



Ghiottini Almond Biscotti

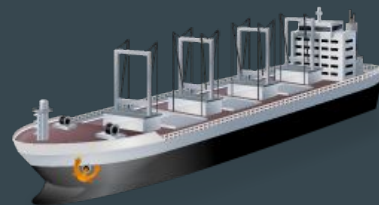


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Ingredients

Locally grown in Tuscany; easily acquired through truck transportation

- Flour/wheat
- Sugar*
- Almonds
- Pasteurized egg yolk
- Pasteurized egg butter
- Pasteurized whole milk
- Raising agents*
- Honey
- Salt*



* = possibly requires transportation by boat in addition to truck

Lead Times

- Flour/wheat 1-10 days
- Sugar Unknown (depends on source)
- Almonds 10 days (+5-12 years for nuts to grow)
- Eggs 1-2 days (+27-40 weeks for hens to mature)
- Pasteurized whole milk 1-2 days
- Raising agents Unknown (depends on source)
- Honey 5 days
- Salt 4-6 days

In-House Processes

- Baking (1-3 days)
 - Same Recipe as 1953, method evolved with time
 - Loading, sorting, baking
- Quality Check (>1 day)
 - Silvia Bramato
- Packaging (1-3 days)
 - Ordered from a supplier, assembled in-house
 - Company Standards “never excessive but necessary”
 - Product Needs
 - 4cm of air per 100g package
- Weigh-in (>1 day)
 - Standard weight: 200g



Distribution

- Local and International distribution
 - Total of 1,000,000 pounds of product per year
 - 700,000 in Italy
 - 300,000 outside of Italy
 - Switzerland, Germany, Denmark, England, and US
 - Ex- Pennsylvania Macaroni Co. in Pittsburgh
- Product either transported by truck or plane
- Distributed online- Amazon.com
- Make sure final client is happy





Ghiott

- Ghiott - Cantucci di Toscana alle Mandorle
 - €12.96/kg
 - Available at local markets, some grocery stores and online
 - High quality, middle price point
 - Organic, quality-certified
 - Locally produced and distributed

Competition

- Dolce Toscana - Cantuccini Alle Mandorle
 - Price: €9.76/kg
 - Available at supermarkets and local grocery stores
 - Higher availability, lower price, lower quality
- Barilla - Biscottone
 - Price: €3.79/kg
 - Available at supermarkets
 - For price sensitive consumers
- Bake at home
 - Price: Approximately €4.00/30 biscotti
 - Ingredients: sugar, butter, eggs, brandy, almond extract, vanilla extract, whole almonds, flour, baking powder, salt
 - Time: 3 hours + 1-2 days for improvement of flavor