



Domori Press Kit

Domori: Supreme Chocolate

Since its founding in 1997, Domori has represented a **revolution** in the world of **cacao**. We were the first chocolate company to focus on high quality by selecting **only the finest cacao**; and the first to make chocolate using **Criollo**, the rarest and most prized cacao. We were the first to oversee the **entire supply chain**, beginning in South and Central America, and even to plant our **own plantation** with the scope of renewing biodiversity in Criollo cultivation. We were the first to rediscover an ancient yet simple recipe to produce chocolate from just cacao and sugar; and the first to create a **100% Criollo** chocolate bar. And finally, Domori was the very first chocolate maker to create a **Chocolate Tasting Code**, allowing tasters to explore the infinite nuances of cacao.

The Company

Today, **Domori** produces and sells a wide array of gourmet chocolate destined for both pastry in haute cuisine and retail in specialized, select stores. Domori means “**Due Mori**” in Venetian, or “Two Mori,” where “mori” refers to objects of dark color. The name was born after founder Gianluca Franzoni’s extended stay in Venezuela. He lived on cacao and coffee plantations and wanted to choose an evocative name for his project: he perceived Venice as a land of exchange, of spices and ideas, and of its Due Mori – the two bronze statues on the Clock Tower in Piazza San Marco. To Gianluca, they also represent two dark, toasted beans from Venezuela: coffee and cacao.

Domori’s headquarters is in None, just outside the northern Italian city of Turin. The president is Gianluca Franzoni, the Vice President is Jean-Pierre Willemsen and Managing Director is Andrea Macchione. Since 2006, Domori has been part of the Gruppo illy SpA, whose president is Riccardo Illy.

A Journey Through Biodiversity

In the early 1990s when the company was still developing, Domori began to study cacao **cultivation** and its process of **fermentation**. It became clear that cacao beans had to be processed immediately after harvest. Thus began travels throughout South America, one following another: from Venezuela, Honduras, and Nicaragua to Peru, Mexico, and Ecuador, to **places where chocolate was the future** – proclaimed, prepared, and tasted; and to places **where cacao is the present**, refined down to the last detail. Understanding the botany of cacao is a fundamental part of Domori’s work.

The **world of cacao** is complex: though over **15,000 varieties of cacao** have been classified, only **10%** of cacao produced in the world is of **high quality**. Only a couple of steps need to be

taken to ensure that one plantation of just five hectares (12 acres) can produce five tons of cacao a year, earning the family an annual 12,000 dollars and thereby ensuring they live dignified, plentiful lives in their countries.

Domori has conserved the **biodiversity of cacao** from its beginning by recuperating heritage varieties to halt their extinction. In addition, the company has created a **sustainable production development**, working side by side with farmers in such a way that allows them to actively contribute to post-harvest selection phases. This way, the farmers know what the quality of the finished chocolate product is, and can benefit from a substantial premium if they meet Domori quality standards.

Cacao Quality Selection

Controlling the entire production chain is an essential value for Domori: all the cacao used is selected thanks to layers of skills developed inside the company, whose role is to ensure that the raw materials always meet sophisticated quality standards.

For each type of cacao purchased, Domori finds a partner with whom we can create a pact based on mutual trust. Each type of chocolate is made using cacao from specific plantations, selected to meet Domori quality standards.

Before activating any supply, Domori checks that the raw materials meet pre-established quality requirements: it undergoes biological analysis and cut testing, before being processed and transformed into chocolate. The resulting bars are tasted by a panel of expert tasters.

The cut test is used to assess the degree of fermentation of the raw cacao beans. It is done by using a guillotine to slice a sample of cacao beans and evaluate the colour inside, matching it to a table of the reference standards. Domori only accepts lots with over 70% perfectly fermented beans free of visual defects. Using imperfectly fermented beans would negatively affect the aromatic profile and result in non-constant quality in the finished product.

Each cacao sample is then transformed into chocolate and tasted by a panel of experts, who draw up a sensory profile and state its quality. At the end of the whole process, Domori sends a response to the producer of the cacao lot, whether or not we decide to continue with the purchase.

