



2018



7	THE DOMORI WORLD
8	Domori
9	A revolution in the world of cacao
11	The three stages of excellence: 1. Fine cacao / 2. The domori method / 3. The art of tasting
12	1. FINE CACAO
15	Cacao: insights
17	Genetics
18	Botany
18	Fermentation
21	THE DOMORI CRIOLLO PROJECT
22	The collaboration with the Hacienda San Josè
22	The Criollo single varieties line
25	THE SINGLE ORIGINS
26	Ecuador - Hacienda Victoria (Arriba Nacional)
26	Peru (Apurimac)
27	Tanzania (Morogoro)
28	Venezuela (Sur Del Lago)
28	Madagascar (Sambirano)
29	Colombia (Teyuna)
31	LAND
32	Land. Brazil
33	Land. Ivory Coast
35	2. THE DOMORI METHOD
36	Low impact cacao processing
39	Cacao quality selection
41	3. THE ART OF CHOCOLATE TASTING
42	To the eye
42	To the touch
43	On the tongue
43	To the nose
44	Retro-olfaction
45	Sensory map of chocolate
46	Domori certifications





THE DOMORI WORLD

DOMORI

The name "domori" was born out of love for 17th-century Venice, a symbol of trade, travel and adventure.

In Venetian dialect, "domori" means "due mori" ("two moors"), a typical expression that refers to the two statues that mark the time on the large bell at the top of the clock tower, in Piazza San Marco. The Due Mori, in the imagination of the founder, represented two dark seeds: coffee and cacao.

Domori was founded by the creative mind and passion for nature, food and cocoa of Gianluca Franzoni. In 1993, after finishing his studies in Economics and Business, Gianluca arrived in Venezuela where he fell in love with the magic of cacao, deciding to develop a business model to reposition fine cacao. For three years he lived in-the-field, experimenting with different varieties and post-harvest processing in order to protect biodiversity and prevent the extinction of extra-fine Criollo cacao.

The company is based in None, just outside Turin.

Since 2006, Domori is part of the illy SpA Group whose president is Riccardo Illy.

A REVOLUTION IN THE WORLD OF COCOA

Since its foundation in 1997, Domori has been a real revolution for the cocoa world.

It was the first chocolate company to use only fine cacao, focusing on high quality.

The first to produce a chocolate with Criollo cacao, the rarest and most valuable ever.

The first to control the supply chain right from the plantations in South and Central America and to have its own plantation, allowing it to recover the biodiversity of Criollo cacao.

The first to rediscover and use an ancient and simple formula for chocolate using only cocoa paste and sugar.

The first to create a 100% pure Criollo cocoa bar. The first to create a Chocolate Tasting Code for discovering the infinite nuances of cacao.

1.
FINE CACAO +

2.
LOW IMPACT CACAO
PROCESSING +

3.
THE ART OF TASTING =

THE THREE
STAGES OF
EXCELLENCE



1.

FINE CACAO

A UNIQUE, GREAT INTUITION:
SAVING THE WORLD'S MOST PRIZED CACAO VARIETIES FROM EXTINCTION,
PRESERVING THEIR ORIGINAL AROMAS AND MAKING THEM
ACCESSIBLE TO GREAT CHOCOLATE
ENTHUSIASTS ALL OVER THE WORLD.

Domori was the first chocolate manufacturer in the world to use only traditional farming methods with fine cacao plants. A courageous choice, because these are the most delicate, rare and least productive varieties. In fact, fine cacao represents just 10% of the global harvest, while Criollo, the rarest variety of all, accounts for just over 0.001%. The courage behind this choice not only allows us to produce a chocolate with a wide range of aromatic profiles, but also to respect and conserve biodiversity. Ever since we were founded, our company has fought to protect these prized cacao varieties, their natural habitat and the farmers who work there. In 2002, Domori invested in the Hacienda San José, bringing back seven varieties of Criollo cacao, creating a universal heritage that is unique in its biodiversity.

THE GLOBAL CACAO HARVEST





THE CACAO: INSIGHTS





GENETICS

The *Theobroma* genus is believed to date back many millions of years, while *Theobroma Cacao* as a species may be no older than 10-15,000 years. The International Cocoa Germplasm database includes over 14,000 cocoa clones.

