

# LES DOSSIERS

## GRANDE CONSO



# Eataly

## Manhattan (New-York)

[JANVIER 2017]

# EATALY



sale  
SALE  
SALE  
SALE

DON'T GET LOST AT EATALY  
FIND YOUR WAY

THE 10 MOST ICONIC  
EATALY PRODUCTS

1. PANE TOSTATO	2. OLIO D'OLIVA	3. PASTA	4. CACCIAO
5. BURRO	6. FARINA	7. MIELE	8. ACETO
9. SALAMINI	10. PASTICCINO		

10%  
OFF

CELEBRATE 10 YEARS OF EATALY

ENTER TO  
WIN A TRIP  
TO ITALY

6 days and 5 nights in Piemonte, Italy

Shop by our Great Selection desk today to fill out our  
competition card for your chance to win!

Trip includes:

- Private tour of the historic wine cellars of Fontanafredda
- Walking tour of Trapani - Private tour & tasting of Cantina
- Langgino Winery - Tour & tasting of Gialla cheese refinery
- Delicious meals & more!

I PANINI E LE CIABATTE

10th Anniversary at EATALY  
Featured Dishes in All Restaurants

January 11-13 Day of Cake & Celebration

January 11-13 Day Wine Tasting Tour  
with 80 Italian Wine Producers  
at Eataly NYC Downtown

