

# La pagina dell'albero dei gelati



Number 1  
June 2013

## Editorial

### THE HISTORY OF L'ALBERO ...

Master craftsmen, with a great love and passion for nature, have put roots in New York.

In Italy, there are three Trees that bear fruit as gelati. Yet another Tree has sprouted much further from home, in Brooklyn. At 341 5th Avenue in Park Slope, You will find not only delicious Gelati but also Desserts and Cakes, the unique fragrance and taste of our breads to create Panini, the intense aroma of the Coffee and good Wines. Everyone you'll find inside L'Albero is part of this family tree, a few have stayed behind in Italy to care of the other shops. Bringing these incredible tastes here are an inspiring husband and wife partnership, Monia and Alessandro. They have transferred to Brooklyn to continue their craft so well-mastered with the three other Trees; making sure that the same love and passion will burst through for this shop opening in New York. Also joining them is a longtime friend Mauro, a talented pastry chef. He shares the same passions for expert craftsmanship and the love of nature. We keep this in mind, always working with the best ingredients, which we appreciate as a gift from nature. For us, the best is fresh, ripe and delicious, and unquestionably certain that it comes from sustainable agriculture, grown without pesticides and in respect of the environment. We have chosen producers within the Slow Food Presidia Program and small artisan producers from America and Italy. Giving preference to these locals, we enjoy getting up close and personal with them, because behind every good product there is the heart and soul, the love of whomever did the cultivation.

Only using these raw materials, adding our creativity, love and craftsmanship we offer our creation of Gelati to you here at Park Slope. One of the classic flavors is La Nocciola, with Hazelnuts from Piedmont or Pistachios from Bronte, the best ingredients for the best flavors. We also make Fruit Sorbets and Savory Gelati. Like our favorite, Yellow bell Pepper paired with an Aged Cheese. We also recommend our Cakes, Pastries so nice and light. Enjoy our Toppo, a dessert for breakfast that rises from our lievito madre (mother yeast) with chocolate and pastry cream. And, in the right seasons, savour our magnificent Panettone. We must not forget our Espresso; a special coffee because it's a Slow Food Presidia, with rich and intense aroma.

Then there are our Breads and Focacce, that will always rise to the occasion with our lievito madre to create delicious Panini, or simply matched to enjoy with our cuts of local cheeses and salumi. We recommend that you accompany these with a good glass of wine, selecting from one of the many that we feature from wine producers who have a true love for the land and for nature itself. Discover more in this newsletter called "La Pagina" as we will tell our story and those of our products, about our passion for nature as a whole and the latest happenings under the shade of our Trees. Come here. You're always welcome. From desserts and gelati, to fresh breads, excellent Italian coffee and great wine, good times are in store. Let's shake hands, get to know each other, share a story or two and enjoy our community together.

L'Albero dei gelati

## Direct from L'Albero: Gelato, Pastries, Cakes and Coffee!

L'Albero dei gelati is in full bloom. Direct from the Tree, we now offer artisanal natural Gelato, Sorbetto, Granite, Desserts, Coffee and even Savory Flavors of Gelato. Gelati and Cakes that follow the seasons, because all of the best things come from nature... ripe, sweet and fresh!

**About our Gelato.** To make our Gelati we use only the best organic milk and cream, from small producers of Pennsylvania. We then use only seasonal fruit, grown as close as possible. Next we add a little sugar and carob seed flour, which is a natural thickener. Only with these natural, local ingredients do we make our gelato. Without vegetable fats and nothing artificial added.

Some ingredients come from Italy, because only there grow the best such as: La Nocciola with Piedmont hazelnuts, il Pistacchio with Pistachios from Bronte, La Mandorla with Almonds from Avola in Sicily. Yummy! We have Classic Gelato made with rich cream and natural flavors; and we also have Fruit Sorbets, milk-free and with more than 50% fruit content. It's a true concentrate of well-being, a delicious and nutritious treat.

Direct from L'Albero come lactose-free Gelati, made with vegetable milk, a very impor-

tant line for those who are lactose-intolerant or vegan! Don't forget our Granite, pure frozen fruit served in a glass.

Finally, for those who would never have imagined: Savory Gelato. Everything can be turned into Gelato as vegetables, cheeses, wine, spices ... how about a blue cheese gelato to enjoy with good sourdough bread? Asparagus and white pepper gelato is delicious with salami. There is no limit to creativity!

**Cakes & Pastries - che buono!**

Don't miss our Desserts for breakfast, snacks or anytime you crave a sweet treat. We only use organic local flour and butter, fresh eggs bought at the farmer's market, fruit in season and only a tad of sugar to taste. They are healthy and wholesome as are all the good things that we prepare! And in autumn, you'll be able to view us making Panettone for the holidays in our laboratory. You'll smell it baking...

For our Espresso coffee, we use Huehuetenango



Highland Coffee from Guatemala. It's part of the Slow Food Presidia Program.

We brought over from our Trees back home the best Italian coffee roaster, Andrea Trinci, who still uses a traditional wood-fired roasting method. Our Espresso has a distinctive and delicate fruity flavor, and our Cappuccino is creamy! As good as Nature, as all of our creations really are!

