# A JOURNEY OF CHOCOLATE









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



### Summary

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











# Lavoratti 1938







### $\mathcal{A}$ **THE BRAND'S ROOTS** From 1938 to date

The "Ditta Lavoratti" company was established My involvement in this chocolate adventure in Varazze, on the western coast of Liguria is an attempt to go back to my childhood. in Italy, in 1938. Filled doughnuts were carried Chocolate is a powerful time machine: it around beaches and sold to beachgoers invests all five senses to create a sixth one from a shoulder-strapped wooden box. A - memory. As soon as you utter the word few years later, Aliberto Lavoratti opened "chocolate", everyone smiles, because in truth, a shop in the historical centre of town, producing chocolate means producing joy". and the chocolate adventure started. For decades, the Lavoratti brand was a synonym Davide Petrini: "My ties with the sea and and Fabio Fazio acquired the brand and life, if I may say..." the company, and Lavoratti 1938 now looks forward to a new start.

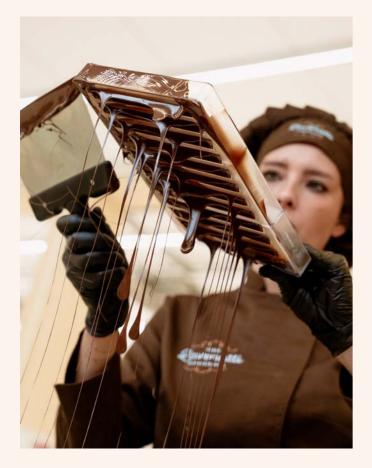
Fabio Fazio: "I used to spend my holidays at my grandparents' house in Varazze. At Easter, like I later ensured with my children, there would always be a Lavoratti egg. The scent of chocolate filled the dining room, and for me its still means childhood, spring, vacation.

for chocolate for all of Varazze's children. with Varazze are very strong. With Fabio we At Easter, the Lavoratti egg was a must, acted on impulse and made a sentimental and when the recent difficulties caused by choice, because this small but significant the pandemic endangered the company's part of our local heritage, Lavoratti 1938, future, two of those children felt the need could not simply cease to be after more than to step in and protect it, so that its narrative eighty years. Creating work is my pride, could continue with new assumptions and and producing chocolate is a wonderful new ambitions. In 2020, Davide Petrini opportunity in order to live a second, sweet











### $\mathcal{A}$ **THE COMEBACK** A new challenge

The challenge is producing the best chocolate Pastry requires full compliance with the who curates our recipes.

Corrado Assenza of Caffè Sicilia in Noto his memento. (Sicily) is an absolute and internationallyacclaimed expert. He is at times a poet, a philosopher, an intellectual. He loves to define himself as a pastry chef, because for Corrado, being a pastry chef means most of all knowledge.





possible. It is the purpose for which a whole timing Nature has set out for fruit to team has worked and keeps working with ripen, and the time needed by people to full focus every day. We think of chocolate complete their work. Corrado has the as a carrier of flavours. Lavoratti 1938 is a bility to translate the observation of Nature Mediterranean chocolate, and to realise it, into pastry, and to select raw materials we rely on the skills of Corrado Assenza, starting from the identity of the producers. "Good people will make good products", is





## **THE WORKSHOP Chocolate and imagination**

Since its rebirth Lavoratti 1938 has defined work of art, born from the creativity of Laitself as a laboratory, that is, a physical and mental space for experimenting with new ideas, new possibilities for meeting ingreimagined for writing new stories through chocolate because, as we have always said, chocolate has no limits except that of the imagination.

We immediately opened the doors to decidedly prestigious meetings, from Corrado Assenza, to the Parmigiano Reggiano Consortium, to Carlo Cracco and then Massimo Bottura and Osteria Gucci.

Lavoratti was reborn exactly on September contrasts and blends perfectly with the crun-15, 2022, presenting itself to the press, as a guest of Carlo Cracco at his restaurant Il Pitosforo, in Portofino. After only six months, on the occasion of Easter, we announced our collaboration with him for an exceptional egg collection. The recipes developed by four hands with our maître chocolatier Marco Ferrari resulted in unique and refined flavors.

The latest collaboration in terms of time is the one with Gucci Osteria by Massimo Bottura, which resulted in a mouth-watering



voratti 1938's master chocolatiers and Gucci Osteria's two co-Executive Chefs, Karime Lopez and Takahiko Kondo: the Easter egg dients and, above all, people. It is a place made with precious 60% Ecuador single-origin dark chocolate, embellished with Cinque Terre lemon and rosemary.

> The citrus essence of lemon and the aromatic note of rosemary blend with the single-origin Ecuador chocolate to create a unique flavour. The thin layer of chocolate envelops a layer of filling with Cinque Terre Lemon and Rosemary. What makes this combination even more interesting is the crunchy note given by the inclusions of dried lemon peel. The sinuous dark chocolate coating chy filling.