IL VINO  
EATALY'S WINE BAR  
Enjoy our better selection of wine



**JUICE BAR**  
SPECIALS MON-FRI 11am-5pm, SAT-FRI 11am-5pm  
SUNDAY 11am-5pm  
GREEN  
YELLOW  
WHITE

Backyard  
on Vine  
\$13.50/lb

U.S.  
Backyard  
Crimson Tomato  
\$7.00/lb

EATALY

EATALY

EATALY

PLEASE  
WELCOME  
TO OUR  
PRODUCE  
SECTION



PLEASE WEIGH  
YOUR  
PRODUCE  
BY THE GROUND  
TO THE GROUND

← CHECKOUT

US  
Marsala  
Oranges  
\$1.75/lb

US  
Sole  
\$5.00

US  
Sole  
\$5.00

US  
Sole  
\$5.00

EATALY



FOCACCIA

PIZZA

PANE

Wood-burning oven

LA PANETERIA  
DI EATALY  
We Always Make Everything by Hand

RUSTIC  
FLORES  
WOOD-BURNING  
WOOD-BURNING WITH  
WOOD-BURNING OVEN

CIARATTA  
CREATING THE  
BEST OF THE BEST ON  
THE STREET

10%  
\$5.80

EATALY



**EATALY**  
alti cibi

OFF  
LIMIT 5 ITEMS PER PERSON WHILE SUPPLIES LAST



**LES DOSSIERS**  
GRANDE CONSO

éditions  
**DAUVERS**

# SALUMI E FORMAGGI

TRADITIONAL ITALIAN AND AMERICAN CURED MEATS

ITALY'S CHEESE & SALUMI MONGER



OUR MEAT IS  
CLEAN, & FA

EMPLOYEES  
ONLY

Our Anniversary 10<sup>th</sup> of Eataly

MOZZARELLA  
GRANDE  
\$6.99

ENTER  
HERE  
-Grazie

EATALY  
affiliati ebbi



- Publication digitale
- Navigation tactile
- Contenu enrichi



PHOTOS



VIDÉOS



SONS

100 % NOUVEAU

Une toute nouvelle expérience  
d'accès à l'info **GRANDE CONSO**

## Au sommaire

### DATAS CONSO

### RETAIL FRANCE

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### CLIN D'OEIL

*EXCLUSIF : Cora teste une nouvelle technique de picking drive...*



10 Years of Eataly  
**\$5.80/LB**  
**\$9.80/LB**  
100% ITALIAN CURED HAM

RESTAURANTS  
FOODVISTA  
VIEW  
OSIETA and JACE  
CHECKOUT

SALE  
SALE

MULTITALIANI

BORN IN THE USA

KOSHER SALTS

RICCIO AURICCHIO

RICCIO AURICCHIO

AGENCY  
PADERNO PARMESAN KNIFE  
\$4.80  
\$23.80



**\$5.80/LB**  
**\$9.80/LB**  
LIMIT 9 ITEMS PER PERSON WHILE SUPPLIES LAST

MORE THAN 1,000 PRODUCTS UP TO 50% OFF  
LIMIT 9 ITEMS PER PERSON WHILE SUPPLIES LAST

10% off  
\$8 \$3.80  
\$14.99 \$6.80

EXTRA VIRGIN OLIVE OIL  
MORAGLIA  
\$24.90

marbes.  
the brain store  
where brains come to play

CCER

EATALY

# COW & SHEEP'S MILK CHEESES

## PECORINO

ALTHOUGH OFTEN INTERCHANGEABLE WITH PECORINO ROMANO — THE FAMOUS GRATTATO CHEESE ORIGINATING IN LAZIO — THE TERM PECORINO REFERS TO ANY CHEESE MADE FROM EWES' MILK. THE WORD PECORINO IS DERIVED FROM THE ITALIAN WORD FOR SHEEP, PECORA.

Try *Canestrato Fido* • *Pecorino Romano DOP*, *Pecorino Gigante*, *Pecorino Nero di Perugia*



## CANESTRATO

IN HOMER'S ODYSSEY, ODYSSEUS AND HIS MEN ENCOUNTER A CHEESE-MAKING CYCLOPS WHO STORES HIS EWE AND GOAT'S MILK CHEESES IN BASKETS, OR CANESTRE. THIS IS THE FIRST WRITTEN ACCOUNT OF CANESTRATO CHEESE. TODAY, MANY TRADITIONAL SOUTHERN ITALIAN CHEESES CONTINUE TO BE MADE WITH A BASKET DESIGN ON THE KIND OF THE CHEESE.

Try *Canestrato di Moliterno DOP*, *Canestrato Pugliese DOP*, *Pecorino Siciliano DOP*



## RICOTTA

LITERALLY TRANSLATING TO "RECOOKED," RICOTTA IS MADE BY HEATING THE LIQUID WHEY BYPRODUCT OF THE CHEESE MAKING PROCESS. RICOTTA CAN BE EATEN FRESH, OR IF IT IS PRESSED, SALTED AND DRIED, IT CAN BE ENJOYED AGED. OFTEN AGED RICOTTA IS SEASONED WITH HERBS, SPICES OR SMOKE.

Try *Ricotta Salata*, *Ricotta Piperoncina*, *Ricotta Pecotta Rossa* with Chives



# COW & SHEEP'S MILK CHEESES

**LES DOSSIERS**  
**GRANDE CONSO** **éditions DAUVERS**

## CACIO

THE WORD CACIO DOES NOT REFER TO A SPECIFIC CHEESE, BUT IS INSTEAD ANOTHER ITALIAN WORD FOR CHEESE — SORT OF DERIVED FROM THE LATIN WORD CASEUS (ALSO THE ORIGIN OF THE ENGLISH WORD "CHEESE"). THE TERM CACIO IS USED IN CENTRAL AND SOUTHWEST ITALY, AS IN THE PASTA DISH CACIO E PEPE (CHEESE AND PEPPER).

Try *Cacio di Roma*®, *Caciotta del Lazio*, *Caciotta di Tortona*, *Caciotta d'Urbino DOP*



LIKE MOZZARELLA AND CACIOCAVALLO, PROVOLONE IS A PASTA FILATA-STYLE CHEESE, MEANING THE WARM CURDS ARE PULLED INTO LONG, ELASTIC BANDS. THIS GIVES THE CHEESE ITS UNIQUE TEXTURE. PROVOLONE CAN BE MILD AND SEMI-FIRM (DOLCE) OR SHARP AND FIRM (PICCANTE).

