



CACAO CULTURE



Domori was founded by the creative mind and passion for nature, gastronomy and cocoa of Gianluca Franzoni. In **1993**, after his studies in Economics & Business, he arrived in Venezuela and decided to develop **a business model to reposition fine cacao**, fascinated by the magic of cocoa.

Franzoni lived in the field for three years. He experimented with different varieties and post-harvest processing in order to preserve Venezuela's biodiversity and prevent the extinction of a particularly extra-fine quality cacao: **Criollo**.

The name “Domori” was born out of love for 17th-century Venice: it means “Due Mori” in Venetian, or “Two Mori,” where “Mori” refers to objects of dark color.

Gianluca Franzoni wanted to choose an evocative name for his project: he perceived Venice as a land of trades, 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 the two dark beans from Venezuela he was fond of: coffee and cacao.

Today the company is based in None, outside Turin.

Since 2019, Domori is part of Polo del Gusto, the sub holding of Illy Group Spa whose president is Riccardo Illy.





Domori, since its birth in 1997, has been a real revolution for the world of cacao. It was the first chocolate company to use only fine cocoa, focusing on high quality. The first to produce a chocolate with Criollo cacao, the rarest and most prized cocoa of the world. The first to control the entire supply chain, starting from the plantations located in Central & South & America. The first to rediscover and use an ancient and simple recipe to make chocolate: cocoa paste and sugar, and the first one to make a 100% pure Criollo chocolate bar. And finally, the first chocolate maker to create a Chocolate Tasting Code for discovering the infinite nuances of cacao.

Domori has been the first chocolate manufacturer in the world to use only traditional farming methods with fine cacao plants. A brave choice, because these are the most delicate, rare and least productive varieties. In fact, fine cacao represents just 10% of the global harvest. The courage behind this choice not only allows Domori to produce a chocolate with a wide range of aromatic profiles, but also to respect and preserve biodiversity. Ever since Domori was founded, the Company has fought to protect these prized cacao varieties, their natural habitat and the farmers who work there.






THE CRIOLLO PROJECT

Criollo is an **heirloom variety of cacao** and its cultivation and use can be traced back to the Mayas and Aztecs. However, over time, the cultivation of this variety was gradually abandoned due to its low yield, and thus, it was almost lost. Today, this rare variety of cacao represents only **0.001% of all the cacao produced in the world**.

Unlike other cacao varieties, which contain astringent and rough tannins, Criollo is known around the world for its unique creaminess, roundness and sweetness, as it does not contain any tannins. **The result is unrivaled cacao quality**. Through the Criollo Project, Domori has recovered this precious variety and simultaneously created the largest plantation of its kind in the world, Hacienda San José located in Venezuela.



FINE CACAO

Also known as
aromatic or special cacao.

10%

0.001% CRIOLLO

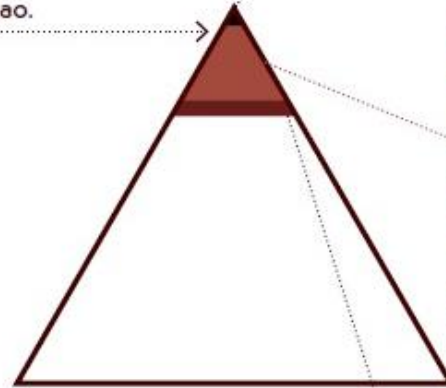
The most rounded
cacao of all:
the annual quantity of ultra-
high purity cacao makes
up less than 0.001% of the
global harvest.

8% TRINITARIO

Represents around 8%
of the global harvest.
Trinitario is a hybrid of
Criollo and Forastero cacao,
combining some of the
aromatic and sensory
features of the former
with the vigour and high
yields of the latter.

2% NACIONAL

Originating in Ecuador,
it amounts to 2% of
the global harvest.



THE GLOBAL CACAO HARVEST

1

ROASTING AT LOW TEMPERATURES

Poor quality cacao that undergoes incorrect fermentation is often roasted at high temperatures in order to burn the beans and hide their defects. Domori roasts the cocoa beans at a temperature of 120° C, 30° C lower compared to the 150° C at which cocoa beans are traditionally roasted during industrial chocolate production.

2

REFINING & BALL MILL

Domori's low impact processing method transforms the cacao gruè into *liquor* through the innovative use of a ball mill. The gruè is transferred to a mill equipped with rotating arms which moves the small stainless steel marbles. The friction generated by this movement causes a temperature increase of 45 ° and the consequent melting of cocoa butter. This is how the *liquor* is obtained, also known as cacao paste. The ingredients needed to compose the chocolate recipe, such as cane sugar, are added at this stage. Then, the chocolate is mixed until the particles reach a size of under 10 microns.

Traditionally, once refined, the cocoa paste moves on to the conching process, necessary for the emulsion and the acidity reduction of the *liquor*. This process can last up to 72 hours, during which the cocoa paste reaches a temperature of 80°C with consequent evaporation of acidity, which is highly volatile. Having chosen to process only aromatic cocoa and selecting the best raw materials subjected to controlled fermentation, Domori does not use the traditional conching method, since there is no need to reduce acidity and defects. The goal is to preserve all of the aromatic properties present in high quality cacao varieties.



SHORT RECIPE

Less is more.

That's why Domori chocolate contains only two ingredients: cocoa mass and cane sugar. There is no additional butter than that naturally contained in the cacao beans, no added vanilla flavoring and no soy lecithin used as an emulsifier.

CERTIFICATIONS

BRC (British Retail Consortium) and **IFS** (International Food Standard), two fundamental international standards for the certification of quality and food safety.

With the certification as an operator in the **organic** sector, Domori also intends to emphasize its commitment to the environment and the quality of production.

Lastly, Domori has adopted a **gluten-free requirement management system**, guaranteeing products that are safe for consumers with gluten intolerances thanks to a risk analysis process and control of the product and raw materials (production program, raw material evaluation, sampling plans).



