

# A JOURNEY OF CHOCOLATE

YOUR GIFT  
TAILOR-MADE



1938  
*Lavoratti*  
VARAZZE



*Chocolate is perfect.  
It invests all of the five senses to create a sixth one –  
memory.*



---

## SUMMARY

### Chapter 1 • Lavoratti 1938

The Workshop ..... pag. 06

### Chapter 2 • Our Products

Customizations ..... pag. 19

Sleeve ..... pag. 20

Box Gift ..... pag. 23

Minipack..... pag. 27

Bars..... pag. 29

Card..... pag. 32

Mold..... pag. 34

Boxes ..... pag. 36

Recipe ..... pag. 38

A Word of Hope ..... pag. 41



*Lavoratti chocolate tells the story  
of the flavors and aromas of the Mediterranean*



## Chapter 1

# Lavoratti 1938

Mediterranean Chocolate



---

## THE WORKSHOP

### Chocolate and imagination

Lavoratti 1938 defines itself as a laboratory, that is, a physical and mental space for experimenting with new ideas, new possibilities for meeting ingredients and especially people. It is a place imagined to write new stories through chocolate. Lavoratti chocolate is a tale of a journey through places, ancient knowledge and encounters that the ingredients transform into a concrete experience of taste. It is a chocolate with the flavors and aromas of the Mediterranean.

Our chocolate is some of the best in the world. We chose cocoa from Hacienda San Jose in Ecuador. It has had many recognitions, including Pepa de Oro and was runner-up in 2021 at the International Award premier in Paris Cocoa of Excellence. Chocolate for Lavoratti, however, is above all a vehicle to entrust the flavors of the Mediterranean. If our single-origin dark and milk chocolates are of extraordinary quality, it is in the fillings that the Lavoratti project finds fulfillment.

The quality of the ingredients is essential to arrive at the excellence of the result, and what matters most is the love for the land on the part of those who cultivate it. Each ingredient has been selected with the utmost care by choosing producers one by one and seeking only products of excellence for a truly unique taste experience. Lavoratti 1938 chooses suppliers and selects crops that meet the criteria necessary

to obtain the best possible product: pistachios, citrus fruits, hazelnuts and even the salt used for bars and pralines. Care and strictness are our guidelines.

