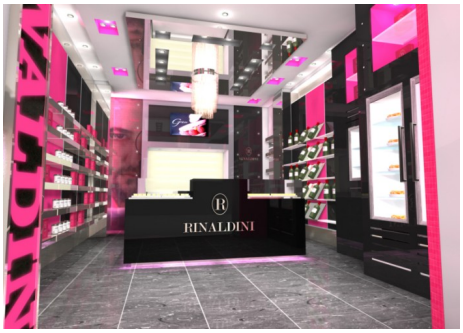
Rossi Dimension and Roberto Rinaldini
Together for a New Worldwide Franchise of Italian-made Chocolate, Pastry and Ice Cream



Roberto Rinaldini, master pastry chef and winner of many awards as well as the first Italian world champion in the ice cream making sector, has chosen Rossi Dimension to provide the format for his Italian and international franchise outlets, which he will be inaugurating in February 2008 with the opening of the first pilot premises in Rimini. The concept, created by designer Rossano Balloni, outside consultant for Rossi Dimension, and by his collaborators Alessandra and Gianluca, features the distinctive colours of the Rinaldini logo – gloss black, magenta, and silver. A base line with a high-impact image for a design solution with clean-cut lines and a great visual effect. The display is straight from a jewellery shop, which has also been emphasised by skilled use of lighting. A boutique with home-delivery service that also offers customised products, but always based on Italianness of the highest level and products that are all made in house. And absolutely all of it is based on the exclusive recipes of Roberto Rinaldini in a refined and gigantic medley of treats and delights that range from pastries and pralines to vegetable jams by way of the obligatory dragées, chocolate-covered fruit, assorted candied fruits, panettone cakes, colomba cakes and croissants.

The aim of the first pilot outlet is to translate the sensations of Rinaldi's ideas into viable, acceptable and repeatable products. The fashionable, transgressional style of Roberto Rinaldini, the man behind Sugar Jewellery and Clothing as well as *Dessert-à-porter*, has been fully expressed in the interpretation and aesthetic proposal that Rossi Dimension has been able to create for this format, aiming to make the most of and give solid forms to the precise ideas of an important figure in the industry.

Once again, Rossi Dimension and a Number One.

Roberto Rinaldini, *born in Italy's Romagna region in 1977, is among Italy's best-known pastry chefs. He currently lives and works in Rimini. At the age of 21 he became Italian pastry champion and also received a best dessert award in Barcelona for his now famous 'Venere Nera' [Black Venus]. He opened his patisserie-chocolate shop and tea room in Rimini in 2000, and in 2003 he also opened his "chocolate jewel shop" in the centre of the town. His training also includes top-level professional courses in Las Vegas, Brussels and Paris. Rinaldini has many awards and competition wins to his name. In 2005 he was awarded the title of Italy's best artisan chocolatier at the Eurochocolate Awards, held at the Università dei Sapori [University of Flavour] in Perugia. In January 2006 he became World Champion Ice Cream Maker and seven months later, at the World Pastry Championship in Phoenix, U.S.A., he created the best plated dessert, amazing the international jury with his design and combination of 12 flavours on three vertical levels. Today he trains the Italian Ice Cream World Cup team - Sigep 27-28 January 2008.* *www.rinaldinipastry.com*

Since 1964 Rossi Dimension has been designing and carrying out tailor-made projects, 'haute couture' furnishing layouts for bars, patisseries and ice-cream parlours. The company relies on well-known architect's and interior decorator's offices that prepare the entire project - based on customer's requirements – before entering the production stage.
In fact, the style that has always distinguished any premises by Rossi Dimension is the result of a perfect balance of tradition and innovation, the outcome of an aesthetic search able to make the most advanced production processes communicate with the upmost care for details, the most modern design with the oldest techniques of wood craftsmen, elegance with functionality.
It's not by chance that Rossi Dimension may boasts well-known customers such as Honda HRC, Hilton Hotel, Mc Donald's, Ikea, Illy, Avenance, Gemeaz Cusin Ristorazione, etc. And this, thanks to the help of a network capable to manage much more than simple furnishings: a real 'turn-key' service in Italy and in the rest of the world. High quality standards ensured by a certified company that is also supported by an absolute state-of-the-art technology.

Rossi Dimension – custom built for you
is an INDUSTRIEIFI brand
Strada Provinciale Feltresca, 70
641010 Rio Salso di Tavullia (Pesaro)
Tel. +39 0721 90521
Fax +39 0721 905261
www.rossidimension.it mktg@rossidimension.it

press office
studio penisola, 20122 Milan,
via eugenio chiesa 4, tel. 0255187724-0255187836 fax 0255188343
info@studiopenisola.it www.studiopenisola.it
raffaella zoboli (3288210059) simona goretti (3395400741) daniela tomaselli (3355856174)