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Italian style in a bite



## COMPANY BACKGROUND

# Our name, our brand.

It's in the history of a tenacious *Umbrian family*, made by masters of dining, catering and agri-food excellencies, where this *innovative start-up* finds its origins. Love for real taste and for challenges passed down *through the generations*, until reaching to the latest project carried on by the youngest in the family, Gessica, with the *passion for chocolate* and its multiple properties.

## The idea

Describe the *Italian style within a small bite*: throughout the creation of the finest chocolate pralines of high and functional quality, which embraces the agri-food excellencies of our country, Italy.

## The Mission

*Our mission* is to portray Italian beauty, sharing sweetness and creating social value!



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## WHAT INSPIRES US



### Italian Lifestyle

***Elegance and culture of the beauty:*** all our production is characterized by essential, clear, smooth lines, and that's why they are incredibly expressive. ***Minimal style*** and ***attention to detail*** are the keywords which guide our stylistic choices. The packaging is the core of our constant pursue and expression of the beauty.



### Benessere

Chocolate of ***quality***, besides than ***gratify*** senses with its extraordinary and unique aromatic bouquet, helps our organism to feel better. Thanks to the presence of antioxidant compounds called polyphenols (catechins and procyanidins) which protect the biological structures from the oxidative stress. And, non then less, it contributes to ***improve vitality and energy*** thanks to stimulants like theobromine.

“In an age of distraction, nothing can feel more luxurious than paying attention.”





WHAT INSPIRES US



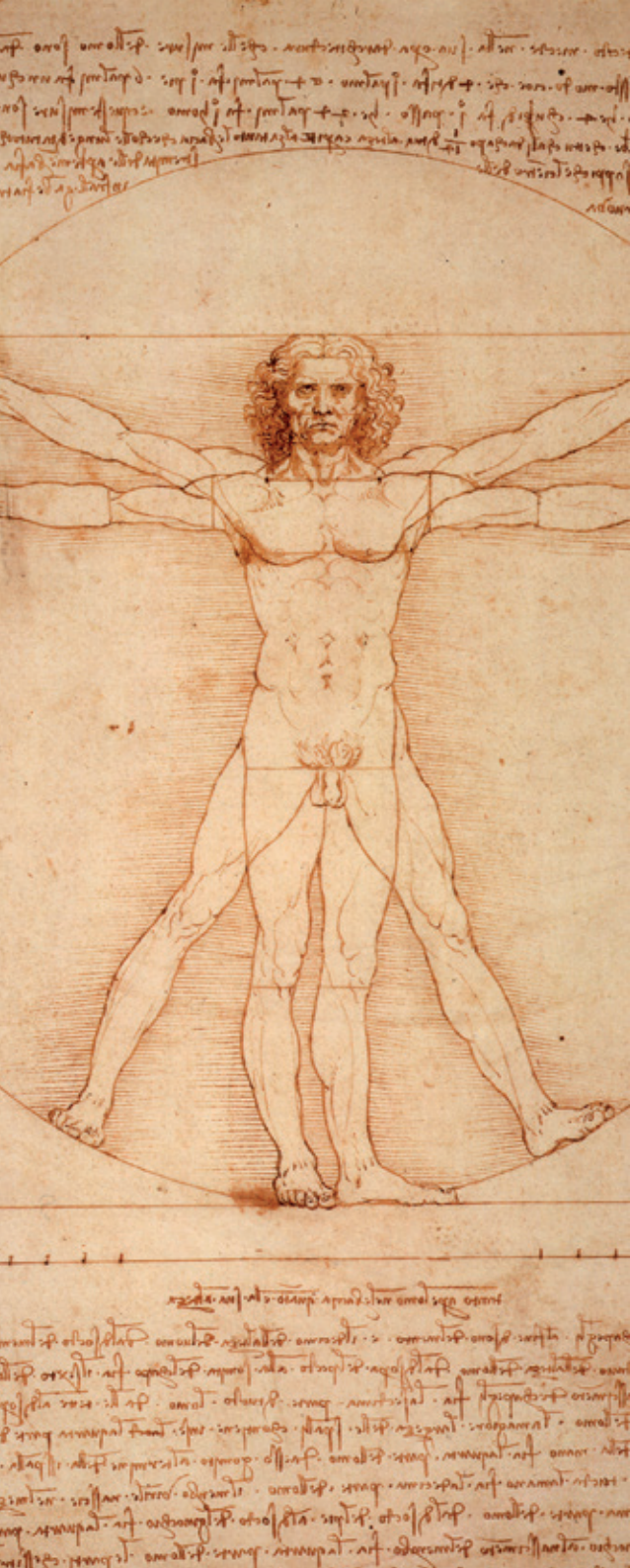
## Sustainability

**Our Black packaging has a Green soul:  
100% paper recyclable and plastic free.**



This chocolate supports *Cocoa Horizons*, promoting on the *dignity of employment and people*. For each cocoa beans' sack used, we reinvest part of the price for growers' education and training. In this way, cocoa growers find the opportunity to improve their competencies and life conditions.





