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OVERVIEW



Kicking off as a lateral event within Milan Expo 2105, Mercato Metropolitano rapidly outdid its promoters' first scope and it is now offering itself as a truly alternative and informal urban retreat, where food appreciation and social encounter can marry in vibrant fashion. Mercato Metropolitano first opened in Porta Genova, an iconic neighborhood in Milan, placed close to the city famous canals, Navigli. The concept freshened up a 15.000 square meters and half abandoned site near the local rail station, infusing new life to a hefty, graffiti-coated warehouse (once host site of the historical Sinigallia flea Market). The space consists now of a covered food-hall, an open air farmers' market, street-food stalls, a local products retail store, a kitchen school with laboratory, vegetable gardens and a cinema. Everyday it hosts events, gigs and workshops, providing visitors with an all-round, highly immersive experience.

**A PLACE FOR AN ONGOING
DIALOGUE.
PEOPLE, FARMERS, CHEFS,
RETAILERS, ARTISTS.**

**LIKE IN A CRAFTSMANSHIP
WORKSHOP, WHERE EVERYONE
SHARES THE SAME PASSION FOR
THE SIMPLE, THE CREATIVE AND
THE NEW, WORKING IN HARMONY
FOR A COMMON PURPOSE.**

Slow Food
Terra Madre
Hello Hub
Fuori Expo



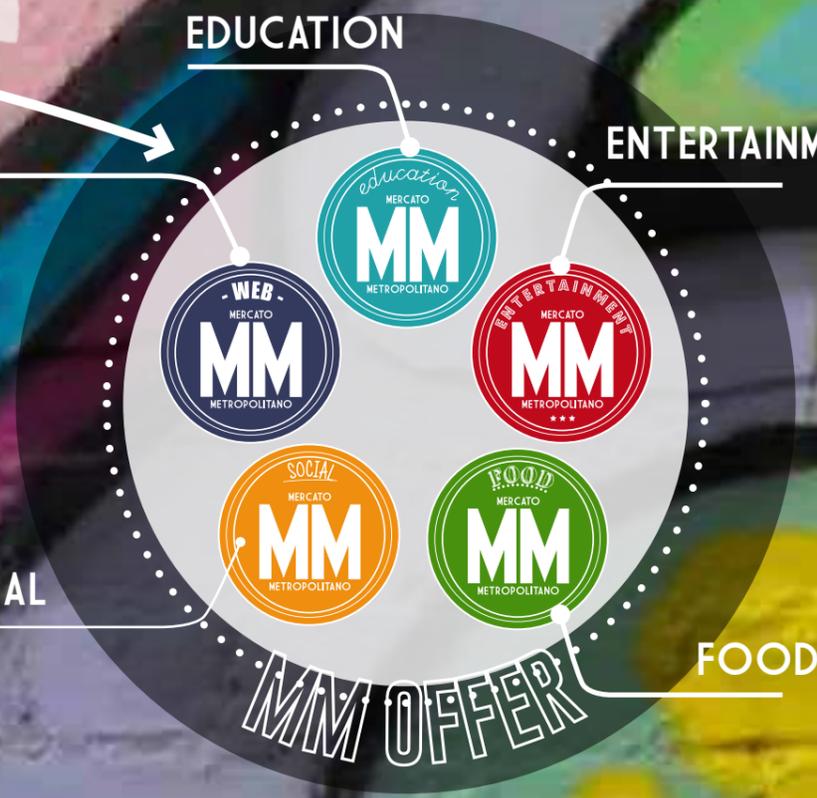
VALUES

- GLOCAL
- CRAFTMANSHIP
- URBAN RENEWAL
- SHORT VALUE CHAIN
- HEALTH THROUGH QUALITY
- ENGAGEMENT
- CONSISTENCY
- SUSTAINABILITY
- CORPORATE SOCIAL RESPONSABILITY