Try *Asiago Provionale Stravecchio*, *Provionale del Monaco DOP*



MOZZARI LAB  
STRETCHED BY HAND

**\$8.80/LB**  
~~\$14.80/LB~~

LIMIT 5 ITEMS PER PERSON WHILE SUPPLIES LAST

The Anniversary  
**10** years  
of Estab

CASTELVETRANO OLIVES  
Madama Oliva

**\$6.80**  
\$10.80



# EATALY'S CONDIMENTS



EATALY LOVES THE MEDITERRANEAN DIET AND WE WANT YOU TO LOVE IT TOO. THAT'S WHY WE COMMITTED TO MAKING CONDIMENTS THAT ARE FULL OF FLAVOR AND HEALTHY. NO ARTIFICIAL INGREDIENTS OR PRESERVATIVES. WE TELL YOU WHAT'S IN OUR PRODUCTS SO YOU CAN MAKE THE BEST CHOICES FOR YOUR BODY AND TASTE.



Our Anniversary  
**10** years  
of Eataly

CASTELVETRANO OLIVES  
Madama Oliva

**\$6.80**  
~~\$10.80~~

LIMIT 5 ITEMS PER PERSON WHILE SUPPLIES LAST



**LES DOSSIERS**  
GRANDE CONSO

éditions  
**DAUVERS**

## MARIO FONGO

MURATA | WHOLE-WHEAT | NO LARD





**MOZZARELLA LAB**  
EATALY'S HOUSEMADE CHEESES  
MOZZARELLA  
MADE FRESH DAILY  
MONDAY - THURSDAY

**AFELTRA PASTA**  
ARTIGIANALE  
RAGGIARE

**BUCATINI PASTA**  
100% GRANO DURO  
MADE IN ITALY

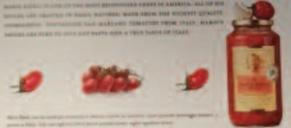
**IMPORTED PESTO**  
EATALY'S HOUSEMADE PESTO  
MADE WITH FRESH TOMATOES, GARLIC, PINE NUTS & BALSAMIC VINEGAR

**AFELTRA PASTA**  
ARTIGIANALE  
RAGGIARE  
\$12.80

**AFELTRA PASTA**  
ARTIGIANALE  
RAGGIARE

CHIA  
S

### MARIO BATALI® SIMPLE ITALIAN SAUCES



### MARIO BATALI® ORGANIC DRIED PASTA



### LIDIA BASTIANICH ALL-NATURAL SAUCES



### HIGH-QUALITY ITALIAN PASTAS

## LES DOSSIERS GRANDE CONSO

éditions  
DAUVERS

### IL PASTAIO DI GRAGNANO

SPAGHETTONE



50% OFF

SALE



50% OFF

SALE



# WELCOME TO FOODIVERSITÀ



Advance registration is not needed for any of our Foodiversità classes, see you there!

## OUR FREE "FOOD UNIVERSITY" CLASS SCHEDULE:

MONDAY 1/9	1PM. 3PM. & 6PM	Mozzarella Monday: Stretch Mozzarella with our Education Manager, Ryan
TUESDAY 1/10	6PM	Risotto with Zucchini, Shrimp, & Lemon with our Resident Foodie, Ryan
WEDNESDAY 1/11	1PM & 3PM	Stuff Spinach Ricotta Ravioli with our Resident Foodie, Ryan
	6PM	Drink & Dough: Bastianich and FontanaFredda Wine Tasting and Pasta Making with Ryan
THURSDAY 1/12	5PM	Pizza Party with our award-winning Pizzaiolo, Gazmir
FRIDAY 1/13	1PM. 3PM. & 6PM	Baking Orange Cake topped with Zabaglione with our Education Manager, Ryan
SATURDAY 1/14	12PM to 3PM	Lots of Mozz: Taste Antichi Saponi Mozzarella di Bufala with our Cheese Extraordinaire, Clair

EAT BETTER  LIVE BETTER

# FOODIVERSITÀ

FREE UNIVERSITY WHERE WE ENCOURAGE YOU TO PLAY WITH YOUR FOOD



# LIBRE ET CAUSTIQUE DEPUIS 2005

## Tranches de vie commerciale

Nouvelle édition **2017**

Une année à arpenter les magasins, décoder les stratégies des enseignes, éplucher les prospectus.

