



CHOCOME'S
BEAN TO BAR
CHOCOLATE RANGE



ATELIER

STEP INTO THE WORLD OF BEAN TO BAR CHOCOLATE!



We are excited to introduce our newest development we have been working on for years, the range of bean to bar chocolates, called chocoMe Atelier. This innovative product line is our commitment to quality and sustainability, setting new standards in the chocolate industry with the new way of making chocolate.

This document provides detailed information to help you understand the uniqueness of our bean to bar chocolate range, and effectively communicate these benefits to your partners.

1. What is bean to bar chocolate?

Bean to bar chocolate represents the highest level of chocolate craftsmanship, where the entire process, from sourcing the cacao beans to the final chocolate product is managed by us within our manufacturing facility. This method ensures supreme quality, flavour, and ethical sourcing.

Creating the perfect bean to bar chocolate involves several meticulous steps, each is crucial to ensuring the highest quality and flavour – but we are more than fine with this. It starts with selecting

premium cacao beans, sourced from single-origin farms to capture those unique regional flavours. Our partners working on the cacao farms take care of every single step during fermentation and drying, meanwhile in our manufacturing facility we take care of roasting, grinding, conching and tempering in order to ensure the excellent taste and velvety texture of the chocolates.



We are committed to quality, uniqueness and individuality. We are passionate about our products, our vocation, and the challenges it poses. The result is a rich, complex chocolate that delights the palate with a balance of bitterness and sweetness, showcasing the distinct characteristics of the cacao beans used.

Our bean-to-bar chocolates are crafted into exquisite bars and delightful dragées, each a testament to artisanal mastery. We currently work with the following terroirs: Empresa Campesina Chuao (Aragua, Venezuela), Hacienda La Sabaneta (Aragua, Venezuela), Kilombero Valley (Morogoro Region, Central Tanzania), Bejofo Estate (Sambirano Valley, Madagascar), and San José de Bocay (Jinotega, Nicaragua).




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Bean to bar chocolate is a chocolate of profound character, crafted to evoke deep emotion in those who experience it. This emotional resonance stems from a distinctive small-batch production philosophy, where the chocolate maker meticulously selects only a few, exceptional ingredients – primarily high-quality, characterful cacao and sugar, with the possible addition of cocoa butter. The essence of the bean to bar process lies in unveiling the unique personality of the cacao within each bar, a personality that embodies the chocolate maker's own taste preferences. The magic in every bite comes from the careful attention to detail and craftsmanship.

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2. Key Differentiators

-  **Quality and Taste:** Our bean to bar chocolates are made from carefully selected exquisite cacao beans, ensuring a rich and complex flavour. Each of our new bean to bar chocolates' characteristics and profile will be described later.
-  **Transparency:** Every step of the process is transparent, from the origin of the beans to the final product, ensuring customers can trust the quality and ethics of the chocolate they consume. Most of the cocoa plantations we have visited in the past few years or we have had great personal partnership with the owners for a long time.
-  **Sustainability:** We prioritise sustainable farming practices and fair trade, supporting cacao farmers and promoting environmental stewardship.

3. Our story

The story of chocoMe Atelier really starts with the story of chocoMe itself, a renowned chocolate manufacturing founded in 2010 by Gabor Meszaros, who delved into the world of chocolate after a sharp pivot in his career. Following his first studies in Belgium, Italy and France, he started making hand decorated chocolate bars from high quality chocolate couvertures. After gaining popularity with these characteristic bars, Gabor embarked on another difficult journey, making internationally acknowledged dragées in his own manufactory.

By 2024 he grew his one-person company into a team of 30, with which he is pursuing the highest quality, driven by passion, humility, premium ingredients, and continuous innovation. The team of chocoMe produces 100 tons of sweets every year, distributed by nearly 1,500 partner stores around the world. With our seven product families, we have so far won more than 120 international awards in the world's most prestigious and strict competitions, the International Chocolate Awards, the Academy of Chocolate Awards and the Great Taste Awards. Some of the award jury members simply call Gábor as the "dragée magician".