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

Criollo cacao has a characteristic entirely white or pink hued cotyledon due to the absence or very low content of polyphenols such as epic-techin, procyanidins and anthocyanins. This lends the chocolate a cinnamon colour, exceptional roundness, very low astringency and a great persistence.

From the aromatic point of view it generally has strong notes of dried fruit, and the aroma of bread, jam and cream. The Forastero type has flat, violet shaded fresh beans with a high astringency.

Trinitarian descends from a hybridization between Criollo and Forastero. It combines some aromatic and sensory characteristics of the Criollo with the vigour and high yield of the Forastero. About 8% of the global harvest is Trinitario cacao.

From the point of view of quality, cocoa is divided into:

- aromatic cocoa (also called fine, special or sweet);
- non-aromatic cocoa.

The first group includes: Criollo, Trinitario and some varieties of Forastero, like the Nacional, which are among the fine cocoas thanks to their distinctive aromatic profile.

BOTANY

Cacao is a tropical tree whose natural habitat is the lower layer of the rainforest. All cacao species live between the 18° N and 15° S parallels, where the rains are intense, the temperature and humidity are high and the shadows are deep. The plant grows vertically, reaching a height of 2 metres. The branches then extend horizontally to form a roof. The normal height of the plant is between 3 and 6 metres. When the cacao plant reaches about 2-3 years in age, it can start producing flowers. Pollination is carried out by midges that reproduce in the decomposing vegetation. Cacao fruits in a continuous cycle and in general provides two crops: before and after the rainy season. A fruit takes about 6 months to mature.

FERMENTATION

The farmers remove the ripe fruit and open it to remove the bunch of beans wrapped in a sweet pulp. According to the country, the beans are fermented in baskets, wooden boxes or cylinders protected from light. It is during fermentation that the precursors of the aromas develop. The sugar, low pH level and anaerobic conditions encourage the activity of 16 species of yeast. These yeasts turn the sugar into alcohol and carbon dioxide. This produces heat and raises the temperature up to 50°C. In a subsequent aerobic phase, the bacteria begin to oxidize the alcohol into lactic acid and then into acetic acid. Fermentation lasts from 4 days (for some varieties of Criollo) up to 7-8 days.

THE COMPOSITION OF CACAO





THE DOMORI CRIOLLO PROJECT

The largest collection of Criollo in the world: a world heritage for the taste and recovery of the biodiversity of many Criollo cacao varieties.

Criollo is a variety of cacao that was at risk of extinction: it is the cacao of the Mayas and the Aztecs, whose cultivation has been progressively abandoned due to its low yield. It is a rare and fragile cacao and represents only 0.001% of the cocoa produced in the world. Yet the quality of this cacao is unmatched: naturally free of tannins, which give the product acidity and astringency, the Criollo boasts a creaminess, roundness and sweetness that are unique in the world. With the Criollo Project, Domori has recovered this precious variety of cacao, creating the largest plantation in the world in Venezuela.

It was Domori who laid the foundations of the Criollo Project in 1994: after visiting a plantation in Porcelana, Venezuela, Gianluca Franzoni began to inform himself through farmers and research centres, to find out more about the varieties of Criollo and their characteristics. In the same year he created the first nursery, collecting material and making grafts to recover Criollo. A relationship with Venezuela was born, that 20 years later is now stronger than ever, thanks to the collaboration with Hacienda San José.

