

Press Kit

Santo Pane history, boilerplate and official assets for press and partners.

Our story

Santo Pane grew from the meeting of natural leavening, handwork and time. The Atlantic Forest is the house's place — a sanctuary and destination, never an ingredient claim. European tradition appears through the craft of levain and long maturation, without geographic fantasy.

Official boilerplates — Short

Santo Pane is a naturally leavened boulangerie shaped by time and rooted in the Atlantic Forest. The house works through weekly bakes, long maturation and hand production. Its Riserva register holds preserved, cured and vintage-led goods, while the mother brand remains devoted to fresh bread, viennoiserie and the table.

Medium

Santo Pane is a naturally leavened boulangerie shaped by time and created in the Atlantic Forest. The house understands luxury as patience: levain, long maturation and handwork guide every bake, without narrative shortcuts or visual excess. European tradition appears as real craft, not costume; the forest is where the brand lives, not an ingredient attributed to the bread. The mother brand brings together fresh bread, focaccia, viennoiserie and pieces for the weekly table. Riserva is the keeping register: preserves, oils, gifts and vintage-led goods, always endorsed by Santo Pane and never allowed to outrank the mother brand. Both expressions share the same rigor, editorial restraint and respect for time. Official information, guidelines and assets are publicly available online at santopane.com.br.

Long

Santo Pane is a naturally leavened boulangerie shaped by time and created in the Atlantic Forest. Its identity begins with a simple principle: in gastronomy, luxury is not excess but patience. The house therefore organizes its work around levain, long maturation, hand gestures and bakes that respect the rhythm of the product. Value does not come from ornamental storytelling; it comes from precision in the craft and the waiting required for aroma, structure and texture to develop.

Santo Pane's European heritage is technical, not theatrical. It appears in the repertoire of boulangerie and viennoiserie, in fermentation methods and in the editorial care given to every piece. The Atlantic Forest, in turn, is a place: the sanctuary and destination of the house. The brand does not present the forest as an ingredient, a source of flour or a terroir claim. This distinction keeps communication honest and lets each product speak through process, materials and time.

The mother brand gathers what is fresh, weekly and made for the table: naturally leavened bread, focaccia, viennoiserie, sweet breads and occasion pieces. Weekly rotation turns availability into ritual without relying on artificial urgency or discount-led messaging. Photography, writing and visual space follow the same discipline: few elements, natural light, precise language and no ostentation.

Riserva is the house's second register. It holds goods that are preserved, cured, giftable or connected to a vintage, including oils, conserves and selections. Its navy, beige and brass expression is more solemn because it represents keeping, but it must never appear more important or sophisticated than Santo Pane. The mother-brand endorsement preserves origin and prevents the system from becoming a catalogue of disconnected marks.

Santo Pane and Riserva share a system of restraint, provenance and rigor. For press and partners, this

kit gathers approved copy, usage guidance and the official files currently available. Updated information lives at santopane.com.br and on the brand's official Instagram profile.

Riserva

Riserva is the keeping register: cured, giftable and vintage-led goods endorsed by Santo Pane. It uses navy, beige and brass with a more solemn voice, without competing with the mother brand.

Products and distinctions

Natural leavening, long maturation and hand production.

Fresh bread, focaccia, viennoiserie and pieces for the weekly table.

Bake rotation treated as ritual, without artificial urgency.

Riserva for preserved, cured, giftable and vintage-led goods.

Downloadable assets

Download essential brand pack: <https://santopane.com.br/press/assets/santo-pane-brand-assets.zip>

Press contact

For interviews, bakery visits, additional photos or brand usage approval, get in touch. <https://santopane.com.br/en/contact>

Official links

Official website: <https://santopane.com.br>

Official Instagram — @santopaneoficial: <https://instagram.com/santopaneoficial>