WEB

EDUCATION

ENTERTAINMENT



SOCIAL

FOOD

EXPERIENCE

“ OUR VALUES

1. CRAFTSMANSHIP
Accuracy, passion and mastery drive our business philosophy and form the basis of our approach to sustainability.
2. HEALTH THROUGH QUALITY
Wholesome food, meeting nutritional requirements and dietary needs: choosing only the best ingredients for our customers.
3. URBAN RENEWAL
We qualify strategical locations in metropolitan
4. SUSTAINABILITY
Recycled materials, no-frills layout, a zero-waste food lab are a tangible aspect of our commitment.
5. SHORT VALUE CHAIN
We want to reduce the gap between consumers and producers, by tapping mainly into local growers and retailers.
6. ENGAGEMENT
Involving customers in a unique experience, through food, entertainment and social encounters
7. CONSISTENCY
We firmly believe that clear information on products is crucial to build customers' loyalty.
8. GLOCAL
While striving for international presence, we adapt smoothly to the local dimension.
9. CSR
We believe our values are a driver of positive social change. We work hard to give back to people meaningful rewards, in both social and environmental terms.

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BEING ARTISANS

“Today, we suffer from an almost universal idolatry of gigantism. It is therefore necessary to insist on the virtue of smallness, where this applies.”

Ernst Friedrich Schumacher

In this hyper-connected world of ours, what does the word “craftsmanship” actually mean? The philosophy of the artisan permeates our brand identity and takes shape in our business concept.

We all very well know the care craftsmen are used to place upon everything they are doing. For them, the how is crucial. How to get the best result, through a patient work of infinite refining, moved by insane passion and a sort of innate sense of a mission. Thus, the idea comes into shape, often outdoing the initial purpose and touching further remote boundaries, sometimes even stepping into new, pristine horizons. At Mercato Metropolitano, we are keen on approaching every activity in such a way. Our whole offering is all about artifacts prepared with great care, refraining from mass-produced output, but still with a tight grip on efficiency and method. To our customers, we provide an experience that goes beyond the mere food enjoying: everything we do rises awareness about the importance of everyday gestures with a view to contribute to the overall sustainability, environmental, economical and social at the same time.

MEET THE FOUNDER

ANDREA RASCA

Chief Executive Dreamer

FEW WORDS WITH
THE DREAMER

Where is this idea coming from?

We were envisioning a new way of approaching food retail, as I was not satisfied with what we have achieved till now. Shops, shops, commercial centers, supermarket all with an idea in mind, to convince people that "cheap" is good, and that brands are more important than ingredients.

Well, I strongly oppose all of that. As I believe that "cheap" in food is in reality "super expensive", not to say dangerous, for both our bodies and minds, as well as for the Environment.

Junk food, which is any product made with preservatives, GMO, useless and silly additional just to make the products last longer and cost less, are in total denial of what we really need.

This a deep change in pattern of consumism, as we peaked the worst, today only the big industry is winning, and the little people is left with very little capacity to choose, and they lack information and are instead bombarded with advertising.

Why can't we see that the growth of illnesses such as obesity, diabetes, and other are all derived from us eating not what we need and what Nature already gives us, but what a multinational manage to create in a laboratory, in order to have a mass prediction, with amazing margins, of "sterile seeds"..., no, this is crazy, and we have to put an end to this craziness.

In addition to this, what I found was lacking, was a sustainable new format of organized food retail, which could enable the small producers, the artisans, and the farmers, to sell their products without being bullied by the giant retailers.

And in doing so my dream was to offer the customers a real, natural, healthy and very tasty experience.

What is happening nowadays is a profound shift in people's rituals about food and conviviality.

If you look around, the food service sector is witnessing the rise of a new kind of consumer, one who looks for superior quality - and quality moments - precisely within traditional procedures and habits. This is not today's news, but the acknowledgement of this kind of user is relatively

So are you suggesting that this model is set to be rather disruptive in the Italian panorama?

There was a public tense, we managed to convince local authorities of how valuable this project could have been for the city as a whole- I'm from Milan and I really do care for this city. I felt this was an opportunity for an entire community not to be missed out.

And from there we started, to move temporarily to Turin, and now London.

I realize that MM is supranational, is for everybody, in each country recent, at least in Italy

Could you define MM in simple words?

