

Locals embrace new East End Providore

MELISSA MACK | 2 AUGUST 2013



Photo: Nat Rogers/InDaily

East End Providore is taking the Rundle Street area back to its market roots, providing fresh fruit and vegetables, charcuterie and cheese.

The original markets opened 100 years ago, and Daniele Forte-Binggeli's new shop seeks to give locals a taste of what was on offer back then.

"I wanted to provide the people around here with good food, top-end products, fresh vegetables, fruit, very high-end fresh pasta ... everything you need on a daily basis, we have.

"It's for the local people so they don't have to go to the markets. If they just want a small dinner, it's nice to have the high quality close by."

Forte-Binggeli, who moved to Adelaide from Switzerland last year, sources local and international produce and is seeking to take the Ebenezer Place shop a step beyond traditional deli fare. It also serves coffee and light lunches.

"I have free-range eggs from Murphy's Crossings and I have locally roasted Cirelli Coffee.



"I get cheese from Say Cheese, Woodside Cheese direct from Kris Lloyd, and lentils from Simon Bryant."

East End Providore is also the only stockist of a very limited range of fresh pasta from a father/son team which has a store at the Goodwood markets.

In Switzerland, Forte-Binggeli studied hospitality and dreamed of opening a restaurant or hotel. After working in catering, she was approached by businessman Steve Maras to consider opening the deli.

"I'd never thought about a gourmet deli, but I met up with Steve and I saw it was a good opportunity and a great spot to do it."



While East End Providore sells sandwiches, they are of a gourmet variety, with fillings including delicious fresh buffalo mozzarella, sundried tomato, pesto and baby spinach. She also has juices such as freshly squeezed blood-orange.

People who live and work around the area appear to have embraced the shop.

"I would say 70 per cent of my clientele has been people that live in the area, then the other 30 are people that work here or are just passing by."

With the produce highlighted by a wide open window, bright pink flowers and a clean interior design featuring dark blue, light wood and white, it's easy to see why passers-by are lured in.