

Chocolate from Cádiz finds its place at international luxury shops

DURATION: 1'31"

LOCATION: Cádiz

SUMMARY: An enterprise from Cádiz has achieved to place its chocolates on the shelves of some of the most luxurious shops in the world. This brand, Pancracio, has distributors in six European countries, America and Asia. The founder of this enterprise is an economist from Cádiz who found a business opportunity in chocolate. According to this company, the secret of their success is their packaging and the originality of their content. Although they have chocolates for many different countries, the most valued is the one that comes from Chuao, in Venezuela, that is considered one of the best in the world.

VTR:

These crunchy chocolates have been all over the world. They are one of the star products of this small shop that from Cádiz has achieved to get to some of the most luxurious establishments in six countries.

ALEJANDRO MOZO
General Manager of Pancracio

"We are in London, Paris, New York, Miami..."

JOSÉ ARANDA
Shop Manager at Pancracio

"In the beginning it started being sold online and we started selling it in very important international shops. That also made that the general public and the critics put their eyes on us. Well, how can a brand from Cádiz arrive to such an important place as Colette or La Fayette Galleries?"

The founder of this project, Pancracio, is an economist from Cádiz that ten years ago found a business opportunity in this dark delicacy.

ALEJANDRO MOZO
General Manager of Pancracio

"He decides to prepare a chocolate and truffles recipe, gives some to friends and sells the rest. It was such a success that he started selling them."

According to this enterprise, to cross our borders it is important to surprise in the packaging as well as in the content.

ALEJANDRO MOZO
General Manager of Pancracio

"We have the chuao chocolate bar that comes from Venezuela's valley and it is considered as one of the best chocolate origins, we also have from Trinidad and Tobago, from Mexico..."

JOSÉ ARANDA
Shop Manager at Pancracio

"People come to Pancracio looking for something different, logically they can find chocolate at any supermarket of their neighbourhood."

Exclusive flavors for the most demanding palates in the world.

Ambience: Thanks for coming!

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