

*Delfino*

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# THE MARQUIS OF MAYFAIR

## EXCELLENCE MEETS HERITAGE

The definition and core soul of this brand goes beyond excellence and heritage. It doesn't stop at a family-owned business.

Delfino is a historical institution of Mayfair since 1953. Today is turning its past becoming present with a whole new formula for tasting and discovering the excellence of pizza making and Italian food, served with the finest selection of wines.



# WHAT WE WERE

## BACKGROUND

The history of Delfino has a long story rich in tradition that has its roots deeply intertwined in Italian culture and cuisine. It is thanks to this long-lasting heritage that today the brand brings with it a story to tell. We like to imagine our origins as in a twentieth-century painting in which the souls of the time were animated by dreams and passions that have forged this century, especially in the 1950s, when the brand was born. Delfino was born in 1953 to coincide with the coronation of Queen Elizabeth II.

When Serafino Fiori opened his restaurant "Il Marchese at 121 Mount Street" perhaps he would not have thought that today we would still talk about him and his culinary art. It is exciting to see how even today, the attention to one's origins and the desire to combine the elegance of the brand with the modernity of the times have made it possible to maintain the same location chosen by Serafino Fiori. How can you not be proud to have witnessed history in Mayfair for more than 60 years? Delfino is all of this and more.



What is dear to the owners is the legacy of the Marquis which has allowed them to give the chain solidity and international recognition of the quality of the brand. And also the great entrepreneurial spirit of those who have been able to transform the format of the company and to position themselves in a market segment of the highest level. It is the Italian historical-culinary tradition of dishes told and presented as then, combined with the desire to give our customers that fashionable touch that could not be missing in such a prestigious London district. Precisely for this constant attention to glamour, without ever losing sight of quality, Delfino has extended its brand to the point of creating the affiliate "Fino's". Fino's is exactly the perfect product in the search for taste and tradition, one of the first Mayfair's wine lounge bars. This introduction, rich in history and tradition, is the direct consequence of our way of cooking. The products we use are products of the highest quality of Italian origin, to respect Italian culture and tradition.

From our Fior di latte mozzarella, originating directly from Naples, the highest quality flours to the tomato sauce that draws its origins from the most profound family recipes, passed on from generation to generation. It is clear how these ingredients represent pride for our restaurant, and our customers know what to expect: the simplicity of the flavours combined with an atmosphere that makes them feel at home, a familiar place to call "our usual place".





A black and white photograph of the Marquis Restaurant building facade. The image shows classical architectural details, including large stone columns and a red awning with the restaurant's name. The text is overlaid in white on the image.

**A LOVE STORY THAT  
LASTS FOR MORE THAN  
SIXTY YEARS.**

**OUR MADE IN ITALY  
COMBINED WITH  
OUR MADE IN MAYFAIR.**

MARQUIS RESTAURANT - 121 MOUNT STREET



# WHAT WE ARE

## THE NEW DELFINO OF MOUNT STREET

Unique in its kind, the flagship restaurant is set up in London and has the dual objective to present the association of pizza making with the excellence of Italian food through its Mayfair restaurant for something exquisite - and also with a quick "take away" meal - in the form of gourmet pizza - for a charming and refined authentic experience, accessible to all. The restaurant is set up on two levels and an outside area with around sixteen tables inside and five tables outside.

Delfino is famous for its brand story which takes us back to 1953 when Serafino Fiori opened his first restaurant "Il Marchese" in 121 Mount Street. Till this day Delfino delivers a historical-culinary tradition of Italian dishes told and presented as then, combined with the desire to give our customers that fashionable touch that could not be missing in such a prestigious London district.



A talented pizza maker, high-quality chefs, impeccable customer care service, an enviable location, top-quality ingredients from local and high-end suppliers. Offering excellent food to both its regular clientele and tourist all year round. The choice of dishes are resolutely Italian, although the chefs have modernised this across the continent to offer unique quality, prepared and served to the highest standards. Enjoying a Sunday lunch with your family or an excellent dinner with your friends and colleagues, Delfino is not just a restaurant and pizzeria, it is your usual place, familiar, warm, that never disappoints. Furthermore, with this constant attention to glamour, without ever losing sight of quality, Delfino has extended its brand to the point of creating the affiliate "Fino's".

Fino's is exactly the perfect product in the search for taste and tradition, a wine bar with an excellent selection of the most prestigious wines. For customers looking for an Italian 'souvenir' or guests seeking a gourmet dining experience in the streets of Mayfair, Delfino and Fino's offer the products answering their needs. The restaurant, opens daily from 12.00 a.m. to 10.00 p.m., offering the best of both worlds with a twist...

**Our Made in Italy and our Made in Mayfair.**







## SERVICE

### QUALITY AND EXPERIENCE

Behind the history and the name, Delfino has a team of around 28 professional members of staff. Each member plays a key role such as head kitchen chef, head pizza chef, manager, waiter, all of which demonstrate more than twenty years experience in the catering field and have been recruited to offer an unrivalled service.

