



## HOLIDAY CATALOG



THERE IS NO CHRISTMAS  
WITHOUT SPERLARI

# CHRISTMAS IN ITALY

CHRISTMAS MARKET  
IN ITALY IS

**280**  
**MIO €**

(PANETTONE, PANDORO,  
GIFT BASKETS, ETC...)

...OF WHICH  
TORRONE/NOUGAT IS

**63**  
**MIO €**

(AVG 22%)

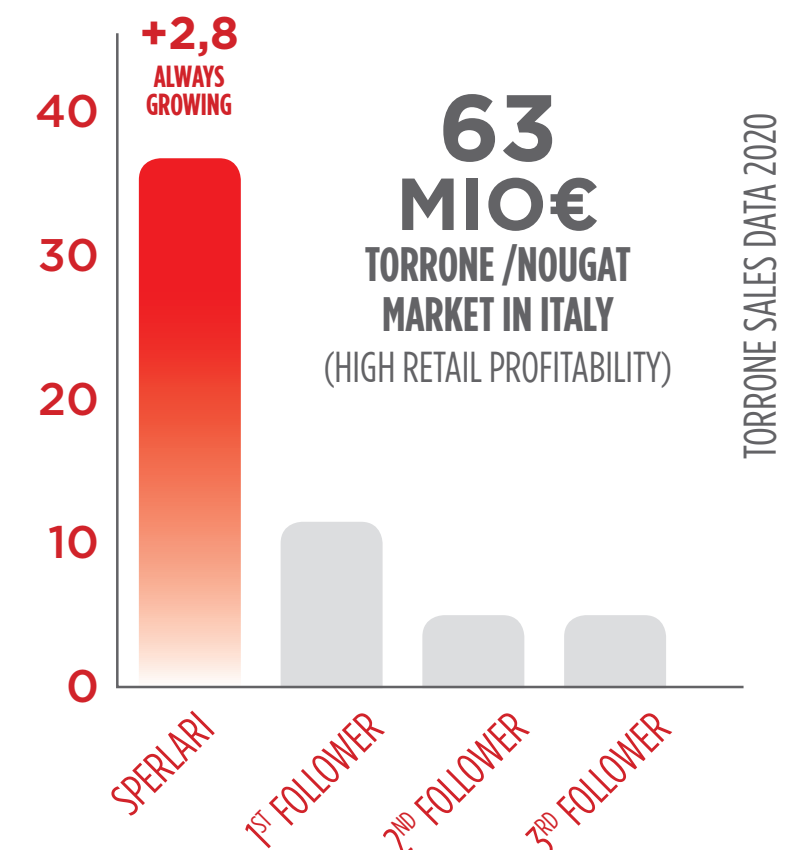


IS MARKET LEADER WITH

**36.8%**  
**MARKET  
SHARE**



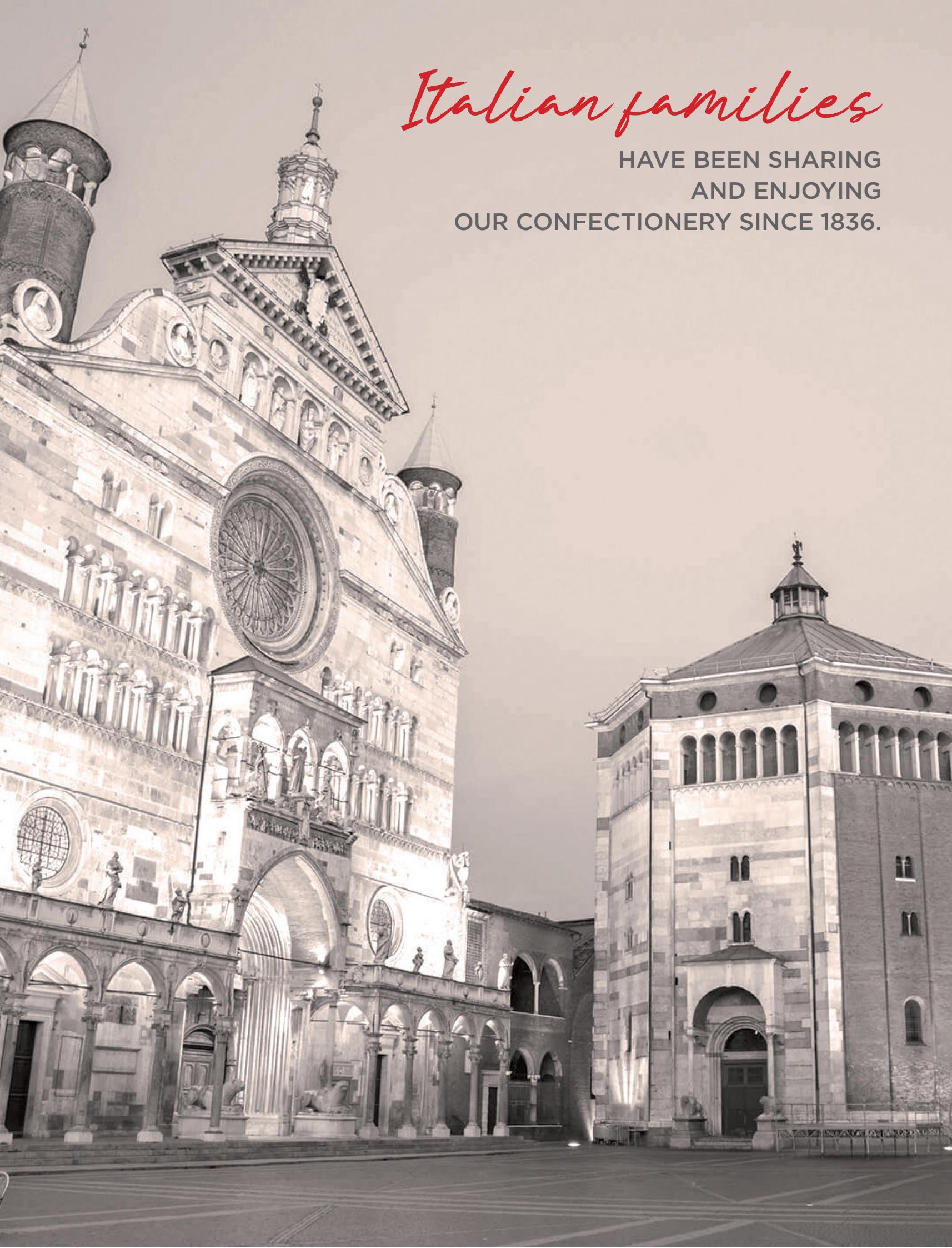
THERE IS NO CHRISTMAS  
WITHOUT SPERLARI





# *Italian families*

HAVE BEEN SHARING  
AND ENJOYING  
OUR CONFECTIONERY SINCE 1836.



## THE HISTORY OF TORRONE

We at Sperlari are proud to have Torrone as our **flagship product**, which we have been making for over 180 years with masterful skill and undisputed, acknowledged quality. Torrone is the pearl of the immense Italian gastronomic heritage and found across the globe as a Christmas treat.

Its origins can be traced back to ancient Arab traditions, from which it gradually spread to the whole of the Mediterranean basin, especially in Italy, where the history and fortunes of this nougat are inextricably linked to the city of Cremona.

It all began for the wedding between Bianca Maria Visconti, daughter of the Duke of Milan, and the Condottiero Francesco Sforza. The ceremony took place on 25th October 1441 and was the occasion for great celebrations: the confectioners of Cremona decided to join in by creating a new nougat in honor of the betrothed with a shape that recalled the bell tower of the city, known as the Torrazzo or Torrone. Hence the name torrone, by which the recipe is still called today.

Time went by and torrone continued to be a welcome gift. However, production methods were changing since they had to evolve in order to cope with the increase in consumption. From the apothecaries' workshops, torrone production moved to the first factories specialized in confectionery.

By the eighteenth century there were already twenty such factories in the Cremona area.



## THE HISTORY OF SPERLARI

From celebrations to moments of everyday life, our biggest ambition is to **give people little sweet and unique moments of happiness**.