Well, it's an evolved Community based Food retailer with an Italian soul. With no ghost of a big brand, if you don't consider a "brand" all those top quality restaurant which chose to open up a stall in our flagship store in Milan, or London.. I mean no big consumer - brands, just small producers, small traders. MM acts as a two-sided platform connecting these very people with customers. With a purpose: creating opportunities for agile interactions and exchanges.

That said, it seems you are building up a new kind of marketing model. Where did you draw inspiration from?

We freshened up an evergreen format: the street market in all its facets, but with a new twist. We couldn't ignore the evolution of urban tastes and eating habits.

It's utterly unique place to work, with everyone working so hard and with such passion.

We are adamant about Mercato since the beginning was its absolute urban DNA. So we looked beyond, to other North European food markets, to Japanese ones, and even more to enlightened retailers in the bio and organic market. I took inspiration from all around the World.

What can consumers find in Mercato?

Quality bites, of course. This place is like a chic democracy.

People flock here for a simple purpose: eat. Where for eating I mean something more than mere food consumption. And once they are here we are offer them an

all-round experience: cinema, workshops, gardening, gym, music, art. We want to make a real pivot out of this place. And numbers suggest we have been right.

Were you expecting this success?

Yes and no, we were confident of our job and of the favorable co-occurrence of the Expo for the Milan store, but we underestimated the success and the incredible gushing about it which followed suit. We then tried in a very less and a bit forgotten area of London, with a minimal natural footfall, Elephant Castle, but even here the results were beyond expectations. Every one of us was working so hard and with such passion and I am so proud of this choral result.

Your best product?

All of them, as quality are king to us. We are a maniacal about this. We want only good, natural, artisanal, local and possibly also organic products in MM.

What is the target of clientele?

I hate confinement, I loathed categorizations, MM is a real Piazza, for everyone, and the type of clientele varies depending of the days of the week and the hours of the day, as it happens in every Piazza.

Anyway what I think is important to point out is our absolute democracy, we aim at speaking to anybody. We don't have a target. Everyone, from kids with their parents to retired couples, may enjoy Mercato.

Of course at first we studied our market, we tried to segment. But we are crossing various social and demographic layers.

You conjured up a solid team of people, how was working with them?

Everyone is working so hard and with such passion and I am so proud to have this team of dreamers to rely on.

Because only by dreaming a new order of things we can come out of this spiral of damaging industrialization based on a "only profit" oriented economy and society.

I want to put the person again in the center, with all the important values attached: family, friends, health, happiness, taste, community, sustainable growth, self realization, pride in who one is and in what is doing, and so many more.

Is MM replicable?

Oh yes, and for the simple fact that it is a model "non-modeled". Confusing? Not at all, it means that MM is a model, which like the water of a rivers, flows and adapt itself to the local constraints and needs.

Being a community based market with an Italian soul means we believe in the importance of biodiversity, of aggregation and inclusiveness.

Therefore wherever we will open we will integrate the local tradition, and empower them. We aim at giving a voice to all the small, real, passionate farmers, producers and artisans of the world.

MM, for this reason, has also been defined an "Artisan's Movement"

What are the future plans?

There are so many that it is difficult to mention all of them, but let me list only the first which come to mind:

1. New MM openings, we want to open in Metropolis, as the name cites, but all of them, so years to London, Milan, Berlin, Tokyo, Miami, but yes also to Kampala, Teheran, Beirut, Fukuoka, Manchester, Lyon etc.
2. When a "Mother" MM is opened, in every City we will start opening the children, the smaller and focused "M3" the MiniMM. Local stores
3. 100 openings in 6 years, this is my dream, and together with this 30.000 new jobs, paid well, but most of all ...30.000 new proud individuals, and hundreds of thousands of happier and healthier persons in the world.
4. We will, along with this, start the recruiting campaign to find partners all around the world, and we will assist them in the growing process, as we will define an MM private label policy, in order to help the customers have an easy and trustworthy selection process, while giving to many small producers the possibility to concentrate on the maximization of the quality production process only.
5. Organization: simple, flat as possible, and with a clear 1 to 12 maximum pay difference. Which means that the Ceo will not get more than 12 times what the last of the employees earns.
6. Community, we want to create and reestablish communities within MM and around it.



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