MADE IN ITALY

GOOD CHOCOLATE

```
graph TD; A[GOOD CHOCOLATE] --> B[GOOD CACAO]; B --> C[AROMATIC CACAO]; B --> D[SOURCED ETHICALLY];
```

GOOD CACAO

AROMATIC
CACAO

SOURCED
ETHICALLY

GOOD FOR YOUR PALATE
GOOD FOR THE PEOPLE
GOOD FOR THE PLANET

A man with dark skin and short hair, wearing a white tank top, is shown in profile, focused on cutting a tree trunk with an axe. The scene is set in a lush, green forest with sunlight filtering through the leaves. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

SUSTAINABILITY

The only way to ensure sustainable high quality production is to pay the producers correctly.



OUR RELATIONSHIP WITH THE PRODUCERS

Domori **directly selects its cacao producers** and establishes **long-term relationships** with them in order to ensure **mutual growth**. It is important that the producers are satisfied and are able to sell their cacao at **fair prices**. Since the aromatic cacao varieties produce a low yield of cacao, Domori focuses on **training**, providing cacao farmers with the knowledge needed to increase productivity and maintain high quality standards. This education process is ongoing and focuses both on the botanical aspects and on the post harvesting processes, i.e. the fermentation and drying. Domori recognizes quality and guarantees the producers a **profitable price** in order to ensure fair livelihoods.

The only way to ensure **truly sustainable** high quality production is to pay the farmers fairly. Domori adds a fair margin to the price of cacao on the international market, thereby covering production costs and compensating the farmers for their continued effort and devotion to obtaining a product of superior quality while protecting the biodiversity of cacao.



Angelo Nani, Plant Manager of Domori, visiting Cooperative Scay, one of Domori's suppliers.



Meeting and training with the Cooperative's farmers



Manual opening of the cabossa



Cacao fermentation in banana leaves



Natural drying on elevated and covered platforms



Visit to the new fermentation boxes bought with the annual premium price offered by Domori

PROTECTING THE HEART OF CACAO

WHERE CACAO BECOMES DOMORI

- The beans arrive to None, Turin, where processing has been designed and built to maintain the sensory identity of the various varieties of cacao;
- The cacao moves into the low-temperatures **toasting chamber** where enzymatic reactions that take place;
- The cacao is poured in the cacao **grinder**, which separates the cacao's skin from its heart or cotyledon.
- The ground cacao then moves to the **refining chamber** where the following steps take place: fine grinding, transforming the ground cacao into a liquid paste (thanks to the cellular rupture cacao butter pours out and therefore the mix becomes liquid); reduction of the particles to approximately 18 micron;
- **Conching**, which is the evaporation of the remaining humidity and of the undesirable aerial components, and the dispersion of solids (sugar and the dry portion of the cacao) in the cacao butter.
- Everything is aimed at maintaining the organoleptic characteristics of Domori cacao, and the perfect workability of the obtained "couvertures".
- The production philosophy of Domori: control of the entire supply chain and the decision to process only high quality fine cacao, through a gentle and low-impact procedure to ensure that the finished product has the best possible flavors and aromas that are typical to these varieties.





TASTING

PUERTO FINO CRIOLLO

Origin

Domori's native heart lies in Venezuela, at the Hacienda San José: a farm where Domori has been working for years to recover biodiversity and cultivate Criollo cacao.

Organoleptic Features

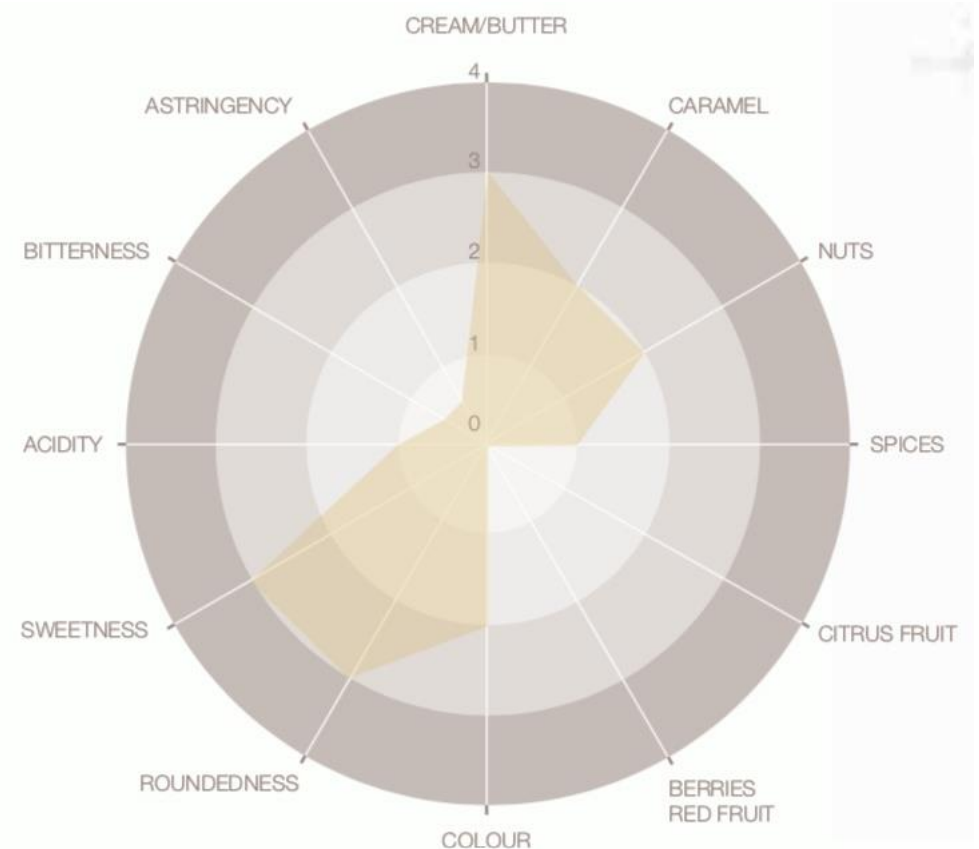
Domori plantation, Paria peninsula, Venezuela. a Criollo that has recently been recovered, a challenge that inspired us to believe in its potential yield, resistance and structure.

A success, represented by a harmonious blend of caramel, tobacco, walnuts, papaya, forest fruits, mushrooms and dates.

Classification

Rounded, red Ocumare 67 (Puertofino) is 90% Criollo.

A cacao variety that has recently been recovered by Domori, with a good potential yield and strong resistance.



PUERTOMAR CRIOLLO

Origin

Domori's native heart lies in Venezuela, at the Hacienda San José: a farm where Domori has been working for years to recover biodiversity and cultivate Criollo cacao.

