

Artisan Intelligence

The new frontiers of **bread**

*With **La Bruschetta di Altamura®** and **Crostini Tozzapane®**, **PanBiscò**, led by **Luigi Picerno**, is conquering the tables of Italians.*

Luigi Picerno is a visionary entrepreneur who, starting from tradition, has successfully launched a new market with his **PanBiscò**, creating **Bruschetta di Altamura®** and **Crostini Tozzapane®** with 100% Apulian durum wheat: "As a company, we constantly invest resources and energy to contribute to the social and cultural development of our community. We are committed to sports, publishing, and social promotion.

"Giving bread a second life has always been my concern." Today, **Bruschetta di Altamura®** and **Crostini Tozzapane®** represent "70% of the company's turnover. No one had ever thought of bringing these extraordinary traditional Apulian products to Italian tables. We can proudly say that we were the pioneers of 'bread substitutes,' a category that has seen significant growth in recent years. We have created and marketed a pantry snack. We've helped reduce food waste by creating a new way to consume bread, without altering its nature or stripping it of its traditional ingredients.

Given market demand and the success of both products, we also launched a Multigrain version a few months ago.

