



Melt into a World of Adventure
with
Some of the World's Great
Single Estate, Bean to Bar Chocolate



THE BEST CHOCOLATE AT AFFORDABLE PRICES - A unique value proposition

Willie's Cacao makes some of the **world's best chocolate** but sells it at **everyday prices**.

This is because we use only the **world's great single estate cacaos** that we buy **direct from the farmers**. We make everything ourselves from **'bean to bar' in small batches**, taking over **100 times longer than industrial chocolates** and using **100% natural ingredients**.

"Melt into a world of adventure"

Willie Harcourt-Cooper





DISCOVER THE TASTE OF REAL SINGLE ESTATE CHOCOLATE...

Your chocolate has a deep, dark, **sexily earthy intensity** that is **utterly addictive**. It's like taking the idea of the taste of good chocolate and making it a reality.

We are **amazed** with the taste. I now understand when I was eating Cadbury I wasn't eating real chocolate!

Willie, it's **magic**, with such an intense flavour. **Hands down** the best chocolate I've ever eaten. (Orange)

I didn't like dark chocolate until I **tasted your cacao**. **Amazing** experience of eating chocolate that tastes like you have added lots of different ingredients and then realising that **the taste comes from the chocolate itself**.





BATCH MADE 'BEAN TO BAR' ...

Control over everything affecting the chocolate



- Years of experience growing cacao means Willie **buys the best single estate beans direct from farmers**; he works with them on **how they ferment** etc
- **Making chocolate from the bean** means the **ability to** choose not to use soya lecithin or too much cocoa butter , even though it makes production slower . It means **making every batch "to taste."**

- We **roast in small 250 kg batches** in antique ball roasters.
- We **grind and conch for up to 21 days** vs large manufacturers at a few hours at higher temperatures
- The tempering, depositing and cooling is very high tech to get perfectly shiny tempered bars.

This is artisan chocolate making but at a sufficient scale to design every aspect to perfection





...TOTALLY NATURALLY AND ETHICALLY

100% natural ingredients

raw cane sugar, natural
cocoa butter

All cacaos chemical free

all are tested, some certified
organic. Organic fruit essences

Everything made from scratch

not just the chocolate eg roast
and grind own nuts

Nothing artificial

Eg no processing aids,
emulsifiers / soya lecithin,
maltodextrin

Direct trade, higher standard than fair trade

Willie himself is a cacao farmer & buys direct from farmers at a
premium a minimum of 3 times higher than fair trade





THE WILLIE'S CACAO TASTE DIFFERENCE

	WILLIE'S CACAO Batch artisan made for best taste	OTHER "PREMIUM" CHOCOLATE BRANDS * Industrially made
Beans and ingredients	Top c. 3% of world's cocoa beans	Use blends of commercial grade beans, often unfermented
	Single estate beans for distinct flavours; no vanilla as that would hide flavour of beans	Use vanilla to give background flavour to compensate for beans
	No soya lecithin as it leaves an after taste	All use lecithin as industrial processing aid
	100% natural ingredients eg natural cocoa butter, raw cane sugar; no oils / fats / emulsifiers etc	Use refined cocoa butters and sugars, fats, emulsifiers etc
	Make absolutely everything from scratch eg roast own nuts and coffee, make own caramel	
Processing	Batch made 'to taste' in own factory; combination of antique and high tech machines	Use industrially processed chocolate either made themselves or bought in and remoulded
	Processed at low temperatures up to 21 days. c. 100 times longer than industrial chocolate	Industrial chocolate is made in a few hours at high temperatures
Ethical trading	Direct trade, buying beans directly from farmers at a minimum \$500 / tonne premium over world cocoa prices (Fair trade premium \$200 / t)	Varies



A WELL KNOWN CHOCOLATE OBSESSIVE

Thanks to Willie's Wonky Chocolate Factory TV series



Willie's dream of making the world's best chocolate was born on his cacao farm, **Hacienda El Tesoro**, high in the Cloud Forest in Venezuela, where he has farmed cacao for 20 years.

His often dramatic journey from his farm to setting up the factory from scratch, was followed in two **Channel 4 television documentary series** that have been followed up by **2 books**.