> 'This collaboration makes us proud and marks a fundamental step in the growth of Lavoratti 1938, a place that welcomes the talents of the national and international gastronomic scene, giving life to a true creative workshop; thank you therefore to Gucci Osteria, synonymous with Italian excellence all over the world, for having decided to share this wonderful adventure with us,' says Fabio Fazio.





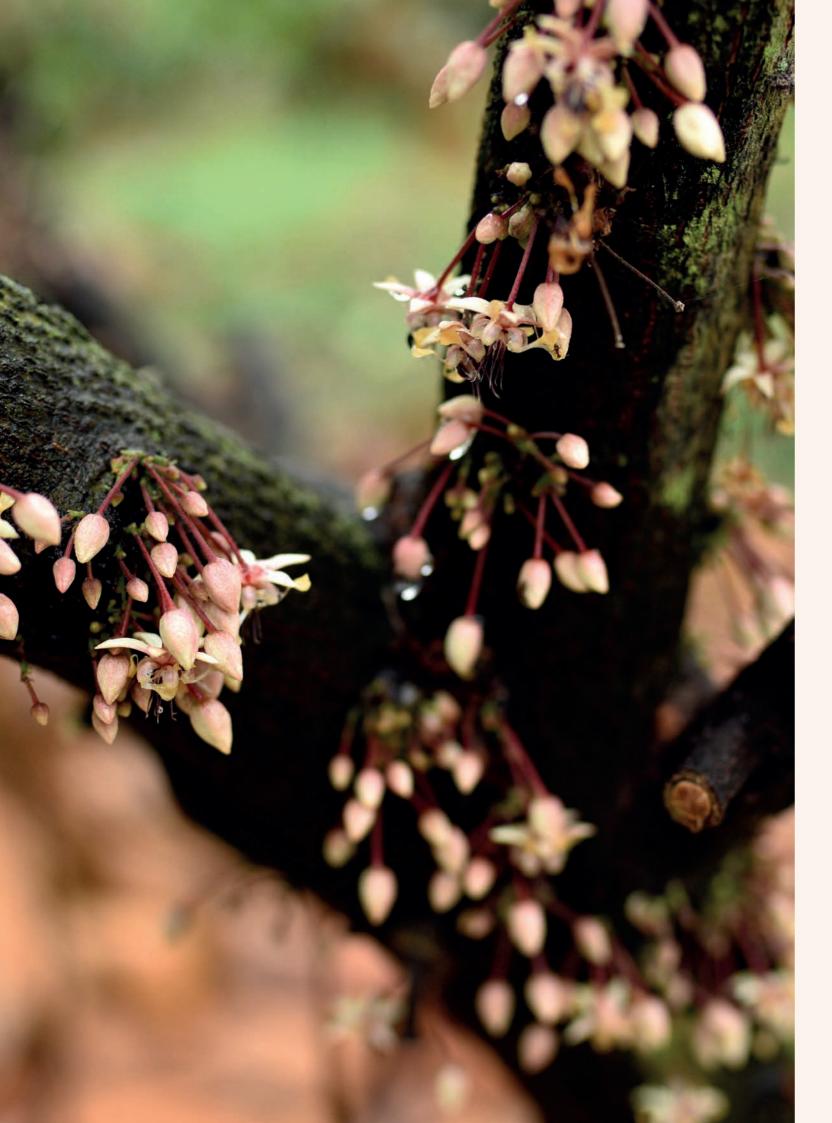












## **THE CHOCOLATE** Hacienda San José

Our chocolate is one of the the best in the the techniques inherited through a centuryworld. We selected cocoa from the Hacienda San José in Ecuador, whose legacy started in Los Ríos in the 30's. It has received endless awards, including the Pepa de Oro 2016, Pepa de Oro 2019, Pepa de Oro 2020, or Golden *Bean Award* for the best chocolate, and came all a vehicle to which we entrust the flavours in second place in the 2021 Paris International of the Mediterranean. Even though our *Award Premier Cocoa of Excellence.* 

Today, San José owns a prize cocoa plantation extraordinary quality, it is in the filling that recognised for the quality of its harvested beans, which are fermented and dried with





old legacy that has been perfected over time. The success of Hacienda San José rests on its great care for the environment and on a growth model based on sustainability and social responsibility. Chocolate is most of single-origin dark and milk chocolates are of Lavoratti reaches its full accomplishment.









