



# VALVONA & CROLLA®



**Est 1934**

## **NEW VENTURES FOR VALVONA & CROLLA in 2018**

**Valvona & Crolla**, Edinburgh's original Italian Food and Wine Emporium, established in 1934, recently opened a Caffè for staff in the new offices of Aberdeen Standard Investments on St Andrews Square, Edinburgh. The new venture is open all day for coffee, teas and snacks, as well as serving breakfast and lunch.

Staff there are also able to enjoy regular Valvona & Crolla tastings and events and take advantage of their product and gift offers.

**Valvona & Crolla** continues to develop too its retail offering of quality Continental and Scottish produce and gifts within House of Fraser with two concessions in Edinburgh (Jenners and House of Fraser West End) and one in Jenners Lomond Shores, Balloch, since 2008, as well as a recent successful pop-up Christmas food and gift shop in the House of Fraser Glasgow store. They are now working with House of Fraser to develop opportunities across their Scottish estate.

Passionate about sourcing and showcasing Scottish artisan crafts and products that appeal both to the local and tourist market, Valvona & Crolla also continues to work with local designers, artists and producers across all their outlets.

In response to customer requests, from February 2018 **Valvona & Crolla** Elm Row Delicatessen & Caffè Bar will be extending its opening hours to serve dinner Thursday to Saturday evening. The popular **Valvona & Crolla VinCaffè** brand will come home to the Elm Row kitchen to offer an evening menu of authentic, Italian home cooking, accompanied by wine from their award winning list at shop retail prices with a minimal corkage charge.

The company will continue to focus on serving the best quality Italian ingredients expertly cooked in its Elm Row kitchen, recently awarded 3 points in the 2018 Good Food Guide.

In order to facilitate this change, develop other strands of the business and with the Multrees Walk Lease coming up for renewal, the **Valvona & Crolla** Board has decided not to await the opening of the St James project in 2020. With the agreement of their Landlord, they have decided not to renew the lease on the VinCaffè premises on Multrees Walk and will close that operation on 7<sup>th</sup> January 2018.

Philip Contini, Chairman of the family run business said:

*"We are so excited about the continued development of our company in retail, corporate catering, online sales and concentrating on our founding premises on Elm Row. We are well into our fourth generation and with a clear plan for our future direction. This excitement is without doubt tinged with sadness on the closure of VinCaffè on Multrees Walk, which has been a tremendous experience for us and we thank our customers, staff, suppliers and not least our landlord for that. We have an excellent relationship with our landlord, LaSalle Investment Management, and wish them all the very best as the new St James development takes shape over the next three years. We are pleased to say that the permanent staff at VinCaffè will continue to be employed in our other locations in Edinburgh.*

*We now look forward and continue with the popular concept of authentic, good value Italian casual wine and food dining, using top quality Italian and Scottish produce in our award-winning kitchen in our original Elm Row premises, as well as concession development within House of Fraser.*

*Over the last fifteen years our business has grown in many areas, not least online with [www.valvonacrolla.co.uk](http://www.valvonacrolla.co.uk), and our free UK delivery service. We continue to do what we are best known for: offering the best selection of quality Italian and Scottish produce, gifts and wine and spirits and providing our customers with a unique shopping and eating experience."*

**Valvona & Crolla** will continue to run its year-long programme of events at the Elm Row Delicatessan & Caffè Bar, including wine, whisky and cheese tastings, Italian Regional dinners, Meet the Producer evenings, Literary Dinners, Cookery Demonstrations, Tea Dances, Jazz and Italian Music Nights and not least Philip Contini with his Be Happy Band. Further details on [www.valvonacrolla.co.uk](http://www.valvonacrolla.co.uk)

In August Valvona & Crolla at Elm Row will return as one of Edinburgh's longest running Fringe Festival venues, with its own eclectic programme of musical and theatre shows.