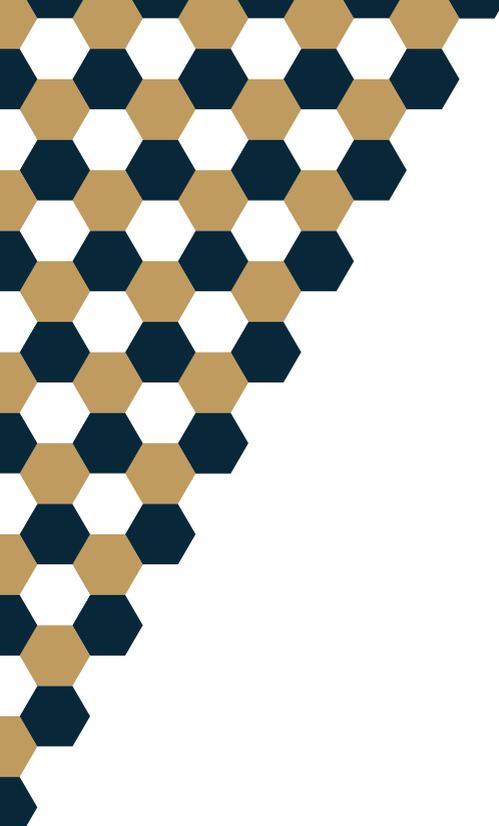


MA
MU

Piccola Pasticceria





That feeling of entering our mother's kitchen and being greeted with her loving hug and a sheer endless amount of pastries.





Handmade in Mont

Handmade in



We all have our favourite childhood memories, something that reminds us so strongly of where we come from that home seems only ever one thought away.

We believe in creating products that offer you a piece of home wherever you may be around the world. Filled with a mother's love and her daughters' happiest childhood memories, our handmade, local and high-quality Piedmontese pastries do just that, they are a piece of home in every single bite.

Striving to find the perfect balance between what was and what can be, we connect the charm of childhood memories to the endless possibilities of a future well lived, adding a sprinkle of both to all our pastries. As strong believers in the Slow Food philosophy and with a background at the University of Gastronomic Sciences, for us, this means looking at our own home and the many wonderful producers around us to fill our biscuits and cakes with high-quality ingredients from local farmers. To deliver the sense of home in cookie form, it is as much about our loving handy work as it is about the ingredients.

Baking as a mother-daughters-team, we try to put the sensation of cosy and safe at-home-time with your mother in everything we touch, infusing our products with an edible hug.

At MAMU we believe in:

Handmade pastry infused with the feeling of home wherever you may be

High-quality ingredients from local producers close to our own home

Antique and traditional recipes as a nod to the charm of what has been

The sense of a mother's love, an edible hug, in all our pastries

A piece of home in every single bite

Simple pastry packed with high-quality ingredients and loving handy work

The simple elegance of a job well done

Our hometown of Alessandria in Monferrato

A strong belief in the Slow Food philosophy

A beautiful packaging to mirror the high-quality of our products

Torta Gagliaudo





We connect the charm of childhood memories to the endless possibilities of a future well lived, adding a sprinkle of both to all our pastries.

The Team



Franca

Our story is born from her, she is Mamù! Franca is the economic and productive soul of the company. A degree in Sociology, she raised us among a sea of books and pampering, always with her soft blonde hair and some freshly baked goodies in arm's reach. She created the Gagliaudo cake and is known to be precise and scrupulous but also incredibly sweet, just like her cookies.



Giovanni

Engineer by profession, inventor by vocation, Olympic champion of 'dots on I's' and experiments, Giovanni is the mad scientist who has everything but the hair. A great storyteller – his most famous story is about the Black Smoke, locomotive of the Far West and protagonist of countless adventures - he gives his valuable contribution to everything that requires calculation and precision.



Giulia

Giulia is the happy heart of the family, the first to enjoy our mom's sweet cuddles and our dad's extravagances. She is an engineer and lover of beauty, which is why the job of dressing our shop window is always hers. Though she lives in Zurich, she helps us from far away. Patient and thoughtful, her mission is to bring Mamù across the alps towards her new home.



Silvia

Intuitive and wild, Silvia loves the countryside, the sea, the wind. She has been a gastronome since childhood and then, through her degree in Gastronomic Sciences, grew a veneration for tradition and the cuisine of women. At Mamù, she loves to create new networks and collaborations, for if patisserie has given her precision, cuisine has taught her that nothing in life can exist without creating bonds.