But Gábor always had a... not so secret dream all along: to reach the pinnacle of chocolate making, which in practice is more a return to basics, following the most ancient technologies. He wanted to make chocolates from ethically grown cocoa varieties with interesting flavours and the best genetics, starting straight from the beans and keeping the whole process in-house. It took years of learning, experimentation and lots of travel to make this dream a reality. But now, the time has finally come to take that giant step: the first chocoMe Atelier collection will be available from autumn 2024 with 15 bars and dragées made with the finest ingredients from around the world, making them one of a kind.

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THE PHILOSOPHY OF BEAN TO BAR



Quality is the cornerstone of everything we do. We source a diverse range of cocoa beans, selected for their sensory complexity, traceability, and physical characteristics. But our commitment goes beyond sourcing: we travel to as many terroirs as we can, in order to procure specialty beans, ensure quality control, and understand the regional context. We cultivate meaningful partnerships with our farmers and partners, grounded in respect, trust, and transparency.

We create our chocolate using only the highest possible quality cocoa beans and organic cane sugar, without adding vanilla, lecithin or preservatives, we just add some cocoa butter if needed for fine tuning viscosity. By sourcing premium cocoa and meticulously crafting single-origin chocolate, we highlight the unique flavour nuances of each bean.

Our bean-to-bar method of making fine chocolate starts with the cocoa bean and involves the chocolate maker managing and supervising every step of production – usually prepared by hand –, ensuring the ethics, sustainability, and superior quality of the finished product. We maintain a personal connection with the farm owners and workers, having visited many of their farms to gain extensive knowledge and firsthand experience in pre-harvest processes.

Additionally, we have travelled to the legendary cocoa village of Chuao, Venezuela, where we deepened our understanding of cocoa cultivation and the bean-to-bar process under the guidance of cocoa specialist Chloé Doutre Roussel and with the famous Venezuelan chocolate maker and chef, Maria Fernanda Di Giacobbe.

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OUR COCOA BEANS



The legendary Chuao cacao is cultivated in a small village founded in 1660, located in the northern coastal mountain range in Venezuela and surrounded by dense rainforests. Nearby lies the Henri Pittier National Park, the oldest national park in Venezuela, established in 1937. The village is famous for its cacao plantations, beans from Chuao are considered some of world finest cocoa. Chuao village is enclosed by high mountains, limiting contact with people and insects from other areas. Some experts attribute the extraordinary quality of the cacao beans of Chuao due to the intense work of the village's labourers during the pre-harvest, harvest and post-harvest.

The village is accessible only by boat from the nearby town of Choroni. The exclusive beans are sun-dried in the village's church square, known as the Plaza de Secado. There is a sole distributor for these super rare beans, and only the best chocolate makers are allowed to purchase. Chuao cacao has an appellation and is IP protected. The real Chuao cacao comes with a certificate of authenticity.

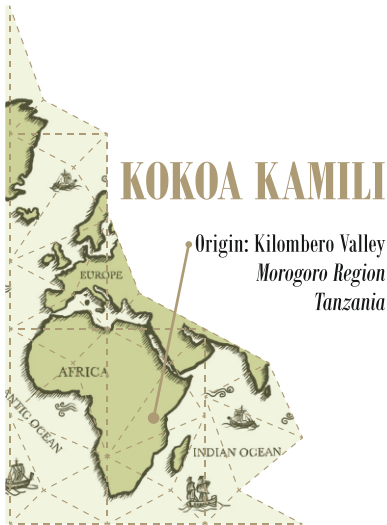
We visited the village with Chloé Doutre Roussel in March 2023.

Choroni is a historic town with a significant role in Venezuela's cocoa industry, where cultivation has thrived since colonial times. Nestled within the Henri Pittier National Park, known for its rich avian diversity, Choroni is an ideal locale for cocoa cultivation, fishing, and tourism. La Sabaneta, a distinguished cocoa farm in Choroni, owes its exceptional quality to its central coastal location and the favourable conditions provided by the Henri Pittier National Park. The farm's owners, in collaboration with cocoa specialists and extensive research, strive to enhance the unique genetics of their plantations, preserve the cocoa's quality, and improve harvest efficiency.

