

# Caffarel

## Marketing Proposal

**Caffarel Goes Global:  
One Taste, a Thousands Cultures**

**The Journey of Italian Excellence Begins**

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# United Arab Emirates

**The UAE leads the Gulf region in luxury gifting and premium chocolate consumption during festive seasons.**

# THE CAFFAREL EMIRATES

A smooth, elegant creation that connects Italy and Dubai in every bite. .

## Blending Cultures

Inspired by ingredients beloved in the UAE — **saffron, pistachio, cardamom, and rose** — this collection fuses local flavours with **Caffarel's signature gianduja**.

## Year-round indulgence

Available in both **pralines** and **bars**, this collection offers a taste of the UAE with a refined Italian twist, perfect for gifting or personal enjoyment.

## Suggested Retail Price

Bar (50g): AED 25–30 (~€6–7.5)

Assorted praline box (6–8 pieces): AED 55–75 (~€14–18)



# THE MOON BOX: LIMITED EDITION



## The product

### Gianduja-Covered Dates

Succulent dates are enveloped in a luscious **layer of premium gianduja cream**, blending the natural sweetness of **dates** with the velvety richness of hazelnut-infused chocolate.

## Suggested Retail Price

AED 85–110 (~€21–28)



## A Tasteful Tribute to Tradition

- 🌙 **The Crescent Moon** – A Symbol of Ramadan
- /date/ **Dates** – The First Bite at Sunset
- ⭐ **Stars and Night Blue** – A Spiritual Atmosphere
- ❤️ **A Gift** with Meaning







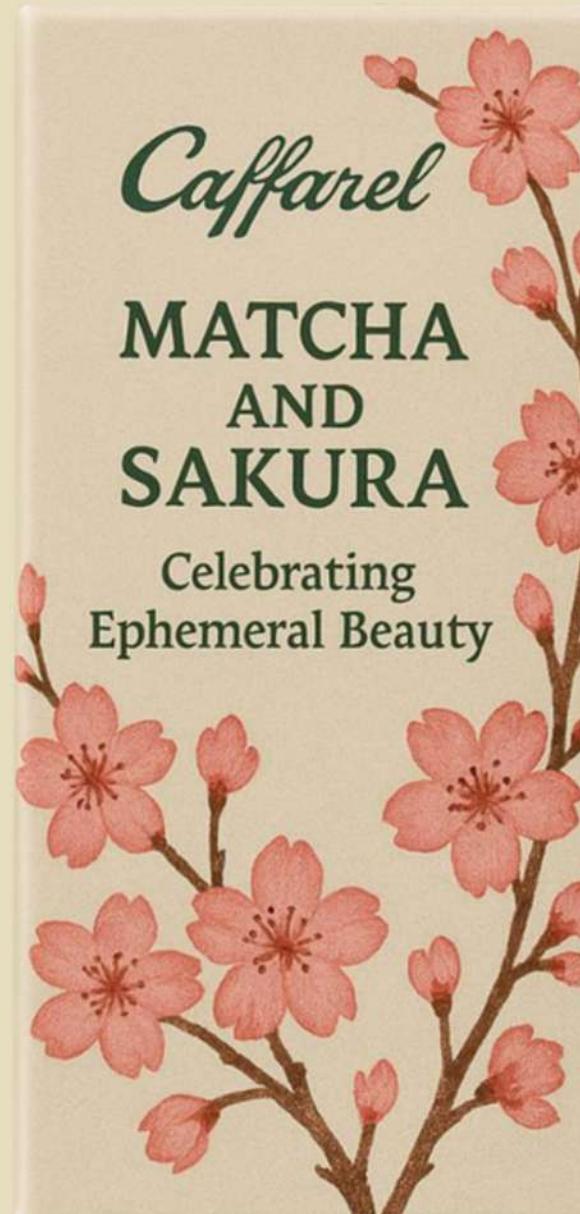
# JAPAN

**The third largest chocolate market in the world**



# THE MATCHA HARMONY BAR

🌸 A Harmony of Nature and Art 🌸



## Blending Cultures

A harmonious fusion of **Japanese tradition** and **Italian craftsmanship**, celebrating the fleeting beauty of Japan in every bite. Celebrate **White Day** with the launch of our exclusive Caffarel Matcha collection.

