



THE CHOCOLATE EXCELLENCE IN BOLOGNA SINCE 1796

A family history

ITALIAN TRADITION

1796 - Teresa Menarini, Majani's widow, gets secondly married with Mr Tommaso Barbieri, **owner of a sweets shop in the heart of Bologna.**

Early XIX cent. - Romualdo and Francesco Majani, Teresa's sons, take over the business, focusing the shop sales on chocolate products.

1830 - Majani family buys a whole building in Via De' Carbonesi, Bologna, where the historical shop is still open nowadays. Besides private apartments and laboratory, a charming room is created to host famous personalities: among them, Marconi, Carducci, D'Annunzio. They all meet in «Majani's Palace» to enjoy an excellent hot chocolate, called «infranta» (=«broken»).

1832 - Majani invents «Cioccolata Scorza», the first chocolate in solid shape ever produced in Italy. Scorza is **cold-processed according to a secret recipe**, still today requiring **four different cocoa varieties**. It's called «Scorza», due to its peculiar rough appearance, similar to an oak tree bark.

1911 - Majani invents the Cremino FIAT: a **smooth, delicious 4-layered hazelnuts and almonds chocolate** created to celebrate the launch of **Fiat Tipo 4**, the new luxury car model from the Italian Automobile Factory in Turin. Nowadays, Majani **Cremino FIAT is still an icon of Made in Italy taste and style.**



Honours

A ROYAL CHOCOLATE

1867 - Majani becomes **official supplier of the Royal House of Savoy**: king Vittorio Emanuele II grants Majani the right to show the **Royal Coat of Arms** on the Bolognese store sign.

1873, 1878, 1881 - Majani is awarded as one of the most qualified Companies in Europe, receiving prizes and medals in several occasions, such as during the most prestigious **Universal Exhibitions of Paris, Vienna and Milan**.

1891 - Aldo Majani is awarded with the title of **Cavaliere dell'Ordine della Corona d'Italia** (=«Knight of the Italian Crown Order»).

End of XIX cent. - The Royal Houses of France and Spain discover and appreciate Majani Products. Antonio Filippo Luigi d'Orléans, **Duke of Montpensier**, married in 1846 the Infanta Luisa Ferdinanda, daughter of Ferdinando VII, king of Spain. In 1885 and 1893, the Duke grants Giuseppe and Aldo Majani the right to raise on their Company sign the Coats of Arms of the Royal Houses of France and Spain, beside the Savoy one.

2011 - During the awards ceremony organized by the Register of Historic Italian Companies, reserved to its centenarian registered ones, Majani is awarded as «Company that made Italian history».



Mission and Vision

EXCELLENCE AND PASSION

Since 1796 our everyday commitment is **to offer our Customers a premium quality chocolate, constantly aiming for excellence. Passion** has guided us for more than 220 years in **creating a product of unique taste and appearance**, that gives **a different and unforgettable chocolate experience**.

We match our wish to offer **superior quality** with our choice to **still produce chocolate following the traditional method**, as very few do. Production chain total control is essential for us: our process starts from raw cocoa seeds (up to **20 different varieties**), and it follows step by step every production phase, **enhancing this way the best organoleptic features of the finished product**.

We are **constantly oriented on innovation, combining it with traditional know-how**. A primary element in our value chain is our centuries experience, together with our continuous efforts **to improve our products**. As **Made in Italy worldwide ambassadors**, we wish everyone could recognize and enjoy a peculiar chocolate, such as the one we believe we can exclusively create. Our product, so **particular and elitist**, is aimed **to a consumer consistant to these principles**.



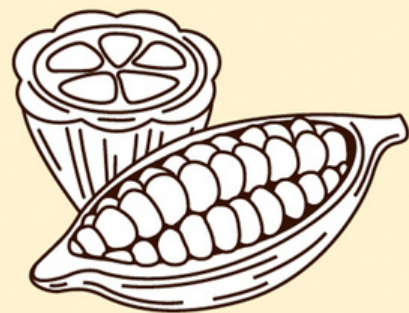
Our production process

B E A N T O B A R

Majani buys the raw cocoa bean from the best plantations and processes it following the **traditional chocolate production flow**.

85% of our cocoa is the finest «**FINO DE AROMA**» from **Central and South America**, particularly valued. **We process 20 different varieties of cocoa**. We only use first **pressing cocoa butter, milk roller powder** and caster sugar, which **we process in icing sugar only when needed**.





HARVEST, FERMENTATION, DRYING

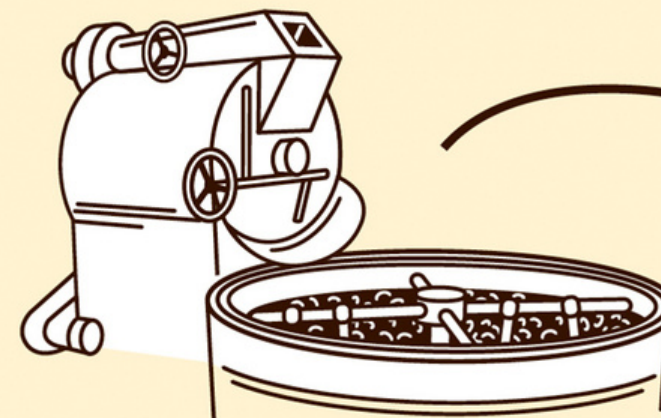
Once the harvest is finished the cocoa beans are fermented for 2-6 days and afterwards they are dried for 7-15 days. After the quality inspection, the cocoa beans are kept in sacks and transferred directly to our factory. The production process starts from here.