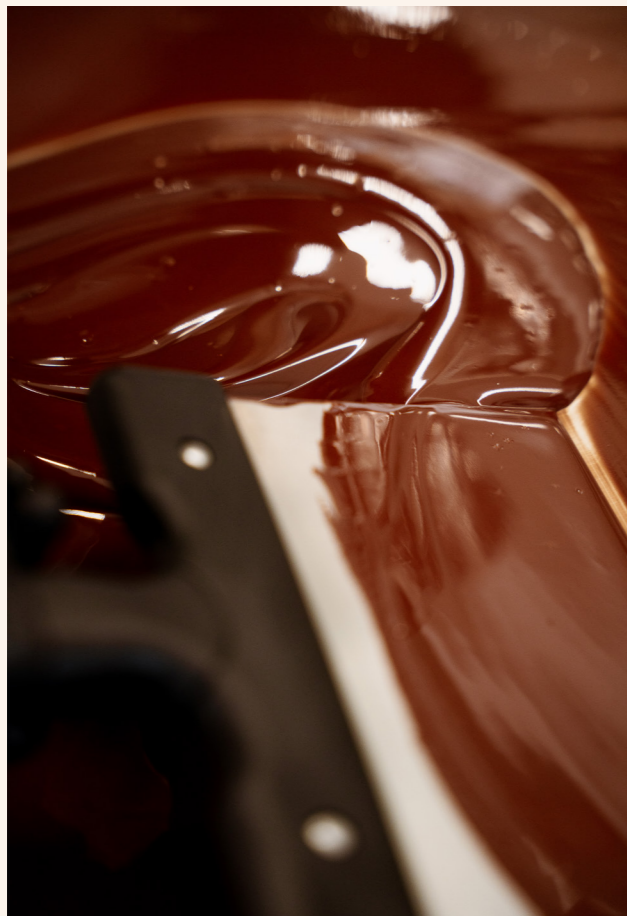
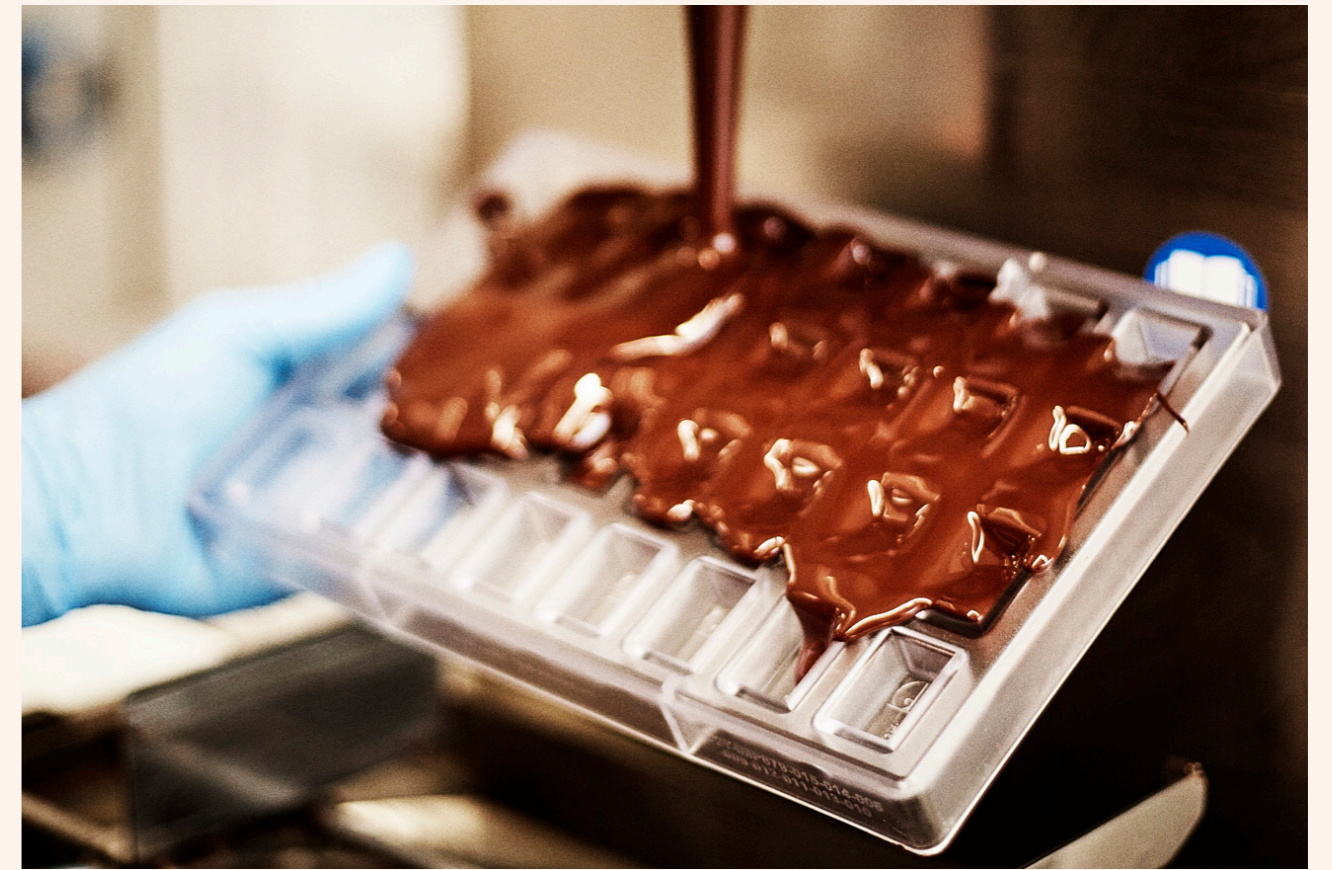
The entire Lavoratti production is imagined as an “editorial line” in which each product is a chapter of a story. The packaging of our tablets resembles the cover of a book, and even a box set has been imagined to contain the first eight proposals.

