

PANETONE BAJ®

Dal 1768

PRESS RELEASE – 23/1/2017

The Panettone Baj is making a comeback

After two and a half centuries and a time of “rest”, an iconic brand of the classical Milanese cake is again on the market.



Giuseppe Baj, born in 1839, belonged to a family of pastry chefs that had been making panettone since 1768. He was one of the big producers who launched the panettone far beyond the Milanese and Italian borders and made it what it is now: one of the most popular and widespread desserts in the world.

His pastry shop was in Piazza del Duomo, on the corner of Via Santa Radegonda, right beneath the Madonnina's spire, a popular meeting place among the city's beau monde of literates and artists.

The Futurist poet Marinetti was one of the many habitués of the shop; every year he treated his friends to a Baj Panettone for Christmas together with an issue of his magazine “Poesia”.

The Confetteria Baj was located in the first building in Europe lit by electricity in 1883.

Baj & C. srl

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Booklet

Every Baj Panettone includes a booklet illustrating its history.
[Click here to download the pdf](#)

Website

www.panettonebaj.it

Interviews

Cesare and Tomaso Baj are available for interviews.

Contact:

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Pictures

All pictures below can be downloaded by clicking on the link. Other pictures can be downloaded from the website.

PANETONE BAJ

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Logo Baj Panettone beige on dark background

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PANETONE BAJ

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Logo Baj Panettone brown on bright background

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The panettone, confectionery and chocolate were produced “in a big factory through hydraulic power and steam”.

In his twenties, Giuseppe Baj participated as a soldier in Garibaldi’s army during the 1859 and 1860 Unification of Italy campaigns.

He then married Teresa Campiglio, who assisted him with the management of the business. They had six children.

The two people responsible for the revival of the brand in the 21st century are two direct descendants of Giuseppe Baj: his great-grandson Cesare Baj and his great-great-grandson Tomaso. Cesare works in publishing and aviation and Tomaso is a communication designer.

When asked why they embarked upon this project they reply: “We grew up surrounded by mementos of the business of our ancestor Giuseppe, among which his portrait that has been hanging in our home since generations. At some point, mostly for sentimental reasons, we decided to re-register the brand and to relaunch the production of the Baj Panettone.”

“Both me and my son pursue other professions and as a matter of fact also my father chose a different career by setting up a textile business after World War 2 - Cesare Baj continues. However, the idea of bringing back to life a widely known and successful family owned brand is very rewarding.”

“Being aware of the risks associated with new and specialized business, we appealed to the highest authorities on pastry production as well as to top well-established and reputable factories in order to obtain the maximum quality for the continuity of the historic family recipe.

On our part, we are concentrated on what we do best: communication and brand promotion, not only aiming at the Milanese and domestic markets, but also at an international business platform [an area in which Cesare Baj has an extensive experience as an aviation consultant].”

The Baj Panettone continues to be a premium product, tailored to the needs of high-end consumers and as a luxury corporate gift. Every Baj Panettone includes a 24 page richly illustrated booklet, which describes the history of the brand, the life of Giuseppe Baj and his achievements in the field of patisserie and confectionery.

Cesare and Tomaso chose to adopt the images and logos of the late 1800s original Baj Panettone packaging and in the meantime propose some marketing ideas of their own.



Portrait of Giuseppe Baj
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Confetteria Baj, in Piazza del Duomo, nowadays Cinema Odeon
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Confetteria Baj in a 1885 print
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Cover of a promotional calendar, with a catalogue of items produced by Giuseppe Baj
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Wooden box used for sending a 2 kg Baj Panettone by mail
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“In the time of our ancestor – Cesare Baj comments – panettone was sold fresh the whole year round and both the inhabitants of Milan as its visitors were able to appreciate the cake straight out of the oven at any time. It would be great to have the possibility to propose panettoni at every season, at least in Milan, a key city of the globalized world. I am aware of the fact this is a recurring proposal with not an easy outcome, but I think it is worth the united promotional and marketing effort on behalf of all panettone producers.”

“We are also working on identifying alliances between gastronomy and culture, similar to what is happening with the state of the art “made in Italy” food industry.

In 2016, a small trial launch of the Baj Panettone offered the right occasion to present its production, which for the time being is small-scale and handmade. By all accounts, the 2016 version of the Baj Panettone received rave reviews, both from the “common” consumers who tasted it, as from a panel of “experts” and pastry professionals who participated in various blind trials.

From a commercial point of view, it will be on sale from 2017 and available in different types and sizes.

Whatever the future of the brand will be, one thing is certain, the base of this initiative rests on solid and ancient firm grounds.



The trial launch consisted of panettoni of 500 g and 1, 2 and 3 kg wrapped in printed paper. Every panettone comes complete with a booklet illustrating the history of brand and product.

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Cover of a catalogue of items produced by Giuseppe Baj
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Giuseppe Baj's and Teresa Campiglio's four eldest children, promotional picture
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Confectionery packaging, Giuseppe Baj
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Cesare and Tomaso Baj, direct descendants of Giuseppe Baj
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Cover of the 24 page booklet put into every Baj Panettone
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