magnaghi, an intellectual and entrepreneur who took the store in a new direction. In 1912, he moved to Via Spadari, where the store is still located today, and expanded the range by introducing fresh pasta, filled pasta, and ready-made dishes to complement the more classic cured meats, giving rise to an increasingly careful search for products of undisputed excellence. The 1930s were a time of cultural revolution.

The ideal venue for prestigious private dinners, Peck started the tradition of inviting **prominent figures from the political and institutional world**, together with important clients, friends, and intellectuals. During this period, the "Sbaffing Club" was founded, an association brought together by the most brilliant members of Milan's cultural elite, including Dario Niccodemi, Arnaldo Fraccaroli, Renato Simoni, and the poet Gabriele D'Annunzio, a regular at the restaurant.

World War II reduced the city to rubble. It seemed like the end of everything, but it was instead the **beginning of a new period of great change and transformation**, both urban and social. Having survived the tragic days of bombing, Peck continued to display its inviting shop windows in Via Spadari, **owned by the Grazioli brothers since 1956**. Giovanni and Luigi gave the business a new twist: ready meals, takeaway delicatessen, gourmet sandwiches to eat in the shop made their appearance, and the commercial offering was expanded. It was then that the culture of the lunch break began. Peck launched its first advertising campaigns in the leading newspapers of the time. Experimentation, innovation, and the desire to reach new customers were the keys to success for the **Stoppani brothers, who took over from the Grazioli family in 1970**. The sons of a delicatessen owner, backed by years of study and experience, the new owners continued to expand the range of products on offer, which now included delicatessen items, cured meats, cheeses, meats, bread, pastries, and an impressive wine cellar. Thanks to an effective renovation project at the end of the century, Peck quadrupled its space. **In 1986, Peck began its collaboration with the Takashimaya group**, a historic Japanese department store chain, opening its first stores abroad.



In 2013, the brand was acquired by **Pietro Marzotto, a successful Italian entrepreneur with extensive international experience and a deep knowledge of the food industry**. The Marzotto family laid the foundations for **Peck's development** in the third millennium. From a historic Milanese **establishment to an international brand synonymous with excellence in Italian taste and cuisine**. With the challenging goal of innovating and expanding its offering in response to the diverse needs of a clientele increasingly attentive to quality. Peck also represented Italian excellence at Expo Milano 2015 as the official restaurant of the Italian Pavilion, a meeting place for leading figures from the domestic and international political scene.

THE BRAND. THE STRENGTH TO GROW WHILE RETAINING THE SOUL OF THE TRUSTED STORE

PECK embodies the past, present, and future. These eras intersect in a continuum of **excellence** that represents the identity card of a unique brand. **Not all companies become brands.** Being a brand means having undergone a **process of growth and awareness** that goes beyond **product-related aspects** to include the way in which the **brand** is able to imbue **its products with its own values, image, and identity.** Expressing and communicating the brand's personality through an image and **tone of voice** that makes it unique and recognizable. A combination of elements that function as a **company's identity.** A **brand** does not just sell the **product**, but the **perceived intrinsic value** that is created around it. An experience that goes far beyond the purchase.

The sublime quality of the ingredients, a prestigious supply chain, manufacturing processes of the highest standard, and impeccable, attentive service are the “obsessions” that have always guided PECK on its long journey, interpreted with the relevance of each era they have traversed. Selection and production play equally important roles in the **choice and careful search** for the best that each sector has to offer in the food and wine industry and in the skill of working and transforming raw materials with respect. **Control, care, a certified network, and in-depth knowledge** are the tools used to guarantee customers a product of the highest quality, capable of meeting and satisfying the needs of an increasingly aware market. **Rigor and creativity, respect and innovation** are the ingredients that make a **proposal with deep roots relevant today.**



in timeless values that are capable of evolving in tune with the era they ride. A workshop of **high craftsmanship**, where the concept of “**handmade**” takes on a primary role, through the **work of expert hands** that pass on knowledge and flavors through raw materials that they dress with their own dexterity.

