



INTERVIEW WITH ALAN RONCON
ITALIAN PASTRY CHEF AND CHOCOLATIER

EVERYONE NEEDS CHOCOLATE DURING THIS CRISIS

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"KEEP YOUR BUSINESS GOING IN THE REALITY OF COVID 19."



Alan Roncon is a well-known pastry chef from Padova, one of the most distressed areas from the beginning of the COVID19 pandemic in Italy.

Social life in Italy has stopped; all events have been cancelled. Of course, he is preoccupied for his business, but even more, because the community could fall apart.

**"PEOPLE HAVE LOST THEIR ROUTINE" -
SAYS ALAN, " AND ARE LOSING
CONFIDENCE AND DIRECTION, WITHOUT
THE DAILY ROUTINES THEY USED TO
HAVE".**

SHARING ADVICE WITH PEERS: BUILD ON DIGITAL

From March 12th, all non-essential business in Italy, including pastry shops, have closed their doors, this was announced overnight by the prime minister.

A week after the lock-down, he was ready to reach out to his customers, let them know that he is still operational with a delivery service.

Now Alan is producing and delivering a range of sweet delights: from the daily treats like brioches and croissant to the Birthday cakes and Easter Colombas (a typical Italian cake with Panettone dough in the shape of a dove).

"I had to adapt my offer as well", claims Alan. He has reduced his mignardise portfolio, switching to products with a longer shelf life and more suitable to home delivery.

Alan manages his business through Instagram; he has not implemented an online shop yet. "This moment has made it clear to me that we have to build a digital business, we have to create our online shop because many people will not come back to the physical shop." "If we want to keep people consuming sweet treats, we will have to deliver it also after the crisis is over!"

THE SITUATION ISN'T EASY. IT IS CHALLENGING TO REINVENT OUR BUSINESS AND TO BUILD A CLOSER RELATIONSHIP WITH OUR CUSTOMERS, USING SOCIAL MEDIA AS A NEW WAY TO COMMUNICATE

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The way Alan is communicating to his clients has dramatically changed, from offline to online!

"Before we used Instagram and Facebook occasionally, now we use it everyday, to talk to our customers!"

The business is not up to the previous sales level using digital sales.

So Alan is using the extra time to reshape his offer, developing new recipes he always wanted to do but never had the time to.

He is primarily reflecting on colours and how to make his products even more exciting.

After the crisis, Alan will additionally organise his workflow differently: Increasing the recipes with a longer shelf life to optimise the efficiency of his lab. The pandemic has taught him how important it is to balance both in his lab.

DESPITE THE CRISIS, ALAN IS POSITIVE ABOUT THE FUTURE. "WE HAVE TO BELIEVE IN THE IMPORTANCE OF OUR WORK BECAUSE IT IS NEEDED NOW AND IT WILL BE NEEDED AFTER THE CRISIS!"



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