We visited the village in March 2023.



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In the Kilombero Valley, bordering the Udzungwa Mountain National Park, smallholder farmers cultivate remarkable cacao characterised by a rounded profile with red fruit notes such as cherries and berries, floral undertones, and a smooth, chocolaty finish. 700 smallholder farmers benefit directly from higher prices for premium, organic certified cacao. Cacao is cultivated in small-scale agroforestry systems, intercropped with shade trees, bananas, corn, and other crops, creating a buffer zone adjacent to the National Park. The Southern Tanzania Elephant Project collaborates with farmers to mitigate and resolve conflicts between elephants and humans. Though we have not visited the plantation in Tanzania yet, we personally know the founder of the cocoa association supplying the beans to us.



One of the most renowned cacao origins globally, Akesson's Estate comprises several farms in Madagascar's northwestern Sambirano Valley. The most productive of these is Bejofo Estate, which alone yields approximately 300 tons of cocoa annually. Over the past decade Akesson's cacao has gained a reputation for its fruity, almost juicy beans, which create some of the world's most distinctive chocolate. All cacao grown on Akesson Estate is organically certified. We plan to visit Bejofo Estate in the future, we have had a great personal contact with Bertil Akesson for more than 10 years.



Nicaragua is called "The land of lakes and volcanoes" for its countless volcanoes, most of which are still active, as well as lakes, rivers and lagoons that provide beautiful landscapes. In 2015, Nicaragua was recognized as 100% fine cocoa origin by the International Cocoa Organization. Only 9 countries are recognized as such.

The Rugoso cocoa variety we are working with is named like that because in Spanish, Rugoso means rough texture. This orange-red coloured pod has wrinkles on its surface, making it easy for producers to classify the variety when harvesting. Separating the cocoa pods per variety allows a consistency in the flavour.

We spent a week on a study trip in Nicaragua before the pandemic period (meanwhile a civil revolution was breaking out against Daniel Ortega's political system), where we met many farmers, including the Flores family, who carefully cultivate the highest quality Rugoso beans.

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THE CHOCOLATE MAKER



Gábor Mészáros, founder and owner of chocoMe chocolate manufactory, got into the chocolate business by chance. He studied economics and worked in the food industry as a trade marketing manager, but after the 2008 global crisis, he decided to step onto a new journey and build his own business. His love for gastronomy made the choice pretty easy, and Gábor – after discovering the shortcomings of the premium chocolate market in Hungary – stepped into action!

Following his first studies in Belgium, Italy and France he started making hand decorated chocolate bars from high quality chocolate couvertures and placed them in the now-famous transparent boxes he designed with an architect friend. Gábor instantly became a real chocolate fanatic, and his enthusiasm hasn't diminished ever since.

By 2022 he grew his one-person brand into the most famous chocolate manufactory in his home country with a dedicated team of 30, who help him pursue the highest quality every day.

Every year, he brings home the latest knowledge and technologies from various chocolate master courses, learning directly from the most famous chocolatiers. He – to this day – continues to obsessively research new flavours and the most exciting ingredients, and personally visits cocoa plantations, farms and factories in different parts of the world.

” In order to learn as much as possible about the origins of cocoa beans and their effects on our senses, and to learn how to grow the best quality cocoa beans, I have visited several cocoa plantations and farmers in the Central America, South-America and the Caribbean over the last 8 years, to gain knowledge from those who have the most experience in this field. ”

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MAKING BEAN TO BAR CHOCOLATE



The process bean to bar, meaning from cacao bean to chocolate bar, as shorthand for the long process of micro-batch chocolate making. There are several steps to making craft chocolate.



1. Exploring

The first step of the whole process is to explore the cocoa planting countries to find the proper origins for making craft chocolate. In some cases, we do it by ourselves and we are working with trusted producers.