The **global outlook** that drives PECK and makes it a distinguished ambassador of Italian gastronomic culture has also **managed to transcend national borders, keeping intact the identity and essence that distinguish the brand**, with the quality of raw materials and finished products at the center of every scene, as a distinctive and essential trademark. Entering a PECK store still means finding that **authentic and genuine, competent and attentive service** that welcomes and accompanies you by the hand into the taste universe of the varied offerings available. This **attitude** is in line with the **current needs of an increasingly informed customer** who wants to make informed choices but also rely on **professionals** who are experts in the culture of the products they offer. And so the shop assistants are ready to talk about the excellent quality of the products they sell, to share their knowledge and to guide customers' choices so that they match the desires of each customer. An **approach based on identity**, which aims to stand out in the same way as the product, leaving a mark on those who encounter such a high level of quality. It is a wonderful feeling to enter a temple of Milanese haute cuisine and feel at the center of a **tailor-made welcome, like that of a shop of yesteryear. Complementary souls** coexist within a brand capable of expressing both history and the most contemporary essence.



LEONE MARZOTTO, FACE AND GUIDE OF PECK

Leone Marzotto has been at the **helm of Peck since 2013**. A young entrepreneur and member of a family of industrialists, he immediately threw himself into the workings of the historic Milanese store. He began by working alongside the Stoppani family, enthusiastic about taking on the **great challenge of a new sector that was very close to his heart**. Always **passionate about food and wine**, he joined Peck with **great respect and humility**, putting himself at the complete disposal of the project. He worked for four years in close contact with all the different souls that make up the brand, to gain an in-depth understanding of its **mechanisms and to learn the dynamics** that fuel it. **Angelo Stoppani** was his **great mentor**, a key figure in this journey, as were others who passed on their know-how and introduced him to the heart of the business. This **behind-the-scenes** experience helped him to acquire the founding values of Peck and understand the **great machine of excellence** that drives it. In 2016, he became **CEO of the company** and is now also its **Chairman**.

He takes up the baton with **deep respect** for the **historic brand**, the extremely high **gastronomic standards** that have always distinguished it, and the people who have made it what it is today. **His vision remains that of honoring the brand** by **pursuing an** ever deeper quest for **excellence** in terms of **product, processing,**

supply chain, and human capital. With the ambitious dream that Peck can become the **best delicatessen** in the world, a goal that is strongly qualitative rather than quantitative, moving towards a high level of **craftsmanship that becomes "luxury,"** in the tailoring of sewing together a proposal of sublime value. He has embraced the history of Peck, absorbed its values and principles, and breathed in the **human fabric** that lies behind every detail. All **essential pieces** in the creation of a perfectly crafted mosaic. He is guided by a very specific idea, that Peck in Via Spadari can become a destination, **a point of reference for all food lovers**, a place on the **world gastronomic map**. The other stores and businesses are emanations, like a sun radiating its rays, exactly as in the logo that represents the brand.





Leone Marzotto believes in openness to the world, provided that the right conditions are created and in line with the brand's core values. This is the case with **Takashimaya**, a **virtuous partnership that has lasted for almost 40 years**. Takashimaya has understood the **precious identity of Peck** as a bastion of **Italian food craftsmanship and recognized its value**. This has led to a strong understanding and harmony of intent which, in such a long-standing collaboration, demonstrates the strength of the foundations. **Japan** is the ideal place to capture **the essence of Peck**, through a people capable of appreciating the quality and culinary craftsmanship that unite the very high standards of both cultures.

Leone Marzotto has therefore **inherited an important legacy of excellence and cultural depth**. It is a path that remains a guiding light and one that he wishes to pursue with ever greater determination. He pays **particular attention to the people** who walk this path alongside him, certain that they are the most important asset that makes the **project unique**. He captains the ship with a **contemporary approach**, capable of reading the current market scenarios, in a **language** aimed at different segments and targets and with a **deep attention** to the needs of an increasingly diverse target audience. He has a **dynamic and enterprising profile**, modern in his approach but strongly linked to the **tradition** of a brand that transcends the canons of time.