We also have monographic praline boxes in our catalog. In this way the flavors contained are complementary and linked together just like the pages of a book. These are the Lavoratti Books. The first title we present is “Christmas Lunch.”

Similarly, there is a package that is quite similar to that of the colors that are used for drawing. These are the 1938 Lavoratti Pencils: an offering of filled bars with as many as twelve varieties of flavors.

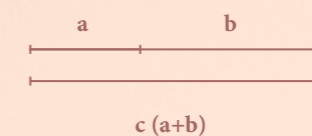
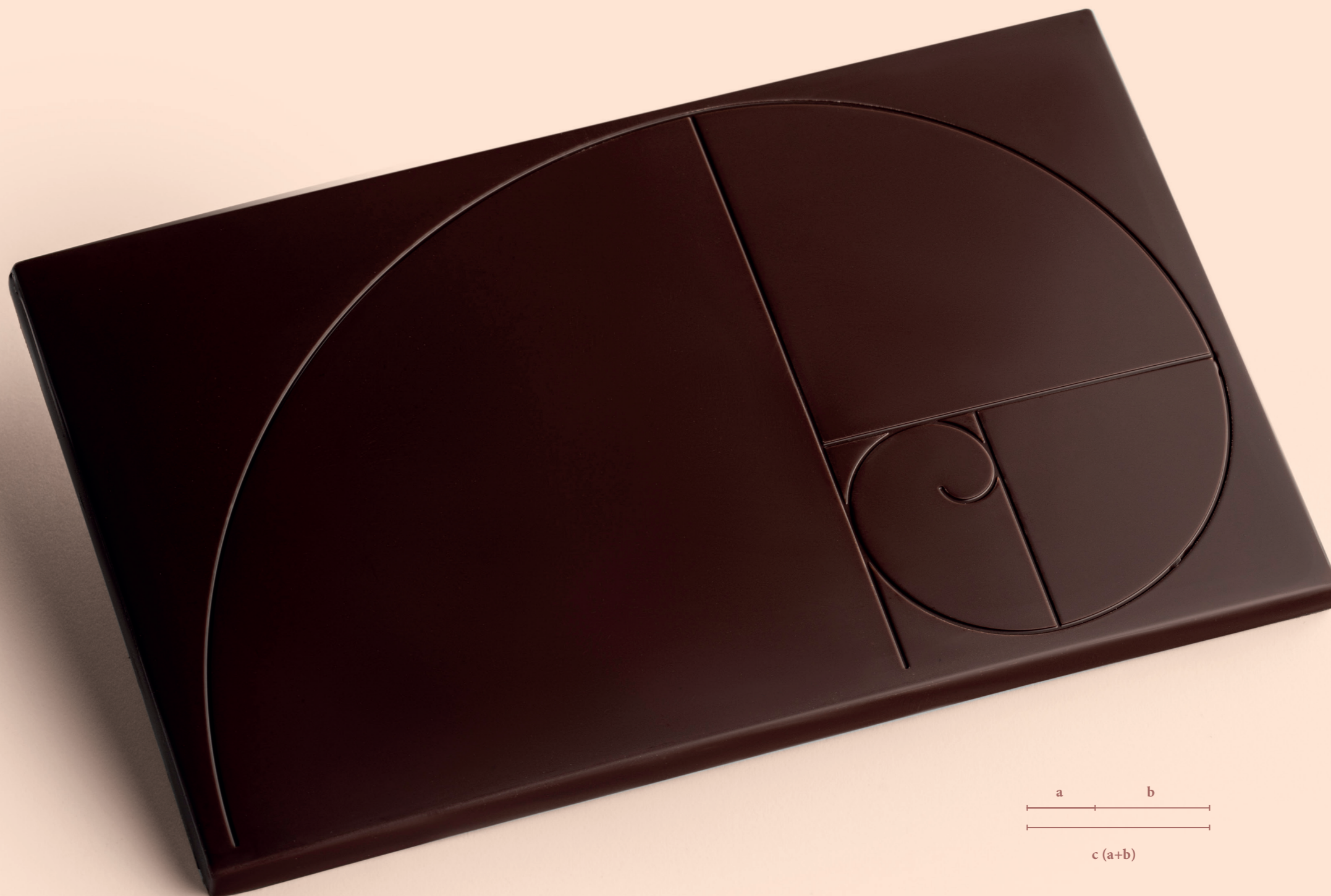
The bars and bonbons follow the golden ratio rule: 1.618 is the ratio of the sides, a symbolic figure of perfection, a divine proportion dedicated to chocolate considered by the peoples of Central America to be the food and nourishment of the gods. According to this progression, Nature conceived the Nautilus that has become the symbol and icon of Lavoratti 1938.