2. Sourcing

Make a deal with the farmer, supplier, who can guarantee the superior quality with the proper pre- and post-harvest methods. We are working with specialty cacao, directly sourced from its origins, while taking care of flavour, farmers and the future.



3. Harvesting

Cocoa grows all year round and usually there are two harvesting periods. After opening the cocoa fruit, we can find about 30-40 beans in a white, slippery, wet pulp. There is a great taste of the pulp around the beans, it has some fruity, slightly sour flavour with some sweetness. Each pod is hand-picked with a machete and opened with it.



4. Fermenting

After the cocoa beans are removed from the fruit, undamaged beans have to be selected one by one before the fermentation process starts, which is one of the most important steps to allow the cocoa beans to develop its flavours. Cocoa beans are put in wooden crates and are covered with banana leaves and are left to ferment. The process lasts usually for 5-7 days meanwhile cocoa beans are rotated every 2-3 days. During the cocoa fermentation the temperature can climb to 46-48 Celsius. During the process the colour of the beans change from a whitish-yellow to a dark brown, it is ready for drying.



5. Drying

The beans after the fermentation process are dried in direct sunlight. Humidity has to be reduced in the beans to around 6-7%. As sudden tropical rain could damage the drying beans, drying usually takes place on rollable wooden boards, which can be easily moved under the hood. During the drying process, cocoa beans have to be rotated for homogeneous dehydrating. After this process cocoa beans are collected from the farmers and are controlled on quality: the beans are analysed by way of cutting test, moisture measurement, and a taste evaluation. Then beans are put in juta bags for transportation.



6. Transporting

The cacao beans are ready to be carried by boat, some cocoa beans are transported by sailboats to achieve a zero-carbon footprint.



7. Handsorting

As cocoa beans arrive at the manufacturing facility, they have to be carefully cleaned, foreign materials are separated and checked and reconfirmed the origin and quality. All beans are sorted by hand one by one, damaged beans are also separated, only the best ones can participate in our game.



8. Roasting

This process has an essential influence on the development of the aroma and influences the sensory profile. Each cocoa variety needs individual roasting temperature and time. To deliver the best possible flavour, perfect balance of the temperature and time need to be found. We believe that low temperature roasting can preserve the essential aromas of the bean, that is the reason why we apply a special, two-step roasting method with slow heat up (extra drying) and low-level temperature roasting. After the roasting process beans have to be cooled down immediately.

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9. Cracking

After a cooling down stage the cocoa beans are still warm and we put them in a cracker machine where they are broken up by rollers.



10. Winnowing

Then broken bean pieces are separated from the skin with the help of an air stream system. Small cocoa nibs are ready to take them into the melanger.



11. Melanging

During the grinding process – due to the heat –, the cocoa butter melts and forms a brown mass, which is called cocoa liquor or cocoa mass.

Once the cocoa liquor is approved, unrefined cane sugar is added, continuously mixed to get the right texture, that can be 4 days altogether. Then grinding is done to deliver the optimum fineness. After refining, the chocolate is conched, which is another mixing and heating process but this time without forced pressure. After several hours of conching, cocoa butter can be added to achieve the requested viscosity.



12. Sieving

As chocolate is finished in the melanger, it has to be moulded for maturing. During the moulding process chocolate is poured to 5 kg blocks through a sieve in order to avoid any unrefined particles.



13. Maturing

The freshly prepared chocolate couverture is carefully moulded into blocks and placed under vacuum. The chocolate undergoes a maturation process lasting at least 1-3 months in our artisanal workshop. This period allows for the harmonious arrangement of molecules and the development of rich, complex chocolate aromas.



14. Tempering

As a final process of creating the fine chocolate is the so-called tempering process, where crystal structure has to be formed. The chocolate has to be shiny and crack as a straight line when braking. These results can be achieved by orienting the chocolate to certain temperature intervals, while continuous movement and time interval is needed to fulfil. Cocoa solids have to be heated up about 45 Celsius, cooling down to 28 Celsius and then reheat to 31 Celsius. These numbers are reference values; these can vary depending on the chocolate.