Domori agrees the value of the cacao purchased directly with each supplier, setting a price that takes into consideration the production cost, various levels of bean value (which vary by country) and the specific quality standards achieved. The amount we pay to producers remains constant: in fact, the minimum salary of a cacao farmer is usually strongly affected by the stock exchange, the type of cacao grown and the area it is grown in, all factors that can have a heavy impact on value and thereby affect quality. The cacao lot selected using the Domori Method is then sent to Italy, and arrives in None for processing.

The Production Process

Each production phase is designed to preserve the aromatic notes naturally found in the beans of the best selected varieties. This is the only way for Domori chocolate to preserve the nature and original essence of cacao.

The raw materials, even if they are the best, are not enough. To create an exclusive chocolate, you need a little bit of daring. Storage, cleaning, roasting, shelling. Every day at Domori's

facilities in None, Turin, the beans are processed using innovative and sustainable machinery, technology and production methods.

For example, the fundamental roasting stage, which is performed at low temperatures to bring out the extraordinary aromatic notes of fine cacaos without losing their organoleptic features.

The Criollo Project

The largest collection of Criollo in the world: valuable heritage for the taste and recovery of the biodiversity of many Criollo cacao varieties. Criollo is a variety of cacao that was at risk of extinction: it is the cacao of the Mayas and the Aztecs, whose cultivation has been progressively abandoned due to its low yield. It is a rare and fragile cacao and represents only 0.001% of the cocoa produced in the world. Yet the quality of this cacao is unmatched: naturally free of tannins, which give the product acidity and astringency, the Criollo boasts a creaminess, roundness and sweetness that are unique in the world. With the Criollo Project, Domori has recovered this precious variety of cacao, creating the largest plantation in the world in Venezuela.

It was Domori who laid the foundations of the Criollo Project in 1994: after visiting a plantation in Porcelana, Venezuela, Gianluca Franzoni began to inform himself through farmers and research centres, to find out more about the varieties of Criollo and their characteristics. In the same year he created the first nursery, collecting material and making grafts to recover Criollo. A relationship with Venezuela was born, that 20 years later is now stronger than ever, thanks to the collaboration with Hacienda San José.

The Collaboration with Hacienda San José

The Domori production chain has its native heart in **Paria in eastern Venezuela**, where Hacienda San José is located. Among the trees of mango, papaya, mahogany, frangipani, banana, palms, and legumes, the estate extends for a total of **320 hectares (790 acres)**. 185 hectares (457 acres) are planted with grafted cacao trees, with a density of 1000 plants per hectare. The **Criollo variety is a world heritage** for its flavor and its recovery of over 10 cultivars that have become the world's finest. The annual quantity of **Criollo** with a purity of 90% represents less than **0.001% of world production**. Domori's goal is to increase from 30 tons of Criollo cacao produced annually to 120 tons by 2020.

The Criollo Cru Line, Selected by Domori

Puertomar: This is a recent Criollo variety known as Ocumare 61. In 1998 it was planted in the Domori plantation. It is the first recovered Criollo cacao in the world, which has been understood and interpreted both in the terroir and in the fermentation of the beans. The Puertomar highlights a giant leap forward in research and in taste. It has notes of cream, spices, almond, and cherry jam, paired with an excellent sweetness and roundness.

Porcelana: A "historic" Criollo for Domori: the adventure with Porcelana began in 1994, with the foundation of the company. Each year, since 1997, Domori has bought a portion of the available harvest from the Andean region and has grafted more plants in the Hacienda San José plantation in Venezuela. The Porcelana variety is characterized by an exalted roundness and aromas of bread, butter and jam.

Puertofino: This Criollo, also called Ocumare 67, was recently recovered and represented a true challenge. By continuing to believe in its potential yield, resistance and in its structure, the result was a success: an aromatic harmony of caramel, tobacco, nuts, papaya, berries, mushrooms, and dates.

Chua: An ancient variety of Criollo cacao which takes its name from the plantation and the Venezuelan peninsula where the seeds were born and subsequently selected throughout the centuries. The beans are completely white and give the chocolate a great sweetness and roundness with notes of cream, honey, and dried fruits.

