

PASTICCERIA CANASTA

Homage to quality.

It was 1948 when the gelato and drinks kiosk was set up at number 22 of Via Risorgimento, Cattolica. Within a couple of years, it was to become the Canasta pastry shop, now the oldest in the Romagna town. Since then, the Ercoles family has kept their well-known pastry-making tradition going thanks to Marco and Luigi, with the help of their respective wives, Anna and Maddalena. Canasta is the story of prestige and exceedingly high quality standards, where, as we will see below, tradition is mixed with strong innovation. A continuing story thanks to their passion and desire to improve, coming to life day by day in that place called “laboratory”; somewhere that has been telling us stories of experimentation, creativity, authenticity and a lot of know-how for over half a century. The laboratory’s deus ex machina is Marco Ercoles, who has had the “Master Pastry-Maker” acknowledgement and qualification awarded by the prestigious Italian Academy of Master Pastry-Makers since 1998; only 44 professionals all over Italy have achieved this title. He personally handles, with unquenchable meticulousness, all aspects of preparation, experimenting and travelling down those new pastry taste and dominion routes.

“Being able to really “touch” our customers' satisfaction for so long”, says Marco Ercoles, “is the best return we could ever want from our assiduous search for quality and our exploration into taste. Genuineness, excellent raw materials, a lot of sacrifice and passion are indispensable pre-suppositions for anyone wanting to be satisfied by this profession. Even more so if you have built yourself a name over the years, and have to maintain it, aware that everyone will be expecting a lot from you. Besides being a pleasure, we live this passion as a way of communicating with the public, convinced that our customers recognise and appreciate quality when they find it. Till now, we feel we can say we were right, and this has been proved by how the new trade mark, Ercoles, has been accepted; for two years now, we have been marketing bars, chocolate creams,



DATA SUMMARY

Name

Canasta

Location

Cattolica (RN), Italy

Services

Bar, pastry and gelato shop.

Opening year

1948

Gelato shop technology

Tonda gelato display case by IFI.

dragées, fruit creams, jams, aromatic sugars and honey: all natural, produced and packaged in a craftsman-like manner in the same laboratory our pastries, cakes, broche and Miacetto, Cattolica's typical sweet, come out of every day. Let's consider chocolate: we select the cocoa beans and process them, just as we choose all the fresh fruit and spices for our jams, rigorously with no preservatives".

The Canasta pastry shop has all the charm of those old patisserie- tea rooms with display cases and furnishing paying homage to tradition; all except for the gelato display case: right where you would expect to find a charming well-counter case, eternal, timeless symbol of handmade gelato, there's a round, rotating gelato display case that looks as if has come from the future; with gelato tastes rotating in front of customers on a coloured merry-go-round.

This is the Tonda by IFI gelato display case, the first and only round, rotating display case in history and Marco Ercoles himself explains why we can find it in the Canasta pastry shop: "Quality is an absolute must for us, apart from the fact that the Master Pastry-Makers Academy imposes rigorous standards and submits (quite rightly so) its members to severe controls. Our gelato is really important for us; we only use top quality ingredients like eggs, fresh milk, vanilla pods and even dried fruit with which we, ourselves, prepare the base for hazelnut, pistachio and almond right here in the laboratory. So when we had to choose a gelato display case, our first thought went to a well counter case. However, wells do not display tastes and the Canasta is right in the centre of Cattolica with its intense flow of tourists. Customers passing by, who don't yet know us, prefer seeing what they're going to taste, and who can blame them.

Tonda gave us the ideal solution as the IFI display case is, for all purposes, the ideal synthesis between the preservation capacity of well counters and the display one of linear display cases.



The gelato is kept perfectly in an uniform temperature environment requiring a reduced amount of defrosting; while being displayed like in no other case, Tonda adds value to our gelato's quality and attracts people. First they stop out of curiosity and then they're conquered by its design and evident innovativeness. Another important advantage is that with Tonda we get to the end of the day not feeling so tired as tastes move towards the operator and not vice versa. And I can assure you that during the so-called season days are really long!".

The "sweet" Canasta core, conceived in the laboratory, is then completed in the welcoming tea-room. This is the reign of Luigi Ercoles, his wife Maddalena and sister-in-law Anna, who transmit all the passion that Marco's creations are born off with great professionalism and natural pleasantness. "Our commitment" explains Luigi Ercoles, "has not changed over the years; on the contrary, if possible it's even increased. Our customers are highly varied and faithful to us; satisfying their expectations while still surprising them is a daily challenge taken on with great pleasure and responsibility". Important evidence from Canasta, where a long history respecting tradition is a solid base on which to build the future. Even starting with a display case.