**A LIRE :** le bêtisier complet de l'année, les nouvelles enseignes, les bonnes et les mauvaises pratiques merchandising, les initiatives marketing, etc. "Illustrations 100 % terrain !"

*«D'excellents exercices de Penser-Client»*



84 pages, 22 €

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[www.olivierdauvers.fr](http://www.olivierdauvers.fr)

(rubrique Shop)

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[romain.molay@editionsdauvers.fr](mailto:romain.molay@editionsdauvers.fr)





IL PESCE

We only buy what's fresh from the market  
fishmongers clean everything in-house

LES DOSSIERS  
GRANDE CONSO

éditions  
DAUVERS





OCCUPANCY BY  
MORE THAN  
66 PERSONS  
IS DANGEROUS  
AND UNLAWFUL

# ROSSO POMO DORO

pizzeria napoletana

Sale

WOOD  
OVEN  
WITH GOLDEN  
& NEAPOLITAN

RINA

THE DOUGH FOR  
TOMORROW'S  
PIZZAS

PIZZA  
TO GO

LA PASTA FRESCA E IN C...



RONOMIA

LA PESCHERIA  
EATALY'S SEAFOOD COUNTER  
Traceability. We do our best to trace each fish from the boat to your plate.

10 years of Eataly with...  
Free Eataly and Eataly Gift Cards...  
10% off on all purchases...  
10% off on all purchases...  
10% off on all purchases...

LES DOSSIERS  
GRANDE CONSO

éditions  
DAUVERS

TICCERIA  
We work with Pat LaFrieda and Creekstone Farms to source humanely raised tender & delicious Black Angus Beef

ROTISSERIE  
EAT HERE  
PRIME RIB \$52.99/LB  
WHOLE CHICKEN \$15.99  
CORN/NOZ/SIDES \*100%

ROTISSERIE  
EAT HERE  
PRIME RIB \$52.99/LB  
WHOLE CHICKEN \$15.99  
CORN/NOZ/SIDES \*100%

SALE  
SALE  
SALE

Person in white shirt and blue jeans standing near the seafood counter.

Person in white shirt and blue jeans standing near the seafood counter.

Person in dark jacket looking at seafood.

Person in white shirt working behind the counter.

Person in dark jacket looking at seafood.

Person in white shirt working behind the counter.

Person in dark jacket looking at seafood.

Tablet computer on a cart.

Box of NESTLE products.

Fresh fish on ice in the seafood counter.

Assorted seafood including shellfish and fish in the counter.

Assorted seafood including shellfish and fish in the counter.

Price tag: \$4.90

Price tag: \$8.90

Price tag: \$3.00

Price tag: \$1.60

10 years of Eataly





...for you." Our salads have all the colors of the rainbow...we even added pasta because we're Italian, and pasta goes with everything.

EATALY

LE INSALATE  
LE INSALATE  
LE INSALATE

50%  
SALE  
Our Anniversary  
10 years  
of Eataly

EATALY  
EATALY

EATING IS AN  
AGRICULTURAL  
ACT

MIELI THUN



\$9.80



YOUR FAVORITES FROM OUR STORE,  
TO YOUR DOOR  
IN ONLY 2-HOURS



FREE 2-HOUR DELIVERY

amazon  
**Primenow**  
FROM AMAZON.COM/PRIMENOW

Order through Amazon Prime Now and have your selection  
OF OVER 2,000 EATALY PRODUCTS  
delivered right to your door - FREE 2-Hour Delivery!



rare.

EATALY  
alti cibi





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- Navigation tactile
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éditions  
**DAUVERS**

*Veille stratégique, études, livres, magazine, blog, production audio-visuelle*

**L'ÉDITEUR-EXPERT GRANDE CONSO**

w w w . o l i v i e r d a u v e r s . f r