



Case Study

The Prince's Restaurant and Café



The Prince's Restaurant and Café - at the Heart of Pontypridd's Community for 70 Years



William Gambarini with his father Joe outside the family business

When you enter the hugely popular Prince's Restaurant and Bakery, situated in the heart of the bustling South Wales market town of Pontypridd, it's like stepping back in time to a bygone era of style, symmetry and glamour, characterised by the Art Deco movement of the 1930s.

Three generations of the **Gambarini** family, who originate from Bardi, Italy, have worked at the **Prince's** since it was opened by **Dominic Gambarini** on 21 June 1948, and each has

resisted the impulse to modernise, ensuring the survival of the original rich Art Décor interior for over 70 years.

Dominic's son, **Joe Gambarini**, who took over the running of the **Prince's** in 1972 when he was just 18 years old, explains, *"I'm truly proud that we've managed to retain the key values instilled in the **Prince's** by my father all those years ago; our key focus is on quality and all our products are baked fresh daily in our downstairs bakery. We never use premixes, so all our ingredients are carefully weighed by hand and each product is made to a cherished family recipe."*

This, combined with our friendly, personal service, is what sets us apart from the many chain brands you see on the high street today. Some of our customers have been coming here each week for over 40 years!"

And, when you savour the **Prince's** famous Corned Beef Pie or sample one of their equally celebrated doorstep-thick Custard Slices you begin to truly appreciate the love, enthusiasm and passion that goes into the making and baking of each delicious hand-made or hand-finished steak and kidney pie, beef pasty, cream cake, bread roll or loaf of bread.

MONO's **Chris Huish** comments, *"I've been working with **Joe** and his son, **William**, at the **Prince's Restaurant and Bakery** for decades and have supplied them with a range of bakery equipment over the years; the very first Bun Divider Moulder we sold them was back in the 1970s. Being an ex-baker myself, what I love about the **Prince's** is that they don't take any short cuts in their bread making; everything is made authentically from scratch on the premises using traditional artisanal methods, and in today's world of mass produced food, I genuinely believe you can taste the difference"*.



Joe responds, “Chris has helped us automate a number of our key processes by introducing a range of bakery equipment which is perfect for our needs; our most recent purchase, a MONO Pastry Sheeter, has transformed our pastry production and given us the extra capacity needed to increase sales. The new equipment has enabled us to remain competitive whilst staying true to our core values of making everything on the premises from scratch”.

Today, the **Prince’s** employs 30 members of staff and continues to buck the trend of independent retailers disappearing from our high streets. Joe remarks, “We are indebted to the local community of Pontypridd and the surrounding Valleys who have taken us to their hearts. They remain loyal to us and it’s their patronage which enables us to continue. I can’t think of any other place I would rather have a restaurant”.

When leaving the **Prince’s Restaurant and Bakery**, a brief look over your shoulder captures a warm, friendly and relaxed environment where customers and staff chat and laugh together; a place where, for the duration of your visit, the woes of the outside world are momentarily forgotten.



The original Tea Room sign from the 1940s



A genuine Italian cappuccino machine dating back to 1910



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