L'Albero dei gelati

## Direct from L'Albero: Bread and Wine!

As we enjoy La Dolce Vita and want to share it with Brooklyn, as any good true Italians, we are proud to serve Cold cuts, Panini, various Breads and...Wine!

We prepare our rich Panini sandwiches with sourdough Ciabatta, inspired by Italian flavor combinations but prepared with local ingredients from small producers.

**About Our Bakery.** The fermentation of our leavening begins with a local, bio-organic apple, as a symbol to the Big Apple, New York. The apple helps this most natural of leavening processes, sustainable and special. It is leavened with calm with the yeast base called Lievito Madre (mother yeast) it is absolute that the care is genuine because the rising agent needs to be nurtured. Once our starter is established, it must be fed with love, by replenishing it with flour and water once or more daily. Good bread takes time and patience to rise.

**About our Panini and cheeses and cold cuts Platters.** The meats we use are from talented artisans in the States who use traditional Italian techniques; for example, we use 100% American all natural Berkshire pork. Then we select raw milk and pasteurized cheeses from local and artisanal cheesemakers. Don't miss our Panino with blue cheese, anchovies and fresh basil, or our Panino with sheep cheese, salame and peppers in extra virgin olive oil.

**About Our Fresh New Flavors.** Enjoy great cold cuts and cheese platters paired with very enticing combinations. Explore cheeses with traditional Modena balsamic vinegar; or with a special wine jelly or other rare jams. Local meats are paired with delicious pickled vegetables in Italian Extra Virgin Olive Oil. Why don't you try our Savory Gelato — the unexpected pairing of, say, a goat cheese and pea gelato?

**It's Brooklyn Brunch, Italian Style!**

Every weekend is Italian Brunch. Enjoy Panini, sweet Breads, Wine, Coffee, tasty and light Frittate with vegetables, cheeses and cured meats.

**Salute! Time for Wine... è Ora di un Buon Vino!** Discover our range of wines, from winemakers who have a true love for the land and nature itself. They produce wines respecting the natural cycles of the vineyard. A good glass of wine deserves excellent bread, olives, cheeses and cold cuts to truly enjoy life.

As good as Nature, as all of our creations really are!

L'Albero dei gelati

The best sourdough bread to make Panini that taste Italian but are made with local ingredients! Focacce accompany fantastic platters of cheese and cold cuts. Perfect with a glass of good wine. Cheers!

## LESSON ONE

"Learn Italian with L'Albero"

L'Albero dei gelati means The Tree of gelati.

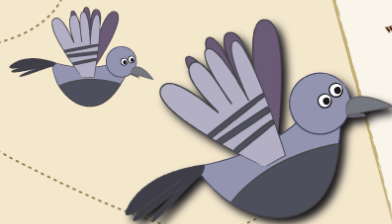
Only from under our Albero you can pick up the best and most natural Gelato, Cakes, Bread, Coffee and Wine!



Quick updates

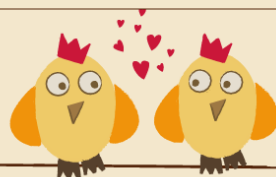
Enjoy the good things that we prepare in our BACK GARDEN IMMERSED IN THE SCENT OF HERBS AND FLOWERS OF OUR BEAUTIFUL COMMUNAL GARDEN TABLE. You can sit and enjoy the fragrance of the herbs growing down the center spine of this wonderfully worked wood!

For more information, join us on Facebook and Twitter! [www.alberodeigelati.com](http://www.alberodeigelati.com) We look forward to getting to know you.



# EVERYTHING MUST BE PUT IN THE RIGHT PLACE. NATURALLY!

Cut the **fruit**, the **grain**, the **tasty vegetables** and **other items** and put them where they belong in the picture. **Only nature does things well.** The best products are natural. L'Albero dei gelati knows where to go to pick the best. Do you?



## *The Vegetable Garden of L'Albero dei gelati* *The advice column for where to get the best from nature.*

To everything there is a season...a time to plant and a time to harvest that which is planted! It is much better to eat fruit and vegetables that are available locally and during season in which they occur naturally. They taste infinitely better and they are far more full of naturally occurring vitamins and minerals compared to out of season fruits.

### *Harvesting Season*

Summer is when most fruits and vegetables are at their peak. The list of summer fruits includes many types such as apricots, peaches, blueberries, cherries, strawberries...the seasonal vegetables are: green beans, beets, peas, yellow squash...

Try them turn into our Fruit Sorbets, our Granite and Cakes because all the best things come from Nature...ripe, sweet and fresh!



341 9th Avenue, Brooklyn, 11215 NY 718.788.2288  
Via Volta, 1 - Cagliari (NU) Italy  
Via Santa Valeria, 53 - Seregno (MI) Italy  
Via Sirtori, 1 - Monza (MB) Italy



follows us on:  
Twitter Facebook  
[www.alberodeigelati.com](http://www.alberodeigelati.com)



100% RECYCLED PAPER  
PRINTED WITH SOY BASED INKS