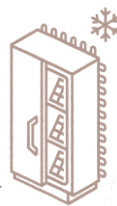
15. Moulding

After the maturation period, the properly tempered chocolate is poured into the carefully designed chocolate mould.



16. Cooling

Perfectly tempered chocolate needs at least 60 minutes to set in the refrigerator and shrink a little bit so that we can easily remove the solidified chocolate from the mould.



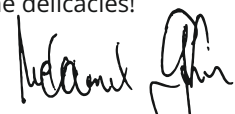
17. Packaging

After removing the chocolate from the refrigerator, we need to wait approximately 30 minutes for it to reach room temperature. Once it has warmed up, we can place it in the final packaging box.



18. Enjoy!

I truly hope you will take much delight in my fine delicacies!


Mészáros Gábor
chocolatier

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BRANDING, PRODUCT CODING, LABELLING



chocoMe Atelier - a new brand of chocoMe

In the context of gastronomy, "ATELIER" refers to a professional kitchen or culinary workshop where chefs and culinary experts create, experiment, and refine their dishes. It often implies innovation, creativity, and the crafting of high-quality, artisanal food. Some key characteristics of a gastronomic atelier include:

Culinary Creativity: chefs use the atelier to experiment with new recipes, techniques, and presentations.
High-Quality Ingredients: focus on using premium and often locally-sourced ingredients.
Artisanal: the dishes created are often bespoke, catering to specific tastes or dietary requirements, and emphasise artisanal techniques.



chocoMe Atelier is the delicate but deeply professional sister of the world-renowned chocoMe chocolate brand, focusing on strictly bean-to-bar products, as opposed to chocoMe, which became internationally recognized thanks to its hand-decorated chocolate bars, award-winning dragées and filled chocolates.



Both brands aim to achieve the same "simple" goal: to create the perfect chocolate. The means for that are passion, humility, ingredients of the highest quality – including the ethically sourced beans and the exotic seasonings –, and continuous innovation both in matters of knowledge and cutting-edge technology.

We are proud of the fact that our chocolates are made by hand in our own manufactory, one by one, and every year they bring home prestigious awards from the most important international chocolate competitions. It is also a great honour that we can be present in 28 countries, with nearly 100 types of products, in more than 1,500 partner stores around the globe.

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CHOCOME ATELIER PRODUCT RANGE



chocoMe Atelier chocolate bars

There will be 10 different types of bean to bar chocolate bars. Odd ended are the pure, plain chocolate bars, even ended contains something extra ingredients or seasoning:

chocoMe Atelier chocolate bar range

Prod ID	Product name	Cocoa content (%)	Origin	Variety	Tasting notes of chocolate	Net weight (g)	Pieces / small carton	Shelf life (month)
BB101	Dark chocolate made of Chuao cocoa beans	72	Aragua, Venezuela	CHUAO Empresa Campesina Chuao	hybrid of Criollo	50	60	18
BB102	Dark chocolate with cocoa nibs made of Chuao cocoa beans	72	Aragua, Venezuela	CHUAO Empresa Campesina Chuao	hybrid of Criollo	55	60	18
BB103	Dark chocolate made of Choroni beans	72	Aragua, Venezuela	CHORONI Hacienda La Sabaneta	Criollo Puro, Trinitario Acriollado	50	60	18
BB104	Dark chocolate made of Choroni beans with candied iyokan peel	72	Aragua, Venezuela	CHORONI Hacienda La Sabaneta	Trinitario	60	60	10
BB105	Dark chocolate made of Kokoia Kamili beans	70	Morogoro Region, Tanzania	KOKOA KAMILI Kilombero Valley	Trinitario and Neo-Nacional	50	60	18
BB106	Dark chocolate made of Kokoia Kamili beans with wasabi sesame seed	70	Morogoro Region, Tanzania	KOKOA KAMILI Kilombero Valley	Trinitario and Neo-Nacional	50	60	18
BB107	Dark chocolate made of Akesson beans	69	Sambirano Valley, Madagascar	Akesson Bejofo Estate	Trinitario	50	60	18
BB108	Dark chocolate made of Akesson beans with candied yuzu peel	69	Sambirano Valley, Madagascar	Akesson Bejofo Estate	Trinitario	60	60	10
BB109	Dark chocolate made of Rugoso beans	70	Jinotega, Nicaragua	RUGOSO San José de Bocay	Trinitario	50	60	18
BB110	Dark chocolate made of Rugoso beans with panko breadcrumbs	70	Jinotega, Nicaragua	RUGOSO San José de Bocay	Trinitario	55	60	18

