



Piemont
CIOCCOLATO A TORINO DAL 1948

Artfully Crafted Chocolate.

Cri Cri

A story worth telling,
and above all,
worth tasting.



THE SWEET TALE OF CRI CRI

The **Cri Cri** was born as a small morsel of chocolate during the Belle Époque, a time when taste was woven with imagination and pleasure took the time to tell its own story. The history of its name took shape at **Piemont Cioccolato**—not as a rigid historical fact, but as a piece of storytelling: a fairytale invented to breathe soul into a simple gesture and evoke the joy of a tradition passed down through generations. Safeguarded by the Fioraso family, this narrative invention has transcended time to become a charming urban legend—recounted, transformed and shared. Perhaps the name **Cri Cri** echoes the sound of crunching sugar, perhaps it stems from a game, or perhaps from nothing specific at all. As is true of all fairytales, the origin matters far less than the magic it leaves behind.

*A story worth telling, and above all,
worth tasting.*



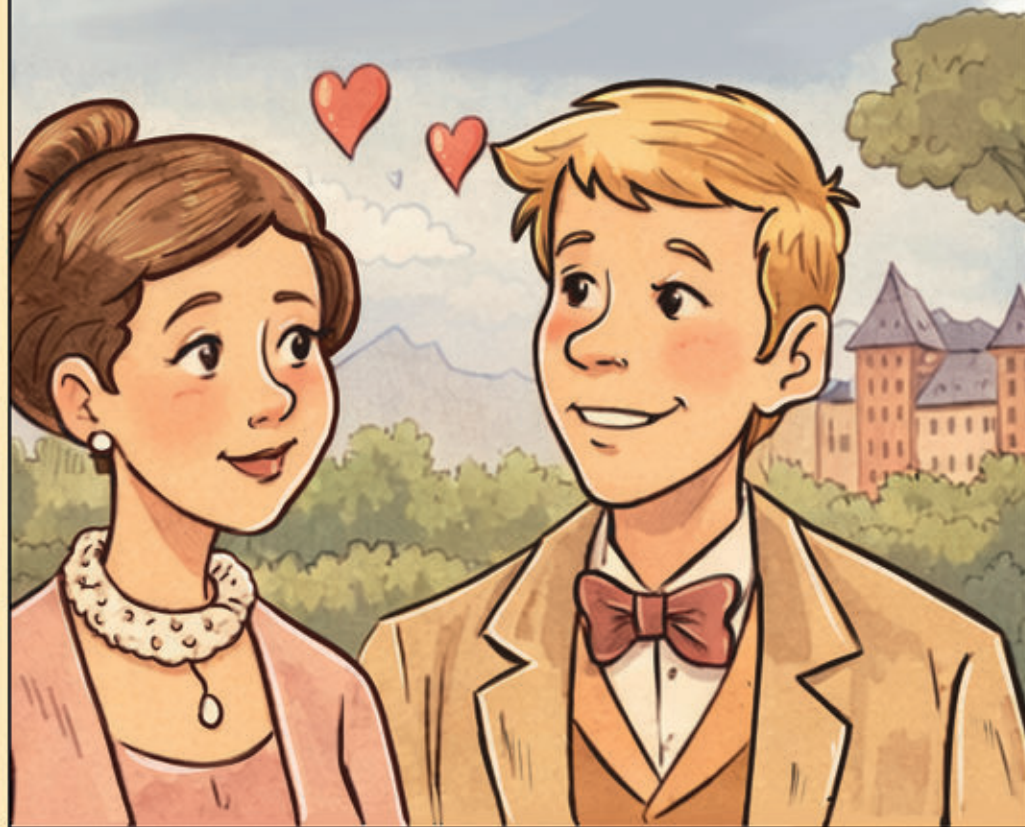
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ONCE UPON A TIME, THERE WAS A YOUNG WOMAN NAMED CRISTINA. SHE WAS ONE OF THE MANY GIRLS WHO, IN FIN-DE-SIÈCLE TURIN, MADE A LIVING SEWING DRESSES FOR THE LADIES OF SUBALPINE HIGH SOCIETY. A LITTLE SEAMSTRESS, JUST LIKE THE ONE IN ADDIO GIOVINEZZA.

