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LE PETIT JOURNAL
NEWSLETTER N°11



DOMORI
CHOCOLATE SUPREMACY
Will attend 17th Salon du Chocolat in Paris
from october 19th to 21st - Porte de versailles
Pavillon 5/1 - Booth n°5



Difference ends in excellence and excellence makes unique.

Domori decided to build its specialty by taking the chocolate out of the common and making him extraordinary.

Domori is indeed the first firm in the world treating exclusively the most appreciated cocoas, namely aromatic cocoas.

IN THE NEXT
ISSUE:

Presentation
of the new professional
range by Domori

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TO DISCOVER OUR RANGE
OF PRODUCTS



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TRIP IN THE HEART OF HACIENDA SAN JOSE



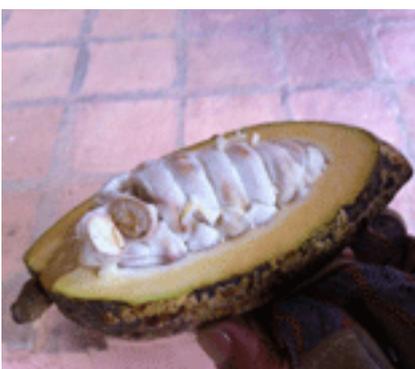
When we say that DOMORI holds the ascendancy in difference, it is a question of:

1: Aromatic cocoa. 2: Pure Origins. 3: process of transformation of the bean with « low impact » and in accord to the needs of use.

The initiation begins with plantations, an Hacienda unique in the world which DOMORI begun to develop.

The sector of DOMORI has its native heart at Paria, in Venezuela, where is the Hacienda San Jose.

A generous and difficult earth, to deal with delicacy and know-how, where a restrict number of persons knowing how to pull the best even when the conditions are opposite, realizes a work of recovery of some available plants.



A world heritage for the taste of the Criollo cocoa, the first one and the most important center in the world for the recovery of its biodiversity and for its culture.

Surrounded with mangoes, papaya trees, mahoganies, frangipani trees, banana trees, broméliades, hélicones, palm trees and legumes, it extends over a total surface of 320 hectares, among which 185 plantations of cocoa with a density of 1 000 plants by hectare.

VA IN THE HEART OF HACIENDA SAN JOSE



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DOMORI

SYNONYMIC OF QUALITY AND NOT QUANTITY.



That's why it treats exclusively the most appreciated cocoas, the aromatic ones which represents only 10 % of the world production: Criollo, Trinitario and Nacional are party of this type of cocoa. The remaining 90 %, are represented by the group Forastero, which is a not appreciated cocoa.

- Criollo is doubtless the most appreciated:

The annual quantity with a purity superior to 90 % represent less than 0,0001 % of the world harvest.

Being persuaded by the exceptional quality of the Criollo cocoa and convinced that it is possible to cultivate it in spite of consolidated theories on its low return, its fragility and its low strength in the diseases, the firm DOMORI brought the revolution in the world of the cocoa.



-Trinitario represents approximately 8 % of the world production. It is obtained by hybridization of Criollo and Forastero, by making a success of certain characteristics of the first one with the VIGOUR AND THE HIGH YIELD OF THE SECOND.

Nacional, which grows only in Ecuador with a 2 % of world harvest, is Forastero type's only aromatic cocoa, that's why it is classified among cocoa the most appreciated.

A LONG-LASTING CULTURE: The cocoa according to DOMORI is the object of a long-lasting culture the first rule of which is the one of the preservation of the biodiversity. The company fights to prevent the extinction of the appreciated varieties and their natural housing environment: the rain forest. To make it, means fighting at the same time for the dignity of the man and for his capacity to choose. Men and women who grow with the company to become aware of their protagonists' role on the road of the cocoa, by contributing actively to the phases of reproduction of the cocoa, development of the plantation, harvest and after-harvest treatments.

THE TOWN OF NONE, WHERE THE COCOA BECOMES DOMORI: The plants at None, in the province of Turin, capital of the Italian chocolate, are conceived and realized to protect the sensory identity of the various varieties of cocoa during its processing in extra chocolate.

CONCEPTION



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