

# Tab 1



## **BRAND STANDARD GUIDELINES**

The logo for Slitti, featuring the word "SLITTI" in a bold, brown, sans-serif font. The letters are set against a light pink rectangular background.

Luciano Slitti founded Slitti in 1969 in Montecatini Terme, Tuscany, Italy, as a coffee roasting company. When Luciano passed control of the company to his son Andrea in 1988, Slitti was already a respected name in the coffee world. A few years later, his brother Daniele joined him, and together, they successfully carried on their father's work. But Andrea had a bigger ambition: **chocolate**.

In 1990, Andrea, inspired by his growing passion for chocolate, decided to expand Slitti's production to include chocolate.

Andrea Slitti is known for his careful selection of raw materials and his passion for his job. He has won many awards, including the Grand Prix International de la Chocolaterie in 1994 and the Eurochocolate Award in 1996, and was named the best chocolatier in Italy in 2008.

## Product Knowledge

**Tavoletta LatteNero 45%** - 45% of Cacao Massa (cacao + cacao butter), rest in % made by sugar and milk



**Tavoletta LatteNero 51%** - 51% of Cacao Massa (cacao + cacao butter), rest in % made by sugar and milk



**Tavoletta Gran Cacao 73%** - 73% of Cacao Massa (cacao + cacao butter), rest in % made by sugar

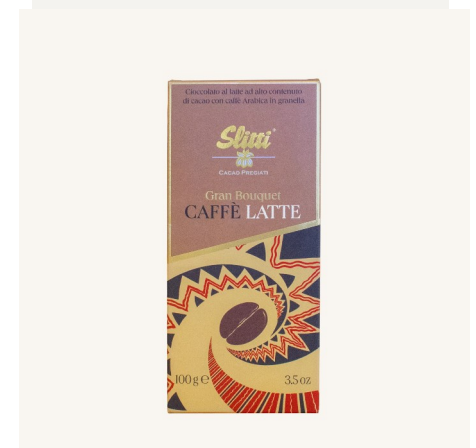


**Tavoletta Gran Cacao 82%** - 82% of Cacao Massa (cacao + cacao butter), rest in % made by sugar



**Tavoletta Gran Cacao 100%** - 100% pure Dark Cacao Massa (cacao + cacao butter)

**Tavoletta Caffelatte** Gran Bouquet CaffèLatte bar is a very fine Milk chocolate with high cocoa content, flavoured with 100% ground Arabica coffee.



### Cucchiaini Fondente 3 pz.

Slitti **Coffee Spoons** are a cult in the world of Chocolate. Created by Andrea Slitti in 1993, they have undergone numerous imitations over the years, but because of their strictly secret recipe, shape and workmanship they remain the "first True Spoons" par excellence. In various flavors: dark, hazelnut and vanilla, they are ideal to give more flavor to your Coffee.



### MINICAKES

#### Minicake Latte Nocciole

This is a **Very Fine Milk Chocolate Minicake**, enriched with **Langhe Hazelnuts of the Tonda Gentile Trilobata variety**.



### Minicake Fondente Mix Fruit

This is a **Dark Chocolate Minicake** enriched with **Dried Black Grapes, Langhe Hazelnuts and avola almonds**.

### Minicake Fondente Mandorle

This is an **Extra Dark Chocolate Minicake**, enriched with **Roasted Almonds**.

### PRALINES

This **Praline** box contains an assortment of artisanal chocolates that express all the professionalism and care that **Andrea Slitti** puts into his products. Her chocolates are identified by their balanced, well-defined taste and the fine layer of chocolate that covers them.