PEOPLE AT THE CENTER, IN THE TEMPLE OF TASTE

The **Peck brand**, in all its sublime forms, is the result of a **virtuous symbiosis of elements**, all of which are fundamental to achieving impeccable **standards of quality, ethics, and values**. The **value of human capital** is essential, the people who contribute every day, with commitment and dedication, to the greatness of Peck. Whether they are **employees or suppliers**, they represent an **invaluable asset, made up of knowledge, skills, professionalism, and a sense of belonging**. Feeling like you are part of a project, living and breathing it every day, is a **factor that multiplies positive participation**.

The **team consists of over 100 people**, a **united group motivated** by a shared common goal. **Team spirit and passion** for their **work**, both behind the scenes (in the production laboratories) and in positions of direct contact with customers. They are Peck's most valuable resource, with their **extraordinary know-how**, experience, and consolidated professionalism.

The **backstage professionals**, with their **in-depth knowledge of the subject**, their **mastery of the craft**, and their **culinary skills**, are the ones who guarantee the best possible quality, expressed at the highest levels, on the counters and **shelves**. Those who work at the counters, with all their **passion, vocation, and dedication**, are the **added value** that characterizes the unique





experience, the **warmth** that accompanies the **creation of a special shopping experience** that goes **beyond the purchase itself**. A **professional and sincere** approach.

A **distinctive service** that **stands out, leaving its mark** and imprinting the charm of the **trusted store** of yesteryear but with **absolutely contemporary** standards.

The same applies to **producers, suppliers**, and the entire network of **people** behind the **raw materials** and products that populate the Peck world. **Farmers, breeders, fishermen, pasta makers, and cheesemakers**. Often **small artisan businesses**, with limited production, able to supply products in line with the brand's principles, **tailor-made** in their offering. A **team of professionals** who work every day to provide **quality and taste**, according to a **strongly shared ethic**. This is a valuable guarantee for Peck, committed to a choice that becomes a **"support"** for this type of business, **so that they can continue to exist** and not be destroyed by production processes of a completely different nature. A **bilateral relationship, a harmony of intentions and great trust**, which is expressed in a result of rare excellence. Peck's common denominator is **support and respect for the individual**, guaranteed in their rights and made an integral part of a virtuous vision.

THE SHOP AND ALL ITS “OASES OF FLAVOR”: A JOURNEY THROUGH KNOWLEDGE AND FLAVORS

A few steps from the Duomo, in one of the oldest streets in the city center, the **Via Spadari** store consists of a **butcher's, delicatessen, cheese section, artisan pasta shop, deli, pastry shop, ice cream parlor, tea and coffee corner, fruit and vegetable section, and finally, a wine shop**. In addition to the **“Piccolo Peck”, a gourmet café in the heart of the store**.

A place of great charm, where the **experience** begins the moment you cross the threshold. An almost **dizzying sensation**, so many are the colors, perspectives, and scents that greet the customer. A succession of **gastronomic oases**, counters meticulously filled with every delicacy. A curious and enthusiastic stroll leads you through the departments in search of what you are looking for or what you never even imagined existed. First, your **eyes** are captivated by such variety and the care with which each item is displayed.. The sense of **smell**, intoxicated by the aromas of bread, gourmet dishes, and coffee. Until the other senses are activated thanks to contact with **the professionals working behind the counters**, expressing all their passion, vocation, and care. A quality that starts with the **selection** of raw materials, evolves with the **processing** of ingredients, and culminates in tailor-made **service**, all of which are key factors in maintaining PECK's reputation for integrity.

