



chocri
meine Schokolade

chocri Press Kit
January 2010

What is chocri?



Chocri is a create-your-own chocolate bar that is hand-manufactured in Germany, with organic, premium quality chocolate from Belgium. With chocri, the combinations are endless (literally). Consumers can choose from three base chocolates (dark, milk or white), and then select from over 80 toppings: from the usual suspects like peanuts, raisins, and almonds, to fun, unexpected ingredients like organic flax seeds, fennel and coriander! 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.

Within the first year of launching, chocri sold over 120,000 bars of chocolate in Germany alone! The chocolate can be shipped to Germany, Austria, Netherlands, France, Luxembourg, and soon, the U.K. and U.S.! "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 \$7.90 (with toppings ranging from \$0.10 for sea salt to \$2.10 for real gold flakes!), and there's a 3-bar minimum per order (be it 3 of the same, or 3 different bars). Standard international shipping is \$6 with deliveries from Germany expected within 2 weeks of ordering. 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, email Termeh Mazhari at press@chocri.com, or call (646) 827-9594. For more info on chocri, visit www.createmychocolate.com.

Ordering a chocri Bar



Step 1: Select your base chocolate

Choose between white chocolate, milk chocolate with 32% cacao and dark chocolate with 64% cacao.

Step 2: Pick up to 5 toppings

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

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 three bars per order. A chocolate bar starts at \$7.90, toppings range from \$0.10 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."

Contact Information

Press Inquiries

Termeh Mazhari (AMP3 Public Relations)

press@chocri.com

(646) 827-9594

chocri U.S. Representation

Carmen Magar

carmen@chocri.com

(312) 401-7905

chocri German Headquarters

Franz Duge

info@chocri.de

Important Links

German chocri site:

www.chocri.de

U.S. chocri site:

www.createmychocolate.com

Chocri on Twitter:

www.twitter.com/chocri (German)

www.twitter.com/chocridotcom (English)