1. CLEANING AND STOCK

The cleaning process removes debris and impurities so that the cocoa beans are stored in silos at temperature and humidity control.

OUR PRODUCTION PROCESS

FROM COCOA BEANS
UP TO CHOCOLATE



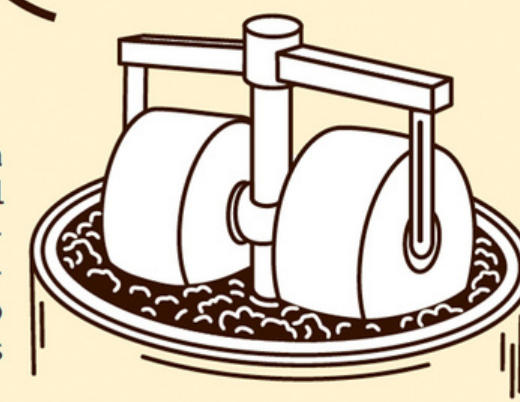
2. ROASTING

Processing phase as, through this kind of cooking, the beans reach unique aromas, typical of cocoa.



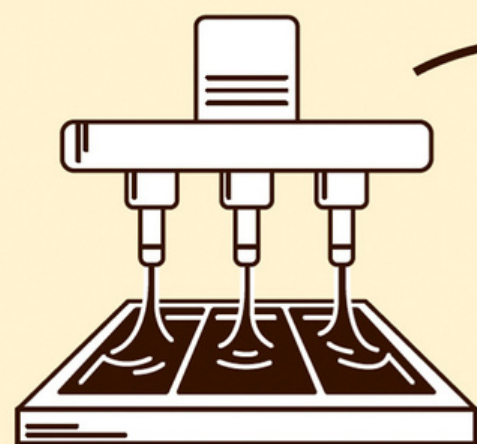
3. CRUSHING AND PEELING

Cocoa beans are broke up into little pieces, from here the name of "chips" and at the same time are peeled from the skin.



4. COCOA LIQUOR

The grinding of the cocoa chips, through mechanical energy, originates the liquefaction of solid particles, cocoa butter melts, giving to product a liquid texture: this is the cocoa paste.



9. MOULDING

The chocolate is now ready to be poured into specific moulds according to different shape such as bars, pralines, hollow chocolates etc.. We have reserved lines for Cremino and extruded.



8. TEMPERING

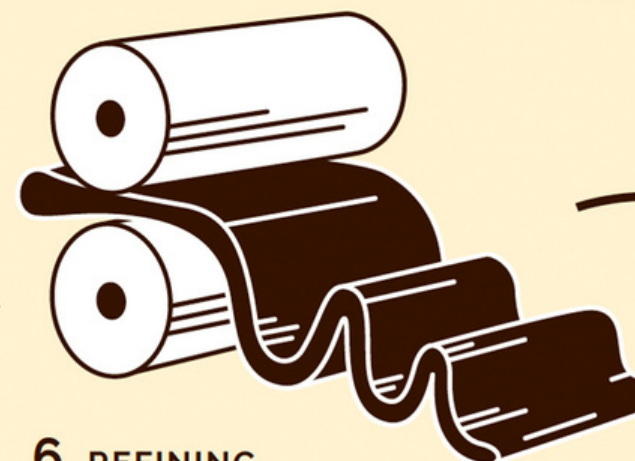
The chocolate, first of all is cooled down and warmed up at different temperatures according to chocolate quality itself.

7. CONCHING

The very fine coca liquor is stored into a machine called "Conche" which gently stirs the blend at controlled temperature for a variable time up to 72 hours.



CONCHE



6. REFINING

The blend is finely grounded in order to get a 20 micron powder.



5. BLENDING

Once the cocoa liquor is made all other ingredients are added according to recipes (icing sugar, whole milk roller powder, nuts etc..).

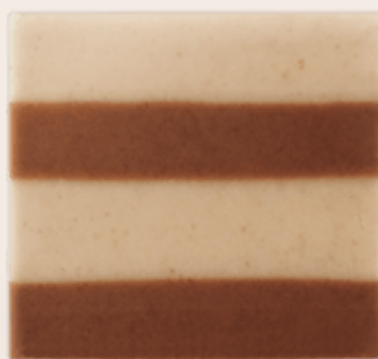
Cremino Fiat

A REAL ITALIAN HISTORY

Four layers of velvety hazelnuts and almonds delight: this is **Cremino Fiat, the most prestigious product of Casa Majani.**

The «Fiat bonbon» **has been invented by the Bolognese Company in 1911, to celebrate the launch of the new luxury car model «Fiat Tipo 4»**, developed by the Italian Automobile Factory of Turin. This such brilliant initiative for those years is due to the foresight of Gabriele D'Annunzio, a well-known estimator of Majani products, who suggested it to his friend Giovanni Agnelli, the FIAT founder. In 1913, Majani exclusively registers the FIAT brand in class 30.