THE GASTRONOMY COUNTER

An iconic counter that remains **the pride of the store**. A wide selection of ready-to-eat dishes, featuring **timeless Peck classics**



such as russian salad, veal with tuna sauce, Bavarian bresaola di scottona, lobster in cocktail sauce, pâté. And then there are cold cuts and cheeses. Peck offers a wide assortment of **cold cuts**, including carefully selected Prosciutto di Parma, Culatello di Zibello, and the finest Iberian hams. Among the in-house cured meats, the house bresaola stands out, to which special care is given. The fresh meat is salted and spiced, massaged, dried, and aged with meticulous attention to detail and respect for tradition by expert butchers. Peck is also careful in choosing the best **cheesemakers** and **fine selections** from Italian, French, and international producers, mainly raw milk, the most artisanal. The king of cheeses is Parmigiano Reggiano, sourced only from suppliers who have been working with Peck for decades and who select the best wheels. Alongside these excellent products, there are also in-house cow's milk products such as mozzarella, burrata, mascarpone, ricotta, and scamorza. **It is the most historic and representative counter**, as well as the best performing. It is the

one the best identifies PECK's obsession with quality, which is reflected not only in the products but also in the **staff behind them** (the longest-serving and most specialized employees).



THE BREAD AND PASTA COUNTER

On the opposite side is the **bread and fresh pasta counter**. The **bread is selected from the best bakeries in the area**, while the pasta is **made daily in the store's workshops**, fresh and **prepared** by expert professionals, who create perfectly rolled **dough**, wrapped around tasty fillings and available in a variety of shapes, ready to be paired with the perfect sauce. The **dry pasta** is made in Gagnano for PECK, which brands the product.

THE HOT FOOD COUNTER

Continuing on, you will find the **“hot food”** counter, where you can find **recipes made every day in the PECK kitchen**. Some are **recurring**, such as Milanese mondeghili, cotoletta, and lasagna, while others vary from day to day. Saturday is the day with the richest selection. The counter is divided into first courses, second courses, and side dishes. **Sous Vide products** are also available, which are of excellent quality, **cooked sous vide at low temperatures**, following strict protocols, packaged, and with a shelf life of up to 30 days. They can be stored in the refrigerator and then reheated by immersing the bag directly in hot water for 10-20 minutes, depending on the dish. Produced in PECK's laboratories, they are a convenient solution for taking home high quality food and serving it at the table in a few simple steps. The **rotisserie** is also impressive, releasing the aromas of the meat as it rotates deliciously.

PECK BRANDED “PACKAGED” PRODUCTS

Then you come across a **shelf of rare beauty**, that of **PECK brand packaged products**. An endless sequence of **jars**, behind whose labels lie products of unique excellence and fine workmanship. The **network of suppliers consists of small, carefully selected producers** who supply high-quality ingredients, which PECK often **processes itself**. A puzzle of taste, made up of **tiny pearls of delight**. Such as the ***Carciofini Mignon***, produced especially for Peck and processed entirely by hand within a few hours of harvesting. The use of genuine, high-quality ingredients and careful craftsmanship make this a unique preserve. Or the ***Capperini di Salina*** small but tasty.





They come from the island of Salina, north of the Sicilian coast. They are preserved in sea salt to maintain their fragrance and structure. Alongside the wide selection of packaged specialties, particular attention is paid to gourmet products such as porcini mushrooms, foie gras, truffles, caviar, and bottarga.

THE FRUIT AND VEGETABLE COUNTER

We continue our journey through the **colors of the fruit and vegetable oasis**, with fresh produce arriving directly from **Milan's General Market**, in particular from two strategic suppliers who have been PECK's partners for many years, with exemplary and constant attention and care over time. Legumes and cereals are among the best fruits of the earth, ready to be transformed into dishes, side dishes, and soups. On the adjacent shelves, there is a wide variety of **dried and dehydrated fruit**, collected in transparent jars neatly arranged on the shelves. An **explosion of colors**, from the neutrality of some elements to the intensity of bright hues, in a display that catches the eye and entices you to taste.