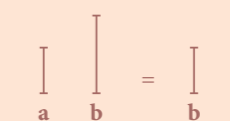


Our quirk – bars and bonbons follow the golden ratio rule. 1.618 is the ratio between sides, a symbolic sign of perfection, that divine ratio dedicated to chocolate, which the central-American people considered the food of Gods. According to this progression, Nature conceived the Nautilus, which has become the symbol and icon of Lavoratti 1938.



**[golden ratio]** The golden ratio or extreme and mean ratio or divine proportion, in art and mathematics, represents the irrational number obtained from the ratio between two different lengths. In the Renaissance, the golden ratio was considered as a symbol of aesthetic perfection to be used in architecture and art.

The total segment  $c$  is proportional to the longer segment  $b$  as the latter is to the shorter segment  $a$ .  
 $a : b = b : c = \text{phi } \varphi$



---

*Absence is the road to Essence.*



## Chapter 2

# Our products

A reduction job







## OUR PRODUCTS

The power of creativity



Our labels are short. Few ingredients mean wholesomeness and authenticity. It is what makes us proudest. We work by reduction to

reach the essence of flavour, and we don't use food colourings. Packages are fully recyclable and without plastics.







---

~ ~ ~

## CUSTOMIZATIONS

Make your Lavoratti gift unique

Make your gift unique with Lavoratti 1938. Discover our collection to give your gifts a unique taste.

they are ideal as corporate gifts, gift bags for fairs and events, wedding favors, amenities and welcome gifts. They are the perfect solution to make your customer feel special.

We design and develop tailor-made customizations according to our customers' requests. Depending on the needs we study which customization is suitable for the project. Customized products are a unique opportunity to communicate your brand,

We handle not only the making but also the shipping to your customers, whether they are individuals, retail, hotels or companies. We follow the product realization from start to finish to satisfy and support you at every stage.



*~*

# SLEEVE

Customized

You can dress our boxes with a custom sleeve using your brand colors and design. A sleeve will line the standard sizes of our boxes, and together we will go out and sew the best tailored suit to communicate your message.

We will choose the papers and colors that best represent you to make a special gift.