#### **Pralina ORIGIN**

**Pralina IRISH COFFEE (Contains 0.9% of alcohol)**

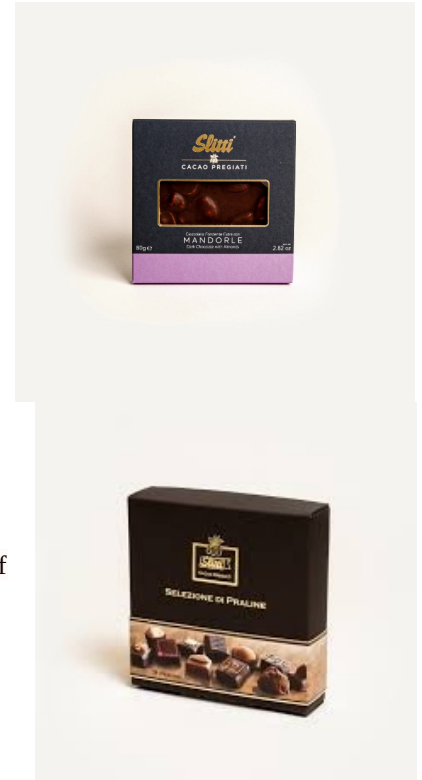
**Pralina PASSION FRUIT**

### DRAGEE

**Pistacchi di Bronte** - The protagonists of these Dragées are the Roasted Bronte Pistachios PDO, covered with a thin layer of White and Milk Chocolate with high cocoa content, and finished with powdered sugar.

Called "green gold" for its quality and commercial value

**Mandorla d'Avola** - Toasted Avola almonds, covered with a layer of fine Milk Chocolate and finished icing sugar.



Produced exclusively from three cultivars in the Avola area of Sicily, this almond is a favourite of haute patisserie: in fact, its flattened, oval shape and organoleptic qualities allow sugar and chocolate to mould perfectly over it, without the addition of other ingredients.



**Dragées Nocciola** - Hazelnuts of the Tonda Gentile Trilobata variety from Langhe, Piedmont (Italy).



**Cranberry** - The protagonists in these Dragées are cranberries from Canada, covered with High Cocoa Milk Chocolate and then finished with bitter cocoa. The cranberry is one of only three fruits native to Canada, where it grows in the wild on sandy, water-rich soils. Its berry is also valued worldwide because it is rich in Vitamin C.



**Arachidi al Caramello Salato** - Delicate Peanuts are topped with a layer of White Chocolate and Salted Caramel for a unique and flavour-filled combination.



**Black Cherry** - In these Dragées protagonists are sweet, juicy cherries, covered with White and Lattenero chocolate, and then finished with bitter cocoa powder and sugar.



**Grani di Arabica** - The stars of these Dragées are selected 100% Arabica coffee beans, roasted and covered with a thin layer of 64% Dark Chocolate.

**Ginger** - Chunks of Candied Ginger, covered with Extra Dark and Finished Chocolate With bitter cocoa powder.

The result is a product with great aromas, combining the deep flavour of dark chocolate with the spiciness and aromaticity of candied ginger.



## **SPREADABLES (SPALMABILI)**

**Crema Spalmabile SLITTOSA** - Hazelnuts of the Tonda Gentile Trilobata variety from the Langhe and selected cocoa beans, nothing else. These are the ingredients of Slitti's spreads collection.

Slittosa is a cocoa spread made sweet and fragrant by 37% Langhe Hazelnuts. It is distinguished by its density and delicacy.



**Crema Spalmabile RICCOSA** - Tonde trilobate hazelnuts from the Langhe and selected cocoa beans, nothing else. These are the ingredients of Slitti's spreads collection.

Riccosa is a milk chocolate cream made sweet and fragrant by 51% of Langhe Hazelnuts. The use of cocoa butter sets it apart in quality.





**Crema Spalmabile GIANERA** - Tonde trilobate hazelnuts from the Langhe and selected cocoa beans, nothing else. These are the ingredients of Slitti's spreads collection.

Gianera is a dark chocolate cream made sweet and fragrant with **57%** of Langhe Hazelnuts. The use of cocoa butter sets it apart in quality.

**YO-YO**

## Why Yo-Yo ?

**An innovative way to eat your gelato:** Yo-Yos bring together delicate biscuits and artisanal gelato in a format that's original, satisfying, and made to order. A simple idea that transforms the way gelato is enjoyed.

**Fun for all ages:** a treat for every generation.

## HOW TO DISPLAY & STORE ?



*Place centrally on top of the gelato vetrine. Ensure it's free of crumbs and it's replenished every time.*



*If you decide to use the pan storage method, please ensure its labelled.*

## HOW DO YOU SERVE IT?

- . Put on a pair of gloves.
- . Place Yo-Yo tool on a place with 2 wafers.
- . Hold the tool with one hand and take one side of the wafer and place it on the handling tool base.
- . Add one scoop of gelato approximately 80/90 grams, and close the Yo-Yo with another wafer.

### **TIPS & TRICKS:**

Be precise with your gelato portioning, ensure it's not overflowed.

Scoop the gelato with an ice-cream scooper.

### **SCAN THE QR CODE TO SEE THE PREP VIDEO**

[Preparation Video Link](#)