The percentage of dried fruit content in Cremino Fiat is really high: this feature gives the product its peculiar creamy texture and organoleptic charm. Today, after more than a hundred years, **the Cremino Fiat still represents an excellence of “Made in Italy” style and taste.**



Ciocolata Scorza

THE TASTE OF INVENTION

«**Scorza**» Majani was born in 1832, as a brilliant result of the continuous experiments in the family's laboratory. It has been the first chocolate in solid shape ever produced in Italy. Ciocolata Scorza is wrinkled and rough like the bark of an oak tree: this is the meaning of its evocative name, «Scorza». Its texture is particularly friable; it is cold tempered, and not conched. Ciocolata Scorza has been always produced since the beginning using 4 different cocoa varieties, following a secret recipe.

Ciocolata Scorza Majani is prefect to be tasted with spirits. It also combines very well with passito and liqueur wines, or with balsamic vinegar. It is a precious ingredient for gourmet recipes such as risotto with chocolate.

Classic version, with 60% of cocoa, has been recently joined by Ciocolata Scorza Grezza a rough version with 90% of cocoa, dedicated to more intense dark chocolate lovers.



Tortellini di cioccolato

A S W E E T H E A R T O F T A S T E

Tortellino Majani was created in **2000**. That time Production Manager, Mario Contavalli, had long imagined to invent an **original product to show and highlight the strong bond between Majani and Bolognese territory and tradition**. Tortellino is the chocolate translation of the famous gastronomic speciality of Bologna with the same name.

Over the years, the packaging of Tortellino have been constantly renewed, keeping the **original three flavors: white chocolate shell filled with milk cream, milk chocolate shell filled with milk cream and dark chocolate shell filled with dark chocolate cream**.



Origini project

FROM AN ANCIENT NOTEBOOK...

In the 1970s, Giuseppe Majani's notes were found. In his notebook he talks about cocoa plantations from distant lands. This is the starting point for the Origini project, a line of chocolate bars made with a selection of fine cocoa.

Since **2016 Majani has started an important initiative to rediscover these exclusive plantations**. Thanks to Compagnia del Cioccolato and to CACAO MAR societies, Majani obtained the availability of these premium quality cocoa varieties, **respecting single origins and production areas**.

Maracaibo: the scents and flavours of Sur del Lago. There are notes of dried fruit, milk, flowers and wood with a pleasant acidity and hints of brown sugar and coffee.

Choronì: has a primary aroma, intense but without bitterness, with elegant notes of dried fruit, milk and honey. This high quality selection is exclusive to Majani.

Blanco de Cepe: a real Venezuelan "sauvage" cocoa with a sweet taste, with hints of honey and the presence of a nice acidity never annoying.

All the products has been awarded with the "Tavoletta d'Oro" as chocolate of excellence.



Certification

F S S C

We have achieved the international FSSC 22000 certification.
Our goal is to always guarantee the best quality standard to all our customers.



DNV·GL

MANAGEMENT SYSTEM
CERTIFICATE

Certificate No:
265945-2018-FSMS-ITA-RvA

Initial date:
21 September 2018

Valid:
29 October 2020 - 20 September 2021

This is to certify that the management system of

MAJANI 1796 SPA A SOCIO UNICO

Via G. Brodolini, 16 - 40053 Valsamoggia (BO) - Italy

has been assessed and determined to comply with the requirements of

FOOD SAFETY SYSTEM CERTIFICATION 22000

Certification scheme for food safety management systems consisting of the following elements: ISO 22000:2018, FSSC 22000 V5 - ISO TS 22002-1:2009 (Food) and additional FSSC 22000 requirements.

This certificate is applicable for the scope of:
Production of chocolate (white, milk and dark), containing hazelnut and almond paste (chocolates, cremini, pralines, chocolate bars, spreads, eggs and hollow) Category CIV

The certification system consists of a minimum annual audit of the food safety management systems and a minimum annual verification of the PRP elements and additional requirements as included in the scheme and applicable technical specification for sector PRPs. Validity of this certificate can be verified in the FSSC 22000 database of certified organizations available on www.fssc22000.com.

Date of Certification Decision:
29 October 2020

Place and date:
Barendrecht, 30 October 2020



For the issuing office:
DNV GL - Business Assurance
Zwolsseweg 1, 2994 LB Barendrecht,
Netherlands


Eerie Koek
Management Representative

Lack of fulfilment of conditions as set out in the Certification Agreement may render this Certificate invalid.
ACCREDITED UNIT: DNV GL Business Assurance B.V., Zwolsseweg 1, 2994 LB, Barendrecht, Netherlands. TEL: +31(0)102922689.
www.dnvgl.com/assurance

11

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