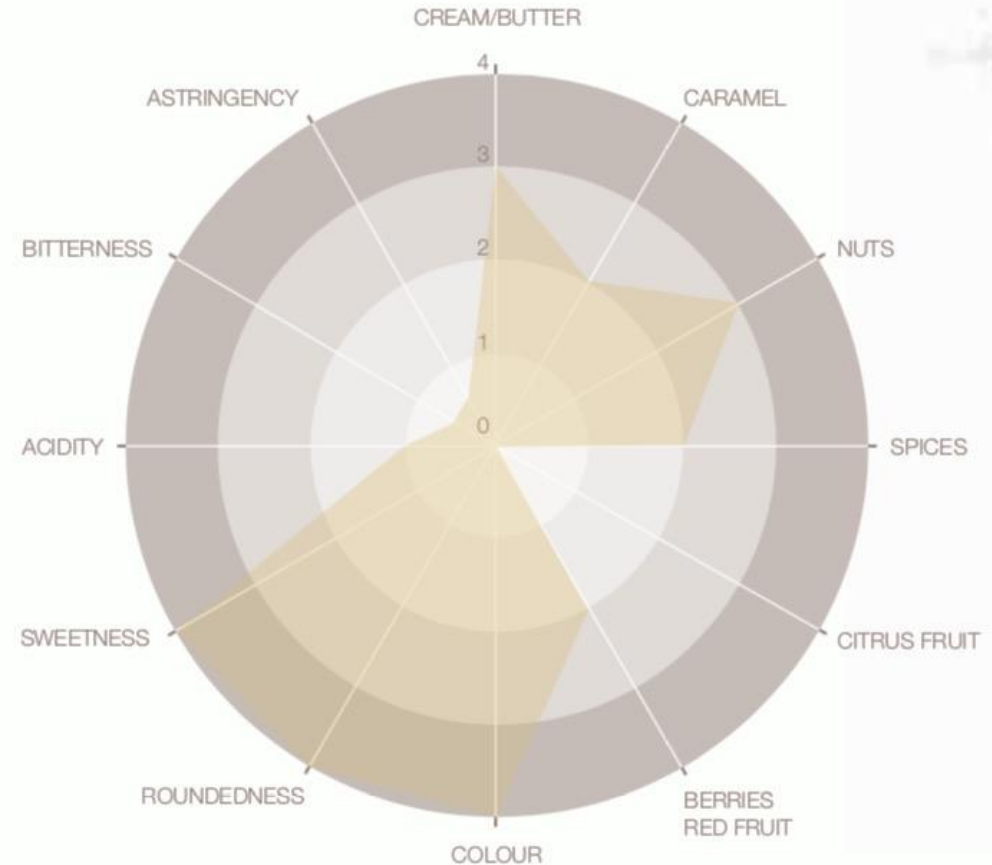
Organoleptic Features

Puertomar is a recent Criollo variety planted in Domori's Venezuelan plantation in 1998. It is the first example in the world of a Criollo Cacao being recovered, understood and interpreted in its terroir and fermentations: an enormous step forwards in research and flavour.

The result offers notes of cream, spices, almonds and cherry jam, with excellent sweetness and roundedness.

Classification

Vigorous and full of aromas, this cacao variety has red, irregular shaped beans.



OCUMARE 77 CRIOLLO

Origin

Domori's native heart lies in Venezuela, at the Hacienda San José: a farm where Domori has been working for years to recover biodiversity and cultivate Criollo cacao.

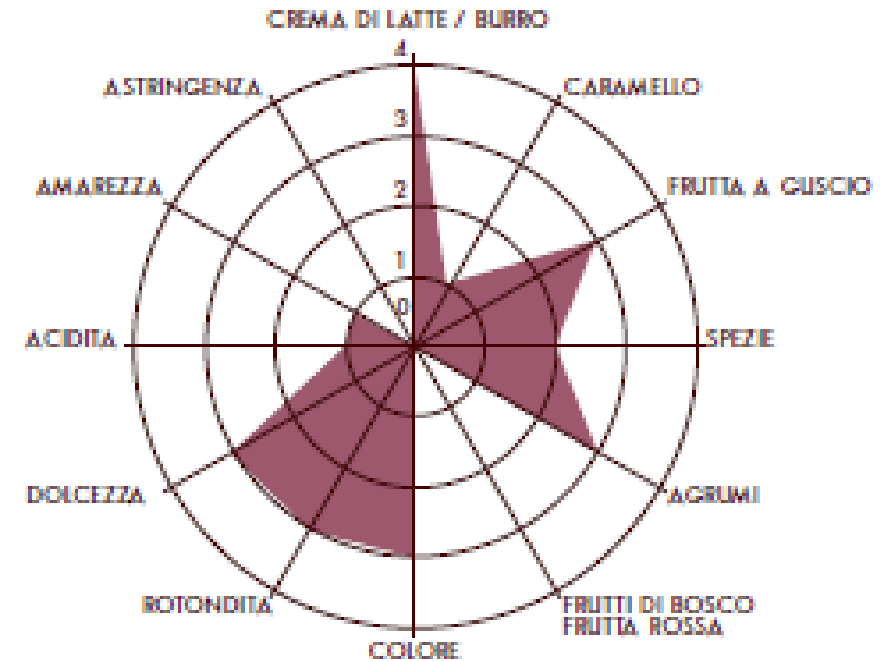


Organoleptic Features

Ocumare 77 is easy to recognize among Ocumare beans thanks to its rough cabossa (flesh), the pure variety is cultivated very rarely, because the plant often grows empty beans inside the fruit. Note of apricot jam, cream and dried fruit. Excellent roundedness and persistence, with low acidity and bitterness.

Classification

Vigorous and full of aromas, this cacao variety and its cultivation in purity is very rare and the plant often grows empty beans inside the fruit.



