



## ***Criollo: the king of cacao***

The name **Criollo** comes from the Portuguese word crioulo and the Spanish word criollo, which means "indigenous," native, or local. The variety is called this because it has undergone few modifications from its origins, as it has never been hybridized. The Criollo cacao tree is very fragile, subject to strong genetic erosion and sensitive to weather, and the recovery of this variety required long hours and patient work. Criollo production is very small, just **0.001% of world cacao production**, most of which is produced in Venezuela.

Because of its fragility and difficulty in cultivating it, the variety almost disappeared. It was recovered by **Gianluca Franzoni**, founder and president of **Domori**, who believed in its fine quality and in the possibility of cultivating it notwithstanding its low yield, weakness, and low tolerance for diseases.

The heart of Domori's productive chain is in **Hacienda San José**, located in South America near the Paria peninsula. The plantation extends for a total of 320 hectares (790 acres), 185 of which (457 acres) are planted with grafted cacao trees with a density of 1000 plants per hectare. Today, the plantation represents a world heritage for the biodiversity and flavor it has saved with over 10 varieties of cacao.

This fine quality cacao's aromatic profile has notes of **dried fruit, fresh bread, jam, and cream**.

The fruit is characterized by its low content of anthocyanin pigments, giving the chocolate a cinnamon brown color, excellent roundness in body, low astringency, and long persistence.

All of these characteristics are evident in the cru, or single origin, Criollo line of Domori:

**Puertomar:** This is a recent Criollo – Ocumare 61 – planted in 1998 on Domori's plantations. It is the first example in the world of Criollo that has been recovered, interpreted, and appreciated through its terroir and fermentation. It represents an enormous step ahead in research and flavor. It has notes of cream, spices, almonds, and cherry jam with excellent roundness and sweetness.

**Porcelana:** This is Domori's historic Criollo. The adventure with Porcelana ("porcelain") began in 1994, when the company was founded. In 1997, Domori bought every available part of the harvest from the Andean region and grafted several plants in the Hacienda San José plantations in Venezuela. Porcelana is characterized with notes of bread, butter, and jam and has an incredible roundness.

**Puertofino:** This Criollo – Ocumare 67 – was a challenge, recently recovered and transformed. Gianluca believed in the potential of its yield, resistance, and structure. The chocolate is a success, and has harmonious notes of caramel, tobacco, walnuts, papaya, underbrush, mushrooms, and dates.

**Canoabo:** This Criollo, originating from the forests between Venezuelan states Yaracuy and Carabobo, was saved from the brink of extinction and cultivated on the plantations of Domori at Hacienda San José in Venezuela. Notes of milk cream, dates, and almonds; an extraordinary roundness and great persistence.

**Guasare:** The mother of all Criollos, this was cultivated on Domori's plantations in Venezuela beginning in 2002. Among tasters, it is celebrated for its finesse, and characterized by aromas of dried fruit and honey. It is the essence of Criollo, perfectly executed.

**100% Criollo:** This is pure cocoa mass from diverse cultivars of Criollo cacao for a unique sensorial experience. Its persistence and balance are perfect; its aromatic nuances are infinite. Extraordinarily elegant, this is for those who want to discover the true nature of cacao. Without compromises.

NEW FOR 2015:

**Ocumare 77:** Recognizable by the rougher cacao fruit compared to the other Ocumare, finding this cultivation in purity is very rare because the plants often grow empty beans inside the fruit. Notes of apricot jam, milk cream, and dried fruit. Has excellent roundness and persistence, with low acidity and bitterness.