



THE STARRED DINNERS
LE CENE STELLATE
#1 IN LUXURY MEAL KITS



MICHELIN STAR CHEF



TUTTOFOOD
MILANO WORLD FOOD EXHIBITION
MOST INNOVATIVE PRODUCT - EDITION 2019



La Lussuria... nei colori, negli abbinamenti, nei sapori, nella sorpresa. Con questa ricetta entrano a pieno titolo nelle preparazioni simbolo della cucina gourmet contemporanea: La Barabechia, l'Aceto di Lampone, il Wasabi e l'Acquedotto: non altro può essere così perfetto!

Last... in color, combination, flavor and taste! This recipe truly represents contemporary gourmet Italian cuisine: Beet, Raspberry Vinegar, Wasabi Curior and Acquedotto Rice: nothing else can be so perfect!



The Starred Dinners

*The first and only
Meal Kit in the world
that will allow you to cook
exactly as I do
... in just a few minutes!*

Chef Christian Milone



TRATTORIA ZAPPATORI



STELLA MICHELIN

what is a meal kit?

THE NEW GLOBAL ERA OF FOOD BUSINESS

Meal Kits are boxes inside which you find all the pre-dosed ingredients for the preparation of a recipe

The Luxury Meal Kits of Fratelli Desideri “Le Cene Stellate” are boxes containing the complete line of Michelin-starred chefs to prepare one of their most famous gourmet recipes.

ONE SAMPLE OF OUR
LUXURY MEAL KITS
PURPLE SINS
CHEF CHRISTIAN MILONE
ONE MICHELIN STAR 2019



MEAL KIT
PACKED



MEAL KIT
UNPACKED

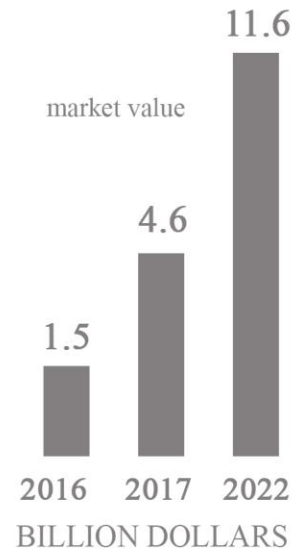


RESULT

why meal kit?

IT IS THE ACTUAL GREATEST OPPORTUNITY TO MAKE BUSINESS WITH FOOD

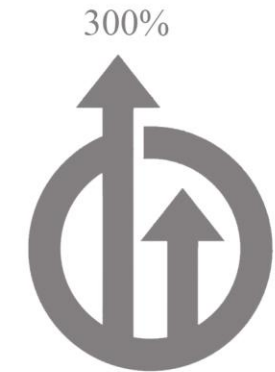
Meal Kit industry is booming, the real craze of the moment



Font: Statista 2019



Font: The Nielsen Company 2018



it is the growing segment more than all the other business models in food

Font: The Nielsen Company 2018

[datas refers only to US market]

Fratelli Desideri's meal kit

ONE OF A KIND



Launched in December 2018 by Fratelli Desideri, “The Starred Dinners” (“Le Cene Stellate”) are the brand new Luxury Meal Kits, which are revolutionizing the world of home cooking.

Fifteen kits for twelve gourmet recipes, very easy to cook thanks to a **high-tech aerospace process** that simplifies the preparation and allows the fresh raw materials to be preserved in a natural way, at room temperature, for over 12 months without the addition of preservatives and chemical additives.

All the ingredients are of the highest quality personally selected by the **Michelin Starred Chefs** and all carefully measured on the recipe.

Each Kit is equipped with **NFC technology**, which allows those who are cooking to instantly view the video tutorial of the Starred Chef on their mobile device.

In the wake of the “gastromania” that is engaging an increasingly mature and international audience and strong of recognized Made in Italy agri-food excellence, our Luxury Meal Kits are entering the global market with a unique offer in the world, with a strong experiential content.

Our mission is making the art and culture of contemporary haute cuisine accessible to all.

With “The Starred Dinners” each of us is able to cook a gourmet dish in just a few minutes and in a perfect way: **we are the first ever able to simplify the complex preparation techniques for haute cuisine recipes.**

That’s why today we can be all Starred Chefs!

