

# TCHO

## NEWS RELEASE

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For Immediate Release

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### **TCHO Launches Mokaccino — Latest Co-Created New American Chocolate, First-Ever Inclusion Bar, and Perfect Pairing of Award-Winning TCHO's SeriousMilk™ Chocolate with Blue Bottle Coffee**

SAN FRANCISCO, CA — TCHO is extraordinarily proud to introduce their latest co-created New American Chocolate, a product of their unique Beta Program and their first-ever inclusion bar — Mokaccino!

TCHO took their award-winning SeriousMilk™ chocolate (declared Best Milk Chocolate Made in America by the International Chocolate Awards) and teamed up with Bay Area master coffee roaster Blue Bottle to create this irresistible bar.

Chief Chocolate Maker Brad Kintzer explains, “In crafting the Mokaccino bar, our goal was to create a delicious new take on the classic chocolate and coffee combo.”

CEO Louis Rossetto continues, “Our inspiration was the original bicerin from Turin, which, in the 19th century, combined espresso with rich drinking chocolate and steamed milk.”

That perfect combination would not have been possible without the TCHOJoe Beta Program. Beta is TCHO's obsession with co-creating chocolates with their customer.

After an intensive R&D process of their own, TCHO sent three rounds of pre-production prototypes to about 300 participants, called BetaTasters. BetaTasters used their foodie palates to give feedback online for each round. After each round, TCHO used their feedback to iterate a new version, which BetaTasters again tasted and gave feedback on. Rinse and repeat three times. TCHO's chocolate makers then made a few extra tweaks to craft the next New American Chocolate.

The result? Mokaccino — a stunningly compelling (and seriously addictive) New American Chocolate experience: warm, roasted nuttiness and complex dried fruit notes from freshly roasted Blue Bottle coffee, blending seamlessly with dense caramel and cocoa notes in SeriousMilk™ chocolate.

Mokaccino is currently available exclusively at TCHO's Pier 17 Beta Store and online at [www.tcho.com](http://www.tcho.com)

#### **About TCHO**

TCHO is New American Chocolate, a chocolate company obsessed with flavor, obsessed with innovation, and obsessed with fusing the two to craft the very best chocolate, from bean to Beta to bar. TCHO's obsession starts at origin with TCHOSource, helping growers make the very best cacao beans. The obsession continues to Beta, TCHO's co-creation method of recipe development resulting in extraordinary final products. Those final products — PureNotes™ dark, award-winning SeriousMilk™, TCHOPro professional blends, drinking chocolate and a variety of chocolate-drenched treats — re-imagine what it means to taste chocolate, exploring the complex flavors inherent in cacao and adding only the best ingredients. TCHO is available at select specialty markets and other fine shops across the nation, their Pier 17 Beta Store in San Francisco, and online at [www.tcho.com](http://www.tcho.com).

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