BB 101



The world-famous Chuao cocoa beans are celebrated for their complex and rich flavor profile. These beans typically exhibit a harmonious blend of strong flavors reminiscent of red berries and roasted nuts – especially almonds and hazelnuts –, with a medium acidity. This sophisticated combination makes Chuao beans highly valued in the world of specialty chocolates.

BB 102



Roasted cocoa beans from Chuao lend a nice crunchy texture to the chocolate bar, allowing us to focus solely on the Chuao flavors.

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BB 103



The cacao beans from the La Sabaneta farm in Choroni, Venezuela are known for their distinctive and refined flavor profile, reflecting the region's terroir and traditional growing methods. The typical flavour notes are: citrus fruits with strong acidity (mostly pink grapefruit), strong flavors reminiscent of passion fruit and lemongrass.

BB 104



After a long process, we finally found the perfect fruit-match for the intense citrus flavour notes, and ended on the candied iyokan peel. Iyokan is a Japanese citrus fruit, which combines the characteristics of mandarin and orange, tasting similar to a ripe mandarin.

BB 105



Cocoa beans from Kokoa Kamili, Tanzania are a versatile chocolate with a complex taste. Amongst its typical flavors tropical fruits often appear, meanwhile chocolate and roasted oily seeds (hazelnuts, almonds) are strongly dominant.

BB 106



We couldn't imagine wasabi flavoured sesame seeds with any other chocolate, other than the Kokoa Kamili. Paired with one of the most versatile chocolate, all three ingredients participate as equal partners in the gastronomic experience.

BB 107



The Madagascar cocoa beans of Åkesson's Bejofo Estate are famous for their distinctive and lively flavor profile. Its flavour notes are mostly dominated by strong citrus fruits, giving a refreshing acidity to the cocoa beans and chocolate. Prominent flavors of red berries such as raspberry, cherry and blueberry contribute to the fruity complexity.

BB 108



It wasn't even a question that we wanted to highlight the citrus flavours of the Åkesson's chocolate, so we paired a very special fruit to go with it: the candied yuzu peel. Yuzu is a citrus from East Asia, primarily from Japan. It resembles an oversized, rough-skinned lemon or small sized grapefruit. The fruit is beloved for its extremely special, unmistakable taste, with a strong aromatic, tart, slightly bitter taste.

BB 109



The backbone of the Rugoso cocoa beans from San José de Bocay, Nicaragua is a deep, intense cocoa flavour with main flavours and strong aromas reminiscent of rye bread, and aftertastes of plums, with a pleasant, mild acidity.

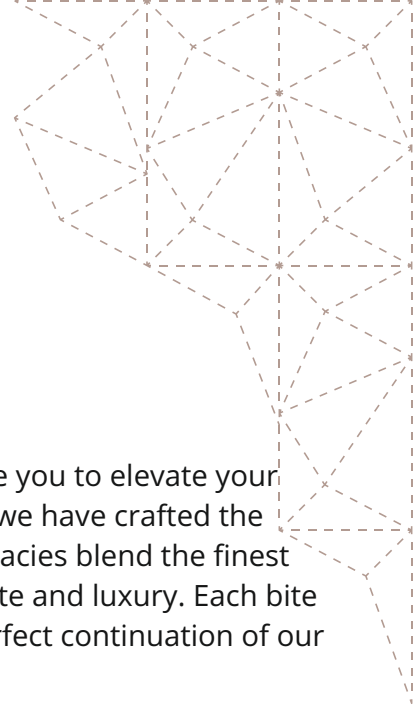
BB 110



Recalling the smell and taste of rye bread, we found panko breadcrumbs to be the most interesting pairing for this chocolate bar, which provides a very pleasant crunchy texture to the creation.

