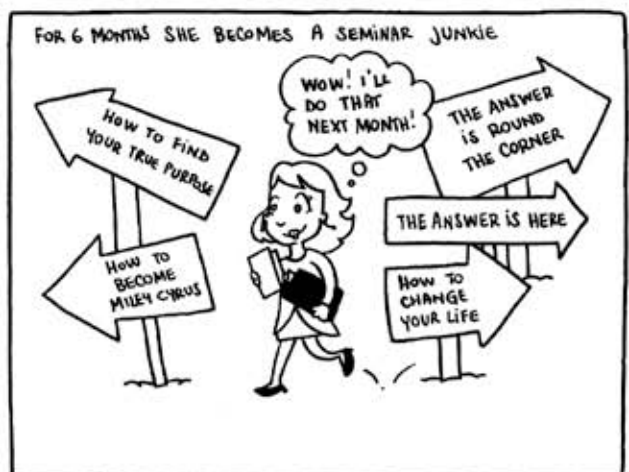
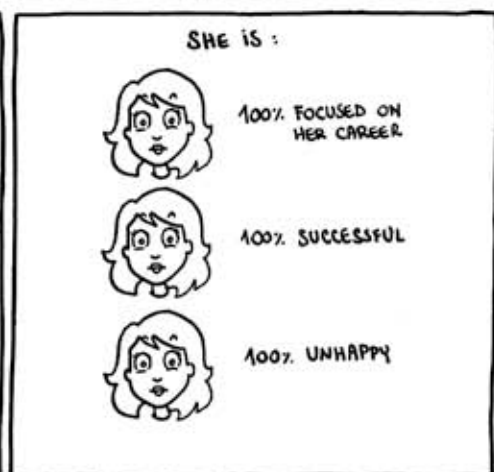


# DONNA FUGASSA: THE BAKING OF



THE DECISION IS FOLLOWED BY A PHONE CALL.

OPENING A BAKERY? SORRY, I AM TOO BUSY WORKING TO BECOME A PERSON I DON'T WANT TO BE

DID YOU HEAR WHAT YOU JUST SAID?

OK, I AM CLEARING MY DESK

THINGS ARE MOVING, IT'S TIME TO SHARE THE IDEA WITH FAMILY.

A BAKERY? WITH ALL THE MONEY WE SPENT IN YOUR EDUCATION?

ITALIAN MUMS REACTION: THEY IMMEDIATELY SUPPORT THE PROJECT

I LOVE FOCACCIA! ME TOO!

ITALIAN DADS REACTION: THEY IMMEDIATELY SUPPORT Good Food

IT'S TRAINING TIME. THEY MEET A "MASTRO FOCACCIAIO" IN RECCO, ITALY

OH OH OH!

DOESN'T HE REMIND YOU OF SOMEONE?

THEIR CORPORATE APPROACH BEAUTIFULLY MEETS THE ARTISANAL ONE

How LONG EXACTLY?

How MANY GAAMS?

How MUCH SALT?

How MANY LITRES?

YOU LOOK AT IT. YOU TOUCH IT. YOU FEEL IT.

THEY SPEND A WHOLE YEAR PRACTICING

A YEAR OF CHALLENGES...

TRIUMPHS...

..AND INSIGHT

WHAT ABOUT THE MOTTO?

ITALIANS BAKE IT BETTER!

THEY DEDICATE THEMSELVES TO CROWDFUNDING, FINDING BIG INVESTORS

I TRUST YOU. LONDON NEEDS FOCACCIA.

HUGE COMPANY

AND SMALL ONES

.. BUT I HAVEN'T HEARD FROM YOU SINCE PRIMARY SCHOOL...

YOU STILL HAVE MY TEDDY BEAR!

EXPERIENCE THE JOY OF STARTING A COMPANY

MUM, ARE YOU SURE THE CLEANING LADY USED THIS THING?

REALLY???

FIND THE PERFECT LOCATION

HIPSTERS WE LOVE YOU!

HOW LONG DO WE HAVE TO KEEP THESE BEARDS ON?

DALSTON

TODAY THEY SHARE DONNA FUGASSA WITH YOU

A PLACE TO DISCOVER DELICIOUS FOOD

TASTE UNEXPECTED FLAVOURS

AND BE INSPIRED

TO BE CONTINUED...