WHAT INSPIRES US



## Research & innovation

Following the innovation spirit of **Leonardo**, symbol of innovative enterprise, we are pushed to create collaboration motivated by **open innovation** concept, with entities like **research institutes, startups, and companies** interested in research and development of new products. Lastly, the study carried out in collaboration with **Univerisità dei Sapori** in Perugia, focused on chocolate itself.

In addition, we are using **3D printers** to experiment new approaches to the universe of chocolate.

**OPEN  
INNOVATION**

**UNIVERSITY**

**3D  
PRINTING**

**MICH  
INCUBATOR**





## OUR CHOCOLATE · LALONI BLEND

# A timeless taste

The chocolate we use is exclusively original from **Ecuador** (single-origin): the country counted as the cradle of aromatic cocoa from South America which grows at its **best quality**. Moreover, local growers are investing a great deal in the innovation of the production and transformation chain (cultivation, fermentation, drying) to obtain the finest cocoa beans.

The variety **Nacional-Arriba** is defined as “cacao fino de aroma”, due to its aromatic virtues, as well as known for the high concentration of polyphenolic compounds. This extra dark chocolate has harmonious aroma, strong flavour with roasted shades, besides than fruity and sourish scent. A touch of rum, whisky and tobacco creates the **perfect overall balance**.

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### Sensory evaluation scale (from 0 to 5):

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SWEET ●●●○○

FRUITY ●●●●◐

BITTER ●●●◐○

COCOA ●●●●●

ACIDITY ●●●◐○

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## CLEAN LABEL

# Less is more

The recipes have been created following the “*clean label*” principles, using the minimum number of ingredients, with no additives, colorings and preservatives.

The characteristic ingredients of each praline, are examples of the Italian agri-food production and best *geographical origin quality*.

### **The distinctive ingredients have been used at the highest possible percentage**

- 11% Evo Olive Oil Umbria
- 14% Sagrantino Wine Umbria
- 14% Sicilian Pistachio
- 35% Sicilian Almonds
- 31% Piedmont Hazelnuts



## CULTURAL APPROACH

# Italian heritage

- Enhancement of Italian food and wine excellences.
- Search for quality producers.
- Diffusion of Italian culture and beauty: we favor synergies between Made in Italy excellence, to promote the culture and lifestyle of the “Bel Paese” in the world, engaging with the cultural sector too.

**A journey to discover Italian excellence.**





NEXT GOALS

## Wellness

2021

2022

### Pleasure & Wellness

The upcoming release of the new line “*Pleasure & Wellness*”, where the sweetener compound consists of coconut flower sugar extract, defined by a pleasant aroma plus the presence of fibers such as inulin.

*Inulin*, naturally acquired, reduces the intestinal absorption of simple sugars. Coconut sugar and the chocolate originated with it, are appropriate for whom need or want to decrease the daily amount of sugar in food.

Chocolate is surely a great aliment, due to the fact that it is not a simple source of “empty calories”, but it provides *mineral elements* (iron, magnesium, potassium) and *vitamins* (specifically B1, B2, B5, E). Such nutrients are also present in a particularly bioavailable shape!



## NEXT GOALS

# Sustainability

**2021**

- **Re-qualify economically disadvantaged areas.**  
↓  
**Borghi Green project**

**2022**

- **First hectares of hazelnut groves in the Nocera Umbra area**

We aim to engage a self-production and transformation of key raw materials for our products, such as hazelnuts and olive oil, to build our short chain and re-qualify economically disadvantaged areas. An agri-economic protocol will be set up, focused on environmental sustainability at all stages.



## SALES STRATEGIES

### Short term

- Direct to consumers, e-commerce
- 3rd party retail
- B2B
- Luxury premium hotel  
Branded Food & beverage stores