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CHOCOME ATELIER PRODUCT RANGE



chocoMe Atelier Raffinée

After introducing our exquisite range of chocoMe Atelier chocolate bars, we invite you to elevate your chocolate experience even further. Introducing chocoMe Atelier Raffinée, where we have crafted the world's one of the first bean-to-bar dragées. These unique chocolate coated delicacies blend the finest ingredients with our craft bean to bar chocolate, creating a new dimension of taste and luxury. Each bite promises an unparalleled flavour journey, making chocoMe Atelier Raffinée a perfect continuation of our commitment to quality and innovation in chocolate making.

chocoMe Atelier Raffinée range

Prod ID	Product name	Cocoa content (%)	Origin			Variety	Tasting notes of chocolate	Net weight (g)	Pieces / small carton	Shelf life (month)	
BB-RF101	Cocoa beans enrobed with dark chocolate made of Chuao cocoa beans	72	Aragua	Venezuela	CHUAO	Empresa Campesina Chuao	hybrid of Criollo	complex, rounded, medium fruity acidity, aromatic explosion	100	12	18
BB-RF102	Piemonte hazelnut enrobed with dark chocolate made of Kokoa Kamili cocoa beans, seasoned with Ceylon cinnamon	70	Morogoro Region	Tanzania	KOKOA KAMILI	Kilombero Valley	Trinitario and Neo-Nacional	red fruit, floral, nutty	100	12	12
BB-RF103	Coconut disc enrobed with dark chocolate made of Kokoa Kamili cocoa beans, seasoned with tonka bean	70	Morogoro Region	Tanzania	KOKOA KAMILI	Kilombero Valley	Trinitario and Neo-Nacional	red fruit, floral, nutty	100	12	12
BB-RF104	Sicilian almond enrobed with dark chocolate made of Akesson cocoa beans, seasoned with Voatsiperifery wild pepper from Madagascar	69	Sambirano Valley	Madagascar	Akesson	Bejofo Estate	Trinitario	citrus and red berries	100	12	12
BB-RF105	Roasted macadamia nut enrobed with dark chocolate made of Rugoso beans	70	Jinotega	Nicaragua	RUGOSO	San José de Bocay	Trinitario	rye bread, notes of plum, soft tannins	100	12	12



We managed to preserve the original flavour of the most special cocoa and chocolate in the form of a dragee by enrobing the roasted cocoa beans from Chuao with dark chocolate made from cocoa beans also from Chuao.



Another creation with the Tanzanian Kokoa Kamili chocolate. In this case we enrobed coconut discs by mixing ground tonka beans into the chocolate mass. The dried, organically farmed Sri Lankan coconut is mixed with puffed rice and rice syrup, which is poured into a disc shape and fried.

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Kokao Kamili chocolate pairs perfectly with nuts, that is the reason why we chose Piemonte hazelnut – considered to be the best in the world – as the base for this dragée. As the hazelnut enrobing process is finished, we flavour them with cinnamon from Ceylon, another highly distinctive flavour.



The dark chocolate made from cocoa beans from Madagascar is seasoned with a very rare spice also coming from the rainforests of Madagascar, the hand-harvested Voatsiperiphery wild pepper. This pepper has a complex and intense aroma, often described as a combination of woody, earthy and floral notes, with a slight citrus and sweet quality. The spiced chocolate mass is used to enrobe the best almonds in Sicily, the Tuono type from Avola.



The Rugoso chocolate from Nicaragua – with a very intense taste reminiscent of rye bread – is paired with macadamia nuts, which have the highest fat content among any nuts. Macadamia nuts have a creamy and buttery taste, which makes a perfect pairing with Rugoso chocolate.








