



## 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.