

## 3D chocolate is unique, and carries a “designer label”

**Pubblicato:** Martedì 6 Dicembre 2016



“By mouth only.” If this is not explained with the right tone, there is a danger it will leave a bitter taste. But **Denis Buosi**, the creative mind behind the finest chocolate, still laughs about it. An elderly, good-looking, exuberant gentleman ordered white chocolate suppositories for years and in large numbers, to entertain and treat his customers. Buosi was supplied with the blister packs and boxes, and melted the chocolate; then, it was off to the “**pharmacy of the throat**”, where sweetness can make you forget anything. That time has passed, but not the demand from customers to personalise this delicacy, which was so loved by Marie Antoinette, the wife of Louis XVI, and by Voltaire, Wolfgang Amadeus Mozart, Alessandro Manzoni and Pope Pius V.

**Today, chocolate can also be produced in 3D**, because it is a fad that is timeless. Indeed, signing a bar or an individual chocolate is a practice carried out as much by company owners as by sweethearts. And Buosi knows this, because, for at least ten years, he has striven to satisfy this niche demand, where everything has to be custom-made. And, if possible, at a price that does not make the chocolate hard to swallow. And what of 3D printing? “When I read about **Faberlab**, I was immediately interested, because I need a place where I can ask and understand how to solve this problem: a well-made product (as always), personalised (as always), but created in less time, and particularly, at a lower price.”

In short, **Denis Buosi** has had it with aluminium moulds and plastic vacuum packs (for food, of course). He does it, because it is his passion. “But today, we send the customer the rendering; then (managing the temperatures well) the chocolate casting can be done using a 3D printer. It might sound crazy, but it’s actually very practical.” Buosi was born in a confectioner’s shop (his father **Erme** founded it in

1958, with his wife Rosi), became an apprentice, attended a professional confectionery school, and then, there he was, with his hands in the chocolate.

**Innovation** has always fascinated him, and he wants to know everything about new technologies, because he is convinced that the world never stands still. That is why, over the years, he has attended specialisation classes in the best Italian and European schools. But they never taught him about 3D printing. So Faberlab suits him. “We make a high quality product, and saving on raw materials is unacceptable for a company like ours. But we’d like to have a little talk with Faberlab about production processes, to get a quick result that takes none of the goodness out of the chocolate. Because producing a thousand chocolates is one thing, making only a hundred, that are also personalised, is quite another.”

It must be said, there is something for all tastes, because since Denis Buosi started devoting himself to this niche market (“I could follow this alone, working at full capacity”), he has created not only more or less traditional chocolates (always strictly with logos and initials), but also boxes crammed with chocolate mechanisms. After all, this too is **Industry 4.0**.

### **Buosi Chocolatier**

Shop in Varese

Piazza Beccaria, 6

Opening times: 7.15 a.m. – 8 p.m.

Tel: 0332-241227

### **Shop in Venegono Superiore**

Via Baracca, 18 (administrative headquarters)

Opening times: 6.30 a.m. – 8 p.m.

Tel: 0331-857492

### **Chocolate laboratory and B Academy, in Veduggio Olona**

Via Adua, 63

Opening times: 8 a.m. – 12 p.m./2 p.m. – 5.30 p.m.

Tel: 0332-400149

info@buosi.it

di Translated by Arianna Bassetti (Reviewed by Prof. Rolf Cook)