Canoabo: Originally from the forest located between the Venezuelan states of Yaracuy and Carabobo. It was saved from extinction and cultivated in the Domori plantation at Hacienda San Jose, in Venezuela. Its notes include cream, dates and almonds, an extraordinary roundness, and great persistence.

Guasare: A rare variety and the mother of all Criollo, and has been grown in the Domori plantation in Venezuela since 2002. Among chocolate tasters, it is famous for its finesse, characterized by aromas of dried fruit and honey. This is a perfectly executed Criollo.

Ocumare 77: Recognizable by the greater roughness of its cacao pod compared to the other Ocumare varieties. Its cultivation in purity is very rare because the plant often has empty beans inside the fruit. This variety features notes of apricot jam, cream and dried fruit. Excellent roundness and persistence, with low acidity and bitterness.

Criollo Blend 70%: aromas of almond and light caramel, low acidity and excellent roundness.

Criollo Blend 80%: exalting notes of dried figs, dates and raisins, as well as an excellent sweetness and roundness.

Criollo Blend 90%: notes of dried fruit and extraordinary persistence. It is excellently balanced.

Criollo Blend 100%: a sheer mass of different Criollo cocoa varieties, which creates a unique sensory experience. The persistence and balance are perfect, the flavor nuances are endless. It is extraordinary elegant and is perfect for those who want to discover the authentic nature of cacao, without compromises.

A Collection Dedicated to a Precious Variety of Cocoa: The Trinitario

Produced from Trinitario cocoa, a type of cocoa that identifies the line, the bars are characterized by a unique aromatic and taste personality. The name of the collection was in fact chosen with the aim of making a lesser known type of cocoa, known again for its ancient history and high quality. Trinitario is a fine cocoa that accounts for about 8% of today's world harvest. It derives from a hybridization between Criollo, from which it has acquired aromatic and sensory characteristics, and Forastero, famous for its resilience and high yields. According to legend, its name derives from the island of Trinidad, the place to have been born following the extinction of Criollo and the introduction of the Forastero by some Brazilian friars.

The Collection

Trinitario 70%, 80%, 90% and 100% blends

The best Trinitario cacao varieties, carefully selected by Domori experts, declined in four exclusive blends: the aromas of the raw ingredients meet to create chocolate varieties with a perfect balance of aromas.

The packs have an essential, geometric and rigorous style, expressing Domori's "science of cacao", composed of a perfect alchemy between aroma, roundedness, purity and persistence of flavour. The new range includes:

- 70% Trinitario dark chocolate, characterised by a round, delicate aromatic profile with pleasant notes of dates, cereal and cream
- 80% Trinitario dark chocolate, characterised by a clean, decisive flavour with notes of citrus fruit and white flowers
- 90% Trinitario dark chocolate, characterised by an explosive note of dried fruit that, after a few seconds, gives way to the more delicate flavours of fresh fruit and flowers
- 100% Trinitario dark chocolate, pure cocoa mass with notes of dried fruit, caramel, honey and toast. The most intense sensory experience, the richest variety of aromatic flavours; pure, uncompromising passion.

The Single Origins

The organoleptic differences between each single origin are reflected in the differences between the five geographic areas: Peru, Madagascar, Colombia, Venezuela, Tanzania and Ecuador.

On the packaging, beautifully illustrated typical animals from each area describe the origin of the bars and the features of the land they come from.

PERU (Apurimac)

A delicate freshness and a discreet acidity enrich the sensory profile of this chocolate from inland Peru, cultivated in the land enclosed by the Rivers Ucayali and Marañon. It was along the Rio Ucayali that Europeans first came into contact with South American cacao, and it is in

the land enclosed by Peru's generous watercourses that cacao's wildest origins lie: these could be the lands where all the existing species of Theobroma, the cacao plant, began.

The Peru Single Origin carries the flavour of social redemption: the Trinitario cacao selected by Domori is sourced from the Sumaqao cooperative plantations, which groups together small, local, marginalised farmers who have managed to create a living by cultivating cacao in three main areas, Vrae, Ayacucho and San Martin.

