



keepin' it real.



**A Martha's Vineyard Chocolate Co.  
Catalog - FALL  
2013**



## WHAT WE STAND FOR

We are dedicated to producing the highest quality, most nutrient dense chocolate creations on the planet. We use ingredients that are designed to make you feel good – and we source them in their most nutrient dense form (**organic, raw**). We do not use any refined sugar.

We are 100% Gluten, Dairy, Soy and Preservative free. Enjoyed by health food advocates and chocolate connoisseurs alike, our chocolate delights your tastebuds and nourish your health!



## Our Factory

Located on Martha's Vineyard, our woman led factory is in the Tisbury Marketplace - facing the Vineyard Haven harbor. Our facility is made from eco friendly bamboo – which is one of the world's most renewable resources. We are mostly certified holistic nutritionists who are passionate about food & health. We are certified organic (by Baystate Organic Certifiers), gluten free, use no refined sugar, dairy, soy, egg or preservatives in any of our products!

(pictured: cofounders Ky & Bennett in factory)

# SOURCING

Not Your Sugar Mamas believes that we have the power to change the world with how we choose to do business. – Where we buy, what we buy, and the relationships we form, and the attitude we have with it all. We choose to have healthy and sustainable practices in all areas of business – not just our food.



# DIRECT & FAIR TRADE

We source our cacao (cacao butter & cacao powder) DIRECT from an association of farmers in Satipo, Peru. This region sits on the edge of the Amazon basin at the end of the Andes mountain range. We work with 4 small producer groups of the umbrella group of 164 families total. They are certified Fair Trade by the Control Union and a member of the Fair Trade Association.

The cacao of this region is known as the “queen of the cacao” because of its fine aroma and distinct flavor that is typical of South American criollos. If you have tried our products you will experience that the end product is vastly superior in flavor, aroma, and nutritional content to other cocoa products on the marketplace from roasted beans. Due to this unique and high quality product, producers are able to charge a higher price for the product, which is significantly higher than the fair trade price for cacao. In partnership, the association uses a facility to turn the liquor into powder and butter – at the lowest temperature possible to ensure highest antioxidant and nutritional value.

Direct trade practices keep more of the profits in the country where the resource is made – thus improving lives and conditions of the environment and people. It also brings fresher chocolate to our customer.



# FULL TRANSPARENCY:

All other ingredients are sourced fair trade, certified organic, and mostly raw. If you would like to know who our suppliers are and their sources, we provide complete details.

# CHOCOLATE BARS

These is what started it all! Bennett and Ky began selling these bars wrapped in kraft paper and sold in the fridges of local farms and stores on MV in the summer of 11'. Within 1 month they had distribution of 16 stores, and by that Christmas they had expanded to sell to 56 stores.

These chocolate bars are quite unique. They are fresh, raw, un-tempered chocolate bars. They are sold in the refrigerator and must be kept cool because nothing has been added or procedure used to make the chocolate shelf stable. This produces a chocolate bar with a fudge like consistency (oh so yummy!). All bars are 2.2 ounce squares, wrapped in wax paper and then in foil paper to lock in freshness.



## FLAVORS

**BE ORIGINAL : "original blend of superfoods designed to make you feel incredible"**

(ingredients raw cacao, cacao butter, coconut butter, agave, spirulina, maca, cinnamon, Madagascar vanilla, Himalayan Sea Salt)

**BE COOL: Peppermint, lavender & St. Johns wort**

(ingredients raw cacao, cacao butter, coconut butter, agave, peppermint, lavender, St. John's Wort, cinnamon, Madagascar vanilla, Himalayan Sea Salt)

**BE SEXY: Love potion designed to knock your socks off**

(ingredients raw cacao, cacao butter, coconut butter, agave, Aphrodite's Love Potion, maca, cinnamon, Madagascar vanilla, Himalayan Sea Salt)

**BE FRESH: Lemon verbena and camu camu**

(ingredients raw cacao, cacao butter, coconut butter, agave, lemon verbena, camu camu, mesquite, vanilla)

**BE LOCAL: local raw honey, local solar made Sea Salt, lavender**

(raw cacao, raw cacao butter, local raw honey, lavender, MV solar made Sea Salt)

ALL CERTIFIED 100% ORGANIC by Baystate Organic Certifiers\*

BE LOCAL is certified 85% organic because local honey is not certified organic

NO REFINED SUGAR

GLUTEN FREE

RAW

# SHELF STABLE BARS

We use our Peruvian, Direct Trade, Fair Trade, organic raw cacao with new sweeteners such as coconut nectar, a low glycemic sweetener made from the coconut palm. It was declared to be the world's most sustainable sweetener by the United Nations Food and Agriculture . We've also started using organic maple syrup – sourced closer to home and a preferred sweetener to many!



