



chocri
meine Schokolade

chocri Press Kit
June 2010

What is chocri?



Chocri is the world's first company that allows you to create your own chocolate bar online, which is then hand-manufactured in Germany, with organic, premium quality chocolate from Belgium. Consumers can choose from four base chocolates, (dark, milk, white or a combination of milk and white), and then select from over 100 toppings: from the usual suspects like dried fruit and nuts to fun, unexpected ingredients like real gold flakes, ground chili or even bacon! With over 10 billion combinations to choose from, your unique chocolate creation is only a few clicks away.

Chocri was founded by 20-something entrepreneurs Michael Bruck and Franz Duge in early 2008. It was Franz who had the "light bulb" idea to start a custom chocolate bar company when he couldn't think of a personal gift to give his girlfriend on her birthday. At the time, Franz and Michael were running a chocolate fountain company, so Franz came up with the idea of using the liquid chocolate from that company, and turning it into a bar, which he topped with his girlfriend's favorite snacks: gummy bears and trail mix. Needless to say, the gift made quite an impression! When Franz's friends heard about his creative chocolate concoction, they asked him if he could make some for them too – and that's how chocri was born.

Chocri is now making about 50,000 bars a month for the European market, and the U.S. market is picking up fast! Since the launch of the U.S. website createmychocolate.com, consumers in North America have welcomed chocri enthusiastically. "We could no longer continue to deny Americans the right to create their own chocolate bars!" quips chocri co-founder Michael Bruck.

The chocri team also firmly believes in ethical chocolate manufacturing, in all stages of production: from how the chocolate is grown, handled, and produced, to how they are sold and packaged. Cacao, the main ingredient in chocolate, is usually grown in third-world countries where unethical working conditions and farming practices are common. The quality of the chocri chocolate bar is reflected not only in its superior taste, but also in its respect for the environment and for fair working conditions. Thus, chocri chocolates are organic, and fair trade certified. In addition, 1% of all sales of the chocolate bars are donated to DIV Kinder, a German-based child welfare organization that helps children in Ivory Coast, the biggest exporter of cacao beans.

Chocri entered the U.S. market in January 2010. Ethical, whimsical, and personal – chocri chocolate bars make the perfect gift for that special someone.

Press Release

January 11, 2010

Create Your Own Customized Chocolate Bar with Chocri - A Unique Valentine's Day Gift!

January 11, 2010 – Today, chocri launched www.createmychocolate.com, the U.S. offshoot of the widely popular German site www.chocri.de that allows consumers to design their own chocolate bar. The concept behind chocri is simple: first, choose your chocolate base (dark, milk, or white), and then select „toppings“ to customize your chocolate bar. Toppings include both the traditional (like nuts and dried fruit) and the outrageous (chives or jalapenos, anyone?!). Upon checkout, you can even create a personalized name for your chocolate bar, which will be inscribed on the package.

Launching in time for Valentine's Day, chocri's customizable chocolate bars make the perfect, gourmet V-Day gift for that special someone in your life. Decorate your Valentine's Day chocolate bar with a "My Valentine" plaque, or confections inspired by the romantic holiday, including heart-shaped smiley faces, marzipan roses, and candied rose petals.

"Chocri bars make a wonderful Valentine's Day gift idea. They're decadent, beautiful, and absolutely unique! Nothing says 'I Love You' better than a personalized chocolate gift," says chocri CEO Carmen Magar. Can't decide what to put on your bar? No sweat! Chocri offers combination suggestions and gift certificates too.

In addition, chocri chocolates are all organic and fair trade, with 1% of sales donated to DIV Kinder, a charity organization that cares for the needs of the children of the Ivory Coast (where a lot of cacao is produced).

With the mass customization market exploding across the U.S. retail and food industry, the chocri founders Franz Duge and Michael Bruck express their excitement to "enter this new, trending market with almost two years of experience on our back!"

American consumers can now create their own chocolate bars by visiting www.createmychocolate.com. The starting price for a bar is \$5.90 (with toppings ranging from \$0.20 for Fleur de Sel to \$2.10 for real gold flakes), and there's a 2-bar minimum per order (be it 2 of the same, or 2 different bars). Standard international shipping is \$6 (two weeks), expedited shipping is \$19.90 (one week). To celebrate their U.S. expansion, chocri is offering a week-long FREE SHIPPING promo: consumers who place orders before the end of the day on January 18th will receive FREE standard shipping on their order!

For all media inquiries, please email us at press@chocri.com. For more info on chocri, please visit www.createmychocolate.com.

Ordering a chocri Bar



Step 1: Select your base chocolate

Choose between dark chocolate with 64% cocoa, milk chocolate with 32% cocoa, white chocolate, or a combination of milk and white chocolate.