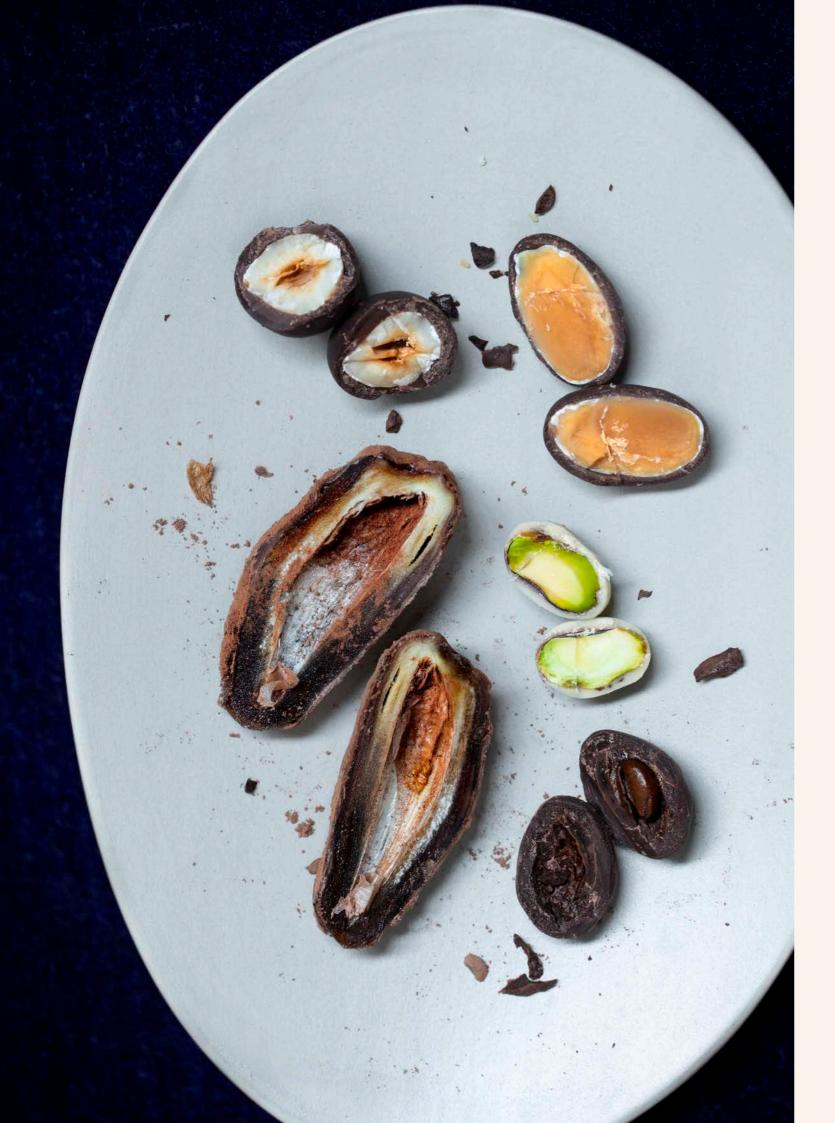












## **THE INGREDIENTS** Nature is the primary form of art

Quality in the ingredients is crucial for reaching Our guidelines? Care and strictness. Through excellence in output. Corrado Assenza is not chocolate we aim at offering a true journey only one of the most credible and renowned through places and ancient know-how, because - as we all know - what we eat is mostly the figures in the world of pastry, but he is also a poet, an intellectual who uses ingredients like a outcome of History drawing people together, importing foodstuffs from one side of the world writer uses words. For Lavoratti 1938, Corrado Assenza chooses the suppliers and selects the to the other, making faraway food become crops that comply with the requirements needed tradition. In the land's products we can find the to obtain the best product possible: pistachios, history of humankind. Food is an opportunity citrus fruits, hazelnuts and even the salt used in for sharing, the sum of what we have been, of bars and bonbons. Every ingredient was selected what we are waiting to build, and of what we will with the utmost care, choosing producers one by be, through an exciting and ongoing research one and only seeking excellent products, in order whose only boundary is creativity. to ensure a truly unique flavour experience.





#### O Pistachio

- Hazelnut
- O Parmigiano Reggiano
- Late Tangerine from Ciaculli
- Bergamot from Calabria
- Taggiasca extra virgini Olive Oil
- O Milk from Granda
- **Lemon from Cinque Terre**
- Peach from Volpedo
- Blood Orange
- Sage from Parco del Beigua
- Apricot from Valleggia
- "Sale Marino di Trapani PGI"
- Almond





Pistachio

In the heart of Sicily, amidst the rocky landscapes of Mount Etna, comes the Pistachio, a culinary jewel with a unique and unmistakable flavour, in terms of appearance, aroma and taste.

w



Hazelnut

From the magnificent landscapes of the Alta Langa comes the Hazelnut. Renowned for its spherical shape, it finds its greatest expression together with chocolate.

#### w



#### Parmigiano Reggiano

Expert craftsmanship, thousands of years of experience, and a beloved and protected environment give life to an unsurpassed cheese. Since 1934, the Parmigiano Reggiano consortium supports the art and tradition of one of Italy's most excellent, signature products.

w



#### **Bergamot from Calabria**

The Fortugno family has been growing fresh bergamot fruit – a delicacy for the palate and a natural remedy – for four generations.

ree



#### Late Tangerine from Ciaculli

In the *Conca d'Oro* area, near Palermo in Italy, there grows a precious variety of tangerines: with few seeds and a fine peel, but most of all, sweet and juicy. They are called "late" because they ripen in March, hence the name *marzeddu* (*March* is *marzo* in Italian).

w



#### Taggiasca extra virgin Olive Oil

The history of the Roi family began in 1900 in Badalucco, in the province of Imperia, and continues to this day. They produce extra virgin olive oils of the highest quality: real cru, vintage extra virgin oils from which a mild, sweet oil originates.

w



Milk from Granda

100% Piedmont milk, processed within hours from milking and originating from certified and sustainable stock farming. "La Granda" is the name given to the province of Cuneo in northeast Italy.