### Long term

- New store Laloni

## MARKETING

### On line and off line

- Targeted print publications
- FB ads
- Google AD words

### Digital marketing

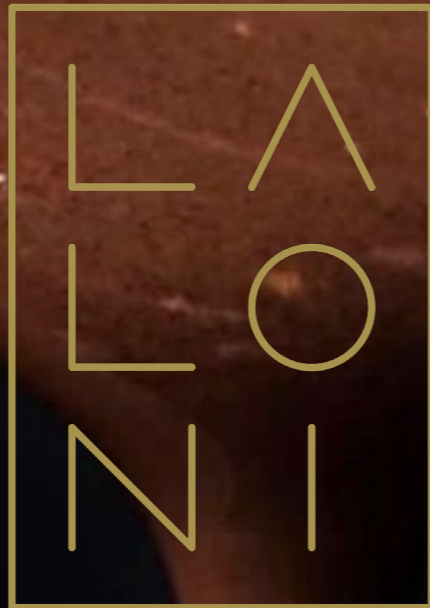
- Content creation
- SEO
- Social media
- E-mail marketing



# Partners & Resources



Dott. Davide Guarnaccia  
*Biologo esperto di cacao  
e cioccolato*



**Our products**  
Italian excellence line



## PRODUCTS

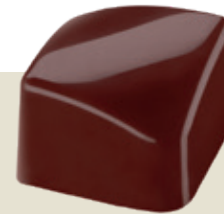
# Excellence at its best



75% Extra dark  
chocolate praline  
with Olio Evo from  
Umbria and salt



75% extra dark  
chocolate praline  
with Sicilian Almonds



75% extra dark  
chocolate praline  
with IGP Piedmont  
Hazelnuts



75% extra dark  
chocolate praline  
with Sicilian Pistachio



75% extra dark  
chocolate praline  
with DOCG  
Sagrantino Passito  
wine



Our black packagings:  
love at first sight



An *open*  
view to  
italian  
excellences







CIOCCOLATO EXTRA FONDENTE 75% OLIO EVO E SALE

CIOCCOLATO EXTRA FONDENTE 75% ALLE MANDORLE DI SICILIA

CIOCCOLATO EXTRA FONDENTE 75% ALLE NOCCIOLE PIEMONTE IGP

CIOCCOLATO EXTRA FONDENTE 75% AL PISTACCHIO DI SICILIA

CIOCCOLATO EXTRA FONDENTE 75% CON SAGRANTINO PASSITO DOCG



Also  
available  
in packs of  
20 and 30  
pralines



FOR GDO



## Packaging for GDO

Pack of 5 and 10 mixed or single flavour pralines.  
Also available in packs of 20 and 30 mixed pralines.



THE MINI



**Box of 5 mixed pralines**  
Each of the five pralines represents Italian agri-food  
excellence



THE MINI



**Pack of 5 mixed pralines**  
Each of the five pralines represents Italian agri-food  
excellence

# THE MINI

## The Solitaire

Single flavor praline of  
fine chocolate  
dark chocolate  
with cocoa  
single origin Nacional  
Arriba from Ecuador



# THE MINI

The 10g

Very fine chocolate bar  
available in different  
flavors

Extra Dark  
Milk  
Pistac  
chio  
White





# White chocolate bar with orange from Sicily

Fine white chocolate flavored  
with natural orange essential oil  
and candied orange peel.



# The extra dark chocolate bar 75%

Fine dark chocolate produced  
with single-origin Nacional-  
Arriba cocoa from Ecuador.





**Laloni Piacere & Benessere**  
Quality handmade chocolate





Wellness, without giving up taste

## Pleasure & wellness

An exclusive and original proposal  
that guides and builds customer loyalty.

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## Limits of current proposals

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Industrial chocolate

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Competition from supermarket

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Low palatability

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High costs

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Industrial packaging

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Poor communication

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“Ghettoized” (= locked) product

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Food industry

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Missing message

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One of many in all stores

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## Pleasure & wellness opportunities

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Handmade chocolate “*made in Perugia*”

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Exclusive products

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Laloni’s recipe with excellent palatability

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Low costs

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**Customisation** packaging

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Medical-scientific information through  
a consolidated health network

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Product for higher user groups

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Food industry + academic world

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Pleasure & wellness: your guarantee of integration  
and artisanal nutrition

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An exclusive product that attracts  
and build customer loyalty





Wellness, without giving up taste

Pleasure & wellness  
An exclusive and original offer  
that builds customer  
loyalty.



[www.lalonigroup.it](http://www.lalonigroup.it)





TTA  
LATO  
ndente 60%  
Maltitolo  
AGGIUNTI

CHOCOLAT

LALONI



### TAVOLETTA GRANCRUDO\*

Cioccolato Extra Fondente 70%  
Monorigine Ecuador Edulcorato  
con Estratto di Fiori di Cocco

SENZA ZUCCHERI AGGIUNTI

PREMIUM ITALIAN CHOCOLATE



LALONI



### TAVOLETTA GRANCRUDO\*

Cioccolato Extra Fondente 70%  
Monorigine Ecuador Edulcorato  
con Estratto di Fiori di Cocco

