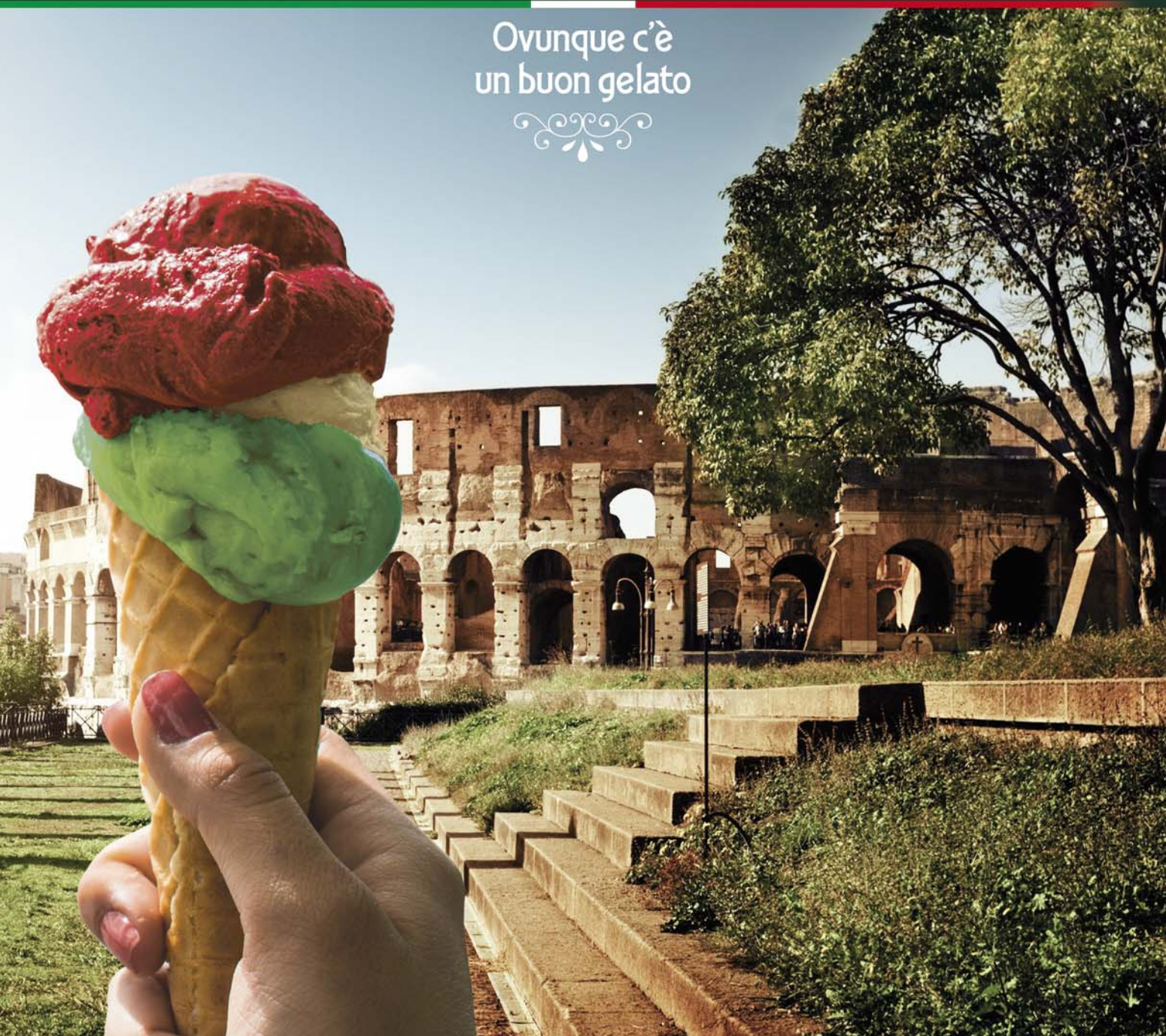


# CONO ROMA

dal  
1938

Ovunque c'è  
un buon gelato





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VIA  
IN  
PISCINULA

RXIII

21



Our story begins in Via Novara, Rome, where Biscotti Gentilini factory, another roman historical company founded in 1890, was based. According to the standards of that time, the biscuit factory was an example of modernity and industrial automation, and Gentilini biscuits are eaten at Italian breakfasts still today.