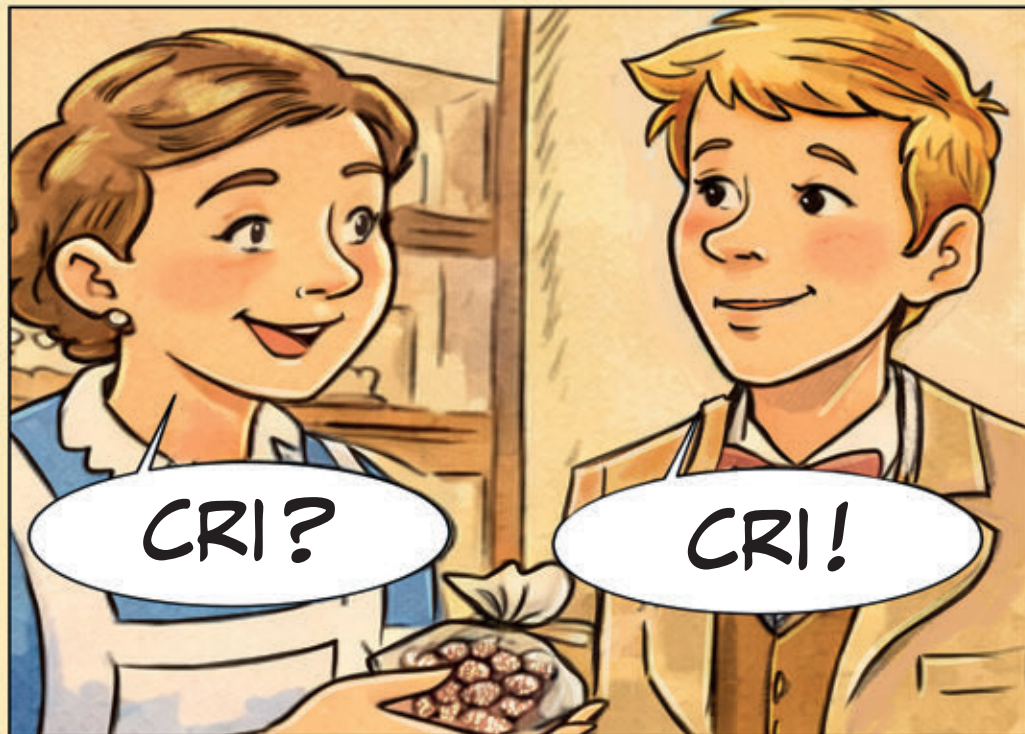


DO YOU REMEMBER "...THE EVENINGS AT THE VALENTINO WITH THE YOUNG BLONDE STUDENT?"



CRISTINA HAD HER OWN STUDENT, TOO. HE WOULD TAKE HER TO THE PASTRY SHOP, CALL HER BY THE NICKNAME "CRI" AND ALWAYS SHOW UP FOR THEIR DATES WITH A SMALL PACKAGE OF SUGAR-COATED PRALINES—HER ABSOLUTE FAVORITE!





CRI?

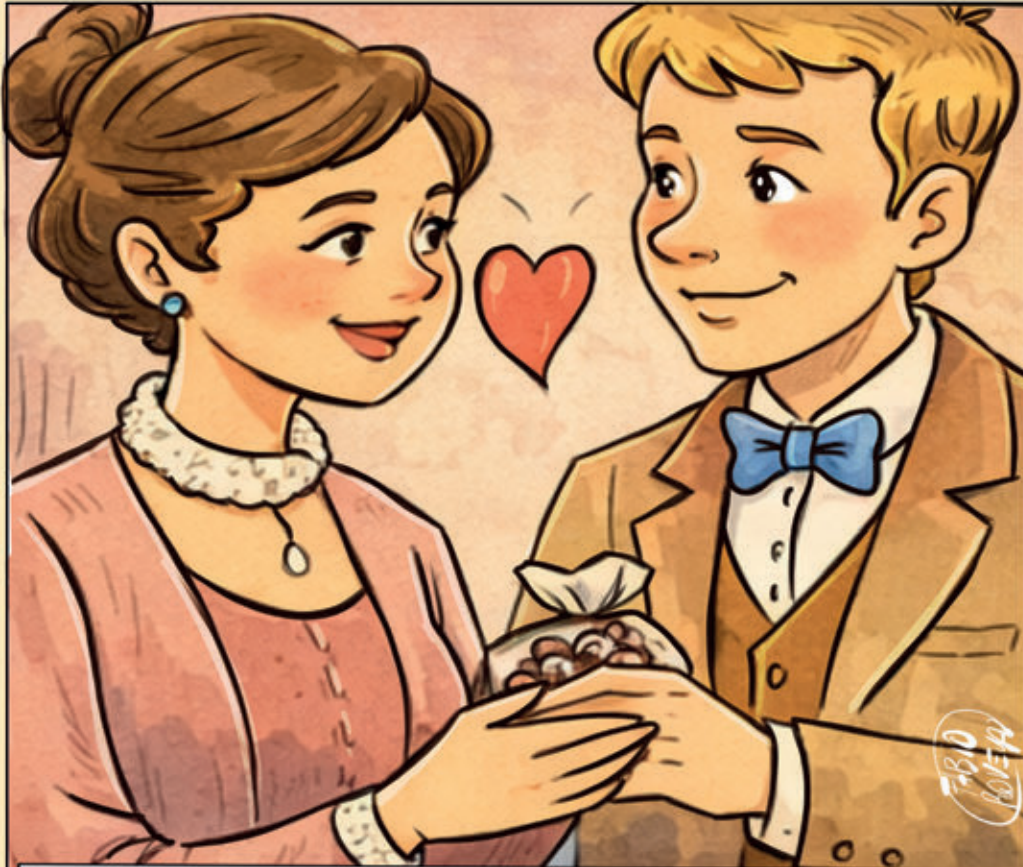
CRI!

