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Pacari Chocolate Finds Success with Premium Organic Chocolate Line from Ecuador

Quito, Ecuador – Pacari Chocolate, an Ecuadorian organic chocolate company, is in its second year of production and sales of premium organic chocolate. Using ingredients grown completely in Ecuador, as well as emphasizing a fair trade business model, Pacari Chocolate has received a tremendously positive reception in the US and Europe over the last year. Features in print publications such as *Candy Industry Magazine*, *Organic and Wellness News*, and *Vital* (Germany) along with various online publications such as *Today's Diet & Nutrition* (November 2008 Editor's Pick) has garnered Pacari Chocolate much praise and attention from distributors, retailers, and chocolate aficionados alike.

Carla Barboto and Santiago Peralta, the founders of Pacari Chocolate, are proud to be the first producers of 100% organic chocolate made from “bean to bar” in Ecuador. Providing top quality chocolate couverture to European chocolatiers created the inspiration for Pacari Chocolate: “Our couverture was being used to produce award winning chocolates in Europe, and we felt it was time to create our own brand,” explained Peralta. After studying chocolate-making techniques in Europe and experimenting for two years, the recipes have been perfected to achieve a highly complex chocolate with an exceptionally smooth texture. As artisanal products, Pacari Chocolate is made in small batches with carefully selected organic ingredients to ensure the preservation of quality.

A key ingredient in the success of Pacari has been the founders' passion for high quality organic products. Barboto maintains that in order to build a successful organic chocolate line, only the highest quality ingredients can be used: “Selecting the right beans is one of the most crucial steps in creating quality chocolate,” Barboto explained. For this reason Pacari Chocolate works exclusively with carefully selected cacao growers, providing technical support and training to guarantee the highest quality raw ingredients for Pacari Chocolate.

The Pacari Chocolate line currently includes three regional bars, two raw chocolate bars and a selection of chocolate-covered specialty items such as dried bananas, guavas and espresso beans. We are also currently introducing a line of gift boxes, *The Andean Artisan Collection* and *The Tropical Flavors Collection*.

Please visit our booth #452, and sample some of our delicious, 100% organic chocolate! We will also be looking for feedback on a few products currently in the works, so please stop by and let us know what you think.

About Pacari Chocolate

Pacari Chocolate is the first artisanal organic chocolate made “from bean to bar” in Ecuador. The word Pacari means “nature” in Quechua, an indigenous language of Ecuador. The name Pacari evokes all that our chocolate is about — the best products from the earth, all natural, and 100% Ecuadorian.

Pacari carefully selects the best organic ingredients and produces in small batches to maintain the intense flavor profile of the chocolate and to offer the highest quality chocolate possible. Pacari maintains close relationships with the cacao growers in order to ensure that growers are paid well their products and that working conditions are in line with fair trade standards. The company also offers regular capacity building and undertakes other community support programs in cacao growing regions.

Pacari was founded by an Ecuadorian couple, Carla Barboto and Santiago Peralta. With a passion for organic foods, they wanted to build a business based on social and environmental principles. They strive to ensure that their efforts support the well being of the land as well as the cacao growing communities. Combining their passion for sustainable business and their commitment to high quality chocolate, Barboto and Peralta have developed Pacari Chocolate, a premium single-origin organic chocolate made at the source in Ecuador.