THE BUTCHER'S COUNTER

The butcher's counter offers a wide selection of carefully selected meats, checked throughout the **supply chain and of the highest quality**. All preparations are made directly by PECK, by **expert hands** that guarantee the best processing. Fresh sausage, cured sausage, luganega, Tuscan sausage, stuffed roasts, all derived from **Lombardy pork, and even carefully selected Florentine steaks**, purchased from long-standing suppliers. To obtain the renowned meats, are selected from the best breeds

and producers are selected with meticulous attention to provenance. In large cold rooms, each type of meat is given the appropriate **aging time** to make the cuts tender and flavorful. The poultry is mainly from Piedmont, but during the festive season, special products are also available, such as **capons from Bres** or game during the **hunting season**. Added to this is the high level of **skill and experience** of the staff who work in the laboratory and prepare the meat, making a further selection and bringing only the best cuts, perfectly aged and exceptional products to the counter.

THE PASTRY AND ICE CREAM COUNTER

Following a logical and well-thought-out sequence, we arrive at the **pastry** department. An **explosion of colors illuminates the products on display**, all made in the in-house laboratories. Pralines, chocolates, macarons, pastries, single portions, and traditional baked goods. Depending on the **holiday**, it becomes the realm of **special products**, with chocolate shapes dedicated to **Easter and Christmas** and large leavened products. Cascades



of chocolate in the room of happiness, full of molds, colors, and pervaded by an indescribably delicious aroma. Pralines, ganache, and hand-finished products. A unique atmosphere that makes you feel like a child again. And then there are fragrant biscuits, honey and **sugar, jams and marmalades** to spread on bread. Another **gem** that deserves attention is **Peck's ice cream, which is artisanal** and of excellent quality, produced with the **best ingredients** and made in the workshops without compromising on taste.

THE TEA AND COFFEE CORNER

Adjacent to the **coffee corner** and its **prized blends**, created by a small artisan roaster in Milan. Both single origin (from individual plantations around the world, selected by Peck) and specialty coffee, the **highest quality coffee** that is treated in such a way as to maximize its organoleptic characteristics. And then there is the treasure **chest of teas**. This category also includes both single types and blends from Japan, India, and China. There is also a wide range of **herbal teas**. It is a visually striking corner, with bags and packages in a variety of colors and evocative shades.

PICCOLO PECK GASTRONOMIC COFFEE

Inside the Via Spadari store is **Piccolo Peck**, a **gourmet bistro** with an extensive menu of samples, designed to give customers the opportunity to **taste the deliciousness of Peck products** while comfortably seated at the counters. It is a way to soak up the atmosphere of the store, the industriousness of the staff, and the uniqueness of the place. It also allows customers to have a **direct experience** in choosing cold cuts, cheeses, and dishes. The extensive and entertaining menu offers a glimpse into the breadth of the selection.



The extensive and **meticulous work of research, selection, and processing**. The obsessive attention to detail that defines every single phase of **control, safety, and cleanliness**. The certainty of always offering a **product that is excellent** in its specificity and uniqueness. A **quality** that is expressed in a **price that is not just a number**, but a measure of what lies behind the label and the receipt. The recognition of the **intrinsic value** of a product that encompasses a world of complex mechanisms, which contribute to an exquisite taste in all its facets.

THE WORKSHOP. THE BEATING HEART OF CRAFTSMANSHIP BASED ON PRECIOUS EXPERIENCE AND METICULOUS ORGANIZATION

At the end of the sales counters, a door opens leading to the lower floor, straight to the **beating heart of PECK and its essence: the workshop**. It is a **huge space** where, as soon as you cross the threshold, you immediately notice **the meticulous and obsessive cleanliness that dominates the environment**, as well as the **order and organization** that define the **spaces** and the **work of the people**. It is called the **“meat and cheese laboratory,”** but in reality, many different processes are carried out here. It is the place where certain traditional products are produced in large quantities. For example, all the cured meats, ragù, pâtés, and much more. Each resource has its own area of expertise. These are **long-standing professionals**, some of whom have been employed by Peck for decades, with the **highest level of training** in the field and in the processes involved.

