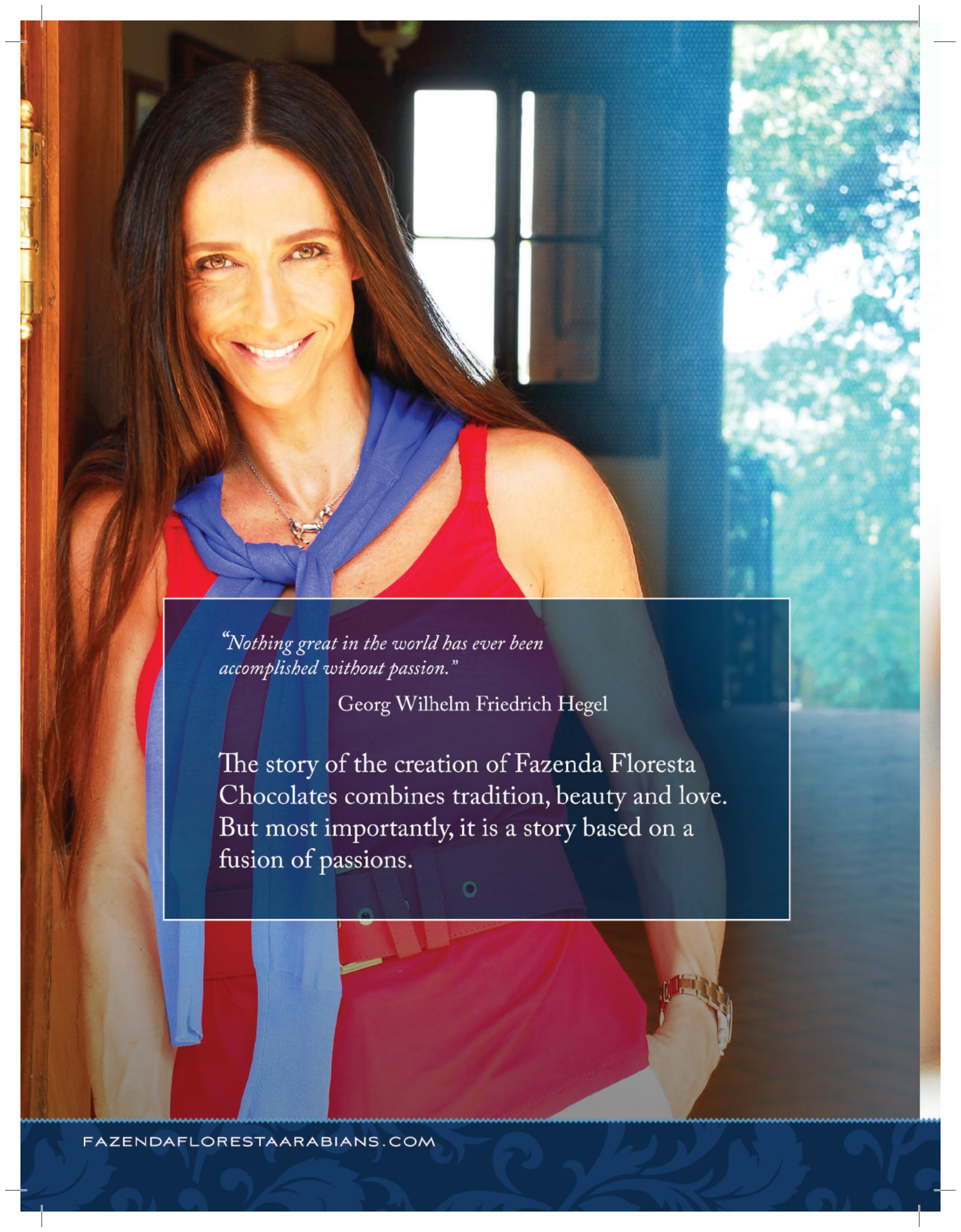


*Luciana Fasano*



# FAZENDA FLORESTA

*Arabian Show Horses*



*"Nothing great in the world has ever been accomplished without passion."*

Georg Wilhelm Friedrich Hegel

The story of the creation of Fazenda Floresta Chocolates combines tradition, beauty and love. But most importantly, it is a story based on a fusion of passions.



# *A Fusion of Passions*

The Story of the Fazenda Floresta Chocolates







## The Beginning

Growing up in Brazil, Luciana Fasano ate chocolates every night; it was a family tradition. Her father brought home a selection of homemade chocolates every Tuesday and Thursday.

In this way, Luciana developed her palate. She learned to see, feel and taste the difference between the ordinary and the divine when it came to chocolate. Her passion led to a ritual whenever she traveled around the world – she would try the finest chocolate of every country she visited. When it came to this indulgence, she developed a practical philosophy, “never risk losing your figure for any chocolate except the best!”

Many years went by. Many countries were visited. And many chocolates were savoured. In 2010, one of Luciana’s other passions resulted in a dream come true. “A very special Arabian horse entered and changed my life,” Luciana explains. His name was AAS Elishahh. “This spectacular stallion ignited my passion, not only for Arabian horses, but for all of life itself,” explains Luciana.

## The Creation

As a way to express her gratitude for the love she shares with Elishahh and all her stallions Luciana made a logo based on a wooden sculpture of Elishahh that had been gifted to her. At that moment her passion for Arabian horses and chocolates coalesced: she decided to use that logo on chocolates to give to fellow horse breeders as a symbol of their shared affection. Thus were Fazenda Floresta Chocolates conceived and the reaction was beyond expectation – soon everyone was clamoring to taste these exquisite chocolates!!

## The Process

Luciana recounts: “Every recipe was created from scratch with each filling requiring many days and taste tests to perfect. We sourced the world's best chocolates and ingredients and then combined those with the exotic organic fruits that had been growing at the Fazenda





Floresta Farm since it was founded in 1790. For more than three years we have been experimenting with various flavours and trying them out on our friends and family." The farm has become a laboratory of experimentation and inspiration. "My chocolate team has worked so hard and, along with my love of colour and packaging, the Fazenda Floresta Chocolates reflect all of our combined talents."

## The Future

Today we are blessed with friends and fans insisting that we make these chocolates available for sale so that they can have them whenever they want. To that end the chocolate factory at Fazenda Floresta is nearing completion. As we await that happy day the Team and I continuously strive to innovate and improve our product line.






## Thank you

Luciana would like to extend a heartfelt "Thank you!" to all who have contributed to the success of Fazenda Floresta Chocolates: both those who help make them and those who love savouring them. Without you none of this would be possible. In closing Luciana would like to say to all who have the pleasure of trying Fazenda Floresta Chocolates:

"When you taste our chocolates please know that you are tasting our passion. You are tasting LOVE!!"



A woman with long dark hair, wearing a black top with a green patterned shawl, is smiling and touching the face of a brown horse. The horse is wearing a decorative halter with gold chains and a red tassel. The background is a bright blue sky with some green foliage visible in the upper left. The image has a halftone texture.

*"Never risk losing  
your figure for  
any chocolate  
except the best!"*



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