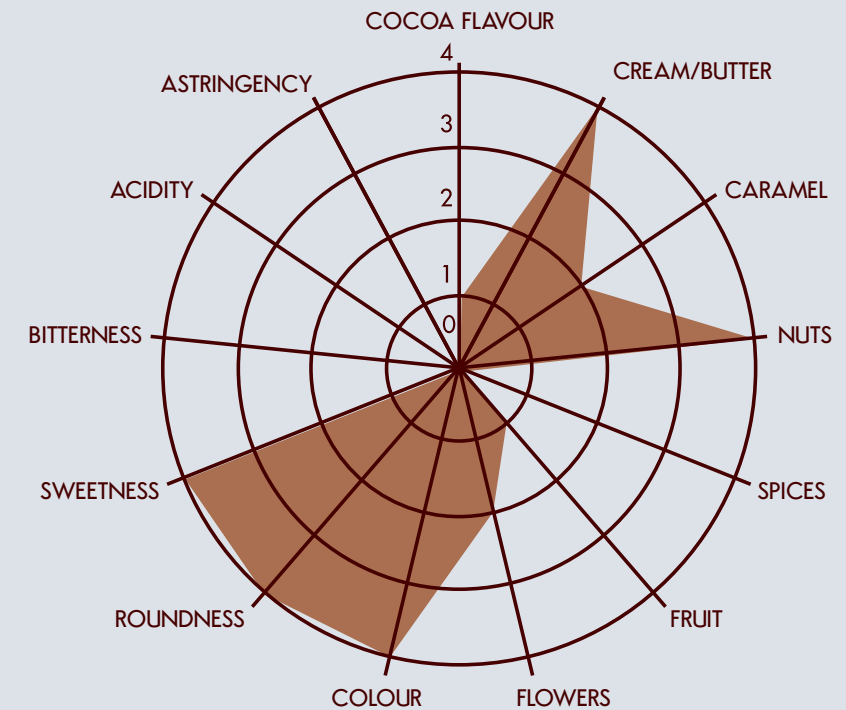


THE COLLABORATION WITH HACIENDA SAN JOSÉ

In Venezuela, Domori has set up a 50% joint venture with the historic Franceschi family. This partnership led to the Criollo recovery project involving researching, designing and building the first greenhouses up until 2001, when Domori bought 50% of the plantation. With a total area of 320 hectares, of which 185 grafted to cocoa with a density of 1000 plants per hectare, the plantation today represents a world heritage for the taste and recovery of the biodiversity of Criollo cacao.

THE CRIOLLO SINGLE VARIETIES LINE

CHUAO
CANOABO
GUASARE
OCUMARE77
PUERTO FINO
PUERTO MAR
PORCELANA



TYPICAL AROMATIC NOTES OF CRIOLLO CACAO

THE SINGLE ORIGINS

The organoleptic differences of each variety are reflected in the differences in the geographical areas of origin.

On each pack, beautifully illustrated typical animals from the area describe the origin of the bars and the features of the land they come from.



ECUADOR - HACIENDA VICTORIA (ARRIBA NACIONAL)

Hacienda Victoria stands on lands considered sacred, where the cocoa culture has been a tradition for more than two thousand years thanks to particularly favourable climatic conditions that alternate periods of rain with periods of drought.

Here, thanks to the vision of Andres Guzman and Charlie Garcia, it was possible to build a modern and avant-garde plantation with the aim of protecting Arriba Nacional cocoa, whose cultivation in purity is now extinct.

Hacienda Victoria also actively contributes to the development of the local community, building schools and paying for teaching materials to increase the level of education.

The cacao grown here is the Arriba Nacional variety, grown in purity, free from contamination with CCN51. In tasting it offers an extraordinary roundness and aromatic notes of white flowers, dried fruit and spices, making it one of the most popular cocoas in the world.

Type of cultivation:

Arriba Nacional

Country and region of origin:

Southeast of Guayaquil, Ecuador

Tasting notes:

White flowers, dried fruit, spices

PERU (APURIMAC)

A delicate freshness and a discreet acidity enrich the sensory profile of this cacao from inland Peru, cultivated in the land enclosed by the Rivers Ucayali and Marañon. It was along the Rio Ucayali that Europeans first came into contact with South American cacao, and it is in the land enclosed by Peru's generous watercourses that cacao's wildest origins lie: these could be the lands where all the existing species of Theobroma, the cacao plant, began.

The Peru Single Origin carries the flavour of social redemption: the Trinitario cacao selected by Domori is sourced from the Sumaqa cooperative plantations, which

groups together small, local, marginalised farmers who have managed to create a living by cultivating cacao in three main areas, Vrae, Ayacucho and San Martin.

Type of cultivation:

Trinitario

Country and region of origin:

Peru, with two main geographical locations - the valleys of the Rivers Ucayali and Marañon, tributaries of the Amazon. Production takes place in 5 regions: VRAE, Ayacucho, Cuzco, Junin, Ucayali and San Martin.