In that factory worked for some years the key character of another story, Nazzareno Santolini, who stood out for his determination and dedication, enough to be highly regarded by his employer.



## Rome, where everything started

Agnese, Nazzareno and the Eternal City

Someone else could appreciate that tall, sturdy, young man who worked so hard: Agnese Blasi also employed in the same factory, who soon became Nazzareno's bride.

Happy as a couple, one day they took courage and resigned: they wanted to make their dream come true, by starting a business of their own. We don't know how long Nazzareno had been thinking on this, but it was only with his wife's support, Agnese, that he finally took the plunge: together they opened their first laboratory to produce ice cream cones.

In those years the new fashion of consuming ice cream directly from a sweet cone-shaped waffle was in fact spreading all over

Europe. Rome was not an exception, so pervaded by new positive energy, it absorbed with enthusiasm new trends from outside.

The couple began a slow, inexorable expansion of business, by acquiring small artisan cone factories in the city and dedicating all their energy to the new company. Memories of deliveries by bicycle throughout the city, and endless shifts in the laboratory to meet an ever-increasing demand date back at those times. Work devotion and pursuit of quality had no rest...

*On the previous page: alley in Trastevere, historical roman district where the young Santolini couple spent their spare time between deliveries.*

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*The first headquarters in Via Vescia, Rome. Here Nazzareno, still a young man, started his activity with his wife Agnese in 1938.*

*You can read 'Orma' in the sign nearby, name of a historical roman company, still working nowadays, that produces machinery for ice cream cones production.*

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*Opposite page: the view you can enjoy from Colle Palatino.*









*The factory interior: you can see Nazzareno right in the middle, on the left Giorgio so present and reliable to work in Cono Roma his whole life, on the right a customer. In the background, Agnese speaks to an employee.*

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*Cono Rex advertising sign, the company was absorbed by Cono Roma in 1950.*

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1938 was the turning point year, Cono Roma, based in Via Vescia, was officially established. Here Santolini family's activity found his proper dimension and started flying like the wind.

Business was going fine and the family expanded with the birth of two daughters Giuseppina in 1934, and Anna in 1939, who started since youth breathing the aromas and perfumes of the family laboratories. We will find them again later in our story.

*The tin boxes for cones' delivery in this image date back to 1950. So resistant and capacious, they were used for transport by bicycle, collected back from customers and reused for next deliveries.*

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In the same years when Santolini family was realizing his dream, another roman institution was taking its first steps in a long, glorious and still unrolling story. Cinecittà was founded in 1937 along via Tuscolana, on a 500.000 square metres (about 5.382.000 square feet) countryside area.

Studios were built, together with film development, printing and editing facilities, and the headquarters of the Experimental Center of Cinematography. A majestic project, which immediately welcomed international productions, as much as Italian ones.



# Cinema, Rome and Dolce Vita

## The birth of Cinecittà myth

About 3000 movies have been shot in Cinecittà, 90 of them were nominated for an Oscar, and 47 won the prestigious prize. The golden age of Cinecittà begins in the 50s, when Rome becomes the mythical scenario of the “dolce vita”, described with absolute mastery by Fellini in 1960. An unforgettable time when movie stars intertwined loves and adventures in an atmosphere between fiction and reality.

Those are the same years of “paparazzi”, always intent on chasing real or alleged stars in the streets and alleys of the Eternal City. Undisputed Master, protagonist of the Italian cinema, Federico Fellini shot in 1960 his masterpiece La Dolce





Vita with a young Marcello Mastroianni and an attractive Anita Eckberg.

In 1959, the studios hosted the filming of one of the first great American blockbusters: Ben Hur with Charlton Heston, which required all the skills and inventiveness of Cinecittà workers, who also had to realize huge models of Roman galleys, for the filming of the naval battle where Ben Hur saves Quinto Arrio's life.

Another major production of that time was Cleopatra, in 1961, with Elizabeth Taylor and Richard Burton, who started a relationship and became protagonists of very famous events on the streets of Rome, thus feeding the Dolce Vita myth as much as Cinecittà's.

The most iconic film that shows the beauty of Rome is undoubtedly Roman Holiday, 1953, with Audrey Hepburn and Gregory Peck. It seems that Hepburn really enjoyed ice cream on cones...

