

Silko and La Piadineria: custom-made collaboration

Selling good quality products at an attractive price has made La Piadineria one of Italy's most popular fast-casual offerings. The company considers Silko an important collaborator in its success



Piadina or piada is a thin Italian flatbread made with flour, olive oil or lard, salt, and water. Since opening in 1994 La Piadineria has served this staple, offering a variety of savory and sweet piada filled with top-quality ingredients including Italian legends Gorgonzola, Grana Padano, prosciutto, balsamic vinegar and Nutella in traditional combinations and new tasty mixes.

Industrial and artisanal

The 350+ La Piadineria restaurants bring the best of fast food, speed of service and affordability, with genuine ingredients, freshly prepared and served in a welcoming, informal ambience. “The USP of our business is to combine the operational efficiency typical of industrial processes with an original artisanal production,” says Alessandro Pietroboni, facilities management specialist at La Piadineria.

La Piadineria has built a great working

relationship with Silko over the years. When it came to setting up a training kitchen at its Academy, La Piadineria knew where to turn. “We appreciate Silko’s ability to develop the perfect kitchen together with us, by dedicating effort and applying their long experience in the professional kitchen field,” says Pietroboni. “From the beginning, we had a unique point of reference for all the project phases, from the studies of the layout to the final realization of the kitchen.”

Successful partnership

Silko has been working with La Piadineria since 2009. “The partnership is successful thanks to an ongoing exchange, a constant search for improvement, and knowing how to meet every customer need,” says Elisa Simoni, Silko’s key account manager (Italy). “These are all the ingredients that have allowed us to achieve great goals together with La Piadineria.”



The custom-built plate is the result of close collaboration with La Piadineria and knowledge of its processes

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“For us, Silko is not only a business partner. We consider them an important collaborator, that supports us in the development process and solves unforeseen events, even in difficult situations,” adds Pietroboni. “We consider Silko’s cooking range to be complete and reliable – an important plus in the creation of a customized product.”

Customized performance

As for ongoing projects, La Piadineria opened over 200 shops all over Italy with full Silko kitchens. “The agreed objectives were to create a scalable kitchen that respected a proven production process, facilitate the work of the operators and make it safe,” says Simoni. “The challenge on this project was to create a customized kitchen block, totally tailored to the customer’s needs to give the maximum of design for the best performance.”

Silko studied every detail with the objective of optimizing the work of the operators. It focused on facilitating the sequence for preparing and using all the ingredients in a sequential manner, to create the perfect operation in a faster way.

“The staff at La Piadineria reacted enthusiastically to the introduction of the new cooking block,” says Pietroboni. “As well as facilitating the cooking process it also improved working conditions.” ■



Innovation all the way

Innovation was at the forefront throughout the development of Silko’s new custom hot plate.



“Accuracy of temperature, cooking uniformity, temperature maintenance and reduction of downtime were the requirements,” says Elisa Simoni, key account manager (Italy) at Silko.

“This kind of performance, together with the use of innovative tech components, were the main ingredients that made the difference in the final result.”

For the culinary team at La Piadineria the major benefits of Silko’s new custom hot plate are its functionality and ease of use.

“Just some of the major advantages we got from Silko’s new custom hot plate are ease of use for the operator, quick assistance in the case of breakdown, cooking uniformity, and ergonomics of the work commands, are added value of the plate,” says Alessandro Pietroboni, facilities management specialist at La Piadineria.

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