It all began in 1836, in a little shop in Via Solferino - in the centre of Cremona - a short walk from Piazza del Duomo.

Here **Enea Sperlari** combined a personal passion with a business idea: he started selling the two traditional Cremonese craft specialties: **torrone and mostarda** (a pickle made of candied fruit and mustard-flavored syrup). The artisan quality of his creations won over the entire city, and not only: it is said that composer Giuseppe Verdi used to visit Cremona to stock up on his specialties.

The Sperlari brand quickly became famous worldwide. But the historic little shop in Via Solferino, which has become part of Italian folklore, is still open today, selling its sweets to many Italian families just as it did 180 years ago.

Our history has been focused on continuing our growth with other great brands that have been founders of their category.

**Saila**, the original refreshing bean, master of licorice, was founded in 1937. **Galatine**, the unique and original milk tablet dates back to 1956. **Dietorelle**, the sugar-free candy was created in 1977 and still a leader with its 100% vegan and sugar free wide range.

Sperlari is synonymous with emotions, sharing and of course sweetness. A brand with a rich and varied product range and an unshrinking focus on innovation.

Besides our Christmas specialties, our sweets and chocolates are also year-round treats for those with a sweet tooth.

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# BY FAR, NR.1 SEASONAL BRAND IN ITALY

## POINT OF SALES



## TV ADS

## OOH AND STATION DOMINATION MILAN

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# OUR HEROES: TORRONE AND CHOCOLATE

**TORRONE: A TYPICAL ITALIAN PRODUCT  
DURING CHRISTMAS SEASON,**  
INEXTRICABLY LINKED TO ANCIENT TRADITIONS  
OF THE MEDITERRANEAN SEA AREA.

TORRONE IS A SIMPLE RECIPE (DRIED FRUITS, SUGAR, HONEY  
AND EGG WHITE) AND IT IS VERY WELL KNOWN AND APPRECIATED  
BY ITALIAN, SPANISH AND ARABIC COMMUNITIES.

**ZANZIBAR: ICONIC CHOCOLATE BAR ENRICHED  
WITH WHOLE CRUNCHY HAZELNUTS INSIDE.**  
THE HIGH QUALITY CHOCOLATE AND THE FULL HAZELNUTS  
MAKE ZANZIBAR ONE OF THE MOST APPRECIATED  
SPERLARI PRODUCTS IN ITALY.

(ZANZIBAR IS #1 SKU FOR VALUE SALES  
IN OUR SEASONAL ASSORTMENT).

**OUR OBJECTIVE: TO DELIGHT AMERICAN CONSUMERS  
WITH A TYPICAL ITALIAN HOLIDAY TREAT, TO BE PROPOSED COMBINED  
WITH SOMETHING THAT HAS A MORE FAMILIAR TASTE, LIKE CHOCOLATE**



**THERE IS NO CHRISTMAS  
WITHOUT SPERLARI**



# ASSORTMENT

## HARD NOUGAT



CLASSIC HARD NOUGAT W/ALMONDS

Code	Size	PC by Case	CS/Pallet
15093	150g /5.29 Oz	24	105



CLASSIC HARD NOUGAT W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
15094	150g /5.29 Oz	24	105



CLASSIC HARD NOUGAT W/ALMONDS

Code	Size	PC by Case	CS/Pallet
15105	250g /8.81 Oz	18	77



CLASSIC HARD NOUGAT W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
15116	250g /8.81 Oz	18	77



CLASSIC HARD NOUGAT W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
15151	250g /8.81 Oz	18	95

COVERED WITH DARK CHOCOLATE



CLASSIC HARD NOUGAT W/ALMONDS

Code	Size	PC by Case	CS/Pallet
15180	250g /8.81 Oz	18	95

COVERED WITH DARK CHOCOLATE

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# ASSORTMENT

## SOFT NOUGAT



### SOFT NOUGAT W/ALMONDS

Code	Size	PC by Case	CS/Pallet
<b>15068</b>	150g /5.29 Oz	24	105
<b>15015</b>	250g /8.81 Oz	18	77



### SOFT NOUGAT W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
<b>15063</b>	150g /5.29 Oz	24	105
<b>15124</b>	250g /8.81 Oz	18	77