so many benefits

#1 IN LUXURY MEAL KITS



GOURMET
RECIPES



PREMIUM
INGREDIENTS



MICHELIN
STARRED CHEFS



MADE
IN ITALY



AERO-SPACE
TECHNOLOGY



NFC
TECHNOLOGY



NATURAL
PRODUCTS



NO
PRESERVATIVES



LONG
SHELF LIFE



ROOM
TEMPERATURE



EASY TO
COOK



WOW
EFFECT

our six michelin starred chef

AMONG THE BEST INTERPRETERS OF ITALIAN HAUTE CUISINE

ANDREA LAROSSA



Larossa
RISTORANTE IN ALBA



MICHELIN STAR

CHRISTIAN MILONE



TRATTORIA ZAPPATORI



MICHELIN STAR

MARC LANTERI



MARC LANTERI
al castello



MICHELIN STAR

FRANCESCO OBERTO



MICHELIN STAR

SIMONE BREDA



RESTAURANT



MICHELIN STAR

TOMMASO ARRIGONI



Innocenti Evasioni



MICHELIN STAR

the #1 meal kit in the world with aero-space technology

ALREADY USED BY INTERNATIONAL SPACE AGENCIES AND THE BEST CONTEMPORARY GOURMET CHEFS

Freeze-drying



FIRST

Mozzarella di Bufala
Campana DOP

=



AFTER

Morsels of
Mozzarella di Bufala

Spherification



FIRST

Olive oil

+



FIRST

Basil

=



AFTER

Basil Drops

the #1 meal kit in the world with NFC technology

TO BRING THE FOOD EXPERIENCE TO ITS MAXIMUM



FRATELLI
DESIDERI
SEBASTIANO LEONE ACHILLE & CO.

GUARDA SUBITO LA VIDEO RICETTA DELLO STAR CHEF!



APPOGGIA QUI IL TUO SMARTPHONE
 e muovilo lentamente sul bollino bianco
 in ogni direzione, fino ad ottenere
 la connessione con lo Star Chef

non riesci a collegarti?



se possiedi un dispositivo
Android, ti basta attivare
 la funzione **NFC**
 nel menù impostazioni



se possiedi un dispositivo
Apple®, scarica
 l'applicazione
 gratuita **GoToTags**

 e clicca sull'icona dedicata


(*) iPhone 6s o superiori

Scopri le altre Cene Stellate dei Fratelli Desideri su
www.fratellidesideri.com

FRATELLI
DESIDERI
SEBASTIANO LEONE ACHILLE & CO.

Star Chef
Andrea Larossa
Stella Michelin

PRESENTA

Cacio e Pepe in Blue's



Andrea ha voluto reinterpretare questa antica ricetta, trovando un
 trait d'union con le sue origini divise tra nord e sud Italia.
 Ha selezionato un pregiatissimo "cacio blu", un Formaggio Erborinato le cui
 note frizzanti vengono esaltate dalla dolcezza del Pepe di Sichuan
 e arrotondate dall'abbraccio morbido della Crema di Latte e Panna.



All you need to do is place your mobile device near the recipe and the video will magically appear in order to cook directly with our Starred Chefs!



just born and already so high

BUT WE STAY GROUNDED

AWARDS



1° innovative Italian startup
in the 2019 Food Segment
among over 4000 candidates



more interesting
innovative Italian startup in 2019
for Wired - Condé Nast



TUTTOFOOD
MILANO WORLD FOOD EXHIBITION
MOST INNOVATIVE PRODUCT - EDITION 2019

Most innovative product of the edition
2019, among over 2500 exhibitors
from 46 countries



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Register of Italian Excellencies
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Il Sole **24 ORE**

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**COM
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FT Weekend

SM Startupper
Magazine

YAHOO!
FINANCE

think
BUSINESS MAGAZINE

THE STARRED DINNERS
THE LUXURY COLLECTION
#1 IN LUXURY MEAL KITS



MICHELIN STAR CHEF

we use only super premium ingredients

AMONG WHICH WE MENTION ACQUERELLO, THE BEST-TASTING AND MOST FAMOUS RICE IN THE WORLD



Cacio e Pepe in Blue's

- Cacio and Pepe in Blue's -

CHEF ANDREA LAROSSA



ONE MICHELIN STAR

GOURMET RECIPE FOUR SERVINGS TIME 15 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



INGREDIENTS



SPAGHETTI



BLUE CHEESE



WHITE MILK CREAM



SICHUAN PEPPER



COOKING SALT

Rosso Bufala

- Red Buffalo -

CHEF CHRISTIAN MILONE



ONE MICHELIN STAR

GOURMET RECIPE FOUR SERVINGS TIME 15 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



INGREDIENTS



SPAGHETTI



TOMATO SAUCE
SECRET RECIPE



MOZZARELLA
BUFALA MORSELS



BASIL CAVIAR



CAPERS



COOKING SALT

Bottarga e Bolle d'Oro

- Bottarga and Golden Bubbles -

CHEF MARC LANTERI



ONE MICHELIN STAR

GOURMET RECIPE FOUR SERVINGS TIME 15 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