More recently, Cinecittà was stage to films, which highly cashed out at the box office. Great Italian Masters such as Roberto Rossellini, Federico Fellini and Luchino Visconti made here great films, as much as the Americans Francis Ford Coppola with his Padrino, Martin Scorsese with Gangs of New York and Mel Gibson with his masterpiece The Passion of the Christ, which was also shooted in the city of Matera.



*Federico Fellini and Marcello Mastroianni in the 60s, two unforgettable icons of Italian cinematography.*

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*The entrance to Cinecittà Studios along Via Tuscolana. They cover a visitable area of 500.000 square metres (about 5.382.000 square feet).*

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*Charlton Heston and Stephen Boyd on a Vespa, during a break from filming Ben Hur, awarded with 11 Oscars in 1960. Next: Cinecittà large sets reproducing portions of ancient Rome.*

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Since an early age, the two Santolini sisters became familiar with that sweet and tasty world made of ice cream cones and waffles; you could often see them playing inside the large spaces of Cono Roma factory, chasing each other between machinery and big sacks of flour and slipping between the legs of the employees, all very fond of the little ladies.



When time to play was over, Giuseppina and Anna began to support their parents in managing the family business. At first, they took care of production and administration, and later they

## 1960 – 1992: 30 feminine years

Two sisters: a success story

replaced their parents in running the company, allowing them a well-deserved rest after so many years of hard work.

Indeed, they kept on supporting their daughters and, since they also missed their beloved employees, they used to spend a lot of time in the company, even as retirees. Anyway, the two sisters were now firmly leading the company, starting this way a long and happy period of female management.

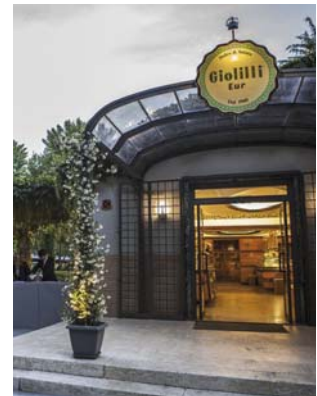
Cono Roma was popular on the market and the new management strengthened the production capacity, the factory was moved to larger spaces, in Via Vincenzo Brunacci, and equipped with new ovens to increase the production.

Interesting to note: the oven manufacturer, another roman company, was a neighbor of Cono Roma. At that time, its name was Orma, and it was starting its entrepreneurial story full of success, with the same family leading it, and now at his third generation. Its current name is IMAR and its headquarters are again near those of Cono Roma...

Cono Roma's offer characterizes for the quality of its ingredients and the ability to innovate. These features were highly valued by Nazzareno Giolitti, eldest son of Giuseppe and Bernardina, who in 1890 owned a dairy at Salita Del Grillo, which soon became the official dairy of the Royal House, in the nearby Palazzo Quirinale in Rome.

Nazzareno Giolitti differentiated the family dairy's offer, by starting the ice cream business in the new premises located in Via Uffici del Vicario, very close to Montecitorio. He started a partnership, passed on from generation to generation, where children and grandchildren innovated and expanded their offer of cones and ice creams, carrying on the quality and excellence promoted by their grandparents.

Cono Roma is ready for a new generational turnover, in the 90s the two sisters leave room to a young family member. At the beginning of the 90s Gianluca, son of Giuseppina, enters the company, confident on Cono Roma big family's support. Artisans, machinery-workers, together with close family members, rally around the new management to transfer that knowhow which allows the company to enter the 2000s with enthusiasm.



*Giolitti is a historical ice cream shop, in the center of Rome, very famous for the quality of its ice cream. In 1960, he opened a second shop, in the greenery of Parco Centrale del Lago, in Eur district, Rome.*

*Cono Roma has always been Giolitti's supplier for cones and waffles, a partnership based on quality and accuracy, which has been lasting for three generations.*

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At the beginning of the 2000s Cono Roma is an established company, with a solid sales network and a factory appropriate to its production needs. The innovation process takes place right in those years, and it develops specially by going back to its origins. Gianluca chooses Rieti, capital of the historical Sabina region, to host the new production site.

He is in fact facing new challenges due to globalization and growing competition on national and foreign markets, so he decides to increase production capacity by moving the machinery to larger spaces.