MEAT AND CURED MEAT CELLS

The workspaces are very large and all temperature-controlled. There is a succession of **refrigerated cells, all very tidy and clean**. There are those for **Bavarian scottona and other types of beef**, all meats selected by the manager, a highly experienced butcher. The pieces of meat are **aged for 1 or 2 months**, depending on the cut, to achieve the desired excellent quality. The **aging process takes place naturally**, without any additives, just





moisture and time.

And only the best cuts, each with a label showing the entire **supply chain and traceability**. Some cuts are processed and **vacuum-packed**, ready to be used by the store as needed. **Hygiene** is fundamental for PECK, translating into **quality and food safety** for the consumer. This extremely high standard contributes to the creation of a product of unique value. Some cured meats are also **prepared in the cold rooms, such as the salting of bresaola, lonzini, and guanciali, followed by the storage of ready-made semi-finished products**. The sight of the **bresaola hanging** is very evocative. After processing, it is dried by a fan and **left to mature upside down**, releasing an extraordinary aroma. The laboratory also **assembles cheeses**, mascarpone, gorgonzola with walnuts, salmon, and olives. Mozzarella with whey, sweet and smoked scamorza.

Then there are the **salame, made according to a Peck recipe**, many jewels hanging in all **their meatiness**, as well as the lonzini. And coppa di Zibello, culatelli, culatte. Speck from South Tyrol. In addition to tubs of fine ragù (over 200 kg are produced each week), veal with tuna sauce, fese, guanciale, salmon, tongue, stuffed capons, and boiled cotechini. A true wonderland.

PARMESAN CELLS

The **room dedicated to Parmesan cheese is a veritable treasure trove of goodness**. Wooden shelves hold **wonderful wheels** of cheese in all their majesty. It is one of **Peck's best sellers**, the best quality on the market. Here too, **selection** makes the difference in identifying the best that production has to offer. Many of the wheels bear a **green mark**, identifying **mountain farms, which offer superior quality**.

Our trusted supplier is a refiner in Lodi, who makes an initial selection of the product each month to find the best. He then **ages the wheels in very old rooms at room temperature**. These are environments where the cheese **evolves naturally**, acquiring a distinctive and important flavor. A truly exceptional product (15-year-old wheels will arrive shortly). We also find **Italian, Swiss, and French alpine cheeses**. The latter are of the highest quality, with a very fine selection of raw milk products, where possible. There are also pasteurized milk cheeses, for which they work with niche producers.

THE KITCHENS

Returning to the ground floor, **we move on to the kitchens. A riot of flames and steam, a bustling movement of people working in spaces organized to be extremely functional**. Some cut and prepare vegetables, others prepare pasta dishes, meat, and fish. Others cook. All this for the preparation of dishes and meals that delight the patrons upstairs. Every day, in the large **kitchens, expert and attentive hands prepare fresh pasta** in various shapes with different fillings, always using the **highest quality seasonal ingredients**. The same is true in the **pastry and chocolate workshops**, a wonderland of sweetness, where **excellent raw materials** and **skilled experts** are at the service of delicious products that fill the shop counters with goodness.

A realm of **craftsmanship and high professionalism**, impeccable in every area.



THE WINE SHOP. A STARRY JOURNEY THROUGH A SELECTION OF LABELS AS VAST AS IT IS UNIQUE, AMONG RENOWNED WINERIES AND SMALL PRODUCERS

Another **source of pride for PECK is undoubtedly its wine cellar**, located in the basement of the store, which is a veritable wonderland for lovers and connoisseurs of wine and spirits. The **quantity of labels on display and the order** in which they are presented are striking at first glance. **The cellar is a succession of evocative rooms**, which become veritable treasure chests housing precious gems. From the most recent vintages to real pieces of history, **the bottles are neatly arranged on the shelves for perfect preservation**. A flagship product, with around **4,000 labels to its credit**, in a range that has been built up and enriched over time, featuring prestigious Italian and international wineries. Jewels of oenology from all regions of Italy, but also from France, Spain, Germany, and many other parts of the world.

