



**Palazzo Riccucci  
2019 Media Kit**

# Dear friends, Thank you for your interest in our hotel.

As natives of Montappone, we are thrilled you chose to learn about us and our town. Like all Italians, it is our passion to make people feel at home and relaxed, and we take the art of hospitality quite seriously. That is something we will never compromise.

Change, on the other hand, is something we have embraced of late, and it has been for the better. Months ago we launched a brand new website featuring everything a traveler needs to know about our hotel, including information on our amenities and even a definitive guide to exploring our jewel of a region, Le Marche. We have also refreshed our Instagram account and update it daily with stunning photography and the exciting goings-on here at Palazzo Riccucci.

What's more, our annual wine festival is enjoying its third edition this year, and it is going to be our biggest with over 100 wines on offer from more than 20 different local wineries. We'll be expecting upwards of 400 guests, too, all of whom will get to enjoy craft beers, artisanal cheeses and our famous outdoor, wood-fire pizza.

We hope you find everything you need to know about us in the next few pages.

And the next time you find yourself in Italy, don't be shy and stop by.  
Grazie mille,

The Hotel Founders,  
Franco and Gabriella Riccucci  
(Signature)

# Our Family:

**We don't say "staff" at our hotel. These people are more than that—they are our family and the pillars of our success.**

**Emanuele Caraceni** — A production veteran of Montappone's storied hat-making industry, Emanuele manages all operations at Palazzo Riccucci and there is a single guest request he hasn't satisfied.

**Fabiola Costanzi** — Fabiola does double duty at our restaurant as general manager and sommelier; She has an impeccable taste for wine and often recommends the best bottles to pair with our dishes.

**Maicol Riccucci** —Maicol is one of the founders' two sons, and as a skillful chef, he dedicates his time to crafting the most delicious dishes we have to offer. He's also an expert at sourcing and using local ingredients for delectable results.

**Christiano Riccucci** — Like his brother, Maicol, Christiano has helped with the inception of our hotel, and can often be spotted at his parents' pizzeria, La Carovana, making sure everything is in order. A part owner, Christiano is committed to ensuring everyone's stay is perfect.



## Our Story:

Serving great food and hosting our friends has always been in our DNA. The for past \_\_\_ years, we have operated our local, family-friendly pizzeria—“La Carovana”—with great success. And yet, we craved a new challenge, one that would be rooted in fine dining and traditional Italian hospitality. So, in 2010, we went about restoring a gorgeous castle that was buried in the hills of our Montappone and with 40 years of disuse. After a gruelling renovation and decorating process, we and our sons, Maicol and Cristiano, opened Palazzo Riccucci in 2014 and to this very day, we always think back on how fine of a decision it was. Today, our charming, 12 room hotel sees visitors from all over the world who seek a quieter, quainter side of Italy to enjoy.



# About the Property:

**Our hotel is unlike any other you've seen before.**

Brief paragraph on property: Palazzo Riccucci is nestled within the hills of Montappone, Le Marche, a humble, yet historic region revered for its stunning, lush landscapes, hidden beaches, Roman ruins and majestic mountain ranges. Here, life is simpler and tranquil. Spectacular sunsets and rolling green hills replace bustling sidewalks and industry. Those who seek utter relaxation, delicious local food and classic Italian service are in good hands at our hotel.





## **Our Rooms:**

**Our property boasts 12 rooms, and each is has been decorated with curated Marchigiano antiques sourced from around our region. They are also furnished with simple, yet elegant pieces**

## Single Rooms:

Our single rooms come with one full bed. From €60 per night (€65 during high season)

- Comfortable beds
  - Hypo-allergenic bedding and pillows
  - Wall-mounted television
  - Hair dryers
  - Complimentary Wi-Fi
  - Bath amenities
  - Self-controlled air conditioner
- 

## Double Rooms:

Our double rooms come with one double bed. From €90 per night (€100 during high season)

- Comfortable Beds
  - Hypo-allergenic Bedding and Pillows
  - Wall-mounted Television
  - Hair Dryers
  - Complimentary Wi-Fi
  - Bath Amenities
  - Self-controlled Air Conditioner
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## Triple Room:

Our triple room comes with one full bed and one double bed. From €120 per night

- Comfortable beds
  - Hypo-allergenic bedding and pillows
  - Wall-mounted television
  - Hair dryers
  - Complimentary Wi-Fi
  - Bath amenities
  - Self-controlled air conditioner
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## Family Room:

Our family room comes with one double bed and two single beds for the children. From €160 per night

- Comfortable Beds
  - Hypo-allergenic Bedding and Pillows
  - Wall-mounted Television
  - Hair Dryers
  - Complimentary Wi-Fi
  - Bath Amenities
  - Self-controlled Air Conditioner
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## Suite:

Our suite comes with one double bed.  
From € 190 per night

- Comfortable Beds
- Hypo-allergenic Bedding and Pillows
- Wall-mounted Television
- Hair Dryers
- Complimentary Wi-Fi
- Bath Amenities
- Self-controlled Air Conditioner

## Our Food:

While Italy is world renown in epicurean culture, there's still much to discover beyond the typical pizzas and pastas of lore. In our kitchen, chef Maicol Riccucci takes Italian classics and updates them with subtle flair, as evidenced by such dishes as “Celli de li Frati,” a sublime pasta similar to spaghetti in form that's made simply with water and flour (eggs are not included). We're also known for our “Deconstructed Oliva all'ascolana,” which is a twist on a local classic that dates back to the 1800's. Picture a medley of ground meat (either veal or beef with chicken and pork) that's deep fried then finished with an olive-based cream.

## Fact:

There is a unique and ancient type of wheat cultivated in the south of Le Marche called “jervicella” (YER-vee-che-lah). What makes it special is its dual value—jervicella makes the base of the flour that, in turn, produces a delicious pasta that's low in gluten (making it quite digestible). “We love to use jervicella for our distinct pastas,” says Emanuele Caraceni, operations manager at our hotel. “We even used to make straw hats, the same ones that have made our hometown the hat capital of the world.”





# Kind Words From Our Guests

**We are ever indebted to those who speak of us with warmth.**

“The food was truly adventurous. When so much of Italian cooking is tasty but predictable, this place was genuinely interesting with its pasta dishes and secondi plates. Just as I’d expect from a Michelin star restaurant.”

*Mike, London, UK*

“We were very impressed by the food here, both the quality of food and the excellent preparation. This is not rustic, but fine dining using high quality local produce by their skilled chefs. Clever use of local tastes with a modern twist.”

*Paul G, London, UK*

“The food is outstanding, nothing too fussy, but full of clever twists on traditional favourites like Olive Ascolana. The service is elegant but friendly, and every aspect of the experience is perfectly executed. It makes for a special, unforgettable evening.”

*Eric B, New York City, U.S.A.*

## Events Are Our Specialty:

**We pride ourselves on our high level of hospitality and take no exceptions when it comes to hosting events.**

Palazzo Riccucci's Annual Wine Festival: Attracting over 400 guests (and counting), our private wine festival continues to grow in popularity. Wine aficionados can enjoy any one of the over 100 varieties of wine offered by more than 20 different local wineries. We also take advantage of the moment to serve award-winning, artisanal cheeses and cured meats made locally in Le Marche.

We Do Beautiful Weddings: Whether it's an intimate sharing of vows amongst family, or that grand, fairytale wedding, Palazzo Riccucci has several beautiful venues to choose from with some of the most picturesque settings in the Italian countryside.





## **The Magic of Le Marche:**

**Here are a few angles that would make for excellent pieces.**

## **The Italy (or Europe) You've Never Seen**

There was a time when the name “Italy” would conjure images of leaning towers and painted basilica ceilings. Today, it is the mid-eastern point of our peninsula—with her sprawling hills, epic “Monti Sibillini” and spectacular hidden beaches—that is seducing tourists itching to see more.

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## **“The Lost City of Hats”**

When most people think of milliners, they likely won't envision a small, hilly town in mid eastern Italy. Yet Montappone is known the world over as the capital of hats, and hat-making is the town's main source of income. The Museum of Hats in Montappone reveals the entire process, from straw-picking to weaving.

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## **“The Most Underrated Wine Region Right Now”**

Nevermind our own annual winetasting festival—which brings in over 100 vendors of fine wines, cheese and cured meats—Montappone itself is an unsung purveyor of internationally acclaimed wines, and it is home to a host of family-run wineries that overlook the stunning Adriatic Sea.

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## **“Get Lost In The Other Ancient Italy” — Urbino,**

with its picturesque piazzas and rich Renaissance history, is a godsend for history buffs and lovers of Romantic art. The National Gallery of Le Marche—which houses breathtaking pieces by famous 15th century painter, Piero Della Francesca.