



115 Years of FIAT, Wrapped in Chocolate Excellence

Majani presents a double-layer Easter egg featuring iconic packaging created to celebrate the FIAT anniversary

Majani 1796 S.p.A. is the oldest chocolate factory in Italy and was founded in 1796. For 230 years and 9 generations the company has been producing its products using the best raw materials, still following the old recipes and traditional methods of processing: **from bean to bar.**

To celebrate the **115th anniversary of the FIAT brand**, Majani, the first Italian chocolate, presents a special edition of **65 g mini chocolate eggs**, created to honor Italian heritage, craftsmanship and innovation.

The FIAT Easter egg by Majani feature a refined **double-layer chocolate structure** and are available in **four different flavors**, each designed to offer a distinctive tasting experience:

- **Milk chocolate and Pistachio cream**
- **Milk chocolate and Caramel cream**
- **Milk chocolate and FIAT cream**
- **Milk chocolate with FIAT Noir cream**

Each mini egg embodies Majani's centuries-old expertise in chocolate-making, reinterpreted in a contemporary way to mark a milestone in the history of one of Italy's most iconic brands.

This special edition is a tribute to **Italian excellence**, bringing together two symbols of national identity: fine chocolate and automotive design, both internationally recognized for quality, style and innovation.

The FIAT Mini Eggs by Majani are conceived as both a collectible and a premium confectionery product, ideal for celebrating an important anniversary with taste and elegance.