Where would we be without our mothers? Without their unconditional love and their unwavering belief in everything we do? Mamù does not simply represent us, a mother-daughters-team, a family business in the very definition of the word. We are all that, of course, but at its core, it stands for our mother.

Already as young girls, we would call her by the nickname of Mamù, would see her bake our favourite treats and embed them with edible hugs to be enjoyed whenever we needed an extra bit of sweetness in our life, whenever we wanted to feel like home no matter where we might have been at the time.

Today, it is our mission to give that same experience to all our customers, spreading the cosy feeling of home one lovingly handmade biscuit at a time.

We all have our favourite childhood memories, something that reminds us so strongly of where we come from that home seems only ever one thought away. It is our mission to bring our concept of a cosy home to our customers.

The feeling of entering our mother's kitchen and being greeted with her loving hug and a sheer endless amount of pastries, of learning to bake alongside her and of making cookies and cakes part of our life and love language, too.

It is a reminder of what life used to feel like, but it is also a look into a future, a constant balancing act between the beauty of what was and the possibility of what can be again, because we believe that good decisions in the past can lead to an ever brighter future - for us and our customers.

Have you ever dreamed and envisioned the life you wanted to live? We are proud and happy to say that so many of our dreams and values have become reality on this journey with Mamù.

We genuinely believe in the Slow Food concept of good, clean and fair food and implement it every day by creating pastry of incredible simplicity, packed with the best local ingredients we can find. There is an honesty to each and every one of our products that speaks about the love we put into them; the traditional way every mother bakes for their children wrapped into a premium product.

Offering our pastries to other businesses, it is our duty as proud Alessandrini to pay tribute also to the land, rescuing traditional recipes from being forgotten.

As much as we are our mother's daughters, we are also daughters of the land, of our beloved Alessandria, which we try to incorporate and honour in our business as much as possible.

Monferrato is the place we grew up in, a wonderful Piedmontese area in the province of Alessandria, overflowing with treasures to be used in our baking. Therefore, whenever possible, we try to support local producers, trusting in the high quality of their products due to their amazing abilities, but also due to the power of our land.

We want to offer a feeling of home to everyone consuming our products, but we also want to infuse a taste of *our* home by promoting products from an area of Italy that is still relatively undiscovered but has immense treasures to offer.

B

BISCUITS

*le vocable
restuo fini
fatto ep (fossibile
e la succalero
ame - cuocere
- E' punto quado metend
sieme - colore obzob, con
v - 130°/140° (mettere
per 25 min. (per 40 mi
1/2 - Tocarli e puoda
no sono puosi coti.*

MIA
MU



Crumiri Classic

Crumiri al Cacao

Frollini Speziati

Canestrelli al Timorasso



Canestrelli al Timorasso

Cultivated in Alessandria since ancient times, the newly rediscovered Timorasso grape joins this delicate shortbread as a tribute to our beloved hometown. Slightly salty, the classic daisy-shaped cookie is made with extra virgin olive oil and a sprinkle of sugar.



Frollini Speziati

Allow yourself to slow down and take a break with our spiced shortbreads and a glass of Verduno Pelaverga. Using our own spice blend, eggs, butter, flour, and sugar, we ensure for these squared and striped biscuits to develop their delicate, yet unique flavour.



Crumiri

Dedicated to King Vittorio Emanuele II, our Crumiri biscuits even take their shape from the king's characteristic handlebar moustache. Made with cornmeal, butter, and fresh egg yolks, they are available in three versions: classic, cocoa and chocolate, as a winter special.

Classic
Cocoa
Chocolate



Melighette

Our characteristic and traditional Melighette instantly brings Piedmont to mind. We highlight our long and striped version by using the ancient eight-row cornmeal from our hometown Alessandria, along with fresh lemons from the Amalfi Coast.



Soffici Frollini

These soft and round shortbreads are guaranteed to pamper your heart and soul like a mother's embrace. Made of starch, icing sugar and firm yolks, they melt in the mouth and release a wonderful vanilla note, from either Madagascar or Sri Lankan vanilla.



Moretti

Perfect for children, chocolate-loving adults, and anyone with a sweet tooth, our large, round Moretti bring back the happiest childhood memories. Baked with cocoa and dark chocolate drops, they are a staple in the kitchen.



Parla Nèn

Whether you have been to Piedmont or not, our delicious Parla Nèn are guaranteed to take you here in just one bite. As one of the region's most famous desserts, we offer these beautiful hazelnut disks joined together with Gianduja cream in a classic and a cocoa version.