He continues to **experiment with all things chocolate**, making everything imaginable from Cacao Nib brandy, to Mexican Mole to the best single estate hot chocolate.

Willie spends weeks every year, deep in the jungle visiting farmers on a **quest for new beans**.



SALES 50% UK, 50% c.30 OVERSEAS COUNTRIES
 Sales channels from Prestige locations to the nicer
 supermarkets and café chains

Examples of types of retailers in different channels worldwide

	UK	Europe	Australasia	Asia	USA / Canada	Other
Top Department stores / Prestige Locations	Selfridges, Kew Gardens, The British Museum, The National Gallery	KaDeWe and Manufactum Germany; Gallerie Lafayette Paris; Åhlens City Sweden.	David Jones Aus, Moore Wilson NZ	China - K11, Japan - Isetan, Umeda Hankyu Hong Kong - Jason's and Oliver's Central	Pusateris Canada	Candylicious Dubai Mall
Supermarkets / Larger Multiples	Sainsbury / Waitrose / Booths	El Corte Ingles, Life in Norway	New World NZ	Carrefour, Ole, City Super in China; TOPS Thailand	Central Market USA, London Drug and Longos in Canada	30 Natural Supermarkets Kenya
Online	Ocado			VIP.com, Alibaba in China		
Foodservice	Café Nero, Coffee 1	Robert's Coffee Finland		Costa Coffee		Virgin Airways worldwide
Independents	Many 100 of garden centres, delis, forecourts, gift shops	Many 100	Many 100	Many including online	Various E&W coast	