## The new production site and the increase of variety

A new generation at the helm of Cono Roma

To accomplish his vision of modernization and internationalization, he brings his family business back to the place that gave birth to his grandfather, founder of Cono Roma. Nazzareno was in fact native of Amatrice district, an area of relevant naturalistic value, divided between two large Italian parks, Gran Sasso and Monti Della Laga National Park and Monti Sibillini National Park.

The new factory covers an area of 3000 square meters (about 32292 square feet) and houses special machinery and molds, some of them customized to the specifics of Cono Roma.

Specialized technicians manage the production lines, and



treasure 80 years of the company knowhow. All the products made here come from the transformation of raw materials of the highest quality, strictly Made in Italy.

The factory in Rieti produces yearly hundreds of thousands cones and waffles, both for national and foreign market, and allows Cono Roma to continue in the innovation process and



increase of variety, started in 1996 with the launch of 'Rex' cone, named after one of the first cone factories bought from his grandfather Nazzareno.

In the year 2000, the waffle series 'Piccola Italia' was created to decorate ice cream cups. These peculiar waffles reproduce some of the most iconic Italian monuments and mark the beginning of export to the north-American market.

In 2008 'Decorbisco' is launched on the market, a peculiar



product made by a special food printing machine, and developed by Cono Roma in partnership with another Italian company. Since 2014, exports to abroad grow, also thanks to products with a new philosophy, besides cones and waffles, the first semi-finished powder products appear in the market, as much as a more recent series of products based on wafer & chocolate, meant for modern coffee shops.



If Rieti is relevant for his production phase, Rome is still the crucial center of the company. The offices of the historic headquarters in via Vincenzo Brunacci manage the detailed distribution in Rome and its province, and coordinate the activity of national and foreign distributors.

In the first decade of 2000s, in fact, Cono Roma expands its commercial presence in Europe, America and Middle East. Still the best is yet to come...





You could see how Gianluca dedicated the first decade of 2000s to strengthen the company production capacity, thus leading it to the milestone of its first 80 years of history, in a stable, solid position.

Since it is well known that the birth of a child shifts the perspective far ahead in the future, with the birth of his daughter Giulia, Gianluca decides to further update the company, still within family tradition. It could not be otherwise, it is common, in fact, that Aunt Anna, while visiting her nephews, goes around in the factory and makes sure that



## 80 years of innovation

Family tradition and future challenges

attention to detail, quality of ingredients and taste of products keep true to tradition...

Challenges are now on new markets, Made in Italy - the one - made by generations of artisans means 'Quality' all over the world. Cono Roma's goal is once again excellence; shortcuts are not admitted.

Gianluca, leader of the company for more than twenty years, creates CRM Italia, where experience, tradition and 80 years of business skills come together. First of all, he implements a brand new 'Research & Development' laboratory, to enable the company to design, test and develop new products with solid

foundations. The strategy is to diversify the offer, while respecting the family tradition: quality approach, highest attention to ingredients, efficient production series. In other words, Made in Italy.

CRM Italia headquarters do not step away from the family zone; they are located in via Laurentina, an ancient route between Rome and Laurentum, a mythical city, the oldest of Latin people, disappeared in ancient times.

Results from Research & Development come soon, two new products ready to expand CRM Italia's commercial horizons: Mr Mixy and Barista Espresso Delice.

Mr Mixie, intended for HORECA market, is a range of blends to prepare tasty crepes, cones, waffles and pancakes quickly and easily. By adding the proper water amount, the dough is ready in a few minutes.

Barista Espresso Delice caters to modern coffee shop, with a whole range of special products: cups of chocolate and wafers to eat after tasting the coffee, blended coffee mix, aromatic syrups and decorations that make the cafeteria experience unique.

CRM Italia, with his Cono Roma brand, has quickly strengthened its presence in middle east countries such as UEA, Saudi Arabia, Bahrein and Oman, so much to become the main Italian exporter of cones and waffles in these countries.





Participation in the main trade fairs that take place in this area, and a well-organized network of exclusive distributors testify interest in these important markets.

It is true that companies have to evolve, in order to keep up with time, still for CRM Italia, the importance of family, connection with origins and pride in the excellence of Made in Italy are unchanged values since three generations.

*Mr Mixy and Barista Espresso Delice logo, two new CRM Italia brands intended for foreign market.*

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