Classic
Cocoa

P

PETIT FOURS

MAMA
MUMU

Handmade in Italy

Delizie

Croccante

Biglie

(A fare, è il segreto di
le col metterele in
un sup grassolame - metti
assibilmente di Rome) le
chero e, puosto bene in
me pirando sempre a pur
quado metterle



Delizie

Our Delizie chocolates are a winter special that embodies the very best parts about the cold season. Made simply with PGI Piedmontese hazelnuts and dark chocolate, they melt in your mouth and warm your heart in just one bite.



Biglie

Possibly one of our simplest sweets, Biglie express simple elegance like nothing else. PGI Piedmontese hazelnuts, covered in a crumbly layer of sugar, they are round like marbles and fit in any pocket or purse for your midday pick-me-up.



Trifole

One bite to bring back the chocolate smiles of your childhood. Our truffles are made exclusively with hazelnuts and chocolate. We have decided to leave out any butter or cream to enhance their true Piedmontese flavour.

Dark chocolate
Milk chocolate
White chocolate



Croccante

One of our classic childhood sweets, Croccante makes the perfect everyday snack even in adulthood and is a great source of energy. Made only of PGI Piedmontese hazelnuts and sugar, in Alessandria we describe them as 'Dus c'me la mè': sweet like honey!



Amaretti Leone

Dedicated to the expert hands and the noble heart of our Maestro, the greatest pastry chef in our city, we have created our Amaretti Leone, made of Sicilian almonds and flavoured with candied orange.

M

MERINGUE

Brut e Bon

olo meringhe nelle boccette n. 10
200 g dolce - fare folla ue come uoc
forno a 160° South Colò





Brut e Bon

Our Brut e Bon are one of the best ways to really enjoy the taste of the PGI Piedmontese hazelnut in its entirety and clarity. Their name translating to 'ugly and good', these sweets are made of sugar, fresh egg whites and – of course – hazelnut.



Meringhe alla Nocciola

We have reinterpreted the classic meringue to create something that felt more like home to us. Our Meringhe alla Nocciola include chopped hazelnuts for the perfectly soft bite of Piedmontese goodness.



Mamù is our mother! She, who baked our favourite treats and embedded them with edible hugs to enjoy whenever we needed an extra bit of sweetness.

CK

CAKES





Torta Gagliaudo

Everything started with our hazelnut cake. Made without eggs, it has a compact, almost crumbly texture and a wonderful taste of hazelnut and butter. We named it Torta Gagliaudo in honour of the hero who saved our city from Barbarossa in 1175 – or so the story goes.

150g
450g

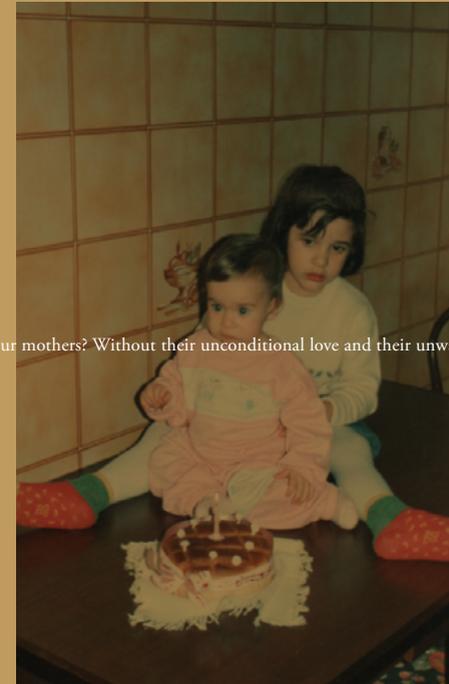


Monferrini di Aleramo

Also named after a historic figure, we offer a smaller 'brick' version of our hazelnut cake. Legend has it that Aleramo used a brick to shoe his horse when on the way to conquer Monferrato. It was a natural choice to call our 'bricks' Monferrini di Aleramo.

200g

Where would we be without our mothers? Without their unconditional love and their unwavering belief in everything we do?



S

SWEET BREADS

Panetun 100gr

*... mettere in un
... mettere
... di Rome) le*



Panetun

A perfect Christmas fantasy, our version of the Panettone will bring back memories of your favourite holiday celebrations, as a soft dough, made with mother yeast, melts in your mouth and our home-candied fruits release their flavour.

100g
750g



Colomba

The star of any Easter picnic, our Colomba will take you back to your favourite Easter traditions from childhood. Made of beautifully soft mother yeast and deliciously flavourful candied fruits, it is sure to make the Easter weekend extra special.

