Pasticceria Mezzaro

Category: Pastry, honey, chocolate, jam
business description: The Mezzaro pastry shop on via Cavour 43/45 is a magnificent example of world-renowned excellence from Alessandria. On 20 October 2013, in Milan, Filippo Mezzaro enters the Guinness World Records, together with the team of the Aicaf Coffee Masters, for the world's largest cappuccino: 4,250 liters. On 3 October 2014, in London, he becomes the world champion of “Espresso Italiano Champion” as best bartender for espresso & cappuccino Italian.
These are the most recent extraordinary results of a long and magnificent history which begins in 1975, when Lorenzo Mezzaro, master pastry chef, and his wife Graziella open the first “shop” in via XX Settembre. They both started out working in a pastry shop when they were teenagers and went on to open this business: he works in the workshop, she works as sales assistant at the counter. Day after day, they develop the professionalism of the service, the quality of the products and the pleasure of tasting them. And the family gets bigger. The current owners are born: Matteo pastry chef and chocolatier, and Filippo, barman as well as coffee master.
In 2001, a new pastry shop – cafeteria – chocolate shop is opened in via Cavour. The “historic” specialties continue to be produced to the great satisfaction of the customers: the “Delizie” (two almond wafers stuffed with gianduia chocolate), the Chantilly and traditional pastries, the “Ciambella Mezzaro” cake. Other specialties have been added recently, including “El pan de Lorenso”, a sweet dedicated to Lorenzo, who died in 2011, with the name in dialect to remember his Vicenza origins. It is a sweet made with slow-rising sourdough starter, with chocolate drops and apricots flavored with cognac.
Another new entry is the “Albicocche Regina” specialties of the chocolate shop. They are pitted apricots stuffed with chocolate cream & cognac, all covered in dark chocolate.
There is also the full line of assorted artisanal pralines chocolates of the highest quality made in-house with fresh ganache. ‘Candies & jellies’ are also produced by hand. The range of modern pastries (mousse, etc.)
has also been
added to the classic pastries (cream puffs, cream horns, etc.).
The elite cake is “Terra et Sapore” by the chef Matteo Mezzaro for the 45th anniversary of the historic and award-winning family-run pastry shop: an extraordinary harmony of flavors and textures which enhance the nuances of each ingredient.
The shop has a diverse clientele of young people, elderly, families and tourists. From the latter, there is particular interest from Italian and foreigners, a sign of the international value of the company and its protagonists.

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Photos



