

Features and marketing advantages of the new Chocolat Stella line

RARE CACAO

The name “Rare Cacao” derives from the fact that the type of cocoa utilized for these delicious bars are extremely difficult to source and they are the result of a careful, laborious selection made in the field, which has often to affront adverse climate conditions, logistic difficulties and limited availability. That makes these beans particularly rare and precious, real “Limited Editions”. The most exigent and inquisitive connoisseurs will have the possibility to feel and enjoy the characteristic notes of such rare cocoa.

❖ Highest cocoa quality attributes

- **Brazil – Trinitario**
Agri-forestal, organic plantation “Cabruca” helps the preservation of the Mata Atlantica original forest. These beans undergo a very careful selection and fermentation to obtain top quality cocoa liquor.
- **Ecuador – Nacional**
Grand Cru, single plantation of the Rancho Grande farm, where the family Caicedo, now at its 3rd generation, thanks to their secret fermentation and drying process, prepares cocoa beans of exceptionally superior quality.



❖ Beautiful extra thin 50g format of a new generation

- The new 50g flat mold has been studied to be as thin as possible with the goal to provide the best mouth feeling to the consumer. The chocolate melts pleasantly and quickly leaving a delicious cocoa taste.
- The result is particularly attractive with a very good-looking cocoa design enabling the consumers to enjoy its appearance even before tasting the chocolate.

❖ High quality Presentation

- Luxury carton box with gold foil printing and embossments for a new visual and touch experience.
- A precious airtight sealed gold aluminum foil adequately protects the high quality of the product.
- New easy “Open & Close” foldable cut, enabling to comfortably open and close the box, with easy access to the internal text.
- Marketing text inside. Information about the particularity of the cocoa, its origin and history are printed in the internal part of the packaging.
- Desk display available on request.

❖ Sustainability

-  **myclimate** Protect our planet The bars are Co2 neutralized through the Myclimate organization. www.myclimate.ch
-  The use of FSC certified paper helps a sustainable reforestation. www.fsc.org

Let your senses enjoy these newest Swiss delights brought to you by

Chocolat Stella