We start with a **showcase representing the quality that characterizes the offering, from Italian sparkling wines to champagne gems**. Extremely rare wines, local, French, and Spanish icons, the most important on the market. The first room is dedicated to **sparkling wines, with a predominance of champagne**. **Large maisons and small vigneroni**, two sides of the same coin, with quality as their common denominator. Alongside the **big names**, important research is carried out on



small producers, with the aim of offering customers the widest possible range of excellence and discovering **increasingly broad and complex wine nuances**. Here, all the **charm of perlage** emerges, whether it be a flute of Champagne, a glass of Franciacorta, or the soft and velvety flavor of a Satèn.

We then move on to the **red wines**, from Barolos from Langa to Bordeaux crus (offered in an **extraordinary vertical selection**), from Etna wines to the most famous wineries in Spain. Passing through all the Italian regions, from north to south, with all their unique characteristics. The most intense shades of red, from orange to garnet, from ruby to purple. And for lovers of full-bodied wines, there are many **aged wines**. The selection of **white wines** is also incredibly rich, an incredible journey that passes through northern Italy, between the Adige and Trentino, Friuli and Piedmont, continues in Burgundy, home of Chardonnay, and crosses the Atlantic to the Americas. **Rosé wines** also have their place, wines to be rediscovered and reevaluated, pleasant in their nuances of a structure capable of revealing unexpected notes. There is also a varied and interesting selection of **dessert wines**, Moscato, Passito, Malvasia, Sagrantino, Muffato, and Sauternes, with rich aromatic profiles. Another world that deserves special attention is that of **spirits**, precious beverages that are the result of work that borders on art. They are companions for festive occasions or intimate moments of reflection. Imagine yourself immersed in the tasting of a good brandy, an old, very old Armagnac, and let yourself be captivated by bottles of **inestimable value**.

In the precious vault, a selection of the most prestigious references from the most exclusive Italian and international wineries. **Unobtainable bottles to collect**, ideal for great enthusiasts and lovers of rare wines. Perfectly preserved with care and dedication in the Peck wine cellar. Then there are the **large formats**, the Magnums and Jeroboams, passing through the Methuselahs. A rare offering for true connoisseurs. **These are the largest, deepest formats, offering rare olfactory and gustatory**



sensations. What sets Peck's wine shop apart, in addition to its **extraordinary product range**, is the **human element**, an **essential value for a memorable experience**. **Extremely knowledgeable and competent people** who carry out **extensive research and selection** of the highest quality, to then become its **custodians and narrators**. This is not just a **shop**, but a **place where wine**



culture is cultivated, with a highly educated **approach** that meets the needs of **connoisseurs** and enthusiasts as well as those who are new to wine. The style is to **create a relationship with the customer**, with **seriousness and professionalism**, and not just for commercial purposes, which establishes **trust and leads** to the best experience, with a view to building loyalty. **Accompanying customers by the hand** into the world of PECK wines and allowing everyone to make the choice that best suits their needs, **building a journey together**. This is the **common thread** that links the thinking and approach of **Alessandro Zingarello, Food & Beverage Project Manager**, and **Simona Pera, Wine Manager**, key figures at the Peck wine shop. Two highly skilled professionals with significant experience in the sector, who joined Peck in early 2023 and October 2022 respectively. They are personalities capable of giving a **new and contemporary face** to this reality while maintaining the precious heritage it has inherited. A path of significant evolution, within the scope of a selection philosophy that aims to equate the wine shop's assortment with a restaurant's wine list, **in the tailoring of the choice and the completeness of the offer**.

PECK enjoys a very high reputation among producers, which guarantees the allocation of **important quantities of high-quality wines**. All bottles are purchased directly from producers, with no auctions or parallel markets involved. This provides consumers with a **great guarantee of quality**, both in terms of storage and product condition.

