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# GHIRARDELLI

CHOCOLATE

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# OUR HISTORY



1852  
▲  
Domingo Ghirardelli  
Opens The First Shop.

1893  
▼

The illuminated light  
bulb sign starts to shine.

1965  
▼

Ghirardelli launches  
is filled Squares.

2004  
▼

Ghirardelli becomes  
The No 2 US baking brand.

2018  
▼

1852  
▲

The company buys the  
Pioneer Woolen Building.

1923  
▲

Ghirardelli Square  
becomes a landmark.

1999  
▲

Ghirardelli launches  
Peppermint Bark.

2011  
▲

Makes Life a Bite better becomes  
the Company Purpose.



# WHO WE ARE

**GHIRARDELLI** Makes Life a Bite Better

Our purpose gives our company meaning and inspires everything we do. We collaborate, innovate, and grow together as we bring the joy of Ghirardelli chocolate to new people and new places. All of us take great pride in our welcoming, vibrant culture and in the personal impact we make on our business and in our communities.

Ghirardelli





**OUR GUESTS**  
EVERYONE who loves  
Sundaes & Chocolate



# EXTERIOR



# INTERIOR



# PAINT & MATERIALS BOARD



# GROWTH MARKETS



# GHIRARDELLI PHYSICAL STORE OVERVIEW (2025)

 | **20**  
STORES

**14** SPECIALTY

**3** FACTORY SHOPS

**5** OUTLETS

