



Chocolita

Herb-Crafted, Organic, Vegan, Low-Glycemic & Functional Chocolate



Problem worth solving

Most chocolate is full of fillers such as: milk, soy, processed sugar, hydrogenated oils, and artificial flavors. People who prefer to eat organic, vegan and low-glycemic don't have many options.

Our solution

Chocolita provides quality, functional chocolate. We are certified organic, vegan, use low-glycemic sweeteners and are free of soy, gluten, and fillers. Our line includes a vast array of bars which utilize herbs for specific functions.

Partners and Resources



Whole Foods Market



Natural Grocers



Erewhon

Target market



- Hip-ennials
- Millennial Moms
- Green Millenials
- Gen X Vegans
- Vegans

Market size \$2.5T

Competitive landscape

Competitors	How our solution is better
<i>Yes Cacao</i>	Lower Price, More Variety
<i>Good Day Chocolate</i>	Quality Ingredients, Shelf Location

Next Growth Phase

OUTSOURCING TO CO-PACKER	NEW PACKAGING
Outgrowing current kitchen- would need new kitchen	New Marketing Concept
Cost for next growth equipment would be upwards of 130,000	Larger Packaging for More Shelf Space
Pay less per bar- .47 less with new packaging considered	Less Packaging- more eco-friendly

Aphrodesia/Strawberry Passion



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Aphrodesia

RAW DARK CHOCOLATE
WITH APHRODESIA HERBS

78% CACAO

LOW GLYCEMIC • GLUTEN FREE • VEGAN



NET WT. 1.25 OZ (35g)

Taste The Journey

Dark chocolate and strawberries combine with Maca, Damiana, Passionflower, and Ashwaghandha to explode your passions and open your heart.

Organic Ingredients: Stone-Ground Cacao*, Cacao Butter*, Coconut Palm Sugar*, Strawberry*, Maca*, Damiana*, Ashwaghandha*, Passionflower*, Vanilla*, and Sea Salt

*Certified Organic by Stellar Certification Services.

Made with low glycemic coconut sugar in a facility that processes tree nuts.

Nutritional Facts: Serving size .5 oz (14 g). Cal 56 cal from fat 48. **Total Fat** 5g (8%DV). **Sat Fat** 3g (18%DV). **Trans Fat** 0g. **Omega-3** 1mg. **Omega-6** 31mg. **Omega-9** 393mg. **Sodium** 8mg (0%DV). **Sugar** 2g. **Protein** 1.2g. **Iron** (98%DV). **Total Carb** 5g (2%DV). **Dietary Fiber** 2g (8%DV). **Magnesium** (7%DV). **Vit C** (7%DV).

**This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. Always consult a healthcare provider before taking herbs if you are pregnant or nursing. | Package printed on compostable Kraft material.

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P.O. Box 3651 Sedona, AZ. 86340

www.chocolita.com

STRAWBERRY PASSION



Funding needed

\$42K

New Packaging Sleeves- 100k plus
press proof fee (450) = 12,000 New
Case Boxes=10,000 First Run
Minimum for co-packer= 20,000

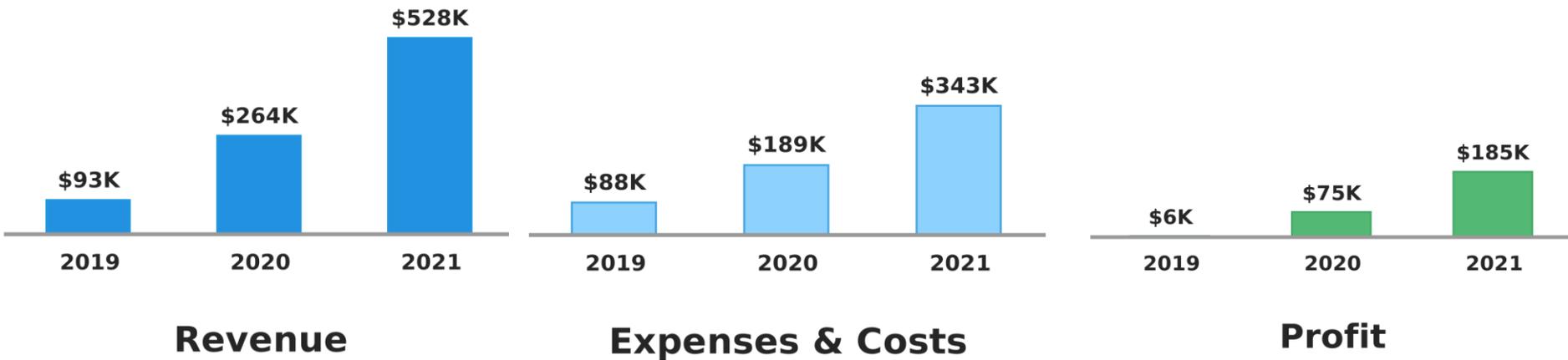
Sales channels

- Direct sales to health food stores
- Distributor sales to health food stores
- Online Retail

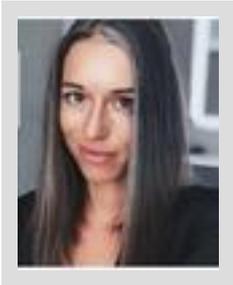
Marketing activities

We will be doing in-store demos for direct sales in stores to increase. We also utilize social media (and advertising therein) to promote our in-store and online sales. Lastly, we promote discounts and new launches via email newsletters.

Financial Projections

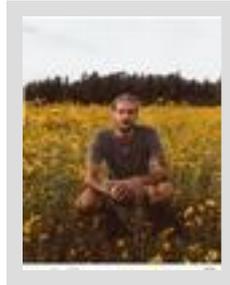


Team and Key Roles



Aluna Conrad

Web Designer



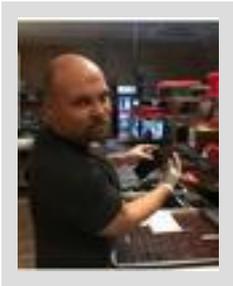
Ian Silver

Social Media Guru



Wes Parrish

Graphic Design



Jay Weldon

Production Manager



Sarah Ann Lesslie

CEO & Pro Chocolatier



Christian Tyler

Sales Consultant

Why am I pitching to you?

- Scaling = job creation – shipping & production in Synergy test kitchen
- Consulting = smoother scaling process + profitability potential