

## **Wellington Chocolate Factory messaging and brand voice master**

At the Wellington Chocolate Factory we make organic, ethically traded, bean to bar chocolate of the highest quality.

We founded WCF to be a leader in the new chocolate revolution, exploring how artisan production methods, fair trading practice, and local communities can reinforce each other in building a strong, sustainable business.

Also, because we love delicious authentic chocolate!

### **We make chocolate using traditional skills matched with innovative production methods**

We begin by meeting cocoa farmers and bringing the best single-origin beans into our factory from across the globe. Then we roast, crack, winnow, conch and temper – using skills reaching back to the 18<sup>th</sup> century – creating batches of strong, luscious organic chocolate. Local Wellington artists add their own dash of inspiration, infusing our wrappers with original designs. Every bar has a story to tell.

We work on an artisan factory production scale: we make more chocolate than an individual craftsperson would, but far less than a major industrial concern. One of the challenges this presents is that very little purpose-built equipment exists to match our scope. Innovations across our production line include building our own milling and winnowing machines, and using repurposed Indian spice grinders (melangers) as refiners.

### **Our chocolate reflects our passion and commitment to true quality**

We are obsessed with, and one hundred percent serious about, making the best bean-to-bar chocolate in the world. This includes:

- **using only the finest ingredients** – most of the world’s industrial chocolate makers use Forastero cocoa beans, a hardy varietal that is bred for consistent yields. We source rare, highest-quality Criollo and Trinitario beans from select plantations across the world, and use only Paraguay Manduvira sugar.
- **letting the flavours ring out** – our artisan production process, led by Master Chocolatier Rochelle Harrison, unlocks the distinct flavours in exotic cocoa varieties rather than hiding them with additives. Our single-origin chocolates contain just two ingredients, beans and sugar.
- **vibrant packaging** by local artists that captures the **unique story behind each bar**
- the full **under-one-roof experience** – our factory store premises are a beautiful place, filled with the smells, sights and sounds of chocolate production, staffed by the people who make the food

We could get away with shortcuts. Most of our customers wouldn’t know the difference. But we would, and it would compromise who we are.

### **Our business is built around sustainable systems**

We are committed to sustainability across all levels of our business, and see this as an active competitive advantage. This commitment includes:

- being 100% Fairtrade and organic certified
- building direct connections with cocoa farmers in countries like Papua New Guinea and The Philippines, to ensure a sustainable, ethical supply of highest-quality varieties and support development in disadvantaged regions
- using environmentally sustainable practices in our workplace – we recycle all possible materials, and use 100% recycled paper for our packaging

For us, a sustainable business is one that builds for the future in every aspect of the supply chain, from cocoa tree origins to customer tastebuds. We were founded on the belief that there is a strong audience for this approach, and our success to date confirms it.