100g
750g

*– Depending on what kind of fruit we dried over the summer,
we create new flavour combinations for our sweet breads –*



Monferrato is the place we grew up in, a wonderful area in the province of Alessandria, overflowing with treasures to be used in our baking.

per...
5/6. Toccarli e quando si sono
cui sono quasi cotti.

C

COLLECTIONS

Meringhe alla Nocciola

Moretti

Crumiri

Crocante

Parla Nèn Cocoa

Biglie

Parla Nèn Classic

Crumiri Chocolate





Torta Gagliaudo

Everything started with our hazelnut cake. Made without eggs, it has a compact, almost crumbly texture and a wonderful taste of hazelnut and butter.

150g.
450g



Panetun

A perfect Christmas fantasy, our version of the Panettone, made with mother yeast, melts in your mouth and our home-candied fruits release their flavour.

100g
750g



Colomba

Made of beautifully soft mother yeast and deliciously flavourful candied fruits, it is sure to make the Easter weekend extra special.

100g
750g



Moretti

Baked with cocoa and dark chocolate drops, our Moretti are a staple in any kitchen.

400g



Biscutin del Tè

Our Biscutin del Tè collection includes Melighette and two types of shortbread: Soffici Frollini and Frollini Speziati.

500g



Biscotti Misti

Perfect for any occasion, this set includes Monferrini, Parla Nèn Classici, Brut e Bon and Frollini Speziati.

600g
800g



Nocciola al Cubo

It includes four classic Piedmontese sweets with beautiful hazelnut flavours, presented in a transparent cube: Meringhe alla nocciola, Monferrini, Parla Nèn and Brut e Bon.

150g
300g



Biglie

PGI Piedmontese hazelnuts, covered in a crumbly layer of sugar, they are round like marbles and simply elegant.

100g



Parla Nèn Classic

As one of Piedmont's most famous desserts, we offer our Parla Nèn in a classic version.

150g



Parla Nèn al Cacao

As one of Piedmont's most famous desserts, we offer our Parla Nèn in a cocoa version.

150g



Parla Nèn Misti

As one of Piedmont's most famous desserts, we offer our Parla Nèn in a classic and a cocoa version.

300g



Parla Nèn Misti

As one of Piedmont's most famous desserts, we offer our Parla Nèn in a classic and a cocoa version.

250g
500g



Parla Nèn Classic

As one of Piedmont's most famous desserts, we offer our Parla Nèn in a classic version.

250g
500g



Parla Nèn Cocoa

As one of Piedmont's most famous desserts, we offer our Parla Nèn in a cocoa version.

250g
500g



Meringhe alla Nocciola

Our Meringhe alla Nocciola include chopped hazelnuts for the perfectly soft bite of Piedmontese goodness.

50g



Monferrini

We also offer a smaller 'brick' version of our hazelnut cake. Due to the legend of Aleramo, it was a natural choice to call our 'bricks' Monferrini di Aleramo.

200g



Crumiri Classic

Made with cornmeal, butter, and fresh egg yolks.

200g



Crumiri al Cacao

Made with cornmeal, butter, fresh egg yolks and cocoa.

200g



Crumiri al Cioccolato

Made with cornmeal, butter, fresh egg yolks and chocolate.

200g



Canestrelli al Timorasso

Slightly salty shortbread cookies, paired with the newly rediscovered Timorasso grape from Alessandria.

200g



Soffici Frollini

These soft vanilla shortbreads are guaranteed to pamper your heart and soul like a mother's embrace.

200g



Frollini Speziati

Spiced with our own blend, these shortbreads work perfectly with a glass of Verduno Pelaverga.

200g



Brut e Bon

Made of sugar, fresh egg whites and – of course – hazelnut, their name translates to 'ugly and good'.

150g



Melighette

Using ancient eight-row cornmeal from Alessandria and fresh lemons, these cookies bring Piedmont to mind.

200g



Amaretti Leone

Dedicated to the greatest pastry chef of our city, our Amaretti Leone are made of Sicilian almonds and flavour with candied orange.

100g



Delizie

Made simply with PGI Piedmontese hazelnuts and dark chocolate, they melt in your mouth and warm your heart.

100g



Trifole

Our truffles are made exclusively with hazelnuts and chocolate – we don't add any butter or cream to enhance their true flavour.

100g



Croccante

Made only of PGI Piedmontese hazelnuts and sugar, Croccante makes the perfect everyday snack.

70g



Premium Collection

Our premium collection boxes full of buttery goodness are kept for extra special occasions. They are usually filled with Parla Nèn Misti, but we are happy to change it up every now and again.