#### Lemon from Cinque Terre

The Currarino farm was established as a family company in 1998 in Levanto, and then was extended towards Monterosso in search for ideal land for its organic citrus fruits.

w



Peach from Volpedo

In Volpedo, in the province of Alessandria in northwest Italy, there grows a very colourful, deliciously-scented and sugary peach. This variety announces the arrival of summer and retains the flavour of "how peaches used to taste".

w



**Blood Orange** 

This fruit ripens at the foothills of Mount Etna thanks to the Sicilian sun. Its origins are ancient: it hails from China and was introduced on the island around the 15<sup>th</sup> century.



#### Sage from Parco del Beigua

This sage is farmed in the Beigua natural *park*, a Unesco site since 2015. The park is one of the richest areas in terms of biodiversity and geodiversity, and represents the largest area of protected land in Liguria.

w



"Sale Marino di Trapani PGI"

A group of entrepreneurs from Trapani is focussed on optimising the farming and harvesting of salt without interfering with the natural ecosystem. The result? Trapani Sea Salt PGI.







#### Apricot from Valleggia

On the western Ligurian coast, between Loano and Varazze, farmers grow the *Valleggia* (or *valleggine*) apricots. Small in size, their peel is thin and speckled and their flavour is intense and unique.

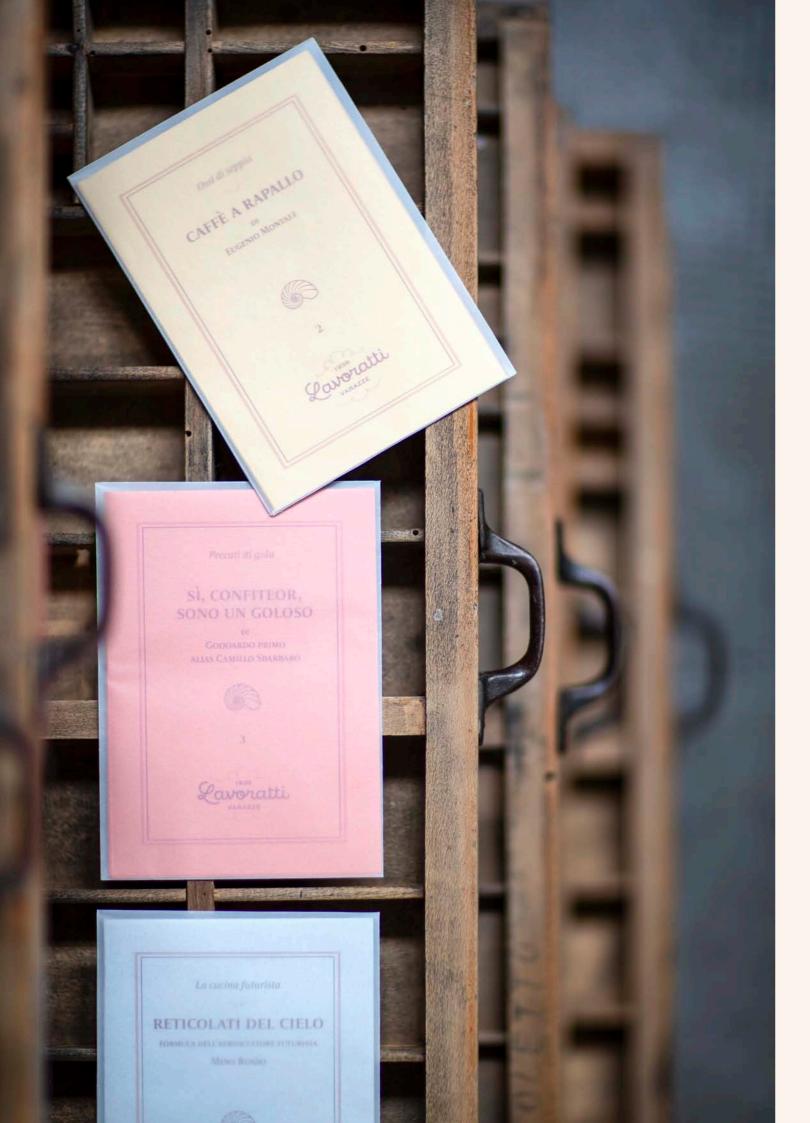




Almond

In Sicily, almonds take on unique organoleptic characteristics and aromas due to the unique climate and altitude within Etna Park.

