



MARCHESI 1824 OPENS IN THE CHOCOLATE HALL AT HARRODS IN LONDON

A new space dedicated to the excellence of Italian chocolate within the historic department store

Marchesi 1824 will inaugurate an exclusive corner in the Chocolate Hall at Harrods on February 9, one of the most iconic spaces of the London department store. The collaboration will bring a refined selection of Marchesi 1824 chocolates to the heart of London, representing artisanal excellence and Italian tradition.

In the new space, Harrods visitors will be able to discover an assortment of chocolate creations, including pralines, cremini, dragées, biscuits, and the refined Grand Cru, which symbolize the focus on cocoa origins and attention to detail that distinguishes the historic Milanese pastry shop.

A distinctive feature of the opening is the exclusive presentation, only in the Chocolate Hall, of a new Grand Cru Venezuela cocoa mass by Marchesi 1824: a unique selection reserved exclusively for Marchesi 1824. The cocoa beans come from the prestigious area south of Lake Maracaibo in Venezuela. The 74% cocoa content is designed to best highlight intensity and balance, creating a deep and enveloping flavor profile. A chocolate capable of expressing the purity of the raw material through careful and respectful processing. This new cocoa mass represents a further step in enhancing the origins and quality of raw materials, translated into an elegant and recognizable aromatic profile.

“The opening in the Chocolate Hall at Harrods represents a further step in Marchesi 1824’s development. It is an important opportunity to introduce our brand and our vision of chocolate to a global audience, continuing to share our story and values worldwide,” says Andrea Menicatti, CEO of Marchesi 1824.

“We are thrilled to enter the world of Harrods. It is a great honor for us to bring our craftsmanship and the Italian artistry of our products into such an iconic location,” adds Diego Crosara, Pastry Art Director of Marchesi 1824.

Marchesi 1824

A favorite destination for an elegant cosmopolitan clientele, since 1824 Pasticceria Marchesi has been a symbol of Milanese style. With its excellent creations, elegant settings, and impeccable service, it accompanies moments of conviviality with artisanal taste and refined creativity. Today, as in the past, Marchesi 1824 remains faithful to its traditions, basing its production on a careful selection of raw materials, high pastry craftsmanship, and attention to detail. Its products are available at the historic pastry shop on Via Santa Maria alla Porta, at the Milan locations on Via Monte Napoleone and Galleria Vittorio Emanuele II, as well as at the London pastry shop at 117 Mount Street, Mayfair, and online at www.marchesi1824.com.

Marchesi 1824 is part of the Prada Group, which also includes the brands Prada, Miu Miu, Church’s, and Car Shoe. The history of Pasticceria Marchesi is woven from tradition and creativity, blending into an irresistible harmony. In an elegant 18th-century building in the heart of Milan, at Via Santa Maria alla Porta 11/a, the Marchesi family opened a pastry shop in 1824 that soon earned an excellent reputation for its artisanal products thanks to hard work and constant dedication. Today, Pasticceria Marchesi has become a must-visit destination for both Milanese and tourists—a place to savor the magic that comes from taste, to appreciate nearly two centuries of experience, to enjoy the pleasure of an espresso, choose a special birthday cake, or surprise someone with a sublime selection of chocolates. Faithful to its history and tradition, Marchesi 1824 is synonymous with excellence in pastry and chocolate, and in the production of panettone, the traditional Milanese holiday cake.

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