Step 2: Pick up to 5 toppings

Almond Slivers	Cranberries	mymuesli - Organic Muesli	Rice Crispies in Chocolate Coating
Anise	Date Bits	Nougat Pieces	Roasted Almonds
Apple Bits	Fennel	Orange	Roasted Peanuts
Apricot	Fig Bits	Orange Chocolate Drops	Rosemary
Banana Chips	Flower Mix	Orange Pepper	Sea Salt
Basil	Ginger	Organic Cane Sugar	Silver Pearls
Black Sesame	Goji Berries	Organic Chamomile	Smiley in Heart Shape (female)
Blueberries	Golden Pearls	Organic Flax Seeds	Smiley in Heart Shape (male)
Bourbon Vanilla	Ground Chili	Organic Mint Leaves	Sour Cherries
Brazil Nut	Ground Coffee Beans	Organic Poppy Seeds	Sprinkles
Candied Lilac	Gummy Bears	Organic Salt Pretzels	Star Decoration
Candied Rose Petals	Hazelnut Brittle	Organic Sesame Seeds	Strawberry
Cappuccino Chocolate Drops	Honey Chocolate Drops	Organic Spelt Flakes	Strawberry Chocolate Drops
Caramel Chocolate Drops	Honey Wheat Flakes	Papaya Cubes	Sugar Candleholder with Candle
Caraway	Jalapeños	Peanuts	Sugar Flowers
Cashew with Cheese-Curry Coating	Lemon Chocolate Drops	Pear	Sunflower Seeds
Cashews	Licorice Drops	Pecans	Toasted Hazelnuts
Cayenne Pepper	Macadamia Nuts	Pine Nuts	Volcano Cashews (spicy!)
Chives	Mango Cubes	Pineapples	Walnuts
Cinnamon	Marzipan Carrots (2)	Pistachios	Wasabi Peanuts
Cinnamon Cornflakes	Marzipan Rose	Plum Bits	Writing „Congratulations!“
Coconut Shavings	Mini Flower Decoration	Raisins	Writing „My Valentine“
Colorful Chocolate Lentils	Mini Heart Decoration	Raspberries	Writing „Thank you“
Coriander	Mini Marshmallows	Real Gold Flakes	Writing: „Happy Birthday!“
Cornflakes	Mini Sugar Bananas	Red Rice	
Cocoa Nibs	Multicolored Pepper	Rice Crispies	

Step 3: Name your bar

Give your chocolate bar a name that will be printed on the packaging.

Step 4: Choose your packaging

You can choose between the standard packaging, holiday and occasion themed packaging (free) as well as a gift box (for an additional fee).

Step 5: Checkout

Each order has a minimum of any two bars per order. A chocolate bar starts at \$5.90, toppings ranging from \$0.20 to \$2.10. Standard international shipping costs \$6.00.

Chocri Key Personnel Bios

Franz Duge (co-founder)

At 14, Franz was already an entrepreneur, having founded Brötchenservice, a bread roll delivery service in his neighborhood in Berlin. In 2006, Franz and his high school buddy Michael Bruck started their first business together, selling chocolate fountains online (www.shocoladen.de). In early 2008, Franz came up with the idea for chocri when he needed a unique birthday present for his girlfriend. Combining the chocolate from his chocolate fountain company with his girlfriend's favorite treats, Franz created the perfect, personalized gift. And the rest, as they say, is history! At chocri, Franz is responsible for marketing and finance. In his spare time, he enjoys basketball, climbing, running and reading, and the occasional foosball match against co-founder Michael.



Favorite chocri chocolate bar combo:

"Dark Chocolate and Cashew with Cheese-Curry Coating and Ground Chili"

Michael Bruck (co-founder)

Michael, like Franz, always wanted to start a business. In 8th grade, he would buy Tamagotchis and Laser pointers from neighboring Poland, and resell them in Germany. Since he co-founded the chocolate fountain business with Franz in 2006, he has become an expert in hand-made chocolate and food hygiene. That is also why, today at chocri, Michael is responsible for production and HR. If he's not playing foosball against Franz, Michael likes to play basketball, go climbing, or canoeing.



Favorite chocri chocolate bar combo:

"Milk Chocolate with Caramel Pieces and Rice Crispies in Chocolate Coating"

Carmen Magar (CEO chocri USA)

Carmen was completing her MBA at Chicago Booth when she first read about chocri. She contacted the founders and asked if they shipped their chocolates to the U.S. as well. Coincidentally, Franz and Michael had just talked about expanding to the U.S. the very day they received Carmen's message. Shortly after, Carmen was working on facilitating a U.S. market entry. She now lives in New York, and enjoys traveling and good food, like chocri chocolate.



Favorite chocri chocolate bar combo:

"Dark Chocolate with Roasted Almonds, Strawberries and Basil."

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Important Links

German chocri site:

www.chocri.de

U.S. chocri site:

www.createmychocolate.com

Chocri on Twitter:

www.twitter.com/chocridotcom