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## **AN EDITORIAL LINE** A factory of ideas

Lavoratti's entire production is conceived The one that demands ongoing research a Chapter in its story.

hold the first eight products.

themed bonbon boxes. In this manner, the flavours are complementary and connected drying processes is fundamental. just like the pages of a book. These are Technical expertise, knowledge but most "Christmas Lunch".

Similarly, we have a box that closely resembles colourful boxes of pencils. "Matite Lavoratti 1938" holds a range of filled chocolates with no less than 12 flavours.

Our factory is not merely a physical place, but in fact, it is more of a mental state.



as an "editorial line", where every product is for us to obtain the best results possible. Our products stem from countless trials The packaging of our bars brings to mind aimed at reaching a balance in flavour a book cover, and we even created a box to through a careful gauging of ingredients and a detailed control over drying Our catalogue also offers monographic, processes. Not only the careful gauging of ingredients, but also detailed control over

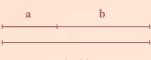
the Lavoratti Books. The first launch was of all, dedication, passion and enthusiasm are mandatory.



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.





c (a+b)

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

$$\begin{bmatrix} & & \\ & & \\ a & b & b & c \end{bmatrix}$$





Absence is the road to Essence.















wholesomeness and authenticity. It is what food colourings. Packages are fully recyclable makes us proudest. We work by reduction to and without plastics.

Our labels are short. Few ingredients mean reach the essence of flavour, and we don't use



### $\mathcal{A}$ BARS 80 grams

the core of Lavoratti 1938's editorial offer. to be a Chapter in the story of our journey to Their packaging brings to mind a book discover the flavours of the Mediterranean.

Bars, conceived with the golden ratio, are cover, because every single filled bar aspires





Ecuador Single-Origin Hacienda San José 80g each Carton code:





Dark Chocolate		
Late Tangerine		
from Ciaculli		
80g each		
Carton code:		
0605		
Pieces per		

LIMONE Lavoratti



Dark Chocolate 80% Ecuador Single-Origin Hacienda San 80g each Carton code:



Dark Chocolate "Piedmont Hazelnut" 80g each

Carton code: 0575 Pieces per Box: 10



Milk Chocolate "Piedmont Hazelnut" 80g each

Carton code: 0568 Pieces per Box: 10

Dark Chocolate Bergamot from Calabria 80g each

Carton code: 0612 Pieces per Box: 10



Milk Chocolate "Pistacchio Verde di Bronte DOP" 80g each

Carton code: 0537 Pieces per Box: 10

Dark Chocolate Lemon from Cinque Terre 80g each

Carton code: 0551 Pieces per Box: 10



#### Milk Chocolate Ecuador Single-

Origin Hacienda San José 80g each

Carton code: 0599 Pieces per Box: 10

#### Dark Chocolate Peach from Volpedo 80g each

Carton code: 1091 Pieces per Box: 10



## BOX 80 gram selection

The Lavoratti Box holds 8 bars that will our full selection. Targeted to chocolate become our classics. Together, they complete lovers, the Box is an ideal present that can be each other and will enable you to appreciate reused to collect new "volumes" being issued.

#### Box of 80g bars (8 pc)

Dark Chocolate Ecuador Single-Origin Hacienda San José

Dark Chocolate "Piedmont Hazelnut"

Dark Chocolate Bergamot from Calabria

Dark Chocolate Lemon from Cinque Terre

Dark Chocolate "Sale Marino di Trapani PGI"

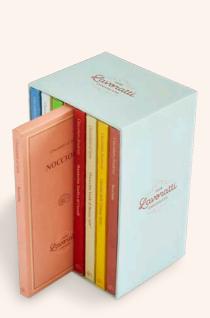
Dark Chocolate Late Tangerine from Ciaculli

Milk Chocolate "Pistacchio Verde di Bronte DOP"

Milk Chocolate "Piedmont Hazelnut"

Box weight: 640g Carton code: 0872 Pieces per Box: 1









The Lavoratti Pocket Box is a selection of 8 bars available in two versions: Citrus taste where the flavors of the best citrus fruits are rediscovered to embark on a journey through the gentle and delicate aroma of fruit.

Citrus Pocket Box of 60g bars (8 pcs)

Dark Chocolate Ecuador Single-Origin Hacienda San José 2 pcs

Dark Chocolate Bergamot from Calabria 2 pcs

Dark Chocolate Lemon from Cinque Terre 2 pcs

Dark Chocolate Late Tangerine from Ciaculli 2 pcs

Box weight: 480g Carton code: 1213 Pieces per Box: 1



The Sweetest of hazelnut and pistachio caressed by the southern sun acquire the true flavor of the Mediterranean, the sea salt of Trapani that contains in its flavor the beauty of the Sicilian Sea.