SENZA ZUCCHERI AGGIUNTI

PREMIUM ITALIAN CHOCOLATE



### GALLETTE DI FARRO SOFFIATO E CIOCCOLATO

Cioccolato Fondente 77%  
Edulcorato con Maltitolo

SENZA ZUCCHERI AGGIUNTI

PREMIUM ITALIAN CHOCOLATE



### BARRETTA PROBIOTICA

Cioccolato Fondente 48%  
Edulcorato con Maltitolo  
Arricchito con Lievito Lattico  
Probiotico e FOS

SENZA ZUCCHERI AGGIUNTI

PREMIUM ITALIAN CHOCOLATE



### OLIVETTA

Crema Spalmabile al Cacao  
a base di Olio di Oliva

SENZA ZUCCHERI AGGIUNTI

PREMIUM ITALIAN CHOCOLATE





Wellness, without giving up taste

# Chocolate bar

**60% extra dark chocolate bar with no sugar added.**  
**Sweetened with maltitol. With a single origin cocoa paste.**  
**Available in versions of 50 and 100 grams.**

The chocolate used by Laloni is exclusively from *Ecuador*, country of the world's aromatic cocoa, where the best quality cocoa grows.

The *national-ariba* variety is defined as "fine cocoa de aroma" for the expressed aromatic virtues and the high presence of polyphenolic compounds.

Sweetened with maltitol, non-diabetogenic or cariogenic sugar.









Wellness, without giving up taste

## Chocolate bar Grancrudo® (raw)

**70% raw extra dark chocolate bar with no sugar added, sweetened with coconut flower extract. With Ecuador's single origin cocoa paste.**

**Available in versions of 50 and 100 grams.**

The sweetened component of the chocolate raw bar consists of sugar extracted from coconut flowers, characterized by a pleasant aromatic characteristic and presence of fibers.

The *inulin* moderates intestinal absorption of simple sugars. Therefore, coconut sugar and chocolate obtained with this ingredient, are excellent for those who need to contain the amount of daily sugar. Our chocolate is not only a source of "empty calories" but also a source of minerals (iron, magnesium, potassium) and vitamins (in particular B1, B2, B5, E). Moreover these nutrients are present in a bioavailable form!







Wellness, without giving up taste

# Puffed spelt biscuits with chocolate

**Biological spelt hardtack covered with dark chocolate 77% sugar free, sweetened with maltitol. Available in a convenient dispenser with single-dose portions individually wrapped.**

*The spelt:* it's a cereal and represents the oldest variety of wheat domesticated by man. It contains a higher quality and lower quantity of gluten than other types of wheat. Gluten belongs to the protein and insoluble fraction of wheat flour and promotes the elastic of the dough used for the production of pasta and bread. Unfortunately it is associated with an immunological pathology called "celiac disease" that nowadays shows an epidemiological increase. Therefore, *gluten "saving" starches* are much sought after by consumers. In addition, as regards to nutrition, spelt flours are *less caloric*, they are more balanced for the profile of amino acids (they contains methonine, lacking in other cereals) and they are rich in vitamins, minerals and fiber.





Wellness, without giving up taste

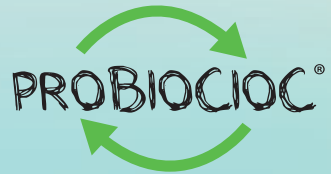
## Probiotic bar

**60% dark chocolate sweetened with maltitol,  
enriched with probiotic lactic yeast and FOS.**

The probiotic lactic yeast® *Kluyveromyces marxianus B0399* (Turval B0399®): it's a microbial strain originally selected by kefir (an ancient drink from the caucasus), it's very active in the production of enzymes and vitamins:

- It naturally overcomes the stomach and colonizes the intestine;
- It promotes intestinal microbiological balance by increasing microbes useful to health (probiotics);
- It competes with other microbes restoring an optimal intestinal microbial environment;
- It improves the digestibility of milk foods through the production of specific enzymes;
- It's suitable for lactose intolerant individuals.





The new generation of probiotic strains, defined “the probiotic lactic yeast®”. -*Kluyveromyces B0399®*, has held the recognition by the Italian ministry of health for the balance of the intestinal flora.





Wellness, without giving up taste

# Olivetta

**Dark cocoa cream based on olive oil, sweetened with maltitol,  
with no sugar added.**

Cocoa cream has never been so good and healthy. The olive oil, along with our cocoa, makes it creamy and rich. A unique taste, without palm oil and no sugar added. Wellness, without giving up taste.



OLIVETTA

Crema Spalmabile al Cacao  
a base di Olio di Oliva

SENZA ZUCCHERI AGGIUNTI

PREMIUM ITALIAN CHOCOLATE









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