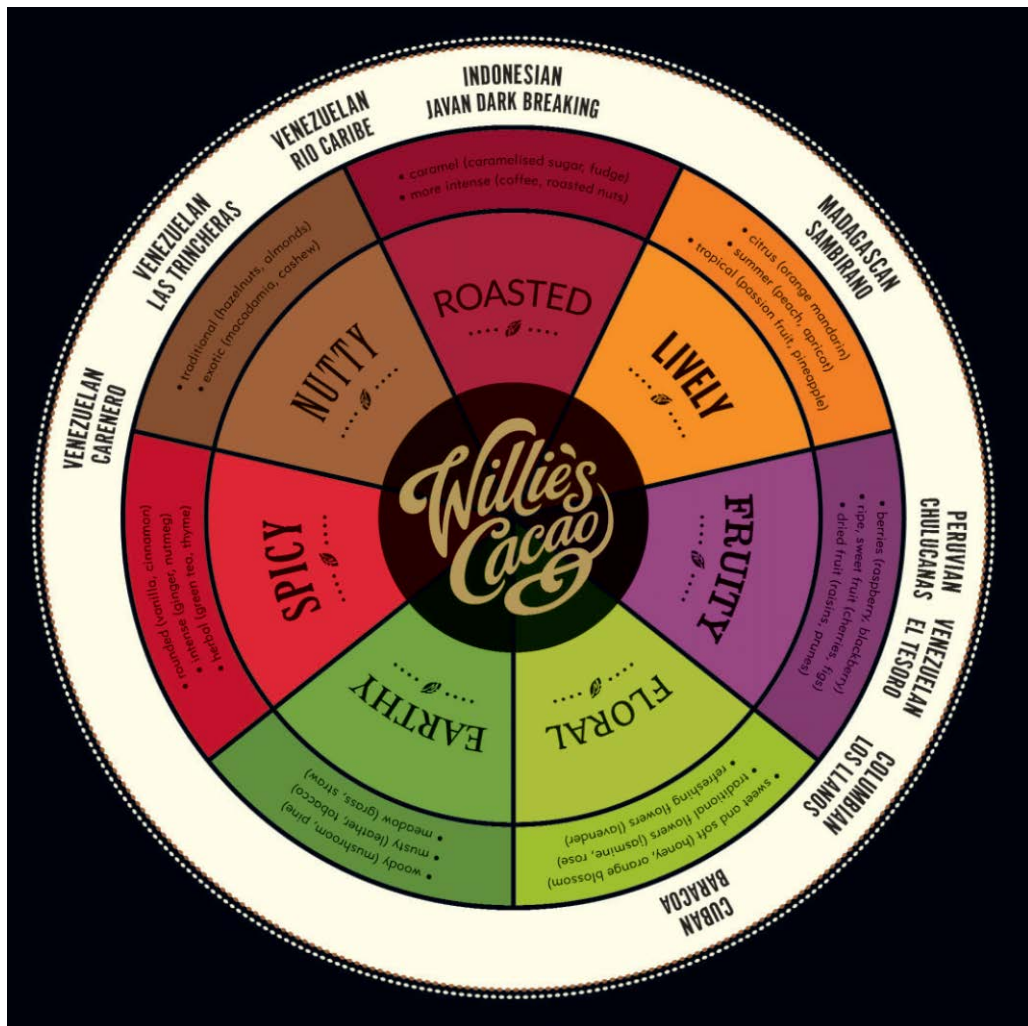
Willie's
Cacao

for EATING



EIGHT SINGLE ESTATE BARS

Each tasting unbelievably different



I am **constantly** on a quest, travelling deep into the jungle seeking out the world's great cacaos.

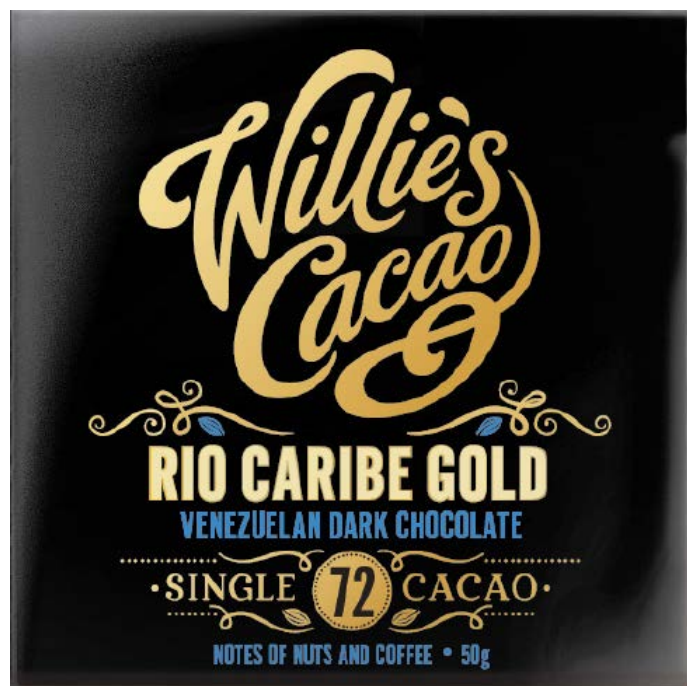
They are like fine wines, **each** has its own **stunningly individual flavours**, born from their strain and influenced by their soil and climate.





SINGLE ESTATE GOLD

Long forgotten flavours of the world's great cacaos



These 8 single estate chocolates from Venezuela, Peru, Colombia, Madagascar and Indonesia **perfectly reflect the flavour of the beans.**

They are made with **simply cacao, raw cane sugar and natural cocoa butter**, no vanilla and no soya lecithin.



100% CACAO, NO ADDED SUGAR

Unbelievably smooth single estate Sur del Lago Cacao



As the chocolate melts, your **sensuous journey of pure cacao** begins and the silky flavours roll **deep and nutty**.

It has taken a while to find a bean that is naturally suited to being eaten as a 100% bar. Here it is. The **light Sur del Lago bean** with just a little **natural cocoa butter**.

