

2025 Chocolate Market Update

In 2024, cocoa prices reached a 47-year high, driven by global shortages and climate challenges. West Africa, responsible for 80% of global production, has been severely impacted by drought, disease, and the time-intensive process of growing new cocoa trees.

At the start of 2024, we secured favorable pricing, shielding us from the worst of the price surge. Despite doubling cocoa costs this year, we postponed price increases to prioritize fairness for our customers. However, the continued upward trend makes locking in 2025 pricing essential.

Effective January 1, 2025, individual chocolate bar selling price will increase to \$1.50* per bar.

Customers receive 45% profit.

What remains unchanged:

- Quality: The same high quality you've come to expect.
- Bar Size: No changes to size or packaging.
- Packaging Details: 180 bars per case, 6 bags of 30 bars (one kind per case).

Case Cost: \$148.50*

Profit Per Case: \$121.50*

Thank you for your understanding and continued support as we navigate these unprecedented market conditions together.

****Price subject to change based on current market conditions.***