S

SERVICES



Biglie

Crumiri

Parla Nèn Cocoa

Moretti

*...la pizza, è il segreto del top...
...col motherello in una...
...prossolane - mettere...
...di Rome) le...
...e lo zucchero e, passato il tempo...
...cuocere presto sempre e mai...
...è pronto quando mettendoci in fo' sul...*

I

Cakes and Pastry to Order

Fresh cakes and pastries, cookies and petit fours can elevate any occasion or festivity into something truly special and memorable. This is why we have decided to make all these products available to order.

II

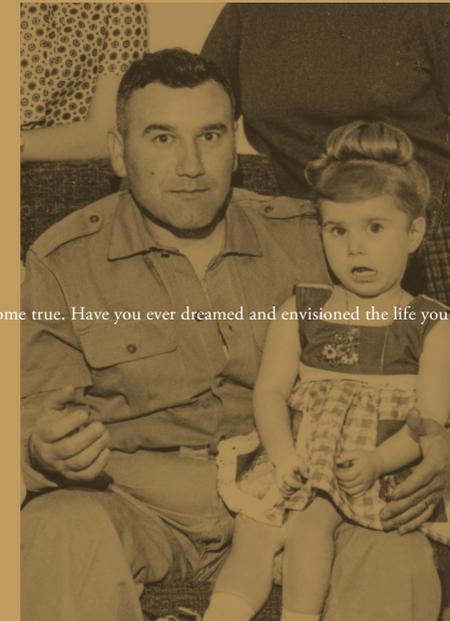
Cakes for Bars and Bakeries

We believe in creating products that offer you a piece of home wherever you may be. For this reason, our fresh cakes can also be ordered by bars and bakeries to add an element of our passion, love, and care into their businesses.

III

Single Portion Displays

The perfect option for anyone who has fallen in love with one specific product in our assortment.



Dreams come true. Have you ever dreamed and envisioned the life you wanted to live?

MANIFESTO

*“Crediamo nell’onestà. Che onestà è fare le cose
con pulizia, con trasparenza, con cura.*

Onesti sono i prodotti che usiamo e i dolci che vi proponiamo.

*Onestà nei confronti di un territorio i cui frutti
troppo spesso non sappiamo apprezzare.*

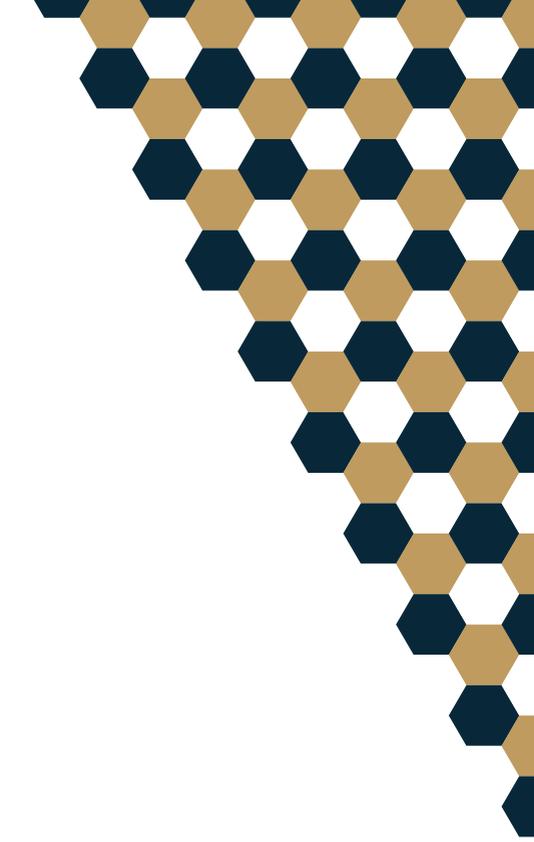
*Crediamo nel bello e nel buono, nella lentezza e nella pazienza,
nella dolcezza e nell’amore che un semplice biscotto sa regalare.*

Aspettare una lievitazione è un onore, sfornare una torta una gioia.

*Facciamo tutto a mano. Usiamo materie prime che rispettano
la natura. Ci piace rispolverare ricette antiche.*

*E se a dicembre non possiamo proporvi le fragole e le ciliegie,
perdonateci, è che a noi piace ballare al ritmo naturale delle cose.*

Siamo felici di rendervi felici”



MAMU

Via Savona, 20 | 15121 Alessandria | +39 3386511384
info@mamumonferrato.it | mamumonferrato.it