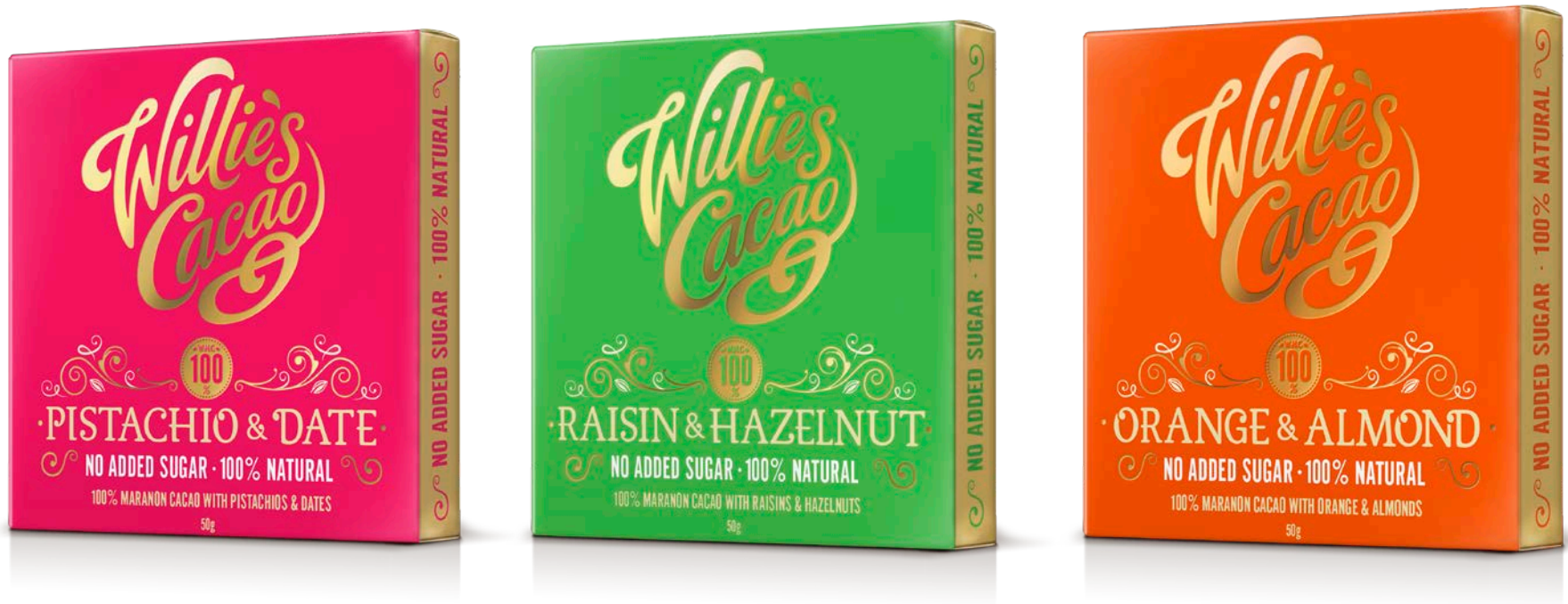
Launched 2016, this bar **is consistently one of the best selling** bars in the range, appealing to the increasing number of people wanting to avoid / reduce sugar.



NO ADDED SUGAR RANGE

100% Cacao, naturally sweetened with fruit and nuts

**NEW
2018**



- Designed to sit alongside Pure Gold, with common design elements eg gold sides, 100% cacao coin device etc
- Clear 100% Natural and No Added Sugar communication on front and sides of packs; states in ingredient list that the cacao is certified organic



