

La Casa celebrates 20 years

DECEMBER 2008 marked South Australia dairy player La Casa Del Formaggio's 20th Anniversary, with a celebratory dinner.

La Casa's founder Gerry Cicchiello, and current MD Claude Cicchiello celebrated with La Casa's 50 staff prior to Christmas.

Ironically, it opened its doors around the last recession as the economy tumbled into the latest potential recession.

Gerardo (Gerry) and wife Rosa Cicchiello emigrated to Adelaide from southern Italy in 1964 and decided to capture an authentic Italian flavour to local cheesemaking.

Cicchiello, without formal business training, opened a business in 1984 primarily selling home made continental products. Rosa began to make traditional Ricotta in her kitchen and sell it through the continental store. The customer response was so overwhelming the couple decided to focus on cheese making and in 1988 La Casa Del Formaggio was born.

Back in 1988, approximately 200kg of fresh cheese was made by hand each week in a small kitchen, compared to today, where over 30,000kg are pumped out from a purpose built first



La Casa's popular Bambini Bocconcini.

class facility with export capabilities at Glynde. La Casa's Bocconcini products are currently the market leader in the Bocconcini category and are available in Coles, Woolworths, independent supermarkets and many gourmet delicatessens.

Claude and Marisa, two of Gerardo and Rosa's children, became involved in the business in the early 90s, with Claude now assuming the role of MD. F&D



RIGHT: Cheese stretching.



La Casa's Claude (right) and Gerardo Cicchiello.