Share your moments with **#CaffarelMatchaExperience!**

## The product

A delicate layer of **white chocolate** infused with notes of **sakura** petals, gracefully wrapped in a coating of rich **matcha** and fine chocolate.

## Suggested Retail Price

Bar (90g): ¥800 – ¥1,200 JPY (~€5–€7)

# THE CAFFAREL BLOSSOM: LIMITED EDITION



Cherry  
blossom season



## The product

Soft, delicate **mochi** filled with luscious gianduja cream, blending the creamy richness of **Italian hazelnut chocolate** with the tender, chewy elegance of one of Japan's most beloved confections.

## The meaning

- 🌸 Sakura – The Blossom of Ephemeral Beauty
- Mochi – A Symbol of Celebration and Togetherness
- ❤️ A Gift of Refinement and Respect

## Suggested Retail Price

Box of 4 Japanese Chocolates ¥2,000–¥4,000 (~€13.5–€27)



# Italy

“Il Cucchiaio d’Argento” is one of the most iconic Italian cookbooks. Celebrated for its collection of traditional and modern Italian recipes, it has become a trusted culinary reference in Italy.



## Sponsorship with “Il Cucchiaio d’Argento”

- Branded recipes with Gianduiotti, Cremino or Pralines
- Exclusive dessert ideas for a limited time
- Featuring Caffarel as premium chocolate brand



## Collaboration with local food influencers

- Partner with local food creators
- Organic promotion via trusted voices
- Stronger bond with local audience



# Distribution

## Luxury Boutiques

**Why:** To enhance brand prestige, reach a discerning clientele, and position Caffarel as a premium, gift-worthy chocolate in exclusive settings.

**Example:** Galeries Lafayette (Dubai Mall)

## Airport Duty-free

**Why:** High visibility, perfect for last-minute gifts and attracting travellers in search of iconic local or Italian products.

**Example:** Abu Dhabi Duty Free

## Gift Shops

**Why:** They sell symbolic, seasonal items with elegant packaging, perfect for the reusable Moon Box.

**Example:** The Gifting Room



## Gourmet Food Stores

**Why:** A clientele that loves fine food and is accustomed to trying high-end novelties.

**Example:** Jones the Grocer



# Estimated Expansion Costs

Market	Product Development & Packaging	Marketing & Advertising	Distribution & Retail	Total
<b>UAE</b>	€410,000 – €590,000	€160,000 – €240,000	€90,000 – €150,000	€660,000 – €980,000
<b>Japan</b>	€330,000 – €550,000	€250,000 – €400,000	€100,000 – €150,000	€680,000 – €1,100,000
<b>Italy</b>	-	€160,000 – €250,000	€100,000 – €160,000	€260,000 – €410,000
<b>Global Overheads<sup>1</sup></b>	-	-	-	€150,000 – €280,000
<b>Grand Total</b>				<b>€1,750,000 – €2,770,000</b>

<sup>1</sup> Contingency/Unforeseen Costs (€100k–€200k) and Cross-Market Coordination (€50k–€80k)

Market	Product	Estimated Units	Selling Price (€)	Revenue (€)
UAE	Moon Box	83,400	25	~2,085,000
	Bars	15,000	7	~105,000
	Assorted Praline Boxes	19,000	16	~304,000
	<b>Total Revenue</b>			<b>~2.49M (≈€2.5M target)</b>
Japan	Caffarel Blossom	90,000	26	~2,340,000
	Matcha Harmony Bar	80,000	7	~560,000
	<b>Total Revenue</b>			<b>~2.9M (≈€3M target)</b>

# Strategic Investment for Global Growth



## Current Financials Estimation

- Annual Revenue: €50M–€70M
- Annual Marketing Budget: €4M–€8.4M (8-12% of Revenue)



## Expected Outcomes & Measurements

- Primary Metric: Sales ROI
- Target : 155% - 173% Potential



## Proposed Investment Plan

- Required Funding: €570,000 – €890,000
- Represent 10% of current annual marketing budget



Sources: Euromonitor, Statista

# Launch Timeline





**THANK YOU FOR YOUR  
ATTENTION!**