



## Caffarel, fine Italian chocolate and hazelnut masterpieces

**Luserna San Giovanni (Turin)** - Founded in 1826 in Turin, Caffarel represents excellence in chocolate culture in Italy and around the world, and is famous for having invented the first Gianduiotto in 1865. The bond with the region has always been strong - it is, after all, where the refined “Nocciola del Piemonte IGP” originates, the main ingredient of its iconic Gianduiotto, which remains the brand's flagship product to this day.

**Caffarel** was founded in 1826, and was destined to become a true symbol of the great tradition of Turin chocolate. Together with his son, Pier Paul Caffarel took over an old tannery in Turin, in the Porta Susa area, to bring their great new idea to life: *working with cocoa to make chocolate*.

Driven by an entrepreneurial spirit, enthusiasm, determination and passion, the Caffarels started production using a machine that was definitely ahead of its time.

Initially having only a small manufacturing footprint, but immediately distinguishing itself by high-level managerial skills, over the years Caffarel has transformed into an important company in the confectionery industry, without ever giving up its traditional, hand-crafted character that has always allowed it to offer unique products.

One such unique product is the original **Gianduiotto**, the most extraordinary Caffarel invention and historically the first individually wrapped chocolate. Its production began in **1865**, and remains the brand's original flagship, a symbol admired and recognised internationally, which directly and unmistakably defines Caffarel and its great image.

The original recipe includes **28%** of “**Nocciola del Piemonte IGP**”, expertly mixed with the world's best cocoa.

Even today it is produced with the traditional **extrusion method**, which consists in using a machine that can perfectly reproduce the same manual process the pastry chef uses, creating a dense and velvety drop. Thus an excellent product is made, with unmistakable softness and flavour, a velvety and intense treat of hazelnuts and Gianduja chocolate.

### Caffarel today

Caffarel production takes place in the Luserna San Giovanni plant, on the outskirts of Val Pellice in the province of Turin, where the entire production was transferred to after 1968.

A brand that has always married traditional, beloved recipes with industrial and technological modernity, Caffarel offers different products that are always marked by quality and refinement, to best represent the excellence of Turin chocolate on the market.

The Caffarel brand is known for producing a wide range of products made with fine chocolate and for selecting the best hazelnuts, candies, products dedicated to holidays like Christmas and Easter, as well as semi-finished products intended for handmade production in pastry shops and ice cream parlours.

Only carefully selected and certified raw materials arrive at the plant.

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Every year the brand's creativity allows us to offer product lines that are always updated and tailor-made for special occasions and the most important holidays.

Products like traditional chocolate eggs for Easter and Christmas specialities, as well as many other offers that have been added, and which always stay true to the tradition of Turin chocolate: from the great classics such as *Piemonte* and *Cremini*, to the praline variety gift boxes, as well as gourmet bars for true connoisseurs.

Every detail for each package is designed and cared for by Caffarel: hand-finished one by one, like in a traditional pastry workshop, offering the consumer an exclusive product.

The company store is in Luserna San Giovanni, the point of sale that aims to strengthen its connection with the country, which is an essential strength.

Product distribution is selective and in Italy is only for the best traditional retail outlets such as patisseries, coffee shops, speciality confectionery stores and some select retail outlets.

Even abroad, Caffarel's presence has become increasingly important, so much so that today **it exports to more than 40 countries**, including Japan, China, Germany, France, the United Arab Emirates and the United States.

Since January 2022, Caffarel, that has been owned by the Lindt & Sprüngli Group since 1998, has been integrated into Lindt Italia by a merger through acquisition, with the aim of strengthening the ties between the two organisations.

**Caffarel and Gianduia 1865 “The Authentic Gianduiotto of Turin” - Historical brands of national interest.**

In 2022 Caffarel received the great honour of being included in the **Special Register of Historic Trademarks of National Interest** – established by the MED, the Ministry of Economic Development, which highlights Made in Italy excellence that has been registered for at least fifty years and has historical ties to the area. The same honour was also given to **Caffarel Gianduia 1865, “The Authentic Gianduiotto of Turin”**, the first wrapped praline in history that Caffarel invented in 1865 and has since then become one of the most renowned Italian specialities.

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## **The Caffarel Boutique in Turin.**

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In 2017, the first Caffarel Boutique was opened in an exclusive location in Via Carlo Alberto 12 in Turin, the city that is not only among the world's chocolate “capitals”, but is also (and above all) the city where Caffarel's long history began in 1826.

The Boutique is an elegant chocolate shop where all lovers of excellent chocolate can have a unique experience, enjoying the wide variety of Caffarel products, including chocolate pieces and “bare” chocolate. Turin chocolate lovers can choose from and savour a very rich selection of products like Gianduia 1865, the Authentic Gianduiotto of Turin, that is still produced by Caffarel with the same care as it did 150 years ago, and the delicious Piemonte, which skilfully brings together soft Gianduja chocolate and fine Italian hazelnuts toasted to perfection.

Alongside these iconic brand recipes with a traditional spirit, you can buy the entire range of *chocolates* and *bars*, the collections dedicated to the most important holidays, as well as delicious *loose pralines* and fine *Gourmet Chocolate Pieces*. The offer is completed by exclusive *customised boxes*, ideal for a sweet, refined Christmas gift and, with the arrival of summer, there's also freshly-made traditional ice cream.

Inside the shop you can experience tasty moments that they will savour, starting in the morning with breakfast, enjoying delicious breaks and guided tasting experiences until you participate in cooking demonstrations with the Caffarel Ambassadors that are organised periodically.

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