NO ADDED SUGAR RANGE

100% Cacao, naturally sweetened with fruit and nuts

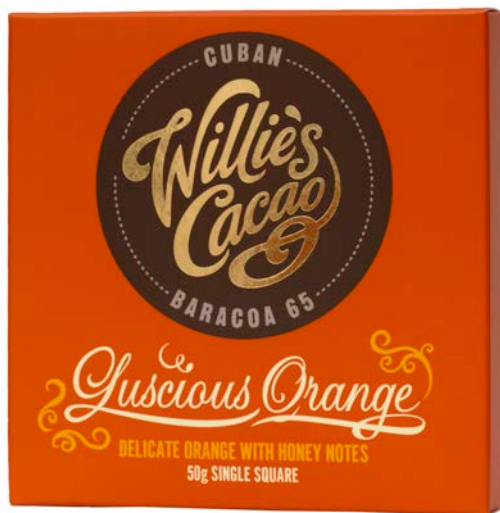
**NEW
2018**

- For people who simply like the flavour, and for people wanting to eat less sugar but not wanting to compromise on taste
 - **Orange & Almond** with 100% single estate Rio Maranon Cacao
 - **Date & Pistachio** with 100% single estate Rio Maranon Cacao.
 - **Raisin & Hazelnuts** with 100% single estate Rio Maranon Cacao.
- **100% Cacao, naturally sweetened by fruit and nuts**
 - No added sugar. Orange & Almond has the lowest naturally occurring sugars as the only sugar comes from the nuts
 - 100% Natural
 - Made with Organic certified cacao
 - Vegan, gluten free, dairy free, soya free
- **Makes a good 'healthy / natural' range** with Pure Gold and Milk of the Stars
- **Product information:** 50g bars in same boxes / case size as current 50g bars, but 25% more expensive due to ingredients. Launch July 2018



DARK CHOCOLATE INCLUSIONS

The cacaos perfectly matched with the inclusions



This is flavour perfection.

To make the orange chocolate we use **a bean that tastes naturally of honey**, because the honey goes with the orange.

For Café Negro we **roast the coffee beans ourselves** and while they are still hot, refine them into the chocolate.



SINGLE ESTATE MILK CHOCOLATES

Real choice and interest for milk chocolate lovers



- It is rare to find milk chocolate of this quality made with great single estate **cacaos**. Made with simply cacao, raw cane sugar, milk and natural cocoa butter
- The creamy, nutty Rio Caribe 44 Milk of the Gods tastes **very different to the Surabaya 54 Milk of the Stars** with its intense caramel notes.
- Milk of the Stars has such high cacao, it has **less added sugar than a 70% dark chocolate**



MILK CHOCOLATE INCLUSIONS

NEW Passion Fruit



- **Passion Fruit:** totally pure and natural. We even get our own Passion Fruit Juice freeze dried as all commercial ones contain maltodextrin. New 2017.
- **Sea Flakes:** Rio Caribe 44 milk chocolate with crunches of Cornish Sea Salt



WHITE CHOCOLATE INCLUSIONS

NEW Matcha in July 2018

NEW
2018



- **Matcha**, is made with the highest **ceremonial grade Kotabuki matcha** from Uji in Japan. We have taken the sugar down to just 23% to balance the flavour. Exceptional.
- **El Blanco**, a most unusual white chocolate. We use **natural cocoa butter** (not de-odourised), raw cane sugar and **no vanilla** so the flavour notes of the cacao shine through. **20 - 30% less sugar** than normal white chocolates.
- **Raspberries & Cream** – an explosion of fruit. This is quite simply beyond delicious! The whole bar is a tantalising pink! The raspberries are tart in the creamy white chocolate.



GREEN TEA CHOCOLATES

NEW Hojicha

NEW
2018



- **Matcha**, is made with the highest **ceremonial grade Kotabuki matcha** from Uji in Japan. We have taken the sugar down to just 23% to balance the flavour. Exceptional.
- As a pair to this we have developed **Hojicha** which is a flavour that is trending across the world and particularly in Asia. The roasted green tea gives **delicious caramel / coffee notes**



NEW 26g FLAVOURS

NEW
2018



Existing core range



NEW
2018



NEW
2018



NEW
2018



IMPULSE BARS FOR CAFES AND FOODSERVICE



- 26g bars traditionally wrapped foil and paper band
- Case size 30 x 26g
- Display stand available



CASE STUDY: Caffe Nero

(680 stores in the UK)



% growth unit ros	Willies Cacao vs OL	Willie's Cacao Yr 2 vs Yr 1
	2015 vs 2014	2016 vs 2015
Milk	11%	21%
Dark	31%	35%
Total	21%	28%



- Willie's Cacao sold 21% more than the previous Caffe Nero own label. Dark was 31% more.
- Willie's Cacao quality is high, so the repeat rate is strong and sales grew 28% in the second year of sales
- For the one month when they located the chocolate by the till simply put in a cappuccino cup, and without any promotion, the rate of sale saw an uplift of 2.2



for SHARING AND GIFTS



PRALINE TRUFFLES

Amazing quality, totally natural, great VFM



Purely and simply delicious!