#### The Sweetest Pocket Box of 60g bars (8 pcs)

Dark Chocolate Hazelnut 2 pcs

Milk Chocolate Hazelnut 2 pcs

Milk Chocolate "Pistacchio Verde di Bronte DOP" 2 pcs

**Dark Chocolate** *"Sale Marino di Trapani PGI"* **2 pcs** 

Box weight: 480g Carton code: 1220 Pieces per Box: 1



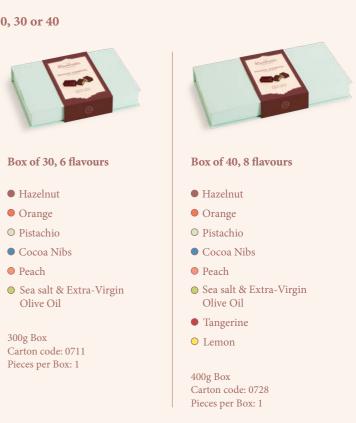




Since we don't use food colourings, our respect the golden ratio, and a Nautilus bonbons are numbered, and a dedicated - the company's symbol - is stamped on key inside the box will tell you the flavour. their surface. The proportions of the bonbon's sides also

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





Box of 20, 4 flavours

• Hazelnut Orange

O Pistachio

200g Box

Carton code: 0704

Pieces per Box: 1

- Cocoa Nibs

#### Assorted bonbons on a tray



Single-flavour tray Pieces per box: 100 1kg



Assorted flavours tray Pieces per box: 200





Lavoratti bonbons are made with represents the essence of taste, in perfect meticulous craftsmanship. Each one proportion between the parts.

Minipack of bonbons in box of 8 pcs.



#### Box of 8, 8 flavours

- Hazelnut
- Orange
- O Pistachio
- Cocoa NibsPeach
- Sea Salt & Extra-Virgin Olive Oil
- Tangerine
- O Lemon

80g Box Carton code: 1060 Pieces per Box: 5





# L'ORIGINALE LAVORATTI

- both in the white or dark version - coa- unique recipe that will offer a singular, surts differently-aged Parmigiano Reggiano to perfection. Think pre-dessert, or a snack du- single-source San José chocolate, filled with ring aperitivo. There are four different ages assorted Parmigiano Reggiano with diffeof Parmigiano Reggiano enrobed with diffe- rent aging.

#### Special bonbons in a box of 20



#### 20 bonbons, 4 different aging

White Chocolate and Parmigiano Reggiano 13 Months' aging

White Chocolate and Parmigiano Reggiano 18 Months' aging

Dark Chocolate (60%) and Parmigiano Reggiano 24 Months' aging

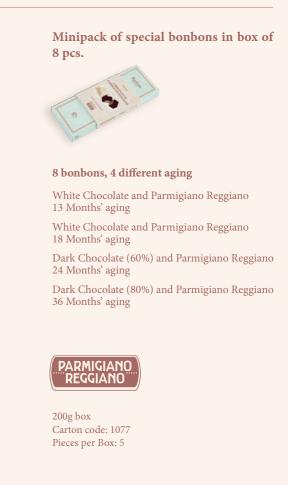
Dark Chocolate (80%) and Parmigiano Reggiano 36 Months' aging



200g Box Carton code: 0902 Pieces per Box: 1



A surprising bonbon in which chocolate rent ratios of cocoa mass in our chocolate. A prising intensity. 20 Bonbons, white or dark,





### **LAVORATTI BOOKS Bonbon selection**

Lavoratti Books are special, monographic narrate what the title promises. Like for bonbon packages that over time will our other bonbons, there is no use of food contribute to a proper "series". The first colourings. A menu inside the box lists the ingredients selected for this first publication. volume was the "Christmas Lunch". Its flavours are complementary, and ideally



#### Box of 32 (8 flavours)

- 1. Walnut and Sarawak Pepper
- 2. Parmigiano Reggiano
- 3. Passatelli
- 4. Blood Orange and Cinnamon
- 5. Amaretto
- 6. Vanilla
- 7. Chestnut and Rhum
- 8. Christmas Tea



320g Box Carton code: 0865 Pieces per Box: 1



# **PENCILS** Assorted flavours

In a box that brings to mind colouring pencils, our pencils is the freshness of our fillings, Lavoratti offers 12 or 24 filled pencils. No with a surprising range of flavours. food colourings here, either. What colours

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

○ Pistachio	Sea Salt
Tangerine	• Extra-Virgin O
● Lemon	• Peach
<ul> <li>Bergamot</li> </ul>	Orange



Box of 24 480g Box Carton code: 0698 Pieces per Box: 1



Olive Oil

- Sage • Apricot • Hazelnut
- 0 Milk



Box of 12 240g Box Carton code: 0681 Pieces per Box: 1





Lavoratti pencils are also available in special combinations offering a choice at any time boxes of 3, in 4 different single flavour of day.

Minipack of single flavour dark chocolate pencils in box of 3 pcs.





• Hazelnut

Box of 3 60g Box Carton code: 2142 Pieces per Box: 5 Box of 3 60g Box Carton code: 2159 Pieces per Box: 5

○ Pistachio



O Lemon

Box of 3 60g Box Carton code: 2135 Pieces per Box: 5





Peach

Box of 3 60g Box Carton code: 2128 Pieces per Box: 5





century. They were introduced to Italy by Ca- small producers of excellence in our territory. therine de' Medici, who first offered them to her guests in 1533.

