

GUIDO GOBINO

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> Food & Beverage

Chocolate & pralines / Confectionary & Spreads / Distribution channel / Gourmet Shop / Ho.re.ca. / Food service

> More about GUIDO GOBINO

Guido Gobino is an **artisan** who combines **respect for tradition** with a focus on **innovation**, uniting creativity, taste and passion for high quality artisan chocolate. This innovation consists of the careful selection of raw materials, cutting-edge processing and continuous experimentation that has as its goal the achievement of absolute quality – quality reflected in every detail, even down to packaging design.

INGREDIENTS

Today the quality of a product is no longer determined exclusively from the taste buds, but also the living conditions of the people of the entire supply chain, from the packaging materials, from the management of the energy resources that have been used during its production and its transport.

The choice of our ingredients has always been the first step in the production of high-quality chocolate.

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For this reason, we strongly believe that the recognition of a fair price, the guarantee of the purchase of the harvest, the support to the productions that follow an agronomic disciplinary in respect of the environment and biodiversity and guarantee the absence of child labour and the respect of ethical and honourable conditions for all workers, is fundamental for the sustainability and quality of life of all. That's how we select our special ingredients:

The **cocoa** used in the processing is selected solely from among the most aromatic varieties, with those from Central and South America and Asia.

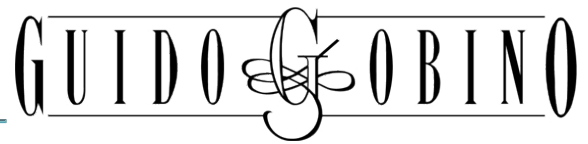
The cocoa processing "**from bean to bar**" – managed entirely from roasting to refining – still uses a significant human contribution while also adopting modern, mechanized techniques.

The only **hazelnuts** used are PGI Piedmont hazelnuts from selected small farms that have worked exclusively for Guido Gobino since it was founded. Piedmontese hazelnuts, harvested in the Langhe hills of Northern Italy and roasted directly in the Turin factory, are considered the "best in the world" and the only hazelnuts able to produce the exceptional gianduja chocolate, recognized as one of the symbols of artisan chocolate in Italy.

Thanks to the collaboration with renowned Italian dairy Latterie Inalpi, the **milk** used comes exclusively from farms in the Piedmontese Alpine Supply Chain, selected only from the provinces of Turin, Asti and Cuneo. Further to supporting the promotion of another local product of excellence, this new commitment ensures a further deepening of supply chain control and contributes to the guarantee of high quality chocolate.

The company's story began in **1964** when **Giuseppe Gobino**, Guido's father, through experience acquired in cocoa refining since 1950, made his entrance as production manager at the **legendary Via Cagliari factory**, becoming its sole owner in 1980, with actual administration passing to Guido a few years later. Throughout those years innovations, improvements and numerous changes followed one after the other, helping to create what has become today one of the **famous artisan chocolatiers of Turin, if not the world**.

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Guido Gobino has won many prizes and awards over the years including the **award** for “**Best praline in the world**” for Cremino al Sale, the gianduja chocolate “**Tavoletta d’oro**” award for five years running given to “Maximo +39”, and the title of **Turin Global Ambassador** for the 2006 Winter Olympics.

Distributed to over 24 countries from Japan to the United Arab Emirates, from Saudi Arabia to Germany, and from France to Australia, Guido Gobino chocolate is also available **beyond terrestrial boundaries**. Thanks to a collaboration with ALTEC, the Italian Aerospace Logistics Technology Engineering Company, Guido Gobino’s Extra Bitter specialities were the first onboard for the Volare Space Station mission in 2013 with Luca Parmitano and then again for the VITA mission in 2017 with Paolo Nespoli. Chosen by the European Space Agency as the **Official Bonus Food for international space missions**, Guido Gobino specialities are the only chocolates produced and packaged according to the compliance criteria dictated by the absence of gravity.

Since January 2019, a multi-year licensing agreement has been signed with Armani / Dolci for the production and distribution worldwide of the **Armani / Dolci collection by Guido Gobino**.

Guido Gobino has always been the sponsor of some of the most important cultural events in the cities of Turin and Milan.

Shops

Open since 1995, the landmark shop on **15/b Via Cagliari** in Turin is located in the historic chocolate factory

2007 Shop opens at **1/A Via Lagrange** in Turin

2011 Shop opens at **35 Corso Garibaldi** in Milan

2014 Tastings and retail point designed by Pininfarina opens at **Turin Sandro Pertini Airport** in Caselle Torinese

2016 Retail outlet opens in the historic Platti Café at **72 Corso Vittorio Emanuele II** in Turin

2019 Shop opens at **36 Corso Magenta** in Milan

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