

The logo for MAMU, featuring the brand name in a serif font. The 'M' and 'U' are dark blue, while the 'A' and 'M' are gold. A registered trademark symbol (®) is at the end of the 'U'.

MAMU®

Piccola Pasticceria
ALESSANDRIA

The background of the entire image is a close-up, shallow depth-of-field shot of a large pile of golden-brown, ribbed biscuits. Some biscuits are standing upright, forming a small structure. The foreground is filled with a dense layer of small, light-colored, irregularly shaped crumbs or seeds.

**
2025



We believe in creating products that make you feel at home,
full of a mother's love and the best memories of her girls.
Our traditional and high-quality patisserie is a piece of
home wherever you are.

We are always looking for the perfect balance between past and future, combining childhood memories' charm with hopes for tomorrow.

We deeply believe in Slow Food's thinking, learning above all thanks to training at the University of Gastronomic Sciences, we collaborate with local producers and use the raw materials that our territory generously offers us.

The craftsmanship, done entirely by hand, gives our biscuits that feeling and taste of home.

Precisely because Mamù is a family business, we instill in everything we create that feeling of security that only a mother's arms can make us feel.

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

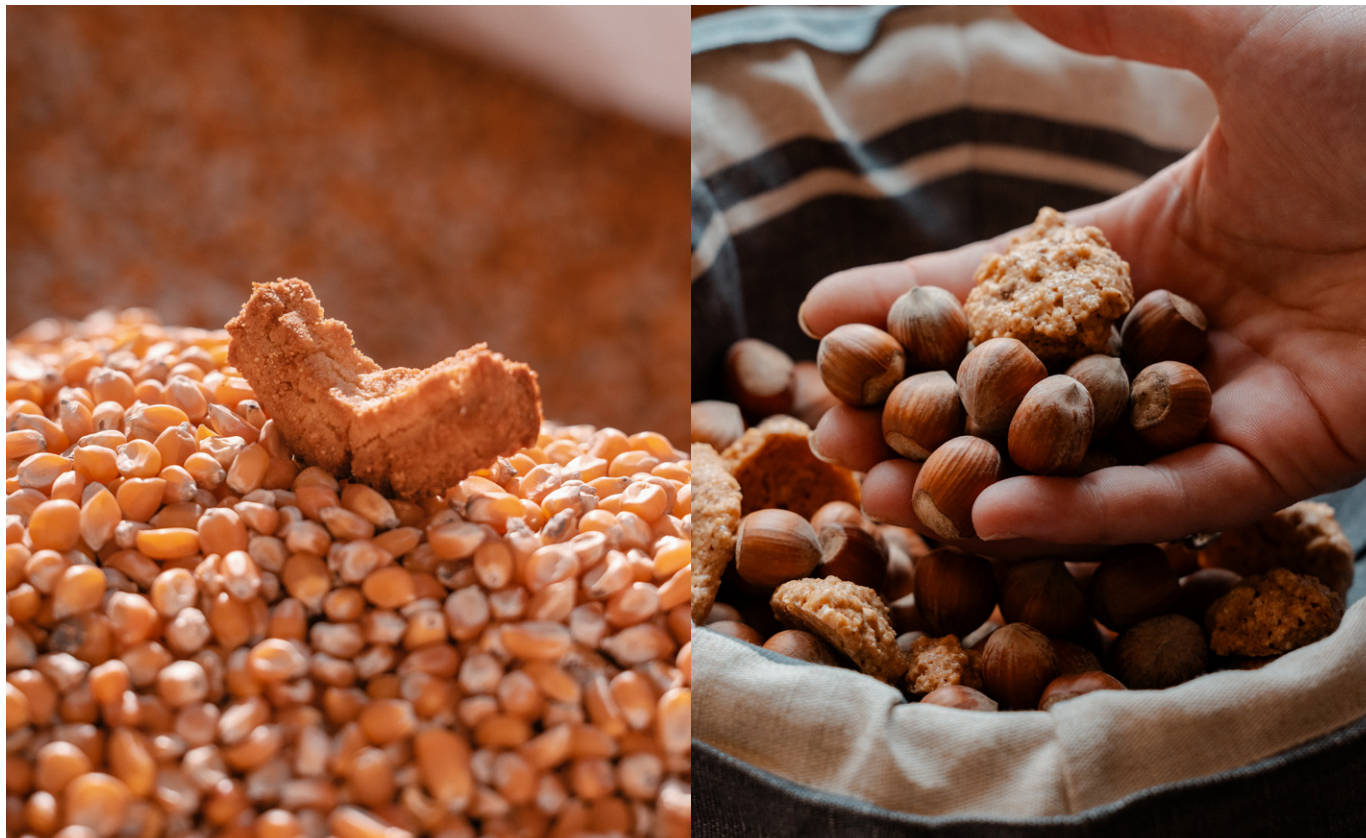
The simple elegance of a job well done

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

The MAMU logo is displayed on a dark grey, curved background that resembles a portion of a jar or container. The letters are stylized and arranged in two rows: 'M' and 'A' on top, 'M' and 'U' on the bottom. The 'M's are a dark teal color, while the 'A' and 'U' are a golden-brown color. The background of the entire image features a diagonal striped pattern in shades of green and brown, with a textured, fabric-like appearance.



Mamù is rooted in the land, deeply connected to the Alessandria territory and its surroundings, where hills, fields, and traditions interweave in a timeless embrace. Becoming a farm was a natural evolution, reflecting our commitment to cultivating and safeguarding nature's generous gifts.