Tasting notes:

Very delicate with discreet acidity and a fresh flavour that makes it a highly sought-after protagonist in haute patisserie and cocktails.

TANZANIA (MOROGORO)

The cacao that Domori selects in Tanzania comes from the Kokoa Kamili cooperative, which was set up with the aim of improving the organoleptic quality of Tanzanian cocoa. Kokoa Kamili buys "wet" cocoa directly from the local growers, in the cabossa, paying them more than what they would earn if they sold the cacao already fermented and dried. This means that the farmers are paid more, sooner and with less work. The time and effort spent on fermenting and drying the beans can therefore be spent improving the quality of the farming methods.

After it is bought, the cocoa is fermented in the Kokoa Kamili fermentation centres, where its quality and processing can be constantly monitored. Fermentation takes place in wooden boxes covered with banana leaves, using a cascade system, for a period of 6 days.

After fermentation, the beans are transported to the drying tables where they rest in the sun for 5/7 days.

Type of cultivation:

Trinitario clones.

Country and region of origin:

Kilombero Valley in the Morogoro region. About ten hours' drive from the main town

of Dar es Salaam, the operations are based in the village of Mbingu on the border with the beautiful Udzungwa Mountain National Park.

Tasting notes:

Dominant notes of cocoa and spices with a fruity finish.

VENEZUELA (SUR DEL LAGO)

We are in Venezuela, the world capital of high quality cacao. Here, too, hybridisation has taken place over the centuries, but the aromatic profile of Venezuelan cacao leaves no room for doubt: here, among the notes of fruit and nuts, the aftertaste of chocolate reigns supreme. Here, every valley from Chuao to Cuyagua has its own reputation and heritage, in a genetic labyrinth strongly marked by Criollo.

The deserts and spectacular dunes in the Falcon area, the great lakes and the peaks of the Andes forge an unequalled aromatic complexity. In these lands, in the state of Sucre, in 2000 Domori set up a partnership with the historic Franceschi family from the Hacienda San José, which has been working in the territory since 1830. This collaboration allowed us to select the hybrids that make up Sur del Lago cacao, from the plantations surrounding Lake Maracaibo.

Type of cultivation:

Trinitario

Country and region of origin:

Venezuelan states of Merida, Trujillo, Tachira and Zulia, south of Lake Maracaibo.

Tasting notes:

Delicate and very fresh aroma with notes of almonds and coffee. Low acidity and astringency, fine, pronounced elegance and great persistence.

MADAGASCAR (SAMBIRANO)

The cacao that we can taste today from the Sambirano region is a hybrid descending from the famous "Old Red" with varieties originating in Java, with the addition of Trinitario and Forastero present in the territory from 1950 onwards. In recent years, producers have worked to relaunch the aromatic potential of this cacao, that was

relatively little known until the early 2000s. Cacao from the Sambirano region is a hybrid that offers very pleasant fruity and acidic notes.

Type of cultivation:

Trinitario hybrid with a strong presence of Criollo.

Country and region of origin:

Madagascar, western region, in the Sambirano valley.

Tasting notes:

Intense fragrance with aromatic notes of berries, cashew nuts, pepper and cinnamon, accompanied by a pleasant acidity. Sweet and rounded, great persistence.

COLOMBIA (TEYUNA)

Cacao selected in the Tierralta region, known for its highly fertile land, which is threatened by inadequate use and activities such as extensive farming, illegal intensive farming and logging for the sale of wood. In this context, the agroforestry cacao cultivation model is an interesting economic alternative that allows for a sustainable management of natural resources.

For more than eight years, the Integrasinú farmers' association has been the protagonist of the rural economy in the region, rebuilding the social and economic fabric in communities affected by the Colombian armed conflict. To date, it has 193 members. The organization produces high quality cacao with a system of community fermentation and drying facilities located in different areas of the countryside.

Country and region of origin:

Municipality of Tierralta, in the southern part of the Cordoba region, in the Sinú river basin at the foot of the Paramillo Natural Park.

PNN Paramillo is an important refuge for the biodiversity of the Colombian northern coast.

Type of cultivation:

Trinitarian materials ICS1 and ICS39 and the regional FTA2 material

Tasting notes:

On tasting it gives us a delicate and complex profile: it is a sweet cocoa, with notes of caramel, cashews and ripe fruits.



