

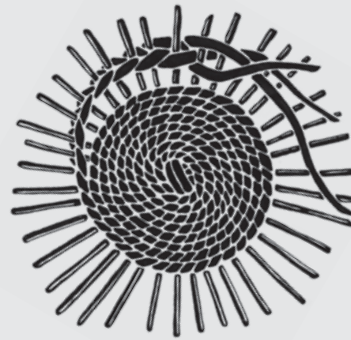


TROUFA
BREAD & CHOCOLATE





Excite your senses...



The TROUFA concept

As soon as you walk into a **TROUFA** store, all your senses are stimulated at once. You smell fresh baked pastries that create the same nostalgic warmth they did when you were young. You see colors that ignite your imagination and awaken the need to discover. Curiosity takes over, you hear sounds that immediately associate with relaxation; espresso beans grinding, steam gushing into latte kettles, soft music, laughter, coffee cups being set on their plates. Come in and sit down if you have the time.

We save the immediate senses for last, when whatever delicacy you have selected that moment settles on your tongue and touches the roof of your mouth, when you are surprised by the texture of fresh ingredients that are put together in a way that they don't lose their definition. Finally, you get to taste, and that is when you know, to the very core of your heart and mind, what we are all about.



“Traditional French culinary excellence is combined with the finest natural ingredients to create a catalogue of baked goods that is not only authentic but also healthy and alive with flavor”



Boulangerie

At **TROUFA** we bake our breads and pastries every few hours rather than our entire daily batch in the twilight. This guarantees our promise for fresh baked goods, that most of the time are still warm from the oven at the time of purchase and in the case of a sit-in, at the time of consumption. Hence the phrase in our logo emblem, “Established Daily”.

You can find anything from traditional breads to rare varieties, breads with popular super foods, gluten free, fresh sandwiches, petites feuilles, quiches, croque-monsieur and other savory pastries.





Pâtisserie

TROUFA has all time favorite desserts like éclairs, lemon tarts, apple pies, gianduja cakes, and profiteroles. All crafted with the perfect balance of flavors and substance. Our internationally awarded chef pâtissier deliver visually stunning works of art that offer a suitable prelude to the tasting experience that follows.



“Fine Arabica espresso beans, Tahitian vanilla, Belgian and Swiss chocolate, French butter, ... the difference, is in the details.”





Chocolaterie

It has been scientifically noted that eating chocolate simulates the same reactions in the human brain as the emotions associated with love. Chocolate is the cornerstone of our brand, and our first love. Chocolate is where we come from. Our namesake, **TROUFA** is Greek for Truffle. We began as a boutique chocolaterie in Athens, and it was our expertise in chocolate that put us on the map.

Everyday we reinvent the way we taste, prepare and combine chocolate with other ingredients. When it comes to sourcing our raw material, we look for the freshest and purest there is on the market, and we don't settle for anything less. Our chocolates are fresh so they have a very short shelf life. This means we produce them almost 24 hours a day continuously and replace them on our store shelves with almost exaggerated frequency.



“ Our chocolate creations stand out in a range from conventional recipes to our signature ones...
...We are chocolate.”



“ Our Gelato isn’t just
good...It’s good for you.”



Gelateria

We use no artificial coloring or preservatives. Our gelato is fresh and natural. Our flavoring is only from the finest produce in Europe. We don’t use margarine, we don’t use fat. That is why our gelato has more taste, the flavors aren’t overpowered by the cream.

Like everything else at **TROUFA**, it’s made right here in the store.





Cafe

Combine the aroma of a French bakery, the buzz of an Italian espresso bar and the look of a Manhattan cafe, and you have the sit-in experience of a **TROUFA** store. Our selection of coffee is always the finest 100% Arabica, our Baristas are specially trained and some even contenders in international competitions, and are staff, well, let's just say you get treated like a regular even if it is your first visit to the store. What better place to enjoy **TROUFA**'s delights than steps away from the kitchen.





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