



Italian Chocolate since 1875



The Maglio company has been based in Maglie, in the province of Lecce, since Antonio Maglio opened a coaching inn there in 1875, the family having moved to Maglie from Ariano di Puglia. It was Antonio's talent and tenacity which lay the solid foundations for a brand which has survived and thrived through the decades, through wars, through changes in fashion and in society.

Through all this time, the Maglio family has known what their customers, and potential customers, wanted and needed. For example, responding to their popularity at the time, Antonio's son, Giuseppe, opened a café attached to a bakery specialising in cakes in the main square of the town.



Giuseppe's son, Dante, was the entrepreneurial son of an entrepreneurial father and was nicknamed 'seven brains'. In the early years of the twentieth century, he added two new activities to the café and bakery, one offering banquets and home catering, the other producing handmade liqueurs. He also discovered that the chocolate used to cover the almond paste delicacies sold in the café also helped to keep them fresh for longer. It was Dante's inventiveness and his decision to offer only high quality products and services which encouraged the aristocracy and middle classes of the region to become his customers.



It was thanks to this hard work that Vincenzo, Dante's son, took over a solid organisation in the 1960s and was able to innovate further. He



increased the company's production of chocolate and cakes, invented recipes and expanded the range of sweets they produced. He also understood the importance of making the Maglio brand immediately recognisable. It was Vincenzo, in fact, who decided to use the logo of the carriage, which you can still see on every packet of Maglio goods.

Maurizio and Massimo, who now lead the Maglio group, have inherited not only a treasure trove of knowledge and of values, but also the responsibility of ensuring the Maglio brand thrives both now and in the future, in Italy and around the world.



Maglio continues to evolve and to develop by always setting itself new and ambitious objectives, not only in commercial terms but also in terms of what they produce. Every year, they add new delicacies to their traditional chocolate goods and the traditional Apulian recipes they revisit and refashion. Key to their success is ensuring that they always maintain the highest standards of quality and authenticity.