

SFIZIO

A STORY OF FAMILY, TRADITION, AND INNOVATION



For over seventy years, Sfizio has been the crossroads of stories, flavors, and people in the heart of Rome. Born as a small Sicilian pastry shop, the place has passed through generations of family management, becoming a landmark for those seeking quality and authenticity. Today, led by a new generation, Sfizio continues to preserve its roots while embracing the change and multiculturalism that define the Esquilino district, offering a unique experience every day that combines tradition and creativity.

TITÌ: THE SOUL THAT GAVE LIFE TO SFIZIO

Just after the war, with a heart full of courage and a suitcase of hopes, Titì left his beloved Sicily to build a new future in Rome. In 1948, in front of Termini Station, a crossroads of meetings and destinies, he founded the Bar Pasticceria Etna, bringing with him the authenticity of Sicilian flavors and traditions. That small place was not just a pastry shop: it became a landmark for travelers and Romans, a place of warmth and hospitality where Sicilian culture met the bustling life of the capital. Soon, Bar Etna transformed into a true icon of the vibrant and cosmopolitan life around Termini.



SFIZIO, A FAMILY AFFAIR.

From the early years, Bar Etna became a family project. The children, growing up among the aroma of coffee and the comings and goings of customers, soon began to actively contribute to the work of the shop.

Giuseppe, the eldest, moved to New York to broaden his experience. There, in addition to refining his pastry skills, he worked in a New York-style pizzeria specializing in pizza by the slice, acquiring new skills that he would bring back with him to Rome.

The sisters, Gianna and Franca, also took part in the daily management, supporting their father with dedication and contributing to the growth of the business.

It was the 1960s, and with Esquilino in full swing, Bar Etna became a neighborhood symbol and a reference point for both travelers and locals.



THE NEW GENERATION AT THE HELM

In 1972, after years of tireless work, Titì passed away, leaving his children the legacy of Bar Etna and the responsibility of carrying on his dream. Giuseppe, Gianna, and Franca, strengthened by their father's teachings and the experience they had gained over the years, took over the management of the establishment with determination and a spirit of innovation.

At that time, Esquilino changed its face: the neighborhood, once lively and residential, saw the rise of numerous hotels, and the constant presence of travelers and workers profoundly altered the needs of the clientele. To meet this new demand, Titì's children expanded the offerings by introducing a self-service restaurant: a concept designed to provide quick, high-quality meals for those passing through Termini Station.



Bar - Tavola calda 'Etna,



1997

THE BIRTH OF 'SFIZIO PIZZA' THE REVOLUTION OF FLAVOR

In 1997, the three siblings decided to undertake a major renovation of the establishment, aiming to give it a new, more modern identity. It wasn't just an aesthetic makeover: Sfizio Pizza was born, a name that marked the evolution of the venue.

Giuseppe, inspired by his youthful years spent in the United States, introduced a groundbreaking novelty destined to make an impact: New York-style pizza. A bold idea, a uniquely sized pizza.

The offering was an immediate success, winning over customers' taste buds and becoming one of the most representative symbols of Sfizio.



50 YEARS OF EXCELLENCE. THE ROME CITY AWARD

In 1998, on the occasion of its 50th anniversary, Sfizio received an important recognition from the city of Rome. The award was presented by Francesco Rutelli, then mayor of the capital, during a ceremony celebrating the city's historic establishments of excellence.

This award was not just a symbolic milestone but the culmination of half a century of work, passion, and dedication by the family. Fifty years in which the establishment, born as a small pastry shop in front of Termini Station, managed to evolve, becoming a landmark for travelers and an example of a family business that has preserved the values of its origins.



2010

THE THIRD GENERATION AT THE HELM

In 2010, after a lifetime dedicated to working at Sfizio, Giuseppe, Gianna, and Franca jointly decided to hand over the reins to Giuseppe's children, marking the end of an era and the beginning of a new chapter in the establishment's history. This decision represents a significant transition, born of the dedication and contribution of all three to Sfizio's growth and success.

The baton was officially passed to Teresa and Giovanni who, despite coming from different professional backgrounds – Giovanni as an engineer and Teresa as a restorer – decided to leave their careers to fully dedicate themselves to the family business.

Although stepping away from daily management, Gianna, Franca, and Giuseppe continued to play a key role, staying behind the scenes but offering their valuable support as advisors.



A FAMILY BOND THAT BECOMES THE FUTURE THE 4TH GENERATION.

In 2023, an important handover took place: it was Leonardo's time, son of Giovanni and great-grandson of the founder Titì, to take the lead. This change marked the culmination of a process that began in 2019, the year when Sfizio was renovated, giving the venue a new look and symbolically starting a new phase. The renewal wasn't just about aesthetics; it also introduced a more modern management vision, with Leonardo gradually assuming a central role in the leadership of the establishment since 2019.

Leonardo's connection to Sfizio runs deep. Since childhood, he breathed in the atmosphere of the shop. At the age of 10, for fun, he would prepare draft drinks under the guidance of his grandfather Giuseppe, and during high school, he spent summers working at the venue. These experiences strengthened his bond with Sfizio and reinforced the values that continue to guide the business today.



THE FUTURE OF SFIZIO

Sfizio's journey is the story of a family that, generation after generation, has managed to preserve its roots while constantly renewing itself to face the challenges of time.

Today, this legacy continues with a clear and ambitious vision, combining respect for tradition with innovation and a forward-looking approach.

This vision is based on three essential pillars: 'homemade', the value of people, and multicultural integration.

Sfizio focuses on artisanal quality, preparing almost all products in-house, without the use of semi-finished goods, to guarantee authentic flavors and a unique experience. It is not just a distinctive choice but a tribute to the history of the establishment and a guarantee of excellence for customers.

Sfizio is a community where both staff and customers are part of a welcoming, family-like environment. Valuing people means recognizing their contributions, creating a stimulating and inclusive workplace where everyone can express their talent and feel an integral part of the project.

Located in the vibrant heart of Termini, a crossroads of stories and cultures, Sfizio embraces diversity as a wealth. Every day, it welcomes customers from all walks of life, and this diversity is reflected in its culinary offering, which combines tradition and creativity. Thanks to direct contact with the nearby Piazza Vittorio market, rich in exotic ingredients, Sfizio has become a meeting point between local flavors and international influences.

Looking to the future, Sfizio will continue to keep its roots alive while focusing on tomorrow. The philosophy that guides it today is more than a strategy: it is a promise of quality and authenticity, a daily commitment to offer an authentic experience where family tradition meets the evolution of an increasingly cosmopolitan city.

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