In our fields, we grow hazelnuts, wheat, and corn, following the earth's natural rhythms and upholding the principles of sustainable agriculture. With dedication and passion, we transform our harvests into authentic flours—pure expressions of a land that speaks through generations of hard work and forward-thinking vision.

Mamù embodies our landscape's voice, the essence of tradition, and our promise to advance agriculture while honoring its roots. Each grain of wheat and every hazelnut carries the strength and beauty of Alessandria's countryside, which we proudly steward season after season.

A close-up photograph of a hand holding a bundle of dried wheat stalks. A small wooden clothespin is clipped to the bundle. A rectangular piece of light brown cardboard is attached to the bundle, featuring a white label with the text 'TRITITICUM MONOCOCCUM' in a bold, black, serif font. The background is a blurred wooden surface.

**TRITITICUM
MONOCOCCUM**

RAW MATERIALS

Mamù is linked to the territory, as well as our values. Mamù is the result of long research, during which we have chosen the best raw materials to create genuine products.

Our products are made with high-quality ingredients, sourced locally and responsibly. We believe that the only way to guarantee the quality of our products is to partner with small farmers who work sustainably, ensuring their livelihoods and protecting the land for generations to come.

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PRODUCTS







GAGLIAUDO CAKE

Our famous Gagliardo cake is a family recipe representing our history, culture, and origins.

It is a hazelnut cake, without eggs, compact, almost like a shortcrust pastry, and with an exquisite and intense flavor of hazelnut and butter that adapts perfectly to the aromas, flavors, and knowledge of the territory.

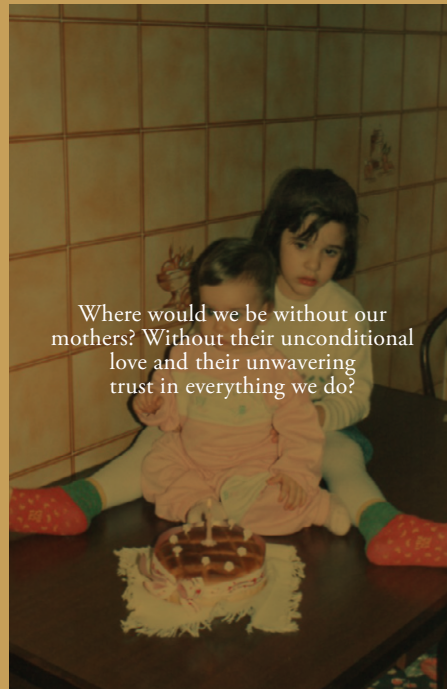
We named it in honor of the hero who, according to legend, saved Alexandria from the siege of Barbarossa in 1175.

GAGLIAUDO CAKE



Package Code

- TR0100 150g
- TR0101 450g



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



PARLA NÈN

Whether you have been to Piedmont or not, our Parla Nèn will take you to this land in just one bite. They are among our region's most famous and traditional biscuits; our version includes two hazelnut discs joined by the Gianduja cream. You can find them in the classic or cocoa version.

