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Contact: Debra Shepherd, Director of Sales and Marketing
PACARI CHOCOLATE Quito, Ecuador
Tel: 561.214.4726 Fax: 561.584.6363
info@pacarichocolate.com
www.pacarichocolate.com



Pacari Chocolate Introduces a Whole New Chocolate Experience

Quito, Ecuador, January 26 – Pacari Chocolate, an Ecuadorian organic chocolate company, is in its third year of making fine artisanal chocolate. Using only organic ingredients grown in Ecuador, as well as emphasizing a fair trade business model, Pacari Chocolate continues to expand availability in the US and Europe. By offering premium, single-origin chocolate made in our own factory, Pacari Chocolate has stood out as a unique and innovative chocolate maker, first with our RAW Chocolate bars and now with Cocoa-Cacao, another exceptional whole-bean experience!

Cocoa-Cacao: Perfectly roasted cacao beans are coated with two of our favorite things: a thin layer of fine chocolate and a dusting of cocoa powder. The maximum cacao per bite – made at the source in Ecuador! Available in natural, or with a hint of banana or ginger - look for it in gourmet and natural food stores in early 2010.

The Pacari Chocolate line includes a variety of other premium chocolate, such as single-region bars, chocolate covered fruits, coffee beans and nibs, as well as our special RAW chocolate bars – made with unroasted cacao beans for higher antioxidant value and distinctive flavor.

A key ingredient our success is our passion for high quality organic products. Co-founder Carla Barboto explains it this way: “Just as fine wine requires prudent selection and handling of grapes, when striving for the finest chocolate, it is crucial to pick the right beans and handling them with utmost care.” For this reason Pacari Chocolate works exclusively with carefully selected cacao growers, providing technical support and training to guarantee the highest quality ingredients for Pacari Chocolate.

We always like to hear from our customers, so please contact us with your comments, questions, suggestions and ideas.

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 works in small batches to maintain the intense flavor profile of the Arriba cacao and offer the highest quality chocolate possible. Pacari maintains close relationships with the cacao growers to ensure they are paid well 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.

To learn more about the Pacari Chocolate, please visit www.pacarichocolate.com.