LAND

Domori selects the best cacao varieties of all species and, thanks to good agronomic practices, control of the post-harvest phases and careful processing, allows them to express all the aromatic potential.



LAND BRAZIL

Country and region of origin:

Xingu River area, Brazil.

The Amazon rainforest has always been considered as one of the main basins for cacao biodiversity. Unfortunately, increasing urbanization and pressure from industrial giants are causing the destruction of thousands of years of biological and cultural heritage.

The cacao selected by Domori is the result of a direct supply chain, coming from 17 family-run farms located along the river Xingu, who bring their harvest to the Central Organic Cooperative.

The Central Organic Cooperative only accepts cacao cultivated without pesticides thanks to the particular composition of the soil of this area, called terra roxa, rich in nutrients and minerals.

The farmers in the Central Organic Cooperative are supported by the Goût de la Forêt program, set up in 2015 with the aim of preserving biodiversity and improving the quality of the cacao varieties in the Amazon region of Brazil.

Goût de la Forêt organizes courses to raise awareness among producers of aromatic cocoa varieties and to control post-harvest practices in order to standardize and improve quality.

Some farmers also experiment with innovative techniques, such as fermentation in cylindrical, wide crates, to improve the aromatic profile of cocoa thanks to a more controlled temperature and fermentation.

The selection made for Domori derives from ancient native varieties, not classifiable according to the traditional canons.

Most plantations have cacao trees over 35 years of age.

Tasting notes

On the palate, it has notes of coffee and nuts followed by jam and slight hints of elderberry.



LAND IVORY COAST

Country and region of origin:

The cacao selected by Domori in the Ivory Coast comes from an area between the villages of Toumodi, Oulaïdon, Taabo and Lilebe near the coast.

Most of the plantations in this area are on the small side, and grow the Forastino (or French) cacao variety created in the early 20th century as a hybrid of the Brazilian Amelonado and the Guaiana from French Guiana.

Some plantations even conserve traces of pure Guiana varieties.

The cacao is certified organic by the Scaï Cooperative, chaired by Estelle Konan.

Estelle has been working in organic trade for several years, and was trained in French NGOs that have been operating in the Ivory Coast for a long time.

Besides taking care of the certifications, she manages the family plantation together with her uncles.

BIO certified plantations require hand harvesting, natural fertilization with organic plantation residues and parasite prevention with natural oils (mainly Neem).

The cooperative checks that these conditions are met by all the farmers who contribute their cacao harvest, supporting them with specific training courses.

The fermentation is done using the slide method, and the drying process is carried out on raised grates.

Thanks to long-term supply agreements and an agreed quality award, the cooperative can invest in setting up a fermentation center in wooden boxes.

Tasting notes

Dominant note of cocoa, accompanied by coconut, hazelnut, bread crust and spices.





2.

THE DOMORI METHOD



LOW IMPACT CACAO PROCESSING

EACH PRODUCTION PHASE
IS DESIGNED TO PRESERVE
THE AROMATIC NOTES NATURALLY FOUND
IN THE BEANS OF THE BEST SELECTED VARIETIES.
THIS IS THE ONLY WAY FOR DOMORI CHOCOLATE
TO PRESERVE THE NATURE AND ORIGINAL
ESSENCE OF CACAO.

The raw materials, even if they are the best, are not enough. To create an exclusive chocolate, you need a little bit of daring. Storage, cleaning, roasting, winnowing. Every day at Domori's facilities in Neme, Turin, the beans are processed using innovative and sustainable machinery, technology and production methods. For example, the fundamental roasting stage, which is performed at low temperatures to bring out the extraordinary aromatic notes of fine cacaos without losing their organoleptic features.

ROASTING
AT LOW
TEMPERATURES

SHORT
CONCHING



SHORT
RECIPE:

COCOA
MASS
MINIMUM 70%

+

CANE
SUGAR
MAXIMUM 30%

NO ADDED COCOA BUTTER,
EMULSIFIERS OR FLAVOURINGS

CACAO QUALITY SELECTION

Controlling the entire production chain is an essential value for Domori: all the cacao used is selected thanks to layers of skills developed inside the company, whose role is to ensure that the raw materials always meet sophisticated quality standards.