PARLA NÈN



Bulk Code

BD0100S Classics 1000g
BD0300S Mixed 1000g

PARLA NÈN



Bulk Code

BD0200S Cocoa 1000g

PARLA NÈN



Package Code

BD0200 Cocoa 250g

MAMU

PARLA NÈN



Package Code

BD0100 Classics 250g

PARLA NÈN



Package Code

BD0300 Mixed 250g

MAMU

PARLA NÈN



Package Code

BD0301 Mixed 500g

PARLA NÈN



Package Code

BD0307 Mixed 250g

MAMU

PARLA NÈN



Package Code

BD0315 250g

PARLA NÈN



Code
BD0314
300g

Code
BD0313
150g

Code
BD0312
70g

PARLA NÈN



Code
BD0317 125g



GIOCO A DUE

To make an unforgettable gift, it is important to put your heart into it. A declaration of love from Mamù, these cookies for two are an ideal Valentine's Day gift. Gioco a due is a set of biscuits made with almond-based sablée pastry with coffee and salt or cocoa and salt.

A gift of love that will not go unnoticed and bring a little romance to the table.

GIOCO A DUE



Bulk Code

BT1700S 1000g

MAMU

GIOCO A DUE



Bulk Code

BT1700S 1000g

GIOCO A DUE



Package Code

BT1700 300g

MAMU

Mamù is our mom! The one who made
us our favorite desserts, full of her love,
for all those moments when
we needed a little sweetness.



POUR OVER

L'acqua calda viene versata su caffè macinato medio-fine in un filtro a cono. Tazza di sapore netto. Puoi controllare l'estrazione regolando il tempo d'acqua e la velocità con cui viene versata.



FRENCH PRESS

Il caffè macinato grossolano viene messo in infusione con acqua calda e separato premendo un pistone. Caffè dal corpo pieno. Assicurati un'estrazione uniforme mescolando prima di premere il pistone.



CRUMIRI

Crumiri are the quintessential Piedmontese biscuits, dedicated to Vittorio Emanuele II. Their unique shape is inspired by the handlebar mustache of King Galantuomo. They are made with corn flour, butter, and fresh egg yolks and are available in three versions: the classic one, and, in winter, the chocolate one

CRUMIRI



Bulk Code

BT0600S Classics 750g

MAMU

CRUMIRI



Bulk Code

BT0800S Chocolate 750g

*Product made only during
the winter period.*

CRUMIRI



Package Code

BT0600 Classics 200g

CRUMIRI



Package Code

BT0800 Chocolate

*Product made only during
the winter period.*



FROLLINI SPEZIATI

Allow yourself to slow down and take a break with our spiced shortbread biscuits and a glass of Verduno Pelaverga. Eggs, butter, flour, sugar, and a pinch of spices selected and mixed by us, create a delicate shortbread with a unique flavor.

FROLLINI SPEZIATI



Bulk Code

BT0300S 1000g

FROLLINI SPEZIATI



Package Code

BT0302 300g



MELIGHE

Our Melighe will take you immediately to Piedmont. Our version, elongated and striped, is enriched with wholemeal corn flour, grown in the Piedmont countryside, and with the fresh peel of Amalfi lemons.

MELIGHE



Bulk Code

BT0501S 1000g

MAMU

MELIGHE



Package Code

BT0501 200g



MORETTI

Perfect for the little ones but also for adults who love chocolate, our Morettis immediately bring to mind the happiest childhood memories. Made with bitter cocoa and dark chocolate chips, they are a must in your pantry.

MORETTI



Bulk Code

BT1000S 1000g

MAMU

MORETTI



Package Code

BT1000 400g



BRUT E BON

Our Brut and Bon are among the best ways to enjoy the flavor of our pure hazelnuts. Their name means ugly and good, and they are made of sugar, fresh egg white, and, of course, hazelnuts.

BRUT E BON



Bulk Code

BT0100S 750g

BRUT E BON



Package Code

BT0100 150g



TRIFOLE

A bite to return to the smiles full of childhood chocolate. Our truffles are made exclusively with hazelnuts and chocolate. We have consciously chosen to avoid butter or cream to enhance the flavor of their ingredients.