Hazelnut Praline truffles dipped in chocolate and dusted with cocoa powder

- **2 skus:** Single estate milk chocolate with sea salt; Single estate dark chocolate with sea salt
- **Amazing quality:** we use Sur del Lago single estate chocolate and get the best whole hazelnuts and roast them ourselves. We use our own pressed single estate cocoa powder
- **Clean label:** no added emulsifiers, stabilisers, fats etc no soya lecithin
- **Accessible price**



TWO GLAMOROUS SIZES

12 truffles and the 4 truffle impulse box





BLACK PEARLS

Eaten with delight and talked about for days afterwards



Cascades of molten caramel in single estate chocolate pearls.

Sea Salt Caramel

in Peruvian 70 dark chocolate 150g

Passion Fruit Caramel

in Rio Caribe 44 milk chocolate 150g

Apple Brandy Caramel

in Rio Caribe 72 dark chocolate 150g

100% natural.

We make everything ourselves even the caramel, caramelising the raw cane sugar, clarifying the butter and using Devon double cream



THE GOLDEN POD



The Ultimate Chocolate Gift of a Golden Cacao Pod tin filled with 120g of individually wrapped **Sea Salt Caramel Black Pearls**.

Sculpted in clay by a famous artist, then cast into a tin, it represents the artisan 'bean to bar' nature of Willie's Cacao. It is something to keep and treasure.



SMALL GOLDEN PODS

Cacao pod tins, that can be hung as a Xmas decoration, filled with chocolate caramel pearls

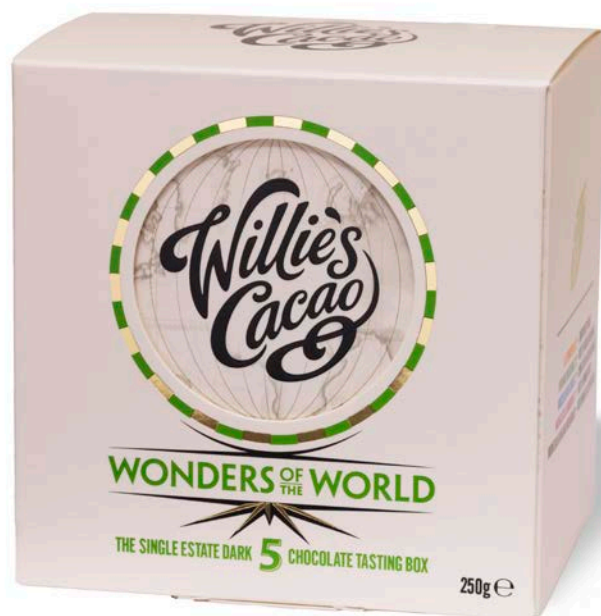


- Artist sculpted golden cacao pod tins that can be **hung by their tag** as a **Christmas decoration**
- **Two varieties:**
 - **Sea Salt Caramel** Dark chocolate Pearls 75g
 - **Passion Fruit Caramel** Milk chocolate pearls 75g
- Sold loose in **shelf ready display case**. Fully tamper proof.



WONDERS OF THE WORLD

The ultimate tasting boxes



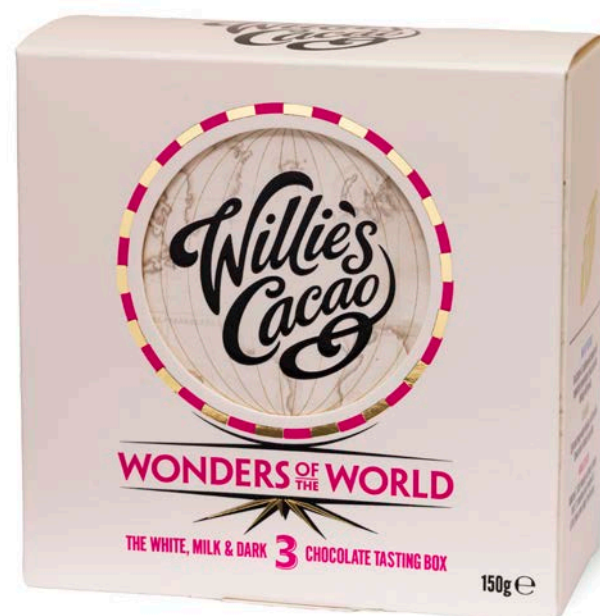
Five Wonders of the World

- Taste the amazingly different flavours of five single origin dark chocolate bars.
Includes a map of Willie's World of Cacao
5 x 50g squares.