"Working together, protecting the environment and biodiversity thanks to principles of honesty and cooperation, we can change the lives of the farmers": this is the vision that led the Sumaqao cooperative to set up the MINK TARPUY Development Association to improve the quality of life of small farmers, promoting the development of their technical, social and business potential.

Type of cultivation: Trinitario

Country and region of origin: Peru, with two main geographical locations - the valleys of the Rivers Ucayali and Marañon, tributaries of the Amazon. Production takes place in 5 regions: VRAE, Ayacucho, Cuzco, Junin, Ucayali and San Martin.

Tasting notes: Very delicate with discreet acidity and a fresh flavour that makes it a highly sought-after protagonist in haute patisserie and cocktails.

COLOMBIA (Teyuna)

Colombia has "soft ground" capable of producing complex and delicate cacaos with an ancient past: before the earthquake that hit and destroyed the city of San Faustino, a national centre of trade, Colombian cacao equalled Venezuelan cacao. Today, the relics of that ancient cacao are extremely rare, and production has mainly moved towards the valleys of Santander, extending as far as the northern coastline.

Characterised by a rare sweetness and fine flavour, with notes of dried fruit and honey, Domori has contributed to preserving Colombia Trinitario thanks to our collaboration with the Colombian cooperative Asoprolan, which has been tasked by the local Colombian authorities with managing the land to help farmers switch to cultivating cacao instead of cocaine.

Type of cultivation: Selection of Colombian Trinitario cacao clones

Country and region of origin: Colombia, with several production areas: the valleys of Santander, around San Vicente de Chucuri, running as far as Santa Marta on the north coast. Inland, along the banks of the Rio Caquetà and to the southern tip of the country, on the border with Ecuador.

Tasting notes: Rare sweetness and finesse, with notes of cashew nuts and a honey after-taste.

TANZANIA (Morogoro)

Although the Theobroma plant's natural habitat is the rainforest, with its drier plateaus and mountain chains with variable rain cycles, Tanzania has succeeded in welcoming cacao, which is now cultivated in vast areas of the country. Today, production mainly takes place in the Morogoro region, south of Mbeya, in the Rungwe and Kyela districts, creating an Amazon

hybrid in which the strong notes of Criollo stand out. These lend the chocolate a decisive character. On the palate, Morogoro has a slight astringency, a pleasant bitterness and generally light body and weight.

With plenty of potential for development, the government has introduced measures to create a national development strategy for cacao, which has aromatic profiles that are definitely worth exploring. Quality, traceability and transparency are the strong points of Olam, the agri-food company that works in 70 countries, and its subsidiary Olam Cocoa.

Type of cultivation: Trinitario clones

Country and region of origin: Tanzania, limited to the Morogoro area in the south of the country.

Tasting notes: immediate notes of cacao

MADAGASCAR (Sambirano)

The cacao that we can taste today from the Sambirano region is a hybrid descending from the famous "Old Red" with varieties originating in Java, with the addition of Trinitario and Forastero present in the territory from 1950 onwards. In recent years, producers have worked to relaunch the aromatic potential of this cacao, that was relatively little known until the early 2000s. Cacao from the Sambirano region is a hybrid that offers very pleasant fruity and acidic notes.

Type of cultivation: Hybrid of Criollo and Trinitario cacao.

Country and region of origin: Madagascar, western region, in the Sambirano valley.

Tasting notes: Intense fragrance with aromatic notes of berries, cashew nuts, pepper and cinnamon, accompanied by a pleasant acidity. Sweet and rounded, great persistence.

VENEZUELA (Sur Del Lago)

We are in Venezuela, the world capital of high quality cacao. Here, too, hybridisation has taken place over the centuries, but the aromatic profile of Venezuelan cacao leaves no room for doubt: here, among the notes of fruit and nuts, the aftertaste of chocolate reigns supreme. Here, every valley from Chuao to Cuyagua has its own reputation and heritage, in a genetic labyrinth strongly marked by Criollo.