OUR CACAO ORIGINS



SUR DEL LAGO

Origin

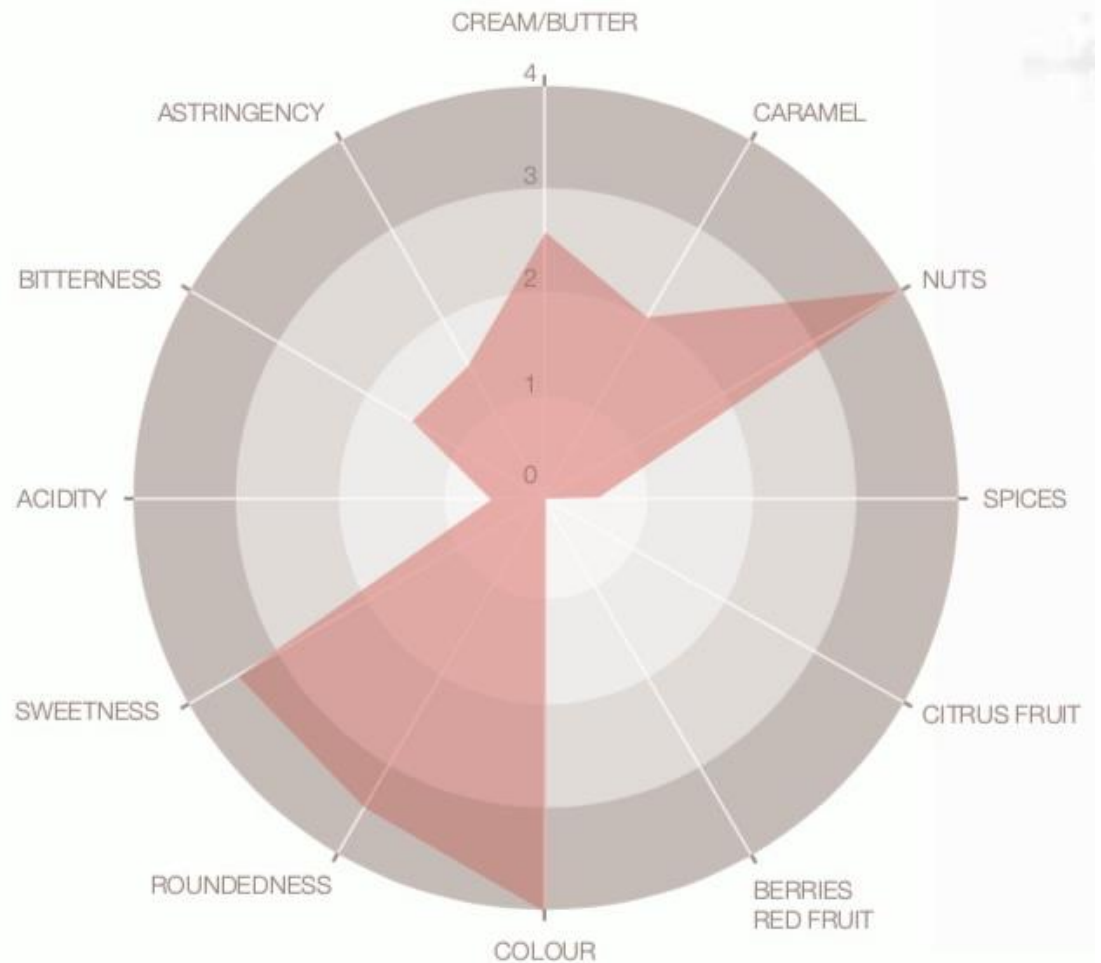
Venezuela, selected plantations spanning over a few hectares in a large area enveloping the western states of Merida, Trujillo, Tachira and Zulia, due south of the Maracaibo Lake.

Organoleptic Features

Hints of almond and coffee flavors. Very fine, full and intense.

Classification

Sur del Lago is a plantation offering a mix of Trinitario cacaos with a high content of Criollo cacao. It ferments in 4 days.



APURIMAC

Origin

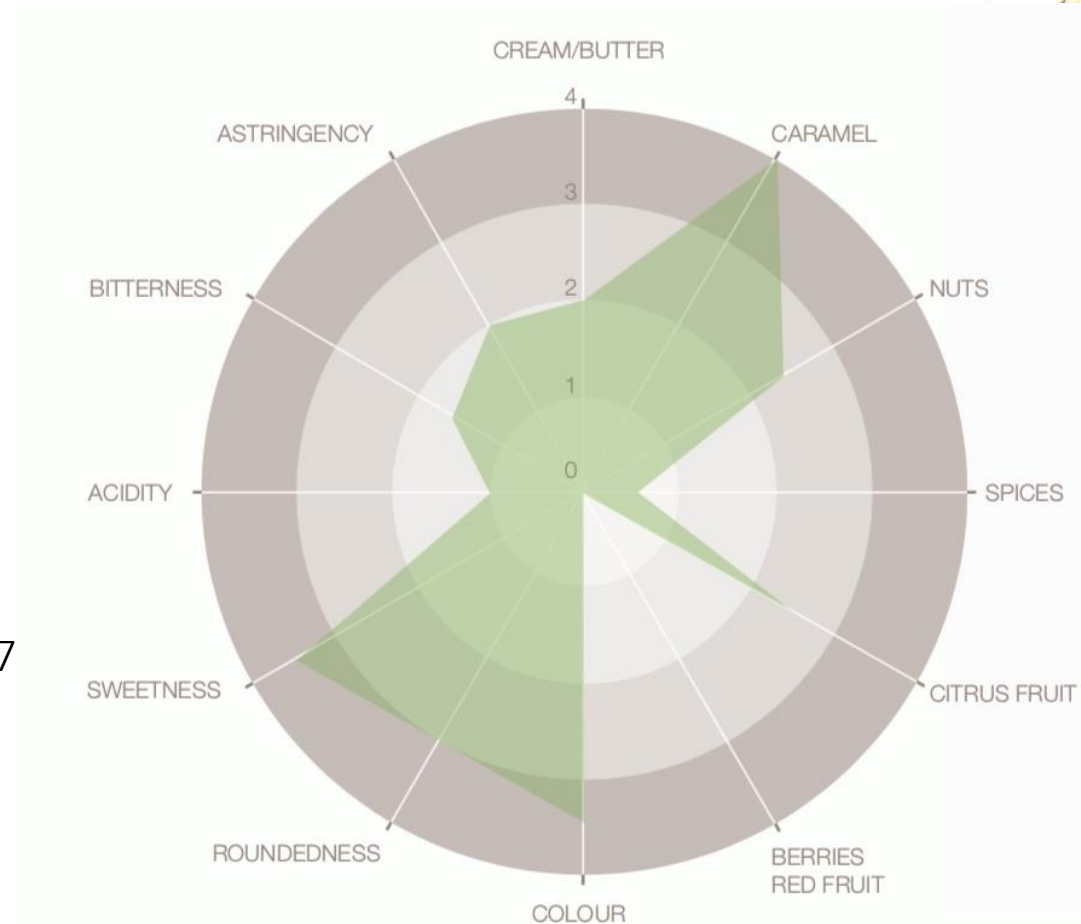
Due south of Peru, precisely in the Apurimac Valley.

