

ÉGALITÉ

A new Boulangerie in Milan: it's time for Égalité

Bakery, cafeteria, bistrot, the perfect place for aperitifs: a new French boulangerie opens in the heart of Porta Venezia

Milan, 21 May 2018 –The smell of freshly baked bread from *Égalité* hovers over Via Melzo 22. The brainchild of the architect and food entrepreneur **Tiziano Vudafieri**, *Égalité* is built around Master *Boulangier* **Thierry Loy**, who after setting new standards in high-end bread making with his *boulangerie* outlets in the French Alps, has decided to move to Milan to engage with the city's *art de vivre*.

Égalité sets the stage on the *savoir-faire* of the French *boulangère* tradition in a place that welcomes you for a meal or to drink an aperitif, but also aspires to be an enclave celebrating the *mélange* of Italian and French culture.

With its great laboratory in full view, *Égalité* is several things in one: a bakery, a shop selling fresh and packaged products, the ideal place for a quick coffee, lunch, a French afternoon snack or an unusual aperitif. A place that also favours the encounter between different delicacies of Italian and French gastronomic culture. All at an affordable price.

Bread

Our bread is the outcome of long-standing experience and research into dough, leavening, flour and French baking techniques carried out by *Thierry Loy* and his staff in the laboratory inside *Égalité*. We use ancient varieties of wheat and flours (black and white) from a hundred-year-old mill, the *Minoterie du Trièves*, in the French Alps. The quality of the flours (they are all produced by responsible or organic farming) is the result of the commitment and passion of an entire small supply chain that is perfectly traceable from the wheat crop to the bread that we find on the table.

Égalité is the first customer who brought in Italy the products by this French excellence. We make doughs with a high hydration level and long leavening that give a light, soft bread using fresh "levure de boulangier" yeast, water, salt and flour. We ensure the maximum fragrance and crunchiness. At *Égalité*, you will find fresh bread every day, at all hours of the day. Our proposal is 5 different types of baguettes, 7 types of bread, as well as 1 variety of the day that is always different.

The gastronomic offering

The formula is simple and effective: bring an authentic French *boulangerie* to Milan, and offer a wealth of different types of fresh and fragrant products - starting from the crispy croissant of puff pastry - to be consumed on the spot or taken away throughout the day, from 7.30 am to 9 pm.

ÉGALITÉ

7.30am – 11am

At breakfast. From a slice of bread - *baguette canapés* - with jam and butter, to *croissants*, *pain au chocolat*, *pain aux raisins*, *chausson aux pommes*, or even a Parisian *brioche*...served with freshly squeezed juice and detox juices, tea, coffee and cappuccino.

Or just for a **coffee break**, at the bar or seated, with the exceptional coffee from the legendary Jamaican roasted beans of the shamanic guru Gianni Frasi. "Quite simply, the best coffees in the world, processed expertly and with respect", says Tiziano Vudafieri.

11am – 9 pm

At lunch. A selection of "*chèvre chaud*" salads, sandwiches like the "*jambon-beurre*", *quiches* and the famous *croque-monsieur*!

For a French style snack with a slice of *tarte Tropézienne*, a *tarte tatin* or an essential *éclair au chocolat*.

For an unusual aperitif. Italy and France come together in the board of assorted breads in combination with French cheeses, *tapenade di olive provençale*, Atlantic sardines, and mixed cold cuts. Natural French wines (*Loire*, *Bordeaux*, *Bourgogne*), are combined with prosecco, champagne and cocktails like Spritz prepared with French *Crémant*.

Égalité Shop

Typical French and Italian packaged products to buy: traditional French wines and drinks, Atlantic sardines, organic *Cornichon* from Burgundy (the best in France, the same that are consumed at the *Elysée*!), Norman jams, Breton salted butter biscuits, Gianni Frasi coffee and Italian extra-virgin olive oil.

The interior design project

The interior design project is by **Vudafieri-Saverino Partners**, who add yet another chapter to the list of premises designed, and that in Milan alone has many examples of their eclectic interpretations, such as in the cases of the *Berton Restaurant*, *Pisacco*, the two *DRYs* (in which they have the dual role of partners and designers), *Zaza Ramen* or the latest addition: *Kanpai*, also in via Melzo.

With *Égalité*, Tiziano Vudafieri and Claudio Saverino have put on show the *savoir-faire* of the French *boulangère* tradition. The large laboratory and oven in the main room put the work of the bakers at the centre of the visual narrative with their bread making directly visible to customers. The design combines 1950s bakery elements (the large yellow-orange polished counter, the beige tile wall) and materials that speak of the real thing (the solid wood shelving) with an amused look at the iconography of the Parisian *boulangerie* and *café* with the over-the-top zinc bar.

ÉGALITÉ

The premises – 215 sq m - located at the corner of Via Melzo and Via Lambro – have seven windows on the street. Bright and intimate at the same time - also thanks to the original plan layout of islands with small and large tables, highs and lows, benches or stools. A Parisian-style *dehors* in the colours of *Égalité*, with wrought iron tables and chairs, welcomes the clientele - it already has the flavour of a lived-in place: as if it had always been part of the neighbourhood scene.

Égalité is a place with a strong eclectic modern and colourful imprint that interprets in graphics (realized by 150Up Studio), through a playful approach, the founding principles of French popular culture, the revolution, the French courts and their characters in which kings, emperors, revolutionaries and peasants proudly indulge a baguette or croissant.

Égalité

via Melzo 22, 20129 Milano

Tuesday – Saturday: 7.30 – 21.00

Sunday 8.30 – 13.00

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