Baci Perugina

Crafted with love in Italy since 1922

In the heart of Italy, lies the lush region of Umbria and the city of Perugia, where you will find Perugina®, home of the Perugina® Chocolate Masters and the famous factory, a symbol of quality chocolate and tradition for more than a century.
Its secret is in the passion with which new flavors and combinations are experimented with every day, creating the highest quality product and irresistible flavors for Baci® Perugina®, one of the most loved and widely known chocolates around the world.

In 1922, Luisa Spagnoli, the creative genius behind Baci® Perugina®, had the idea to create the confection that we know today by blending chocolate with a ground hazelnut cream, mixing in some chopped hazelnuts, crowning the confection with a whole hazelnut and then covering it in fine precious dark chocolate. The dark chocolate used to cover Baci® is so special and unique that it is named after her: Luisa®. Nearly 100 years later, the original recipe and process remains unchanged.
The process involves the same expertise and experience from the first day it was made to ensure excellence from the cocoa selection to the careful steps by which the chocolate is made.
Even today, each Baci® Perugina® is personally checked before being wrapped.

The proprietary recipe for the unique chocolate results in a flavor and texture that is both intense and velvety and is closely guarded by the masters of the Scuola del Cioccolato® Perugina® (Perugina® chocolate school).

According to legend, the first love note appeared in the 1930s, inspired by Luisa Spagnoli, the founder of Baci® Perugina®, who would send chocolates wrapped in love notes to her lover, Giovanni Buitoni.

Baci® Perugina® are special not only for their unique recipe, made with natural ingredients and the highest quality raw materials, but for the sentiments of love, written on notes that wrap each chocolate, with beautiful messages of love, friendship and affection. This is why they were given the name Baci®, the Italian word for kisses, because they are as exquisite and sweet as a kiss, an icon of quality and a symbol of Italian excellence and passion.

Article:

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