For each type of cacao purchased, Domori finds a partner with whom we can create a pact based on mutual trust. Each type of chocolate is made using cacao from specific plantations, selected to meet Domori quality standards.

Before activating any supply, Domori checks that the raw materials meet pre-established quality requirements: it undergoes biological analysis and cut testing, before being processed and transformed into chocolate. The resulting bars are tasted by a panel of expert tasters.

The cut test is used to assess the degree of fermentation of the raw cacao beans. It is done by using a guillotine to slice a sample of cacao beans and evaluate the colour inside, matching it to a table of the reference standards. Domori only accepts lots with over 70% perfectly fermented beans free of visual defects. Using imperfectly fermented beans would negatively affect the aromatic profile and result in non-constant quality in the finished product.

Each cacao sample is then transformed into chocolate and tasted by a panel of experts, who draw up a sensory profile and state its quality. At the end of the whole process, Domori sends a response to the producer of the cacao lot, whether or not we decide to continue with the purchase.

Domori agrees the value of the cacao purchased directly with each supplier, setting a price that takes into consideration the production cost, various levels of bean value (which vary by country) and the specific quality standards achieved. The amount we pay to producers remains constant: in fact, the minimum salary of a cacao farmer is usually strongly affected by the stock exchange, the type of cacao grown and the area it is grown in, all factors that can have a heavy impact on value and thereby affect quality. The cacao lot selected using the Domori Method is then sent to Italy, and arrives in None for processing.



3.

THE ART OF CHOCOLATE TASTING

The tasting allows you to savour all the richness of the aromatic notes of the most precious cocoas. Domori is the first company in the world to have created a chocolate tasting code, involving all five senses in a unique sensory experience.

The sense of taste and memory must be trained, educated, refined. Taste, in particular, should not monopolize the tasting experience, leaving room for sight, smell and touch for an all-round appreciation of the qualities of aromatic cocoa.



TO THE EYE

The chocolate should not be black, but must have tones of mahogany and cinnamon red. The intensity of the colour depends on the roast (the longer, the darker) and the amount of cocoa used.

The surface should be glossy, without any white patina. The gloss is created by a process known as tempering. Over time, it can be compromised due to temperature changes that cause crystals of sugar and cocoa butter to emerge. It should also appear smooth, without stains and colour differences.



TO THE TOUCH

When you break the bar, it should make a typical dry, loud "snap". The speed at which the chocolate melts in the mouth depends on the amount of sugar it contains. Lastly, look for its creaminess: the product should be neither astringent nor sticky, but creamy.

TACTILE PERCEPTIONS

TACTILE FINESSE

Judged on the basis of the micronization of the emulsified solids in cocoa butter.

ASTRINGENCY

Must be imperceptible, almost absent. This sensation is created by the reduced lubricant power of saliva.

ROUNDNESS

A "spherical" feeling of cream and body that you feel while the chocolate melts on the palate. It is directly related to the quality of fermentation and the genetic quality of the cacao.

ON THE TONGUE

The tasting phase, in the case of chocolate, involves evaluating indicators of sweetness, acidity and bitterness. The variables that can affect this phase are certainly the fermentation protocols, the genetic selection of the beans, the processing temperatures and, finally, the chosen recipe. A good chocolate must be well-balanced on these three parameters, without excess.

TASTE PERCEPTIONS

SWEETNESS

A quality of premium cocoa.

BITTERNESS

Must be perceived as a pleasant quality. Too much bitterness is caused by unsatisfactory fermentation or poor quality cocoa.

ACIDITY

Acidification is necessary for the development of aroma precursors. Here too, excessive acidity is caused by fermentation or processing errors.



TO THE NOSE

Sniff the chocolate by breathing in for around 3 seconds: you should not be able to pick up any scents of burning, animal notes, rancid, mould or over-fermentation (putrid smell).

RETRO-OLFACTION

The infinite range of aromas hidden inside each cocoa bean can only be detected by tasting a bite of chocolate. The molecules that make up the aromatic compounds, in fact, are diluted in saliva, allowing them to indirectly reach our olfactory epithelium. The aromatic range is typical of each bean's genetic variety, region of origin, the fermentation protocols used and of the method of transforming the cacao into chocolate.

