

## Torrone Sorelle Nurzia - House Founded in 1835

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Gennaro's spirit of initiative had no borders and little by little his business expanded towards that of confectionery production, thus giving life to "Nurzia products", whose fame has crossed the borders of the nation. It was Ulysses Nurzia, Gennaro's nephew, who gave new impetus to his uncle's initiative. His ingenuity was volcanic.

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The magical ingredient for a very soft nougat

Thus was born the "Nurzia tender chocolate nougat", a real revolution in the field of nougats. The classic Cremona-type white nougat was very popular at the time, very tasty and crumbly, but difficult to chew due to its considerable hardness. Ulysses Nurzia had the idea of creating a new type of nougat. To the basic ingredients such as honey, almonds and egg white he added chocolate, a precious product with an excellent flavor and exotic aroma, coming from plantations in Brazil, which enhanced the organoleptic characteristics of the dough.

Since then, chocolate nougat became a valuable product. However, the technically most difficult problem to solve remained: hardness. Ulysses invented a 'magic formula', a processing secret which, through a particular "handling" of the ingredients, allowed him to obtain a tender product and, at the same time, a clear fracture.

It is for this particularity, as well as for the addition of chocolate, that connoisseurs include the Nurzia soft nougat with chocolate in the category of "fine or valuable products".

Air and water of the Gran Sasso, irreplaceable elements

In those days, advertising was done only with the quality of the products and the notoriety of the new nougat became rampant in a few years. For this reason, the company and entrepreneurs of the time asked Ulysses to sell the brand and the recipe.

He let himself be tempted by the prospect of being able to have a wider market, moving his business to a factory in Milan at the beginning of the century, precisely in via Iommelli. But when Ulysses started production, he couldn't get his Nurzia nougat.

The flavor is different, the consistency is almost absent, and the packaging of the product is often impossible. Ulysses immediately realized that there were two special ingredients missing: the air of the Eagle and the water of the Gran Sasso. Only with these could such a particular and refined taste product be obtained.

The return to his city was inevitable. A return that also meant the return to the artisan tradition of its production, the only one able to maintain, in the products, those flavors and smells of the good and genuine things of the house.

A question of packaging

Over the years, even the image of Nurzia products has adapted to modern times, in which what 'appears' has a very important value in identifying and enhancing the product. Particular attention to packaging has led to the creation of a special line of wrapping, all original, handmade and made with the same care reserved for sweets, which remain the "heart" of Nurzia production.