Organoleptic Characteristics

Hints of flowers, caramel and milk cream flavors.
Extremely delicate, slightly sour.

Classification

Apurimac, is a Trinitario cacao hybrid created in 1990 as a consequence of a double crossbreeding of ICS95 and IMC67 and then Nacional. This cacao is fermented for 6 days.



ARRIBA NACIONAL

Origin

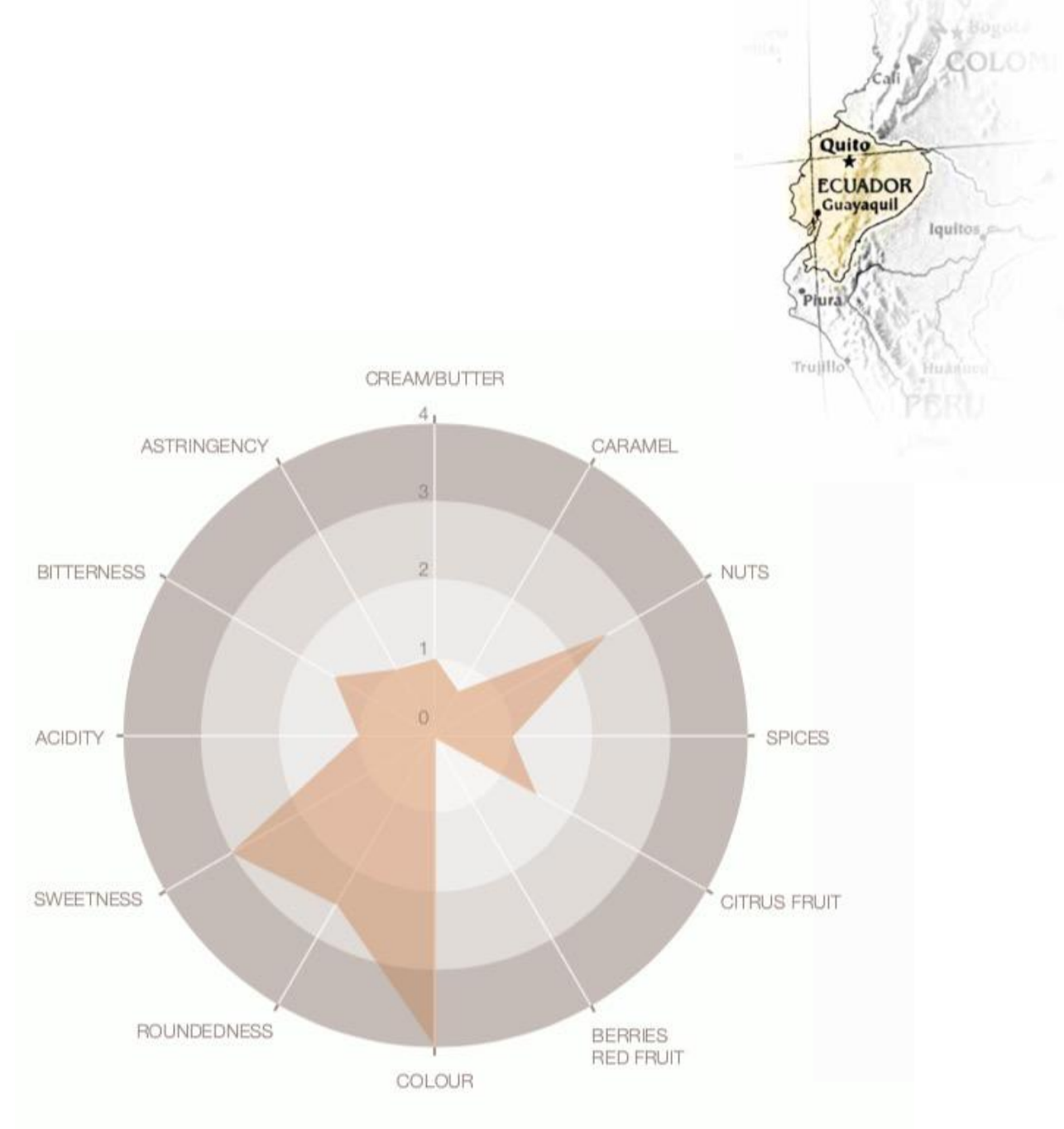
It is selected in Ecuador in the Bolivar and Esmeraldas provinces thanks to cooperation and development agreements with small growers in the area.

Organoleptic Characteristics

Hints of walnut, banana and citrus flavors. Fresh and delicate.

Classification

Arriba, more precisely Nacional cacao, genetically is a Forastero cacao believed to have mutated and it is classified among superior cacaos thanks to its characteristics. The fermentation of this cacao lasts 4 days.



