



THE RETURN OF THE SWALLOWS: EASTER SIGNED BY MARCHESI 1824

Between the excellence of the new Venezuela 74% chocolate and the artistry of master leavened creations, the historic Milanese pastry shop celebrates the awakening of spring.

Easter 2026 by Marchesi 1824 is a tribute to lightness, told through the iconic symbol of swallows in flight. “The Return of the Swallows” is not merely an aesthetic theme, but the heart of a collection that blends historical memory, haute pâtisserie, and an unrelenting pursuit of the finest raw ingredients.

For the occasion, the windows of the Milan and London boutiques are transformed into evocative stage sets: a large chocolate house resting on a branch shelters a nest holding a precious decorated egg, while suspended swallows animate the display from above. A refined and immersive setting, capable of evoking the joy of spring.

At the center of the 2026 collection lies a meticulous philological study of historic recipes and the great texts of the chocolate-making tradition. From this research comes the use of the new Venezuela 74% cocoa mass, selected for its outstanding quality and perfectly balanced aromatic profile. A choice that reflects the desire to combine depth of flavor with technical refinement, enhancing each creation with intense and harmonious notes.

COLOMBE

Marchesi 1824’s Easter tradition finds its highest expression in its *colombe*, offered in a range of flavors designed to satisfy every palate. Alongside the timeless classic version — a true pillar of the holiday — the collection is enriched with special variations featuring refined pairings. From the indulgent combination of chocolate, sour cherries, and almond to more original creations enhanced by fruity and spiced notes such as apricot, ginger, and amaretti, each recipe celebrates the art of masterful leavening.

CHOCOLATE EASTER EGGS

For chocolate lovers, among the most indulgent new creations are the 400-gram filled eggs, presented in surprising and refined pairings: pistachio and raspberry, hazelnut and lemon, almond and orange, pecan and caramel. Carefully curated combinations designed to offer a multisensory experience, where sweetness and freshness engage in an elegant dialogue.

The decoration ateliers in the laboratory also return — special occasions dedicated to adults and children alike to discover the secrets of decorative artistry alongside Diego Crosara, Pastry Art Director of Marchesi 1824. Scheduled for March 18 and 25, these encounters will offer an immersive experience into the world of Easter creativity, blending technique, imagination, and shared moments.



With the Easter 2026 collection, Marchesi 1824 reaffirms its bond with tradition, reinterpreting it through a contemporary sensibility that enhances every detail. It is an invitation to celebrate the awakening of spring through the authenticity of flavors and a rigorous selection of ingredients, wrapped in an aesthetic that narrates, with utmost grace, the sweetness of return.

THE MARCHESI 1824 EASTER EXPERIENCE

The Easter offering is further enriched with hand-decorated biscuits, artistic chocolate subjects, and small filled eggs, ready to complete the precious gift boxes. Alongside the leavened creations, the fresh pastry selection celebrates tradition with *Pastiera*, wild strawberry tart, and a refined mille-feuille. For those seeking a savory alternative, the selection also includes the exceptionally soft Easter Caprese focaccia — an original synthesis of savoriness and lightness.

The products are available at the three Marchesi 1824 pastry shops in Milan — Via Santa Maria alla Porta 11/a, Via Monte Napoleone 9, and Galleria Vittorio Emanuele II — as well as at the London boutique at 117 Mount Street, Mayfair, and at the corner in the Chocolate Hall of Harrods.

A selection of products, including the signature leavened creations and chocolate eggs, is also available online at www.marchesi1824.com

Marchesi 1824

A favorite destination for an elegant cosmopolitan clientele, since 1824 Pasticceria Marchesi has been a symbol of Milanese style. With its outstanding creations, refined interiors, and impeccable service, it accompanies moments of conviviality with artisanal flavor and sophisticated creativity. Today, as in the past, Marchesi 1824 remains faithful to its traditions and to a production philosophy rooted in the careful selection of raw ingredients, masterful pastry craftsmanship, and meticulous 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 at Galleria Vittorio Emanuele II, as well as at the London pastry shop at 117 Mount Street, Mayfair, inside the Chocolate Hall of Harrods, and online at www.marchesi1824.com.

Marchesi 1824 is part of the Prada Group, which also includes the brands Prada, Miu Miu, Church's, Car Shoe, Versace and Luna Rossa.

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 through dedication and constant commitment.

Today, Pasticceria Marchesi has become a must-visit destination for Milanese residents and tourists alike — a place to savor the magic that unfolds through taste. To appreciate the result of 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, as well as in the production of *panettone*, the traditional Milanese cake.

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