



La Torre del Saracino

VICO EQUENSE, NAPOLI | ITALY

LA TORRE DEL SARACINO RESTAURANT

torredelsaracino.it
Gennaro Esposito: www.gennaroespositochef.com

SET UP: FORNITURE ARREDI BAR DI FRANCESCO LAMBERTI

TRADITION AND INNOVATION: A RECIPE FOR PERFECTION

In his two-Michelin-starred restaurant Torre del Saracino, Chef Gennaro Esposito, is always striving for perfection, especially when it comes to dishwashing.

Michelin-starred restaurants earn their status not only for their food but also for the guest experience, which aims for perfection and attention to detail. Food presentation is quite the important element. That's why **Torre del Saracino turned to Comenda for a new dishwasher.**

The restaurant is located in the town of Vico Equense, on the Amalfi Coast, in a 1300-year-old watchtower. **It is owned and managed by locally-born chef Gennaro Esposito, who opened it in 1991 at the age of 21, earning his first Michelin star in 2001.**

"Chef Esposito and his staff had very clear expectations for their new dishwasher", says Osvaldo Lain, Comenda's Italy Sales Director.

"They are aware that when you offer food of such a high standards, you must serve it in perfectly washed dishware", he says.

The solution was a hood-type model from the new Infinity range, which inherits the traditional reliability and sustainability of Comenda's products, while adding significant technology upgrades.

All Infinity models can be connected to the cloud via Wi-Fi. Through Comenda's Cloud Washing App, customers can download washing data, such as number of cycles, washing temperatures and times, check for failures in real time, change settings, and even start up the machine remotely.

These features come with several benefits, explains Antonio Di Giorgio, Comenda's product development manager: "Washing data allows operators to keep costs under control, while the diagnostic feature can be used by resellers and technicians through a web portal; **they can evaluate the wear of components based on the number of cycles, and fix failures remotely whenever possible.**"

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Antonio Di Giorgio
Product Development Manager,
Comenda

Osvaldo Lain
Sales Director Italy,
Comenda





A DEEPER CONNECTION

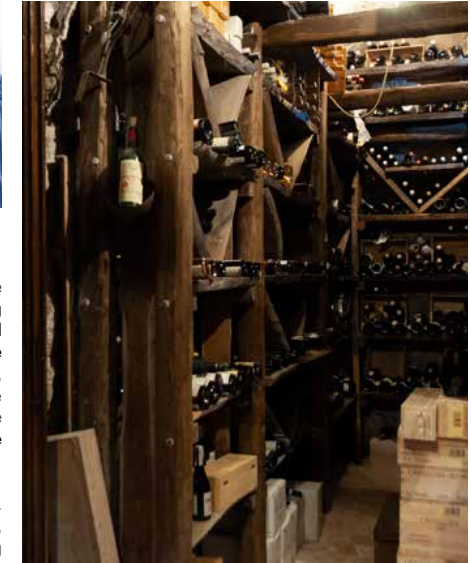
What makes Infinity the perfect match for Torre del Saracino is not just the array of new features, though. There is a deeper connection between the two. The hallmark of Esposito's cuisine is exploration. The Michelin Guide praises him for "creating dishes and anticipating culinary trends as only a few chefs can, trends which are then picked up and copied by other restaurants." **His innovation, however, is deeply rooted in tradition: "In my craft, forgetting one's origins is a «mortal sin», an act of arrogance that also precludes the possibility of future discoveries."**

"When I opened Torre del Saracino, I had a very clear objective: to create a cuisine that respects local traditions, but is at the same time enriched by my professional experience around the world. When you enjoy one of my dishes, you will taste my history, as well as my personal search for something new."

With Infinity, Comenda embraced a very similar attitude: **Comenda is deeply rooted in the reliability and robustness of its machines. After sixty years in business, these are still part of every single model. Infinity combines traditional values and decades of international experience that allowed the creation of a truly innovative product within Comenda's range.**



Gennaro Esposito,
2 starred Michelin chef



MARKET DEMANDS

The development of Infinity was led by Di Giorgio's team, with the active involvement of the rest of the company: **"We listened to suggestions coming from other areas, starting from our service department, and they were all very helpful in providing an external view about what improvements were needed"**, says Di Giorgio. "We also worked closely with the marketing department, because one of our main objectives was to make new models user-friendly. A more sophisticated product could potentially be more complex to use, so we made sure we kept the interface intuitive and accessible to every operator: **our goal is to ease and improve the work of each and every one of our clients."**

The demand for a high-tech range of dishwashing systems came from the market. "It's been a bit like going from cell phones to smartphones", says Lain. "In the past, a technologically advanced product like Infinity would be targeted only at finedining restaurants or high-end hotels, but over time it became essential for a wider segment of operators. Nowadays, there are small bars and restaurants that serve fine wines and cocktails, too, and they need not only perfect results, guaranteed by every Comenda machine, but also a ware-washing solution which allows the operator to easy monitoring the machine functions and managing the anomalies in real time from smartphone tablet and PC. **The results? Everything under control; maintenance optimized; quick fault-finding, problem solving and repairing."**



The generational change is partly responsible for this shift", continues Lain. "Younger operators are particularly interested in high-tech machines, and the Covid-19 pandemic did nothing but accelerate this trend."

Back-of-house management technologies are constantly evolving, helping operators increase efficiency, sales and profits. With this new range, we have evolved along with the industry and will continue to do so "To Infinity and beyond."



Pietro Chinelli, Comenda Sales Agent for Campania region (on the left); **Gennaro Esposito**, chef and owner at "La Torre del Saracino" (in the middle); **Francesco Lamberti**, General Manager at Forniture Arredi Bar (on the right).

FORGETTING ONE'S ORIGINS IS A «MORTAL SIN», AN ACT OF ARROGANCE THAT ALSO PRECLUDES THE POSSIBILITY OF FUTURE DISCOVERIES