Delfino stands as one of the leading traditional Italian eateries in the heart of London's fashion district. It boasts an annual clientele of visitors and regulars who enjoy the mouth-watering tastes of Italy, classifying it as a must-see, must-eat hotspot.

The restaurant is open from 12.00 a.m. to 10.00 p.m offering table service from lunch through to dinner and beyond making it a pleasant place to meet. The kitchen offers a strong skill set merging authentic and traditional dishes with a modern and avant-garde twist of gourmet pizza making, each of which is a substantial portion where there is no compromise to flavour and quality of each product. The food is stylish, high-quality and the service is prompt and effective.



### UNIQUE SELLING POINTS:

HERITAGE

QUALITY

LOCATION





# CATERING



Delfino opened the door to a new culinary development by extending its service to its loyal customers, catering for lunch meetings, business lunches and special dinners upon request. All of these can be accompanied by an adequate selection of wines from their sister company "Fino's" wine bar. There is an appetising choice of business lunch menus to choose from, a selection of hot and cold buffets, using the finest quality ingredients and presentation, suitable for any office meeting or corporate function. The chefs are delighted to show off their day to day dishes that add lustre to the daily menu. Delfino creates innovative and stunning hand-made canapé and sandwiches while also transforming our best seller pizza into mini finger food.





Delfino provides customers with high-quality products bespoke for their unique needs. We are available to take orders 24 hours a day, 7 days a week. Our staff members are professional, courteous and efficient so you can rest assured that you are in capable hands. We offer a wide range of catering options to suit your requirements.





# GOURMET PIZZA



Modern and contemporary style with the taste smells of long-lasting traditions and old family recipes. But “beautiful” is not enough: Delfino's pizza gourmet amazes sight and smell, taste and touch, for a triumph of nuance and ingredients that make pizza gourmet a revolutionary concept especially in modern Italian cuisine.

# ITALIAN EXCELLENCY







# RESTAURANT

Our flagship restaurant in London will reflect the heritage and glamour of one of the most famous districts in London. The sophisticated and retro design takes us back in time creating an ambience balanced between a familiar warm, informal space, and a fashionable, dynamic, vibrant restaurant.





It has an uninhibited, democratic ambience, where guests are made to feel equally welcome whether they have come to enjoy an espresso or a casual dining experience.





# CONCEPT

Delfino was born out of a love for food and tradition. Serafino Fiori in 1953 wanted to recreate that warmth and traditional taste of Italian cuisine. Today, Delfino is an original Italian restaurant with a pleasant atmosphere and a menu of exquisite dishes. This has successfully evolved into a prestigiously trendy hot spot that regular customer now recognises for its high quality and variety. The company has goals in developing this brand internationally, both using the expansion of its restaurants, and franchised location.

Delfino's onward journey: The first franchised opening in Saudi, where subsequently further units will be added shortly afterwards.

## FRANCHISE SELLING POINTS:

- **ENTERING LUXURY ITALIAN FOOD WITH AN EMINENT SIGNATURE**
- **WORKING CLOSELY WITH OWNERS TO DELIVER BRAND'S CORE MESSAGE**
- **KEEP UP WITH A TOP LEVEL STYLE AND MADE IN ITALY IMAGE**
- **BEING CONSTANTLY UPDATED AND TRAINED**
- **TAKING ADVANTAGE OF MARKETING AND COMMUNICATION SYNERGIES**
- **LEARNING IMMEDIATELY THE KNOW-HOW OF A SUCCESSFUL FORMULA**



# FRANCHISE

## FULL SUPPORT ASSISTANCE TO THE FRANCHISEE:

The goal is to provide the best support by assisting in location, set up and continual guidance to the franchisees to help them optimise the performance of their restaurants before, during and after their opening.

As a supportive partner, Delfino is fully dedicated to the success of the franchise, seeking people or companies who are committed and have entrepreneurial skills and management and leadership capacities.

Catering experience, who are passionate about challenges and dealing with the public, but who at the same time would like to have the support of a prestigious brand with wide experience in the sector.

So with the ability to manage both people and finance, and with a firm commitment to enter the restaurant sector with a mind set on success, subjects are invited to learn more about this dynamic and successful International Franchise and to become a part of the Delfino Mayfair.

## CONCEPT STORE INTERIOR DESIGN IDEA:

### environment: warm - refined - material

- Tables with concrete effect top and base bronze
- Boiserie for the whole room and wall & co paper lived effect.
- Seats are divided into upholstered velvet chairs stain-resistant colours of the brand to be defined, quilted benches in eco-leather.
- The floor in hexagonal tiles with concrete effect
- Industrial style lamps in bronze
- Diffused light throughout the room with wall lights and perimeter LEDs.
- Olive and medlar plants in concrete pots contrast greens





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