### SOFT NOUGAT W/PISTACHIO

Code	Size	PC by Case	CS/Pallet
<b>16210</b>	200g /7.05 Oz	18	84



### SOFT NOUGAT W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
<b>15150</b>	250g /8.81 Oz	18	95

COVERED WITH DARK CHOCOLATE



### SOFT NOUGAT W/ALMONDS

Code	Size	PC by Case	CS/Pallet
<b>15153</b>	250g /8.81 Oz	18	95

COVERED WITH DARK CHOCOLATE

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# ASSORTMENT

## PREMIUM RECIPES AND GIFT BOXES



**SOFT NOUGAT W/ALMONDS 51%**

Code	Size	PC by Case	CS/Pallet
<b>15426</b>	100g /3.52 Oz	24	135



**SOFT COCOA NOUGAT W/HAZELNUTS CRUMBLE**

Code	Size	PC by Case	CS/Pallet
<b>16596</b>	100g /3.52 Oz	24	135



**MORBIDELLONE**

Code	Size	PC by Case	CS/Pallet
<b>16219</b>	350g /12.34 Oz	6	32



**GIFT BOX PREMIUM**

Code	Size	PC by Case	CS/Pallet
<b>10248</b>	417g /14.71 Oz	6	42



**ZANZIBARONE**

Code	Size	PC by Case	CS/Pallet
<b>16269</b>	350g /12.34 Oz	6	32

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# ASSORTMENT CHOCOLATE



## GIANDUJA CHOCOLATE W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
<b>15134</b>	150g /5.29 Oz	24	105
<b>15138</b>	250g /8.81 Oz	18	90



## DARK CHOCOLATE W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
<b>16598</b>	150g /5.29 Oz	24	105
<b>15295</b>	250g /8.81 Oz	18	90



## GIANDUJA CHOCOLATE W/PRALINATED PISTACHIO

Code	Size	PC by Case	CS/Pallet
<b>16211</b>	200g /7.05 Oz	18	105



## DARK CHOCOLATE W/PRALINATED PISTACHIO

Code	Size	PC by Case	CS/Pallet
<b>16262</b>	200g /7.05 Oz	18	105

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# VISIBILITY AND POINT OF SALES MATERIAL

OUR 5.29 OZ NOUGAT AND CHOCOLATE BARS ARE ALSO AVAILABLE  
IN A SHELF-READY CASE - 12PCS PER CASE  
**THAT COULD BE EASILY STACKED TO CREATE SMALL DISPLAYS.**



SHIPPER THAT MAXIMIZES THE VISIBILITY  
OF ALL OUR 7.05 OZ AND 8.81 OZ BARS,  
**IT IS SHIPPED IN A CONVENIENT BOX,  
EASY TO BUILD AND FILL.**

**THERE IS NO CHRISTMAS  
WITHOUT SPERLARI**



# Sperlari®

TRADIZIONE ITALIANA DAL 1836

IS PROUD TO PRESENT ITS NEW  
**CREMONELLI RANGE**

CHOCOLATE AND NOUGAT BITES: A SIMPLE, YET TIMELESS, RECIPE.  
AN *AUTEUR* REINTERPRETATION OF A SEASONAL TREAT  
IN A PROPOSITION FOR AN EVERYDAY PLEASURE.



## THE PERFECT CHOCOLATE FOR TODAY'S TRENDS:

### RESEARCH OF AUTHENTICITY

IN FOOD AND INGREDIENTS AS  
EVIDENCE OF QUALITY

### ENGAGEMENT OF SENSES:

MULTI-SENSORY FLAVORS AND  
TEXTURES FOR A FULL EXPERIENCE.  
EACH BITE BRINGS THE CONSUMER  
A FULL SENSORY EXPERIENCE  
THAT EXCEEDS THEIR  
EXPECTATIONS.

### PREMIUM CHOCOLATE:

HIGH QUALITY INGREDIENTS,  
PROCESSING TECHNIQUES  
AND ORIGINS.