SAMBIRANO

Origin

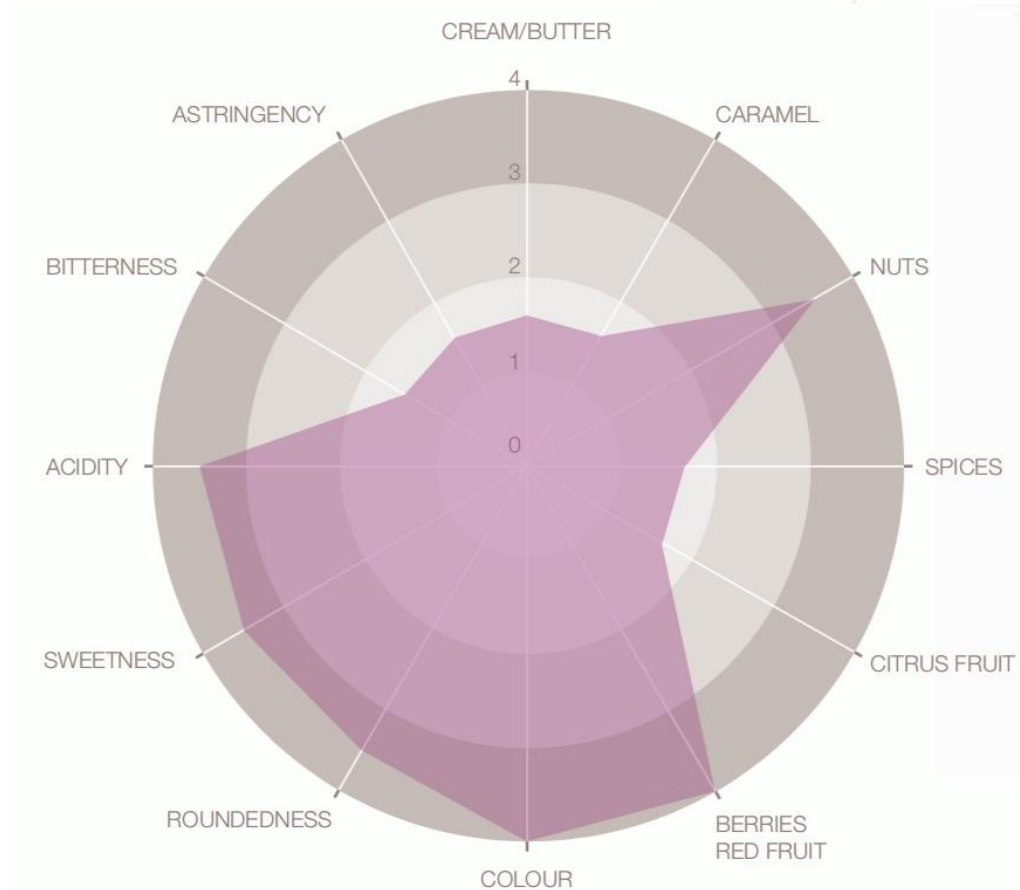
It is grown in the homonymous valley located in North West Madagascar.

Organoleptic Characteristics

Hints of red fruits accompanied by a pleasant sourness.
Sweet and full, great intensity.

Classification

Sambirano is a Trinitario cacao with a high Criollo content.
It is fermented for 5 days.



MOROGORO

Origin

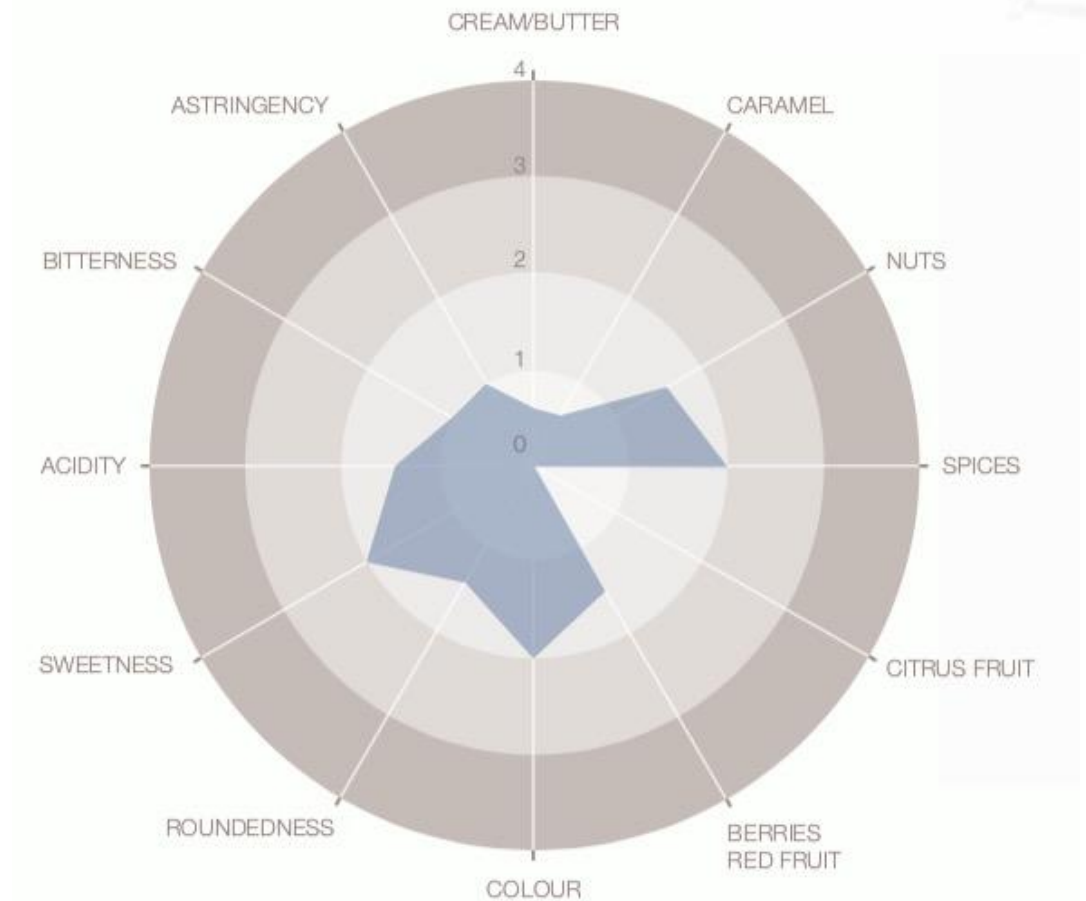
Tanzania, in a highly concentrated area, south of Mbeya in the Rungwe and Kyela districts, characteristic for its volcanic soil and where the close mountains ensure adequate rains.

Organoleptic Characteristics

Basic and neutral taste of cacao with spicy and woody notes, without the defects that are typical of Forastero (acidity, bitterness, astringency).

Classification

Morogoro is a Trinitario cacao.