Three Wonders of the World

- The ultimate milk, white and dark chocolates and a map of Willie's World of Cacao.
3 x 50g squares.





FIVE WONDERS OF THE WORLD

Contains map and 5 single estate bars



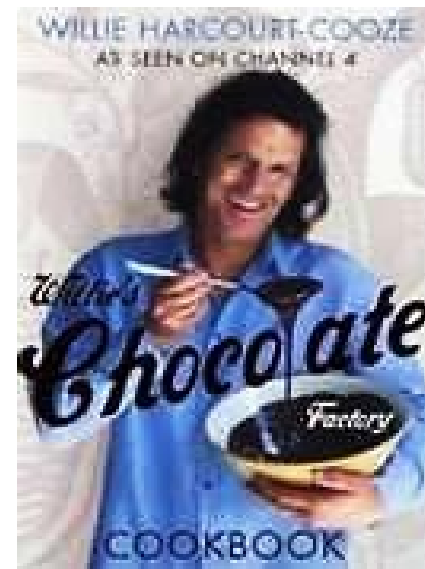


for COOKING



COOKING WITH CHOCOLATE AT A NEW LEVEL

ALL ABOUT FLAVOUR NOT % CACAO



Willie is 'The Expert at Cooking with Chocolate'

- Two Channel 4 series
- 2 Chocolate Cook Books
- Signature dishes eg Cloud Forest Cake
- Chocolate used by Michelin Star chefs





100% CACAO AND COUVERTURE DROPS

Used by top chefs and food lovers for their astonishing purity and depth of flavour



100% Cacao Cylinders

A true chef's ingredient. Adds depth to savoury dishes and brings great intensity to sweet ones. Each of the 9 cacaos brings its own flavour notes and character to recipes. Also use for hot chocolate.

Chef's Drops

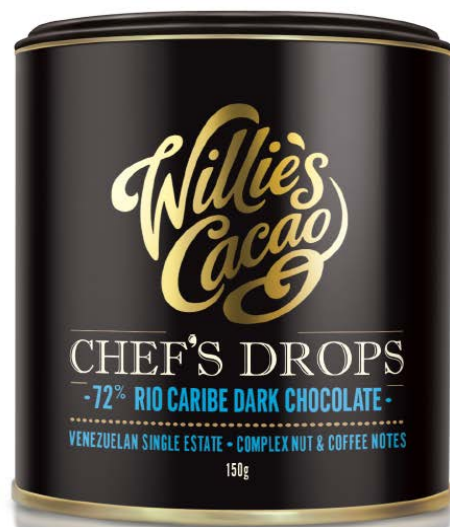
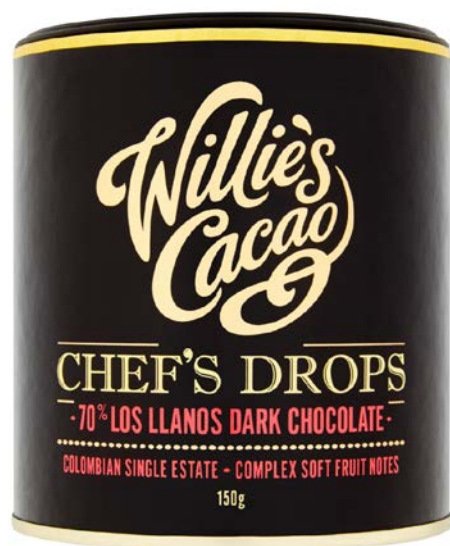
Easy to use milk and dark chocolate couverture drops made from single estate cacaos. Transforms cakes & desserts.

The finest flavours come from the finest ingredients



CHEF'S DROPS

- Couverture chocolate drops



Joining the Rio Caribe is the new Colombian Los Llanos 70, a classic bean with soft fruit notes.

Recently launched: Milk Chef's Drops, using the Surabaya 54 milk chocolate with its intense caramel notes.