THE SHOP ASSISTANT AT THE PASTRY SHOP THEY FREQUENTED—AND WHERE THE STUDENT ALWAYS BOUGHT THE PRALINES—KNEW ALL ABOUT THE FONDNESS BETWEEN THE STUDENT AND THE SEAMSTRESS. AS SOON AS HE WALKED IN, THE ASSISTANT WOULD GIVE A KNOWING WINK AND ASK, "CRI?" "CRI!" THE YOUNG STUDENT WOULD NOD WITH A SMILE.

A CHARMING SOUND, LIKE THE CHIRPING OF A CRICKET, WHICH THE PASTRY CHEF USED TO CHRISTEN HIS PRALINES!



I'LL CALL THEM CRI-CRI!



IN MEMORY OF THE TWO SWEETHEARTS...



*The authentic taste of Piedmontese chocolate,
where history, craftsmanship and passion come together.*

A LOVE STORY UNDER THE MOLE

The story of **Piedmont Cioccolato** was born in the heart of **Turin**, between the Valentino and the Mole Antonelliana, from an artisanal intuition that beautifully embraced the sweetness of tradition. From its very first workshop in the 1940s to modern production, the company has safeguarded a time-honored expertise built on precise gestures and a deep reverence for heritage. Throughout the decades, the common thread has always remained unchanged: **anabsolute passion for Piedmontese chocolate.**

Yet, it was during the Belle Époque that a small gem of Torinese confectionery art was born, destined to become an icon: the **Cri Cri**. A chocolate featuring a rich **dark chocolate** core wrapped around a **Piedmont hazelnut**, coated in **crisp nonpareil sugar sprinkles**, capable of instantly evoking the sound and flavors of childhood. In the 1950s, **Piedmont Cioccolato** relaunched the sweet treat, turning it into the brand's signature symbol. With the arrival of the Fioraso family, the workshop expanded while firmly holding onto its artisanal spirit, keeping meticulous care and experience as its foundational values.



THE CHOCOLATE THAT TELLS THE STORY OF A CITY

The Cri Cri is more than just a sweet treat: it is a fragment of collective memory, a sound that echoes childhood, and a flavor that brings a smile to adults and children alike. According to the most romantic version born at **Piemont**—treasured and retold over time—its name has become a charming urban legend. It is a fairytale meant to breathe soul into a simple gesture and share the joy of a tradition passed down through the years, telling of the affectionate exchange between two Torinese sweethearts in the early twentieth century. For others, it is simply the onomatopoeia of the crunch between your teeth. In either case, it is a name deeply woven into the local culture. The **dark chocolate core**, the coating of **tiny sugar sprinkles**, the **scalloped wrapper** reminiscent of old-fashioned lace: every single detail has remained faithful to tradition. And it is precisely for this reason that the **Cri Cri** has become an **icon of Piedmontese chocolate**, beautifully bridging generations.



CRAFTSMANSHIP AND FAMILY: A SWEET LEGACY

Every single chocolate that leaves the **Piemont Cioccolato** workshop is the fruit of **artisanal craftsmanship**, carefully passed down over time. Certain gestures—such as the manual finishing of the wrapping or the final selection—can only be performed by expert hands. It is in these very details that quality thrives; it is within this daily rhythm that knowledge is handed down from one generation to the next.

Today, the company remains a **family-run business**.

Working side by side, sharing goals and passions, turns every phase of production into a mindful act. The team, which includes long-standing collaborators, is an integral part of a vision that places a **love for sweetness**—and for people—at its very core.





TRADITION UNDER THE MOLE

Producing chocolate in **Turin**, a city that stands as the ultimate symbol of Italian confectionery culture, means upholding a profound responsibility.

The "**Piemont**" name overlooking the **Mole** is far more than just a logo: **it is a true statement of identity.**

Every single **Cri Cri** that hits the market encapsulates a piece of the city, of **Piedmont**, and of its time-honored chocolate making tradition.



THE CRI CRI: SMALL, ICONIC, IRRESISTIBLE

Main ingredients:

- **Dark chocolate**
- **Whole roasted PGI Piedmont hazelnut**
- **Coarse sugar crystals**

A sweet treat with a smooth, enveloping heart and an unmistakable outer crunch. Perfect for all ages, it captures the essence of Piedmontese tradition in a single bite.

Choosing Piemont Cioccolato means bringing home a piece of history—a story made of passion, quality, and little moments of everyday happiness.



Artfully Crafted Chocolate.



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