VIDAMÀ

Origin

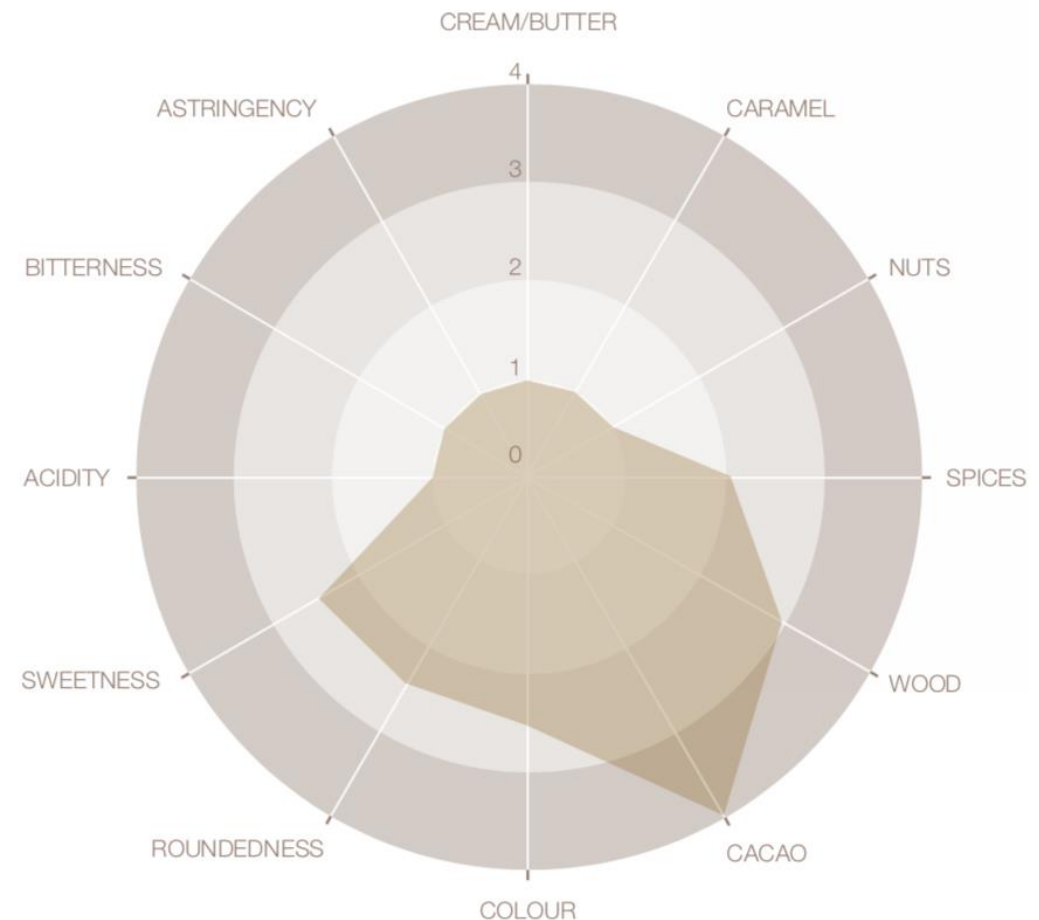
Cacao from the Oulaidon province takes its name from the nearby village, a tiny world of two thousand inhabitants nestled between the region of the Lagunas, near Tiassalé, and the province of Divo, at the centre of a network of other villages, some as far as 20 km away, which refer to it as the beating heart and social epicentre of the area. Oulaidon cacao is produced by a fair trade project run directly by the ChocoFair Cote d'Ivoire network, which aims to protect the biodiversity of plantations growing more than one type of cacao variety and to develop the quality of stone-ground cacao processing.

Organoleptic Features

The cacao is fermented using stacked sweatboxes for 6 days on banana leaves, and drying lasts for 7 to 10 days. The result is a highly scented cacao, also thanks to the exchange of pollen with wild orange, mango, coffee and cardamom plants growing nearby.

Aromatic Notes

Primary notes of cacao, wood and spice. Low bitterness, acidity and astringency.



PROFESSIONAL USE



OUR ORIGINS

ECUADOR	PERÙ	VENEZUELA				MADAGASCAR	TANZANIA	COSTA D'AVORIO
ARRIBA	APURIMAC	SUR DEL LAGO	PUERTOMAR	CHUAO	PUERTOFINO	SAMBIRANO	MOROGORO	VIDAMÁ
Nacional	Trinitario	Trinitario	Criollo	Criollo	Criollo	Trinitario	Trinitario	Forastero
Arriba 100%	Apurimac 100%	Sur del Lago 100%				Sambirano 100%	Morogoro 100%	
			Puertomar 75%	Chuao 75%	Puertofino 75%			
Arriba 72%	Apurimac 72%	Sur del Lago 72%				Sambirano 72%		
							Morogoro 68%	Vidamá 68% (ganache)
								Vidamá 66%
Arriba62%								
								Vidamá 60%
Arriba 56%							Morogoro 56%	
						Sambirano 51%		
Arriba 50%								
							Morogoro 38%	Vidamá 38%
Arriba 36%								

TECHNICAL COMPOSITION

		FORMAT	COMPOSITION %						TOTAL FATS %		MOISTURE	FINENESS IN MICRONS	CACAO FATS
			Cacao	Cocoa Butter Added	Sugar	Powdered Milk	Soy Lecithin	Vanilla	Total Cocoa Butter	Dairy Fats	%		%
DARK CHOCOLATE													
ARRIBA	100%	tablets	100						52		1,5	14 - 16	52
	75%	blocks	57	18	24,5		0,5		48		1,5	7 -10	29
	72%	tablets	62,5	10	27		0,5		43		1	14 - 16	32,5
	62%	tablets	46	16,5	37		0,5		41		1	14 - 16	24
	56%	tablets	40	17	42,5		0,5		38		1	14 - 16	21
APURIMAC	100%	tablets	100						55		1,5	14 - 16	55
	75%	blocks	57	18	24,5		0,5		48		1,5	7 -10	31
	72%	tablets	62,5	10	27		0,5		44		1	14 - 16	34
SAMBIRANO	100%	tablets	100						53		1,5	14 - 16	53
	75%	blocks	57	18	24,5		0,5		48		1,5	7 -10	30
	72%	tablets	62,5	10	27		0,5		42		1	14 - 16	33
SUR DEL LAGO	100%	tablets	100						55		1,5	14 - 16	55
	72%	tablets	62,5	10	27		0,5		44		1	14 - 16	34
	75%	blocks	57	18	24,5		0,5		50		1,5	7 - 10	31
BLEND SUR DEL LAGO	65%	tablets	55,5	10	34		0,5		41		1	14 - 16	31
MOROGORO	100%	tablets	100						53		1,5	14 - 16	53
	68%	tablets	58	10	31,5		0,5		41		1	14 - 16	31
	56%	tablets	40	17	42,5		0,5		38		1	14 - 16	21
VIDAMÁ	100%	tablets	100						55		1,5	14 - 16	55
	68%	tablets	68		31,5		0,5		38,5		1	14 - 16	38,5
	66%	tablets	53	13	33,5		0,5		44		1	14 - 16	29
	60%	tablets	44	17,3	38,2		0,5		44		1	14 - 16	24
	60%	Chocolate Chips	44	17,3	38,2		0,5		44		1	14 - 16	24
ESTELLE	100%	tablets	100								1,5	14 - 16	55
	66%	tablets	53	13	33,5		0,5				1	14 - 16	44
XINGU BRAZIL	70%	blocks	70	18	29,5		0,5		48		1,5	7 -10	