The deserts and spectacular dunes in the Falcon area, the great lakes and the peaks of the Andes forge an unequalled aromatic complexity. In these lands, in the state of Sucre, in 2000 Domori set up a partnership with the historic Franceschi family from the Hacienda San José, which has been working in the territory since 1830. This collaboration allowed us to select the hybrids that make up Sur del Lago cacao, from the plantations surrounding Lake Maracaibo.

Type of cultivation: Trinitario

Country and region of origin: Venezuelan states of Merida, Trujillo, Tachira and Zulia, south of Lake Maracaibo.

Tasting notes: Delicate and very fresh aroma with notes of almonds and coffee. Low acidity and astringency, fine, pronounced elegance and great persistence.

ARRIBA NACIONAL (Ecuador)

Ecuador is one of the leading countries producing high quality cocoa, despite the fact that its cultivation has been put at risk in recent decades due to a high demand. This has imposed a demand for large yields, in favor of very resistant cocoa varieties with a very poor aromatic profile. Hacienda Victoria has chosen to preserve the Arriba Nacional by growing it in purity to recover this ancient tradition of Ecuadorian cultivation.

Thanks to the sensibility of the Executive Director Andrés Guzman, who started the collaboration with the UNOCACE cooperative and its 927 small producers, the Hacienda is committed to creating awareness and enhancing the contribution of producers in every phase of selection and collection, ensuring the production of the authentic Arriba Nacional cocoa, characterized by its strong floral notes.

Cultivation Type: Forastero Nacional

Country and Producer of origin: Ecuador, Hacienda Victoria

Tasting Notes: Strong notes of fresh flowers, hazelnut, banana and citrus fruits for a fresh and delicate taste.

Chocolate According To Domori

Overriding even chocolate, the **Domori culture is dedicated to cacao and to the pleasure of returning to the origins of things.**

1997 signifies year zero for Domori chocolate.

Before this date, the general dichotomy of chocolate was **milk versus dark** – but “dark” became an adjective so rapidly outmoded that today, it hardly makes sense. The dichotomy dissolved into a theory between **percentages**: milk chocolate contains 30-36% cocoa mass, while bitter chocolate has a much more ample range, from 45% to 70%, 80%, 90%, and even 100% cocoa mass. **100%** chocolate, better to say 100% cacao, was proposed for the very first time on the market by Domori. **Only an aromatic, high quality cacao** can pass the taste test without any added lecithins, aromas, or sugar – just pure cocoa mass.

Working with cacao at a low environmental impact

Raw material, even of the highest quality, is not enough. Domori is present at every stage of production in order to conserve the aromatic notes that are naturally present in cacao beans of the best, select varieties. Storing, cleaning, toasting, grinding. Every day at the production center of Domori in Nona, the beans are processed with machines, using environmentally sustainable technology and innovative production methods.

There are three fundamental processing phases in the making of Domori chocolate bars:

- **Toasting at a low temperature** (about 120°C (248°F), 30° lower than the 150°C temperature that is historically used) to exalt the beans' extraordinary aromatic notes without losing any sensory properties.
- **Partial conching**: done at a low temperature of 50°C (122°F) and lasting just 8 hours from cocoa mass to chocolate – a very brief amount of time.
- **A two-ingredient recipe**: cocoa mass and cane sugar.

A Revolution: Chocolate Tasting

Domori has contributed to changing the world of chocolate, because our method of cultivating, fermenting, and processing cacao is so unique. We were among the first producers to intuit the importance of **single origin** chocolate. Today, words like **Trinitario** or **Criollo** – both highly prized varieties of cacao – have become words on the street, spoken together with the vortex of volatile elements that make chocolate a gourmet food. Its aromatic richness is comparable to a fine wine or quality coffee.

The Domori Tasting Code

Taste and memory can be trained, educated, and refined. Taste, in particular, should not monopolize the experience of a formal tasting, because you should also rely on sight, smell, touch, and sound for a full appreciation of the qualities of aromatic cacao. Domori was the first company in the world to create a **tasting code for chocolate** that involves all **five senses**, creating a complete **sensory experience**.

