



ITALO VEZZOLI



Handmade in Italy

Once upon a time, our natural sourdough starter...

Like a fairy tale, our story is rooted in a time long past. In the early 1900s, Grandpa Guido embarked on the craft that would define the future of the Vezzoli family: breadmaking. It was only at the century's end that Italo and his wife Laura chose to transform the family business, giving life to what today is the Italo Vezzoli brand.



It was in those years that Italo, driven by research and dedication and firmly grounded in our roots, began pushing the great leavened traditions a little further, with the ambition of carrying Panettone and Colomba into the new millennium. Thanks to his sons Cristiano and Nicolò, the brand eventually broadened its horizons, earning awards both in Italy and abroad.

Since the day our panettone was created, many years ago now, much has changed. What has never changed is our approach: always striving for the highest quality we can possibly achieve.

Our leavened products

*Our leavened products are the result of a precise vision: removing everything unnecessary to let quality speak for itself.
Each recipe is built around a few carefully selected ingredients, handled with respect and time.*

*Natural leavening, extended over 36 hours, shapes a dough that is exceptionally light, airy and digestible, with a structure that
reveals patience rather than force.*

Fermentation is never rushed. It is guided, observed and allowed to follow its own rhythm.

We choose simplicity not as a shortcut, but as a discipline.

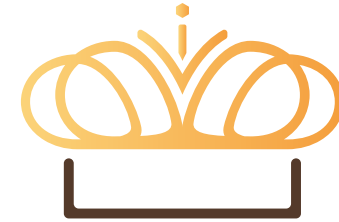
A balance of flavour, texture and aroma that reflects our way of working: measured, consistent and deeply artisanal.

Because for us, “less is more” is not a claim, it is a method.





*Being artisans today means honouring tradition while embracing innovation.
That's why our laboratory features 70-year-old Artofex mixers next to the most advanced ovens available today.*



Natural Leavening

Our products are made exclusively with natural mother yeast, lovingly nurtured for three generations, ever since Grandpa Guido began baking back in 1920. The 36-hour slow rise, essential to our process, gives the product its

lightness, clearly seen in the pronounced alveolation. This creates a tasting experience that's consistently exceptional. As our customers say, "You would eat a whole one for breakfast!"



Exceptional Ingredients

The greatest care and attention to detail also guide the selection of all the raw ingredients, each of which is personally and meticulously chosen by Italo himself.



Italian craftsmanship

Ours is a craft where the master pastry chef's hand remains indispensable.

We cherish the unique imperfections born from hand-making, seeing them as marks of authenticity, not flaws.

Each stage of production is meticulously tended by dedicated hands, nurturing this extraordinary product from the quiet hours of the night. It's a demanding labor, yet one infused with love and passion, because our devotion to our craft is unwavering.

Our Panettone Collection



Panettone Originale

Our award-winning panettone without candied fruit or raisins. Covered with almond glaze, granulated sugar and almonds. A few carefully selected premium ingredients for an inimitable product that more than any other enhances an unparalleled dough.



Panettone Cioccolato

From the same dough as our Originale is born our panettone for the sweetest tooth. Caribbean chocolate chips inside. Glaze, hazelnuts and granulated sugar on the outside. Rich and generous, yet perfectly balanced.



Panettone Milano

For lovers of tradition, the classic Milanese panettone, generously filled with candied fruits and sultanas. A perfect balance of nostalgia and innovation, handcrafted to perfection.



Panettone Magnum

Our Original in large format. Every feature is enhanced and amplified by the excellent leavening achieved with the 2kg size.

Our Colomba Collection

Colomba Originale

Our award-winning colomba, born from our iconic “Panettone Originale” without candied fruit or raisins. Covered with almond glaze, granulated sugar and almonds. A few carefully selected premium ingredients for an inimitable product that more than any other enhances an unparalleled dough.



Colomba Cioccolato

From the same dough as our Originale is born our colomba for the sweetest tooth. Caribbean chocolate chips inside. Glaze, hazelnuts and granulated sugar on the outside. Rich and generous, yet perfectly balanced.



Packaging



Our elegant packaging has been designed to enhance the premium character of our panettone and colomba, making it an ideal refined gift.

The box is crafted from dyed-in-the-mass paper — a material whose colour runs through the entire thickness of the sheet, giving it a richer tone, superior durability and a more luxurious finish. The white tubular handles, made of sturdy paper, offer a clean visual contrast while ensuring excellent resistance.

The result is a premium, fully recyclable box, created with the same care and attention that we devote to our products.

Awards

The hard work and the full commitment have been rewarded with countless national awards including “Re Panettone” and “Divina Colomba”, which we have won for 3 consecutive years!



These awards make us very proud but what really fills our hearts are the smiles of our customers after having tasted a slice of our panettone and colomba!





ITALO VEZZOLI

From artisan hands and a few outstanding ingredients comes an exceptional, unique and inimitable product.



italovezzoli.it