CHOOSE THE COLOR OF THE SLEEVE

1

ADD YOUR LOGO

2

3

CHOOSE A PHRASE TO BE INCLUDED





## BOX GIFT

### Bonbons and Pencils chocolate

#### Assorted Bonbons in a box of 20, 30 or 40 pieces



##### Box of 20, 4 flavours

200g Box  
Carton code: 0704



##### Box of 30, 6 flavours

300g Box  
Carton code: 0711



##### Box of 40, 8 flavours

400g Box  
Carton code: 0728

#### Pencils (12 flavours) in a Box of 24 or 12 pieces



##### Box of 24

480g Box  
Carton code: 0698



##### Box of 12

240g Box  
Carton code: 0681



# BOX GIFT

## Pocket box

### Pocket Box

Box of 80g bars (8 pc)

Box weight: 640g  
Carton code: 0872



### Citrus

Pocket Box of 60g bars (8 pcs)

Box weight: 480g  
Carton code: 1213



### The Sweetest

Pocket Box of 60g bars (8 pcs)

Box weight: 480g  
Carton code: 1220



CHOOSE THE **1**  
COLOR OF THE  
SLEEVE



**2** ADD YOUR  
LOGO

**3** CHOOSE  
A PHRASE  
TO BE INCLUDED



Il cioccolato è perfetto.  
 Investe tutti e cinque i sensi  
 per crearne un sesto:  
 la memoria.

Una memoria arricchita  
 con profumi e sapori  
 del Mediterraneo scelti con cura  
 per arrivare all'essenza  
 del gusto.



## MINIPACK

Pralines, Pencils,  
 Truffles, Rinds



**Bonbons**  
 Box of 8, 8 flavours

80g Box  
 Carton code: 1060



**Pencils**  
 Box of 3

60g Box



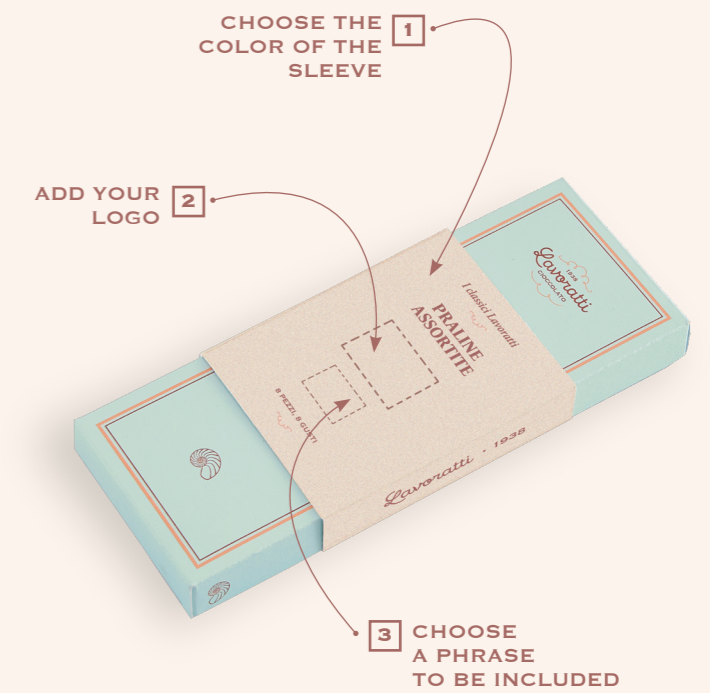
**Truffles**  
 Box of 12

90g Box



**Rinds**  
 Box of single flavour  
 Orange, Lemon, Bergamot

60g Box





## BARS

80 grams

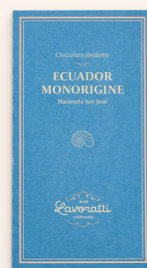
ADD YOUR LOGO **2**



**3** CHOOSE A PHRASE TO BE INCLUDED

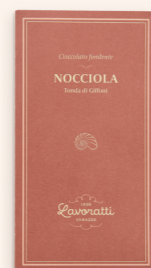
**1** SELECT THREE BARS WHICH WILL BE WRAPPED BY THE SLEEVE CUSTOMIZED