TECHNICAL COMPOSITION

		FORMAT	COMPOSITION %						TOTAL FATS %		MOISTURE	FINENESS IN MICRONS	CACAO FATS
			Cacao	Cocoa Butter Added	Sugar	Powdered Milk	Soy Lecithin	Vanilla	Total Cocoa Butter	Dairy Fats	%		%
MILK CHOCOLATE													
ARRIBA	36%	tablets	7	30	39	23,5	0,5		33,5	6	1	14 - 16	3,5
	50%	tablets	15	35	34,4	15	0,5		42,5	4	1	14 - 16	7,5
	50%	blocks	15	35	34,5	15	0,5	0,1	42,5	4	1	14 - 16	8
MOROGORO	38%	tablets	12	26	37,5	24	0,5		32	6	1	14 - 16	6
SAMBIRANO	51%	blocks	22	29	28	20,5	0,5		40,5	5	1,5	14 - 16	11
VIDAMÁ	38%	tablets	12	26	37,5	24	0,5		32	6	1	14 - 16	6,5
WHITE CHOCOLATE (BIANCO)													
BIANCO	35%	tablets	0	35	30	35	0,3	0,02	35	9	1,5	14 - 16	0
BIANCO	23%	tablets	0	36	40,7	23	0,5	0,015	36	4	1,5	14 - 16	0
CACAO NIBS													
MOROGORO	100%								53				53
APURIMAC	100%								55				55
SAMBIRANO	100%								53				53
SUR DEL LAGO	100%								55				55
CACAO IN POLVERE 22-24%									22 - 24				22 - 24
CACAO IN POLVERE 10-12%									10 - 12				10 - 12

SUGGESTIONS FOR USE

Tablets (5kg Bags) Dark Single Origins		% Cacao	Units	Fluidity	Praline	Round Shapes	Filling	Coating	Decoration	Mousse	Ice Cream	Bakery
					Mechanical Coating			Manual Coating				
00819	Arriba	72%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00817	Arriba	62%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00816	Arriba	56%	2 x 5 kg	👉👉	✓	✓	✓	✓	✓	✓	✓	
00969	Blend Sur del Lago	65%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00886	Apurimac	72%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00915	Morogoro	68%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00916	Morogoro	56%	2 x 5 kg	👉👉	✓	✓	✓	✓	✓	✓	✓	
00896	Sambirano	72%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00944	Vidamà	68%	2 x 5 kg	👉👉	✗	✗	✓	✗	✓	✓	✓	
00804	Vidamà	66%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00938	Vidamà	60%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	
00952	Vidamà gocce forno	60%	1 x 12 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	✓
00954	Estelle Organic	100%	2 x 5 kg	👉👉👉	✓	✓	✓	✓	✓	✓	✓	✓
00955	Estelle Organic	66%	2 x 5 kg	👉👉👉			✓			✓	✓	

SUGGESTIONS FOR USE

Tablets (5kg Bags) Cacao Mass Single Origins		% Cacao	Units	Fluidity	Praline	Round Shapes	Filling	Coating	Decoration	Mousse	Ice Cream
00818	Arriba	100%	2 x 5 kg	●●●●●	✗	✗	✓	✗	✗	✓	✓
00812	Sur del Lago	100%	2 x 5 kg	●●●●●	✗	✗	✓	✗	✗	✓	✓
00885	Apurimac	100%	2 x 5 kg	●●●●●	✗	✗	✓	✗	✗	✓	✓
00914	Morogoro	100%	2 x 5 kg	●●●●●	✗	✗	✓	✗	✗	✓	✓
00841	Sambirano	100%	2 x 5 kg	●●●●●	✗	✗	✓	✗	✗	✓	✓
00968	Vidamà	100%	2 x 5 kg	●●●●●	✗	✗	✓	✗	✗	✓	✓
Tablets (1kg Bags) Dark Single Origins		% Cacao	Units	Fluidity	Praline	Round Shapes	Filling	Coating	Decoration	Mousse	Ice Cream
00919	Arriba Nacional	56%	6 x 1 kg	●●●	✓	✓	✓	✓	✓	✓	✓
Tablets (1kg Bags) Milk Single Origins		% Cacao	Units	Fluidity	Praline	Round Shapes	Filling	Coating	Decoration	Mousse	Ice Cream
00924	Arriba Nacional	50%	6 x 1 kg	●●●●●	✓	✓	✓	✓	✓	✓	✓
Block (500g Bags) Milk and Dark		% Cacao	Units	Fluidity	Praline	Round Shapes	Filling	Coating	Decoration	Mousse	Ice Cream
00852	Puertomar (Criollo)	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00925	Puertofino (Criollo)	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00972	Blend Criollo	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00810	Sur del Lago	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00830	Arriba	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00862	Arriba latte	50%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00845	Sambirano	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00847	Sambirano latte	51%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00880	Apurimac	75%	10 x 0,5 kg	●	✗	✓	✓	✓	✓	✓	✓
00975	"Xingu" Brazil Organic	70%	2 x 5 kg	●	✓	✓	✓	✓	✓	✓	✓



DOMORI S.r.l.
10060 None (TO) ITALIA
Via Pinerolo 72/74
www.domori.com