OLFACTORY PERCEPTIONS

INTENSITY

Evaluation of the volume of a single aroma.

WEALTH

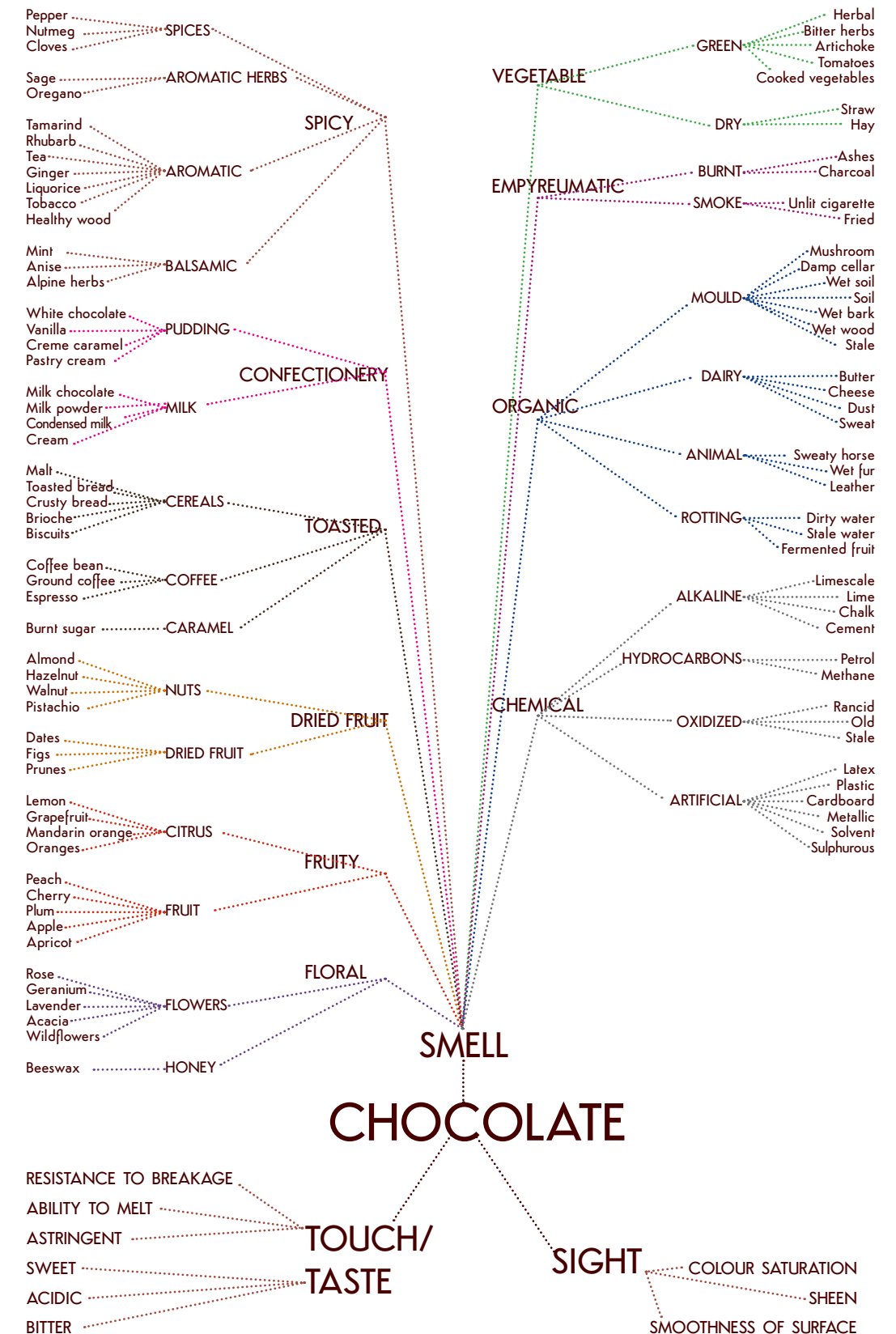
Evaluation of the number of different aromatic tones.

FINENESS

Evaluation of the combined quality of aromas.

PERSISTENCE

Evaluation of the duration of aromas on the palate.



DOMORI 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 emphasise 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).



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