

MAY 2013

HELLO WORLD



What does a grandmother's family recipe book and hand dipped chocolate biscotti have to do with SRI International? Family. Brothers.

It starts with the Province of Sorrento, Italy where their grandparents emigrated with the cookbook solidly in hand. It's a tale of two brothers — one who works as a principal research engineer (radar and electronic circuits) and the other brother who inherited the cookbook! Their father was a co-owner of the California Macaroni Company in San Francisco. One brother loved taking radios apart, became a ham radio operator and then earned his degree in electronics. He designs and builds analog circuit boards. The other brother achieved his degree in architecture, but his first love was always cooking.

In 1989, one brother started a small bakery, La Biscotteria, with the first challenge to convert the grandmother's recipes to larger quantities. Using only premium quality ingredients, the recipes were followed implicitly and have not been changed.

Sales were through farmers' markets and word of mouth. Customers showed up at the wholesale bakery by following the fragrant aroma. As orange and lemon biscotti were added, the production grew to capacity. He sketched out his architectural ideas and guided the builders to create the bakery of his dreams — no simple task. The raisin biscotti recipe is a complementary flavor to wine and is now a favorite of Northern California wineries, where it is offered in many tasting rooms.

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What does a grandmother's family recipe book and hand dipped chocolate biscotti have to do with SRI International? Everyone at SRI International has family. So if you see John Buonocore (the kid with the ham radio — now a research engineer) on your radar around SRI, give him a smile — or tap out some Morse code. His brother, Augustine Buonocore (the owner and baker), sells delicious biscotti at La Biscotteria in Redwood City and online at www.labiscotteria.com.

Next time you are in the credit union, enjoy a free sample of biscotti. It will be a sweet reminder to invite someone in your family to join and share the personalized service you enjoy!

Steve Bowles
CEO/CFO

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