### THE ACCESSIBLE IMPORT QUALITY:

IMPORTED ITALIAN CHOCOLATE  
TO MAKE ANY CHOCOLATE  
OFFERING A COMPLETE CONSUMER  
SHOPPING EXPERIENCE AND  
CREATE A DESTINATION FOR  
CHOCOLATE LOVERS FROM  
ALL OVER THE WORLD

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# ASSORTMENT

## CREMONELLI



### MILK GIANDUIA CHOCOLATE BITES W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
16205	125g/4.40 Oz	6	105



*"the backlabel  
is a tribute to the original shop,  
still existing in Cremona..."*



### DARK CHOCOLATE BITES W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
16230	125g/4.40 Oz	6	105



### SOFT NOUGAT BITES ENROBED W/DARK CHOCOLATE

Code	Size	PC by Case	CS/Pallet
16233	125g/4.40 Oz	6	105



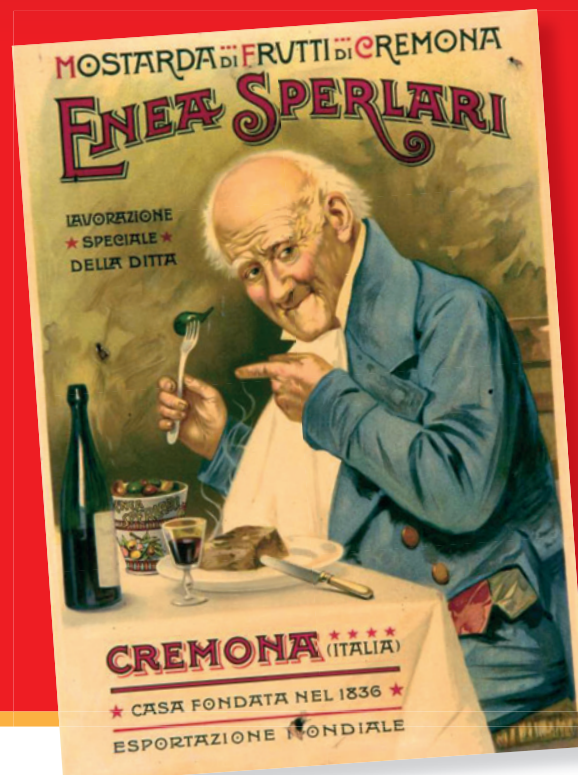
### SOFT CHOCOLATE NOUGAT BITES W/HAZELNUTS

Code	Size	PC by Case	CS/Pallet
16252	125g/4.40 Oz	6	105

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI



# THE “MOSTARDA” FROM CREMONA



## CREMONA MOSTARDA (FRUIT PICKLE)

THIS SWEET'N'SOUR SAUCE IS MADE FROM A CENTURIES-OLD, VESTIGE CREMONA RECIPE.

A MIXED SELECTION OF PAINSTAKINGLY SELECTED FRUIT IS USED, COMING FROM PRIME ITALIAN FRUIT-GROWING REGIONS, WHICH IS THEN CANDIED AND SOAKED IN SUGAR SYRUP LACED WITH ESSENTIAL MUSTARD OIL.

CREMONA FRUIT PICKLE CAN BE SAVOURED ALL-YEAR ROUND AND WILL QUICKLY AND EASILY BRIGHTEN UP A SIMPLE DISH TURNING IT INTO A SOPHISTICATED AND EXCEEDINGLY TASTY SPECIALITY.



## CREMONA MOSTARDA (FRUIT PICKLE)

Code	Size	PC by Case	CS/Pallet
16234	560g/15.90 Oz	12	80 Cs/Pallet

## COMBINATIONS

- **WITH MEATS:**  
MIXED BOILED MEATS,  
MIXED GRILLS, TURKEY,  
CHICKEN AND GAME.
- **WITH PORK MEATS:**  
COTECHINO,  
STEWING SALAMI,  
COOKED HAM.
- **WITH CHEESE:**  
PARMIGIANO REGGIANO,  
GORGONZOLA, PROVOLONE,  
SWISS CHEESE, ASIAGO.

THERE IS NO CHRISTMAS  
WITHOUT SPERLARI