



DOMORI - COMPANY PROFILE

Domori was founded in 1997 by Gianluca Franzoni and is now part of Polo del Gusto, Riccardo Illy's independent holding company of leading premium food and beverage brands.

Based in None, near Turin, Domori has become an international benchmark for super-premium chocolate. Since its foundation, the company has shaped a new culture of cacao, founded on an unwavering commitment to fine cacao quality and recipe purity.

The Criollo Project lies at the heart of Domori. Launched in 1994, it set out to recover and preserve the world's rarest and most prized cacao variety.

Over the years, Domori has pioneered many of the innovations that have transformed the world of fine chocolate. It was the first company to work exclusively with fine cacao, the first to recover and preserve Criollo biodiversity in its country of origin, the first to produce chocolate made entirely from Criollo cacao, and the first to create a 100% cacao bar. Domori also reintroduced the original chocolate recipe, made with just cacao mass and sugar, and developed a Chocolate Tasting Code to explore the full sensory complexity of fine cacao. Today, its approach—based on a controlled supply chain and pure, carefully crafted recipes—continues to inspire chocolate makers around the world.

Domori became a Benefit Corporation in 2020 and subsequently initiated its B Corp certification. In September 2021, Domori acquired the former production site of Streglio, the historic Piedmontese chocolate maker, also located in None, as part of its long-term strategy to expand production capacity. The new warehouse and logistics centre became operational in January 2023, while the relocation of the company's offices was completed in 2024.

In September 2022, Domori opened its first flagship store in Piazza San Carlo, Turin.

THE CRIOLLO PROJECT

Domori's story is inseparable from Criollo, the world's rarest and most delicate cacao variety. Launched in 1994, the Criollo Project laid the foundations for the recovery and preservation of this extraordinary cacao and its unique biodiversity. It embodies Domori's commitment to understanding, protecting and enhancing Fine Cacao through research, expertise and a long-term vision. Today, the project is centred on two plantations: the historic Hacienda San José in Venezuela and, since 2017, Hacienda San Cristóbal in Ecuador.

Direct control of the supply chain

Domori maintains direct control over its cacao supply chain, from cultivation to chocolate production. More than thirty years of first-hand experience as a cacao grower have built a unique body of knowledge that guides the company's partnerships with producers in the world's leading cacao-growing regions.

Alongside its own Criollo plantations in Venezuela and Ecuador, Domori works with producers of Trinitario and Nacional cacao in Peru, Colombia, Madagascar, Tanzania, Ecuador, Côte d'Ivoire and Venezuela. In each country, the company collaborates with cooperatives, NGOs, institutions, and local partners to develop supply chains built on quality, traceability, and long-term relationships.

Producing Fine Cacao requires specialist expertise and meticulous care throughout cultivation and post-harvest processing. Domori therefore works alongside producers through ongoing training and technical support covering agricultural practices, fermentation and drying, helping to improve productivity while preserving the quality and aromatic complexity of the cacao.

Domori also recognises the value of producers' work by paying a premium above international market prices, based on both cacao quality and the actual cost of production.

PRODUCTS

Exceptional ingredients and pure recipes define the Domori range: tasting bars crafted from different cacao varieties and cocoa percentages, from the classic 70% dark chocolate to the iconic 100% cocoa mass; traditional Piedmontese specialities such as Giandujotti, Cremini, Napolitains and Tartufi; creations featuring selected nuts and other carefully sourced ingredients; and fine Criollo cocoa mass and chocolate couvertures for professional use. Every creation reflects the same pursuit of quality and commitment to expressing the true character of cacao.

PROFESSIONAL RANGE

Domori launched its Professional range in 2011, sharing its expertise in selecting and processing fine cacao with chocolatiers, pastry chefs and food professionals. The range includes cacao powder and chocolate couvertures made from some of the world's finest aromatic cacao varieties. Since 2025, Domori Professional has been distributed in Italy and internationally by IRCA Group.

DISTRIBUTION

Alongside its own products, Domori distributes a selection of food and beverage brands in Italy. Its portfolio includes the Polo del Gusto brands Dammann Frères, specialising in fine teas and infusions; Pintaudi, known for its biscuits and baked goods; and Achillea Bio, a producer of organic juices and fruit preserves. Domori also distributes a selection of food and wine brands chosen for their shared commitment to quality and values: Agrimontana, Mastrojanni, Mura Mura, Champagne Barons de Rothschild, Edmond de Rothschild Heritage, Valfieri, Sorì della Sorba, Marinic and Mazzalù.

DOMORI AND PHOTOGRAPHY

Domori and Photography is an initiative launched in 2019 to support and promote the art of photography. Since 2020, under the artistic direction of photographer and instant artist **Maurizio Galimberti**, it has centred on the *interminati_spazi* project. Each edition opens in spring with the announcement of a theme on Instagram and culminates in autumn with an exhibition showcasing the photographs selected by Galimberti.

For further information:

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