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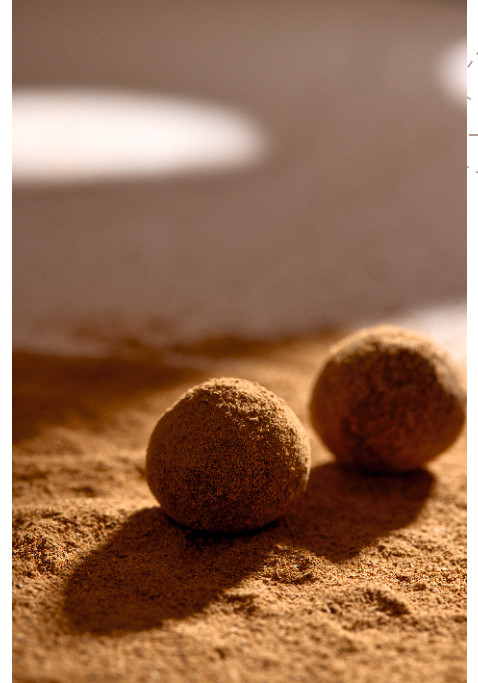
STRATEGIES



Distribution strategy





Target stores:

-  Dedicated chocolate stores or specialty chocolate bean to bar shops
-  Gourmet and specialty food stores
-  Organic and natural food stores
-  Gift shops and boutiques
-  Online marketplaces with a focus on artisanal products
-  Restaurants and hotels
-  Corporate gifting market



Sales and Marketing strategy

Selling Points:

-  Artisanal craftsmanship: highlights the handcrafted nature and the expertise involved in the production process.
-  Unique flavour profiles: emphasises the uniqueness and sophisticated flavours derived from single-origin cacao beans.
-  Ethical sourcing: stress the importance of fair-trade practices and the positive impact on cacao farming communities
-  Premium quality: communicate the superior quality and purity, with no artificial additives or preservatives.







Pricing strategy

Our bean to bar chocolates are positioned as a premium product. The pricing strategy should reflect the high-quality ingredients and artisanal process, ensuring a higher price point compared to standard chocolates. This not only covers the costs associated with ethical sourcing and sustainable practices but also positions the product as a luxury item and the invested time, energy and professionalism. Pricing details will be shared together with the other chocolates.






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Communicating with your partners

Current chocoMe assortment vs. bean to bar:

-  Clearly distinguish the bean to bar range from existing products, highlighting the unique benefits and higher quality. It will be represented in our new web shop as well.
-  chocoMe Atelier product range has the huge advantage of using such a small batch cocoa bean that are not available for the big players on the market. It is usually because:
 - these beans availability is very limited
 - these beans have very special genetics and flavour
 - these beans are available on the market only in a few tons
 - these beans are available for purchase only for the best chocolate makers
 - special genetics needs special (not industrial) cocoa making process
-  Provide detailed product descriptions, including tasting notes, origin stories, and production methods.
-  Offer training sessions or materials for retail staff to ensure they can effectively communicate the product's value to customers.

Partner support and resources

-  Marketing materials: provide brochures, media contents, pictures, videos, and social media content to support in-store and online promotion. We will also provide these to you.
-  Sampling programs: organise tasting events to allow customers to experience the quality and flavour first-hand. This event has to represent the high quality and professionalism as well.
-  Point-of-Sale displays: develop attractive and informative displays to draw attention to the bean to bar range, will be supported by us as well.
-  Open public events: participating events, road shows, gourmet festivals, chocolate festivals, Xmas markets
-  Feedback mechanism: establish a feedback system to gather insights from retail partners and customers, helping to continuously improve the product and support.

Conclusion

We believe that our bean to bar chocolates represent a significant step forward in our product offerings and a unique opportunity for our partners. By emphasising quality, sustainability, and ethical practices, we are confident that these products will resonate with discerning consumers and drive new growth in the premium chocolate segment.

