



presents



in Expo Milano 2015



**CLUSTER
COCOA & CHOCOLATE**

PRESS RELEASE

EXPO MILANO 2015
JOYFLOR WILL PRESENT PACARI CHOCOLATE
ON THE STAGE OF THE CACAO AND CHOCOLATE CLUSTER

Our company, **Joyflor srl**, exclusive importer and distributor for Italy of Pacari Chocolate, has agreed with **Eurochocolate**, **Official Content Provider of the Cacao and Chocolate Cluster at EXPO MILANO 2015**, that it will present, on behalf of **Pacari Chocolate**, a number of formats, created specifically by us, for the purposes of introducing PACARI CHOCOLATE PACARI to the Italian market.

Joyflor imports finished products and raw materials from all over the world. In the last few years it has decided to take on a new challenge: to open a new branch of business offering something different from anything that can be found in Italy.

After long research and various attempts we have managed to find this chocolate. It is not simply exquisitely tasting. It also embodies the work and effort of a, once emarginated, part of the population of a remote area of the world which, thanks to this product, is claiming something which has belonged to it for thousands of years .

The wonderful fruits of the cacao plant, considered to be the food of the gods, were first used in Central and South America in the remote past and still today are crafted with masterliness in these places which, albeit distant, are becoming increasingly closer to us.

PACARI, which in the Andean languages means NATURE or DAWN, is true to its name. An extremely fine ORGANIC and BIODYNAMIC GOURMET CHOCOLATE, it has espoused the FROM TREE TO BAR philosophy and is the fruit of the work of more than 3.000 families.

Aware of the excellence of our product, we wished to create formats which would raise the awareness of children and adults as to the importance of the origin of what we eat, by means of a product we all love: CHOCOLATE.

So, when Eurochocolate invited us to participate in **EXPO MILANO 2015 at the Cacao and Chocolate Cluster**, we accepted like a shot.

We hope that our presence will be a small seed which will germinate, in those who do not yet know us, into the consciousness that there are many good (possibly not so well-known) products on the market and that it is important to be aware of what we eat and what we give our children to eat.

From a didactic, but also fun, perspective, we hope to be able to acquaint everyone who visits us at the Cluster with the "magic" world of Cacao and Chocolate - a world full of history and legend and physical and spiritual health and wellbeing, stressing the importance of respecting nature and the people who live and work in symbiosis with it.

We hope that our contribution will be appreciated by those who do not yet know us and that it will serve, for those who already know us, as a way of coming to understand the issues we hold dear even better.

We look forward to seeing you.

Pia Rivera

Founder and Owner
JOYFLOR SRL

www.joyflor.it

Un Mondo Fragrante!