TRIFOLE



Bulk Code

TR0600S White Chocolate 1000g

*Product made only during
the winter period.*

TRIOLE



Bulk Code

TR0500S Milk Chocolate 1000g

*Product made only during
the winter period.*

TRIFOLE



Bulk Code

TR0400S Dark Chocolate 1000g

*Product made only during
the winter period.*

MAMU

TRIFOLE



Package Code

TR0700 Mixed 100g

*Product made only during
the winter period.*



PANETUN

The Christmas cake par excellence, our version of panettone, will immediately bring you back to the holidays and Christmas with its soft dough, made with mother yeast, melts in your mouth, releasing the flavor of candied fruit and raisins.

Code

PN0103 750g



PANETUN AL GIANDUJA

The Christmas cake par excellence, our version of panettone, will immediately bring you back to the holidays and Christmas with its soft dough, made with mother yeast, melts in your mouth, releasing the flavor of gianduja.

Code

PN0203 750g



COLOMBA ALL'ALBICOCCA

It is the star of every Easter picnic.

Our dove smells of joy and spring. It is made with mother yeast and candied fruit; it will make your Easter truly special.

*– Depending on the type of fruit we dry during the summer, we create new
flavor combinations for our great leavened products –*

Code

PN0107 750g



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SERVICES

SERVICES

Mamù for your business

Are you a distributor, a restaurateur, or a shopkeeper who always wants to offer the best to their customers? Mamù puts its pastry at your service. We pride ourselves on providing genuine products to create memorable experiences!

Contact us to express your needs; we will do everything to satisfy them!

Mamù at your home

You can find our products in our shop, in Via Savona, 20 in Alessandria.

If you are far away, no problem! You can order from our e-commerce at any time.

Mamù for special occasions

Mamù offers a wide range of fresh pastries, from simple desserts to more elaborate ones. Our specialties are made with care to make you spend unforgettable moments with your family and friends.

We prepare each cake to order always to guarantee you a highquality product, using the best ingredients that we buy only from authentic Piedmontese artisan producers.

Taste Workshops

A perfect place for those who love good food and the art of pastry.

Mamù is a place where tradition and innovation blend passionately. We create a welcoming environment for our pastry workshops to recreate the magic of our Piedmontese artisan recipes. We love our job and feel honored when we manage to convey our passion for the traditional Piedmontese pastry to the public. We will be happy to meet your needs by customizing our offers for the events you wish to organize.

MANIFESTO

*"We believe in honesty. Honesty is about acting
with integrity, transparency, and care.*

Honesty is reflected in the products we use and the desserts we offer you.

Honesty is due to a field whose fruits we often overlook.

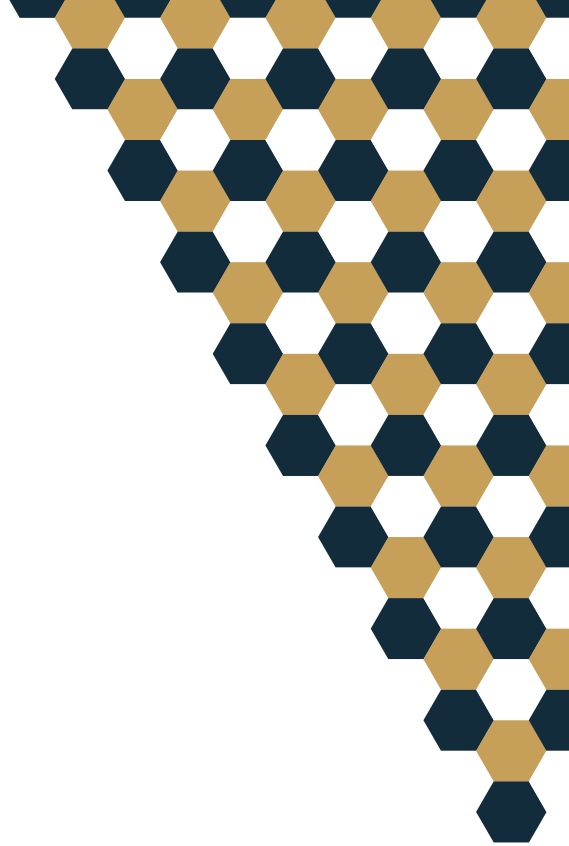
*We believe in beauty and goodness, in taking our time and being patient,
in the sweetness and love that a simple pastry can provide.*

Waiting for sourdough is an honor, and baking a cake is a joy.

*We make everything by hand. We use raw materials that respect
nature. We like to revisit old recipes.*

*And if we can't offer you strawberries and cherries in December,
please forgive us, we prefer to follow the natural rhythm of things"*







MAMU

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