

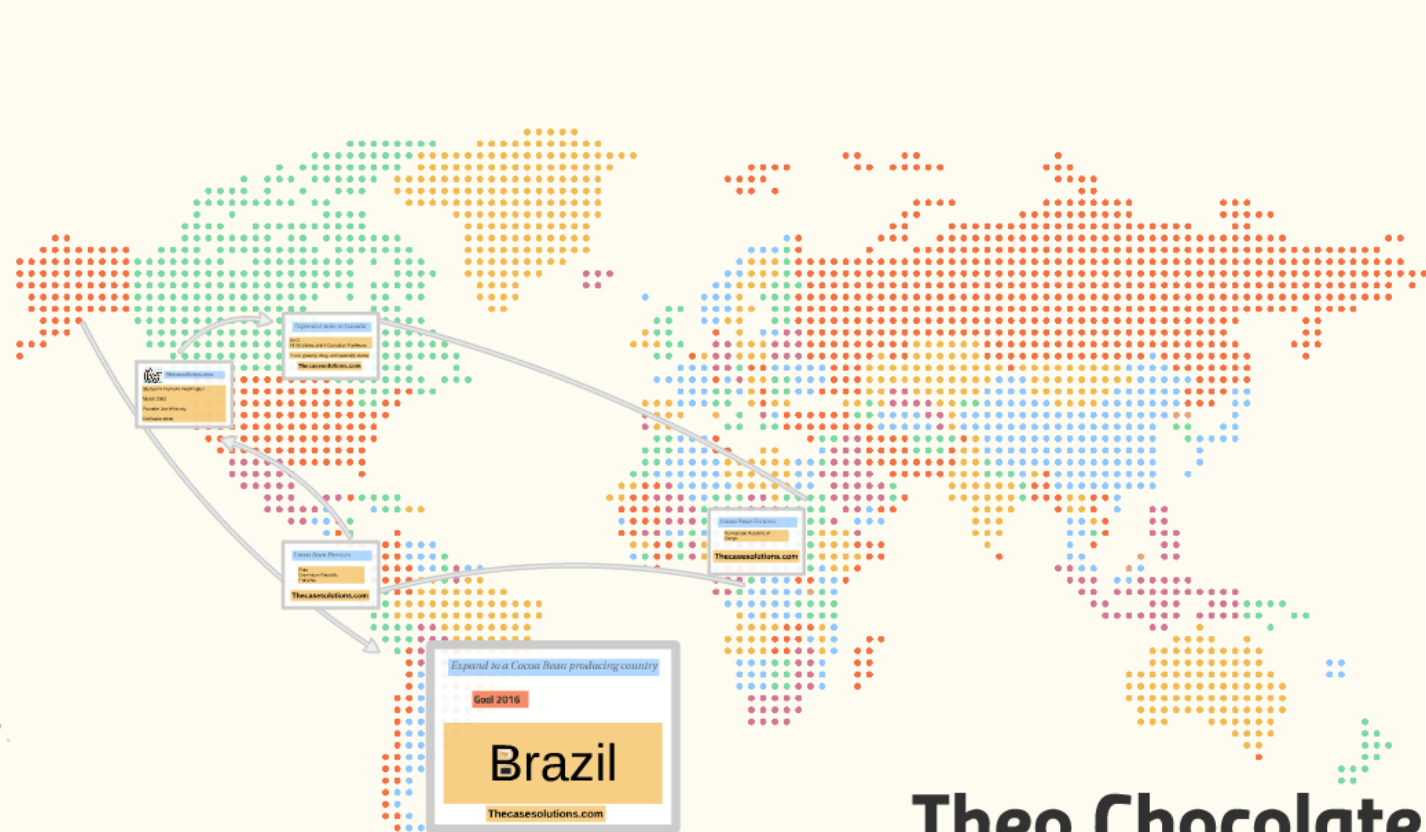
Structure of International Engagement

Source beans in country

Two production options:

1. Roast and produce candy bars in country. Partner with an existing Chocolate Factory or Build a Chocolate Factory
2. Import beans to existing U.S. factory to roast and produce candy bar. Export candy bar's back to Brazil.

Thecasesolutions.com



Theo Chocolate

Thecasesolutions.com

Marketing and Sales Requirements

Competitors:
Kraft Foods, Brasil Ltd. (merged with Cadbury Swiss Lindt)

Localize:
"doce de leite" edition (milk chocolate and caramel)

Promotion:
Introduction promotion with TAM airlines
In-store promotions in partnership with Starbucks



Theo Chocolate

Thecasesolutions.com



Thecasesolutions.com

Started in Fremont, Washington

March 2006

Founder Joe Whinney

Profitable 2009

Cocoa Bean Farmers

Peru
Dominican Republic
Panama

Thecasesolutions.com

Cocoa Bean Farmers

Democratic Republic of
Congo

Thecasesolutions.com

Expanded sales to Canada

2013

All 50 States and 4 Canadian Provinces

4,000 grocery, drug, and specialty stores

Thecasesolutions.com

Expand to a Cocoa Bean producing country

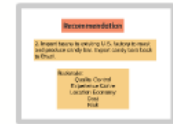
Goal 2016


Brazil

Thecasesolutions.com

Structure of International Engagement

Source beans in country



Two production options:

1. Roast and produce candy bars in country
Partner with an existing Chocolate Factory
or Build a Chocolate Factory

2. Import beans to existing U.S. factory to roast
and produce candy bar. Export candy bars back
to Brazil.

Thecasesolutions.com

Partnership with Starbucks

Established distribution networks and relationships

Similar Demographics - middle and upper class with social conscience.

Similar practices with regards to fair trade, organic, non-GMO standards



Thecasesolutions.com