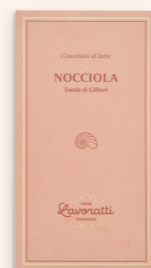
**Dark chocolate**  
Ecuador  
Single-  
Origin  
Hacienda  
San José  
80g each

Carton code:  
0582



**Dark chocolate**  
"Piedmont  
Hazelnut"  
80g each

Carton code:  
0575



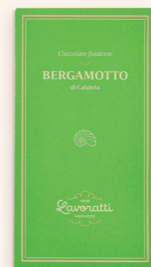
**Milk chocolate**  
"Piedmont  
Hazelnut"  
80g each

Carton code:  
0568



**Dark chocolate**  
"Sale Marino  
di Trapani  
IGP"  
80g each

Carton code:  
0544



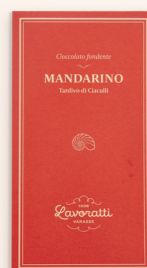
**Dark chocolate**  
Bergamotto  
di Calabria  
80g each.

Carton code:  
0612



**Milk chocolate**  
"Pistacchio  
Verde di Bronte  
DOP"  
80g each.

Carton code:  
0537



**Dark chocolate**  
Late Tangerine  
from Ciaculli  
80g each.

Carton code:  
0605



**Dark chocolate**  
lemon from  
Cinque Terre  
80g each.

Carton code:  
0551



**Dark chocolate**  
Ecuador  
Monorigine  
Hacienda San  
José  
80g each

Carton  
code:0599



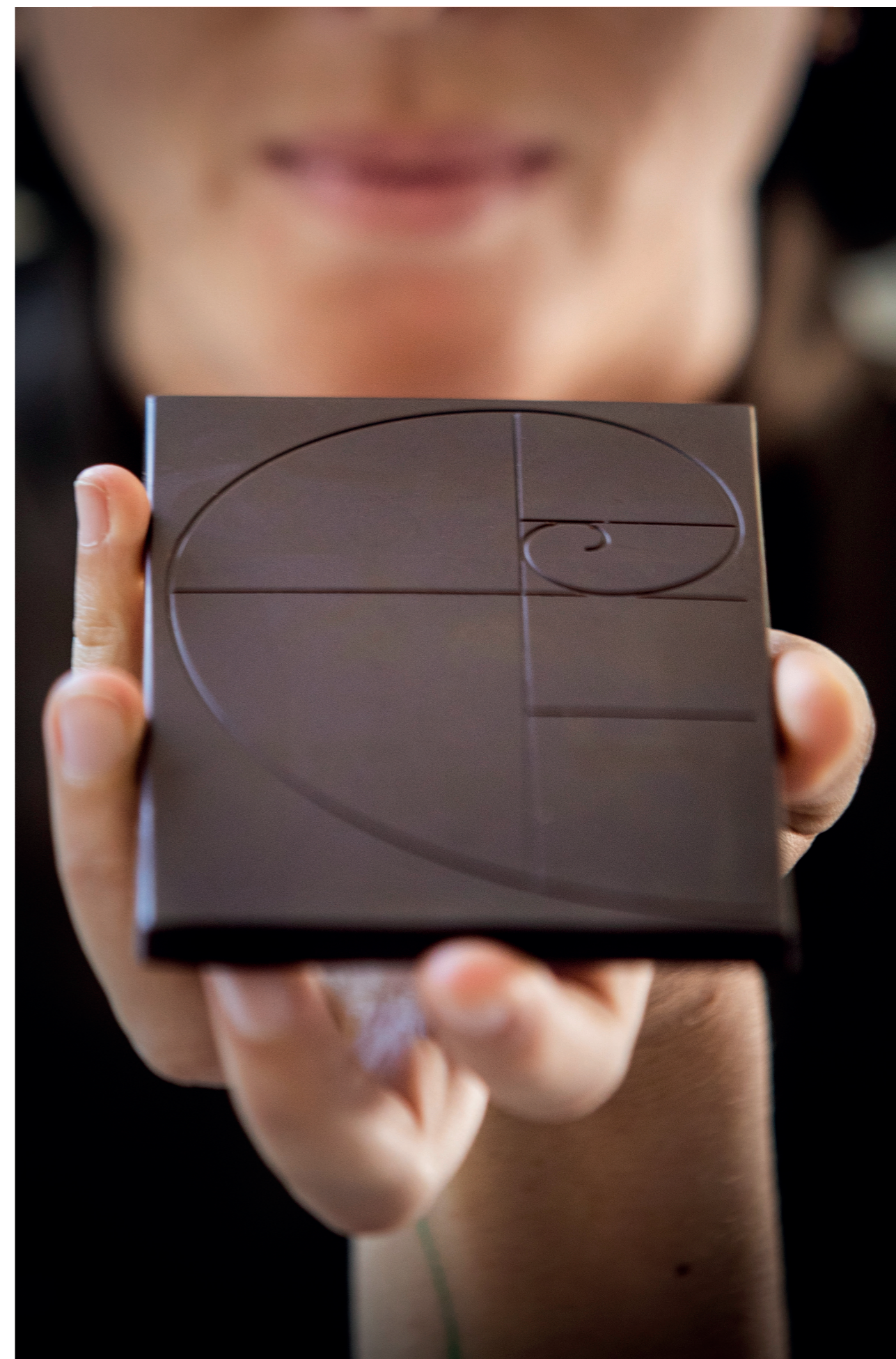
**Dark chocolate**  
80%  
Ecuador  
Single-  
Origin  
Hacienda  
San José  
80g each