Dragéers are going to implement Lavoratti's

Coffee Bean covered in dark chocolate

Figs covered in dark chocolate





200g Box

Carton Code: 2210

200g Box Carton Code: 1305 Pieces per Box: 12

Pieces per Box: 12

Almond covered in dark chocolate and sea salt

chocolate and sea salt



200g Box Carton Code: 1336

Pieces per Box: 12



200g Box Carton Code: 1343 Pieces per Box: 12

Dragées first appeared in France in the 13th range with new flavors and fruits from many

Pistachio covered with white chocolate



200g Box Carton Code: 1350 Pieces per Box: 12

Hazelnut covered with dark





### **RINDS** Dark-chocolate coating

With their dark chocolate coating, Lavoratti preserve their freshness and natural flavour. rinds in boxes of 150g or 60g offer the best of We caress them with our chocolate to make the raw materials. When the coated peels reach them a unique product with an unmistakable our workshop, they are carefully processed to flavour.

Bergamot from Calabria

Lemon



60g Box Carton code: 0759 Pieces per Box: 5



150g Bag Carton code: 0780

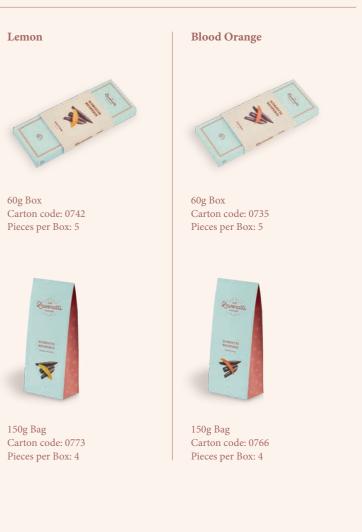
Pieces per Box: 4

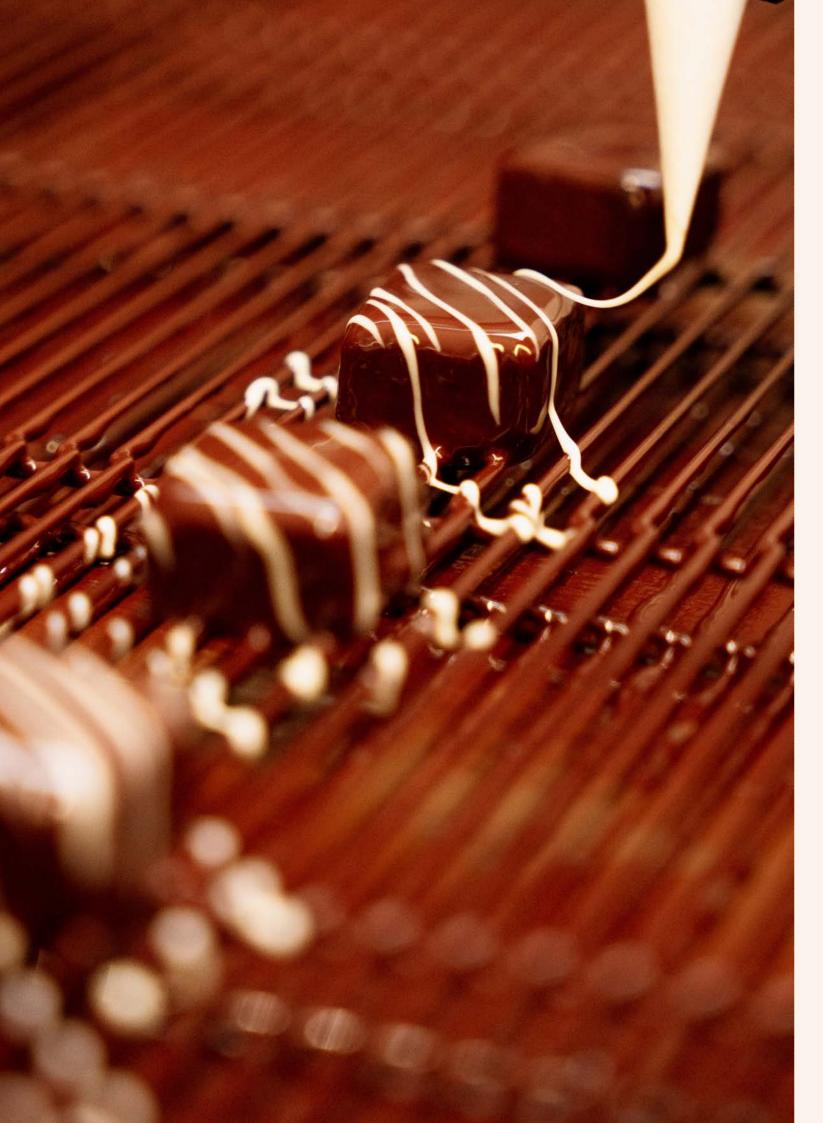


Pieces per Box: 4

150g Bag Carton code: 0773









Truffles are the outcome of a long research<br/>and they strongly represent Lavoratti 1938's<br/>offering. Available in multiple combinations,dusted or coated, they will be a great surprise<br/>for the public.