INGREDIENTS



SPAGHETTI



FINEST BLUEFIN
TUNA BOTTARGA



PESTO
GENOVESE



LEMON CAVIAR



CAPERS



100% ITALIAN
EXTRA VIRGIN OIL



ONIONS



COOKING SALT

In Barba alla Bufala

- Buffalo Beet -

CHEF FRANCESCO OBERTO



ONE MICHELIN STAR

GOURMET RECIPE FOUR SERVINGS TIME 15 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



INGREDIENTS



SPAGHETTI



BEETS



MOZZARELLA
BUFALA MORSELS



WHITE MILK
CREAM



CAPERS



COOKING SALT

Perte e Basilico
- Pearls and Pesto -
CHEF ANDREA LAROSSA



GOURMET RECIPE
FOUR SERVINGS
TIME 15 MIN.
DIFFICULTY EASY
100% NATURAL INGREDIENTS
MEASURED INGREDIENTS
LONG-TERM STORAGE
ROOM TEMPERATURE



INGREDIENTS



PENNE



PESTO GENOVESE



PESTO CAVIAR



WHITE MILK CREAM



COOKING SALT

U Bacciuga
- U Bacciuga -
CHEF CHRISTIAN MILONE



GOURMET RECIPE
FOUR SERVINGS
TIME 15 MIN.
DIFFICULTY EASY
100% NATURAL INGREDIENTS
MEASURED INGREDIENTS
LONG-TERM STORAGE
ROOM TEMPERATURE



INGREDIENTS



PENNE



CREAMY CODFISH WITH LIGURIAN OLIVES



ANCHOVY CAVIAR



OLIVE SEEDS



COOKING SALT

U Porcino ha l'Oro in Bocca
- Red Gold in the Wood -
CHEF MARC LANTERI



GOURMET RECIPE
FOUR SERVINGS
TIME 15 MIN.
DIFFICULTY EASY
100% NATURAL INGREDIENTS
MEASURED INGREDIENTS
LONG-TERM STORAGE
ROOM TEMPERATURE



INGREDIENTS



PENNE



PORCINI MUSHROOMS



SAFFRON



SWEET CORN AND PARSLEY



ONIONS



100% ITALIAN EXTRA VIRGIN OIL



CLARIFIED BUTTER



COOKING SALT

U Nobile di Piemonte
- The Noble of Piedmont -
CHEF MARC LANTERI



GOURMET RECIPE
SIX SERVINGS
TIME 25 MIN.
DIFFICULTY EASY
100% NATURAL INGREDIENTS
MEASURED INGREDIENTS
LONG-TERM STORAGE
ROOM TEMPERATURE



INGREDIENTS



ACQUERELLO RICE



ROBIOLA DI ROCCAVERANO



TONDA GENTILE HAZELNUTS



HAZELNUTS CAVIAR



FIGS



ITALIAN ACACIA HONEY



CLARIFIED BUTTER



ONIONS



100% ITALIAN EXTRA VIRGIN OIL



COOKING SALT

Peccati di Viola

- Purple Sins -

CHEF CHRISTIAN MILONE



GOURMET RECIPE THREE SERVINGS TIME 25 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



ACQUERELLO RICE



BEETS



WASABI CAVIAR



PARMIGIANO REGGIANO DOP



RASPBERRY VINEGAR



COOKING SALT

INGREDIENTS

Roma Tokyo in Venti Minuti

- Rome Tokyo in Twenty Minutes -

CHEF FRANCESCO OBERTO



GOURMET RECIPE THREE SERVINGS TIME 20 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



ACQUERELLO RICE



FINEST BLUE CHEESE



WASABI CAVIAR



SOY SAUCE



CLARIFIED BUTTER



COOKING SALT

INGREDIENTS

Vecchia Latteria

- Old Dairy -

CHEF ANDREA LAROSSA



GOURMET RECIPE THREE SERVINGS TIME 25 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



ACQUERELLO RICE



MONTE VECCHIO CHEESE



LICORICE POWDER



CLARIFIED BUTTER



100% ITALIAN EXTRA VIRGIN OIL



COOKING SALT

INGREDIENTS

Sua Maestà Tartufo Bianco

- His Majesty the White Truffle -

CHEF CHRISTIAN MILONE



GOURMET RECIPE SIX SERVINGS TIME 25 MIN. DIFFICULTY EASY 100% NATURAL INGREDIENTS MEASURED INGREDIENTS LONG-TERM STORAGE ROOM TEMPERATURE



ACQUERELLO RICE



WHITE TRUFFLE AND BUTTER



BLACK TRUFFLE CAVIAR



PARMIGIANO REGGIANO DOP



WHITE MILK CREAM



COOKING SALT

INGREDIENTS

THE STARRED DINNERS
FRATELLIDESIDERI.COM
#1 IN LUXURY MEAL KITS



MICHELIN STAR CHEF