Carton  
code:1107



**Dark chocolate**  
peach from  
Volpedo  
80g each.

Carton code:  
1091



---

—

—

# CARD

Customized

To add a truly personal touch to your gifts, you can insert a descriptive scroll about the product into each box, inserting your wishes or a special thought. This solution allows you to leave nothing to chance and accom-

pany the recipient of your gift to discover what you have designed especially for him.



---

MOULD  
Customized

An iconic and elegant solution, design the mold with your brand logo. Your bonbons will have a unique shape that immediately communicates your identity. We will take care of designing the prototypes together with our designers according to your specifications, making a completely exclusive product.



---

BOXES  
Customized

For a total custom solution we can make a size to hold your personalized chocolate. In completely custom box in format, color and this case the only limit is imagination.



---

RECIPES  
Customized

For great projects that require a purely tailor-made study, it is possible to create an exclusive recipe for your pralines. Together with our Maitre Chocolatier Marco Ferrari we will identify a flavor that can be representative of your story, collection or event. We will carefully select the ingredients to create a flavor that will remain uniquely yours.





---

## A WORD OF HOPE

Rediscovering time and choice

If today's password is consumption, our hope is that of replacing it with choice. We aspire to be chosen and to share the pleasure of our chocolate and our work with whoever comes across us. The time factor is crucial to us, but not how everyone would think. If anything, the opposite – not being pressed for time, but taking the time needed to choose.

The shops that will choose to hold Lavoratti 1938 must offer the possibility of giving patrons time. Since our products aspire to be a narrative, it is important for clients to take part in it and to be able to know the story behind it.

We do not target consumers, but people

with whom there can be dialogue and a long-lasting relationship.

Small shops or prestigious boutiques – it makes no difference. We would like to think that the places where you can find our products have an authentic, recognisable soul, and share our level of care in everything we do and who we are.



---

We would like to remember a quote by Tommaso Landolfi,  
an ingenious and refined writer of the 20th century  
who spoke thus of chocolate:

“I have learned to recognise the only two remedies against pain,  
sadness and similar woes and wounds of the human heart:  
chocolate and time”  
Quite a responsibility...



With thanks to:  
Massimo Listri for his kind and friendly authorisation  
to use his work (page 3)

45gradi Milano for Brand Design and editorial project