Minipack of single flavour Dark Chocolate-covered Truffles, 12 pcs.





Hazelnut

**Box of 12** 90g Box Carton code: 2098 Pieces per Box: 5 **Box of 12** 90g Box Carton code: 2104 Pieces per Box: 5

○ Pistachio



Figs and Cinnamon

**Box of 12** 90g Box Carton code: 2081 Pieces per Box: 5





• Orange

**Box of 12** 90g Box Carton code: 2111 Pieces per Box: 5





of our dusted truffles. Five irresistible choices: dusted with powder sugar. hazelnut and orange dusted with cocoa, or

#### **Cocoa-Dusted truffles**



Hazelnut 200g each

Carton code: 0797 Pieces per Box: 4



Carton code: 0803 Pieces per Box: 4

Cocoa and powder sugar are the protagonists figs and cinnamon or pistachio and tangerine

#### Sugar-Dusted Truffles



"Pistacchio verde di Bronte DOP" 200g each

Carton code: 0810 Pieces per Box: 4



Late Tangerine from Ciaculli 200g each

Carton code: 0827 Pieces per Box: 4



Figs and Cinnamon 200g each

Carton code: 0834 Pieces per Box: 4





Lavoratti spreads are presented to the Public<br/>with two great classics: *Hazelnut* and *Pistachio*enabled us to define a specific personality for<br/>each, making them utterly unique.Premium. A long research in our factoryenabled us to define a specific personality for<br/>each, making them utterly unique.



#### Hazelnut Spread

200-gram pot with 50% Round Hazelnut paste for an extraordinary flavour.

200g Pot Carton code: 0841 Pieces per Box: 2



# **PREMIUM SPREAD** 200 grams pots

Absolutely unique in terms of the amount a limited and numbered edition. A dream of "Pistacchio Verde di Bronte DOP" – over for pistachio lovers and experts. 60% – Lavoratti's Premium Spread comes in





200g Pot Carton code: 0858 Pieces per Box: 4



# **CHOCOLATE FOILS**

fine flakes of dried fruit. The value and care product.

#### Assorted dark chocolate foils in a box of 500 g



- O Lemon
- Orange
- Peach
- Apricot

500g box Carton code: 2227 Pieces per Box: 1



A new product has been added to Lavoratti's in the selection of ingredients, their slow editorial story: the foils. These are wafer- drying process, combines with the mastery thin chocolate sheets enriched with very of our maitre chocolatier to create a unique



### $\mathcal{A}$ **SPECIAL EDITIONS** Tradition and terroir

on Tullio Mazzotti - great grandchild of quality and originality. Tullio di Albisola, inventor of Futurist The collaboration between Lavoratti and is the oldest material humans have been shaping. It holds something magic and even religious. According to the Old Testament, Adam and Eve drew life from clay.

Clay requires manual work for shaping. It is fragile and requires extreme care for its realisation.

For festivities, Lavoratti 1938 offers special Each piece is the outcome of ingenuity, editions of its products. Celebrating an ability and talent, and pottery from Albisola, important local tradition, Lavoratti relied steps away from Varazze, has always meant

ceramics and seminal 20th century artist - Tullio Mazzotti is aimed at enhancing for the production of a limited edition of artisanal work and at the same time giving a ceramic containers for our products. Clay signature character to our product offering.





### **SPECIAL EDITIONS** The Futurist Sphere

The futurist sphere is a real surprise imagined by Lavoratti 1938 in collaboration with Tullio Mazzotti of the Albisola ceramic factory of the same name. Inspired by the futurist pottery invented by Tullio d'Albisola in the third decade of the twentieth century, the sphere is based on Torido Mazzotti's planet vase and motor vases and is a precious passes the flavors and scents of Sicily. limited edition art object signed by Tullio Mazzotti. It contains our chocolate spheres,

Dark Chocolate and Orange from Agrigento's Valley of the Temples

800g cad. Box code: 1626 Pieces per Box: 1



and which from this year will be part of the Lavoratti classics. The sphere, made of dark Ecuador Monorigine Hacienda San José chocolate, blends together with Oranges from the Valley of the Temples in Agrigento, which are born and grow in a historic citrus grove, an extraordinary place that encom-





# **A WORD OF HOPE**

We aspire to be chosen and to share the long-lasting relationship. pleasure of our chocolate and our work Small shops or prestigious boutiques - it with whoever comes across us.

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.



If today's password is consumption, our We do not target consumers, but people hope is that of replacing it with choice. with whom there can be dialogue and a

makes no difference. We would like to The time factor is crucial to us, but not think that the places where you can find our how everyone would think. If anything, the products have an authentic, recognisable opposite - not being pressed for time, but 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