BANQUETING, IN-STORE EVENTS AND GIFT BOX AREA. THE EXCELLENT PECK SERVICE IN ALL ITS VARIOUS FORMS

The excellence that distinguishes Peck's service is reflected in an **offering** that **uniquely complements its range of products**. One of its flagship services is **banqueting**, designed to satisfy customers who want to enjoy a **gourmet experience** in line with the brand's extremely high standards. Welcome coffee, afternoon tea, cocktails, and ongoing services for open days, right up to gala dinners. **Haute cuisine at the service of receptions. The quality of the raw ingredients, the organization of the kitchens and workshops, the professionalism of the staff, and the attention to detail** guarantee the creation of **events of memorable elegance**, whether **private, corporate, or institutional**. Expert chefs and professional equipment create offerings that meet the needs of every occasion, with **cuisine that amazes with the quality of its ingredients and the skill** with which the recipes are prepared. Peck also offers its know-how in finding the **most suitable location** for each individual project, whether it be a historic residence or a modern structure, and in **consulting for customized setups**, in order to create the ideal atmosphere for every situation.

In addition to this, **Peck offers exclusive use of its premises as a venue for events dedicated to excellence**, providing an original and personalized gastronomic experience. **The entire store is made available to guests**, who can enjoy a tasting tour or sample specialties from the various departments, served by counter staff or prepared by chefs in front of guests, with menus designed





specifically for each occasion. A unique journey that allows you to **discover places usually inaccessible to the public**, where Peck's delicacies are created. Inside the kitchens, where chefs prepare and present dishes, or in the pastry department, where desserts are filled, decorated, and served on the spot. **An extraordinary, tailor-made opportunity to breathe in the aromas and magic of behind the scenes at Peck.**

If the number of people is limited, the possibility of using the Peck spaces for your event remains valid: the charming Enoteca will be the stage for the aperitif or the placée dinner of your dreams.

And then there is the **Gift Box area**, a realm of **wonderful packages filled with delicacies** that become **tasteful and evocative gift ideas**, important gestures to dedicate to those you wish to honor with a

special gift. For every type of occasion, Peck offers its expertise by proposing packages of **products selected with style and imagination**, or by guiding customers in choosing a **personalized gift**.

To complete the experience, there is a **comprehensive delivery service** that allows customers to receive Peck's delicatessen and hot food offerings at home, as well as meat, fruit and vegetables, fresh pasta, bread, cold cuts, cheeses, preserves, and many other packaged products. In addition, there are pastries, wines, and spirits.

THE PECK SATELLITES: PORTA VENEZIA

PORTA VENEZIA. The Porta Venezia store embodies the model of the **small neighborhood delicatessen**. In a space measuring just **30 square meters**, Peck introduces the **“neighborhood store”** model, bringing the specialties produced in the Via Spadari laboratories to a new area of the city. The assortment ranges from timeless Peck classics (Russian salad, veal with tuna sauce, shrimp cocktail, pâté) to famous cured meats and cheeses, a hot food counter with Peck must-haves (lasagna, parmigiana, arancini, cutlets), and a rich variety of seasonal offerings and a selection of packaged products.



ABOUT

PECK

The brand, which now boasts two stores in Milan, was founded in 1883 by Francesco Peck, a delicatessen owner from Prague. In 2013, it was acquired by the Marzotto family, who consolidated the brand's historicity, expanded it, and gave it an international dimension. The pursuit of the highest quality products and supplier network, and a distinctive level of service are the fundamental characteristics that make Peck the temple of Milanese haute cuisine.

ROBERTA ANTONIOLI PR STUDIO

Roberta Antonioli, born in 1964, has been working in communications for over 20 years, serving some of Milan's leading agencies in a variety of sectors, including fashion, beauty, technology, tourism, finance, and food & beverage, before founding her own agency in 2003. Roberta Antonioli Studio Pr currently focuses its expertise on fine dining and luxury beverages, supporting and assisting some of the most important food and wine businesses in Italy and internationally, developing their communications and branding strategies.

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