## FLAVORS

**BE RICH :** "World's Best Chocolate Bar? We think so. This caramel chocolate combination is like taking a bite into heaven. See you up there!"

(ingredients raw cacao, cacao butter,, spirulina, maca, cinnamon, Madagascar vanilla, Himalayan Sea Salt)

**BE CRUNCHY:** "Filled with chunks of almond and coconut this superfood bar tastes crunchy, creamy and delicious."

(ingredients raw cacao, cacao butter, coconut nectar, organic goji berry powder, organic raw almonds, organic coconut shreds.)

**BE SAPPY:** Sweetened with maple syrup, this blend of pomegranate and ginger will blow your mind and soothe your tummy all in one bite!

(ingredients: organic raw cacao, organic maple syrup, organic ginger, organic raw cacao nibs, organic raw pomegranate.)

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NO REFINED SUGAR

GLUTEN FREE

RAW

# CHOCOLATE MIXES

These are the multi-use chocolate mixes , for use wherever chocolate is necessary (everywhere). The Be COZY mix is used for hot chocolate, iced chocolate lattes, to make raw treats, baking, and more. The BE SAUCEY is our delicious chocolate sauce that can be used for chocolate milk, topping desserts, and to make any thing a little more delicious.



**BE COZY - Superfood Chocolate Mix:** use this versatile mix in a variety of ways: Hot chocolate, iced chocolate lattes, raw, baked goods, or other chocolate creations.

Ingredients: raw cacao, coconut palm sugar, cinnamon, lucuma, mesquite, Madagascar Vanilla Bean, and Himalayan Sea Salt

10 Ounces

**BE SAUCEY: Pure Chocolate Sauce:** "Squirt this over your favorite dessert, in your favorite milk, or your favorite person, wink, wink 😊"

Refrigerate after opening

Ingredients: raw cacao, raw agave, water.

16 Ounces



# SMOOTHIE MIXES

Smoothies are a great way to give the digestive system a break – while providing the body with pure, clean energy. Raw cacao is the highest antioxidant food on the planet – we took that – and mixed it with other pure, nutrient dense foods to give smoothies the ultimate boost of nutrient power and energy. All are dry powders, shelf stable, whole foods.



## The Collection

**BE SMOOTH\*** – the ultimate combination of superfoods, ingredients: raw cacao, maca, and spirulina.

**BE STRONG\*** – protein smoothie mix,  
{ingredients hemp protein, mesquite (good for bones), and raw cacao}

**BE HAPPY** – green smoothie mix inspired by reknown raw foodist, Stacy Stowers for her Happy Shake. Ingredients: raw cacao, maca, and Vitamineral Green (contains a plethora of green plants from land and sea)

\*certified 100% organic

BE HAPPY is not certified organic because Vitamineral Green by Health Force Naturals subscribes to their own "TruGanic" certification which in our opinion is both stricter and more transparent than organic.



# RAW TREATS



## BE BALLSY – Superfood Energy Balls

“Tastes like cookie dough and packed with vital nutrients to rev your engine”

Ingredients organic walnuts, dates, BE COZY superfood mix {raw cacao, cinnamon, lucuma (high in B vitamins to boost brain power), mesquite (protein and calcium for bone health), coconut palm sugar, vanilla, and Himalayan Sea Salt.} All raw & organic

3 balls, 3.5 ounces. Does not need refrigeration.

6 Month Shelf Life

# BAKED GOODS



## BE KOOKIE – CHOCOLATE CHIP COOKIES

“Go KOOKIE for our cookies! They are incredibly delicious and packed with nutrient dense ingredients and baked in small batches by our cookie monster.”

Ingredients: gluten free oats, gluten free oat flour, cacao, cacao butter, coconut palm sugar, coconut oil, Himalayan Sea Salt, water.

10 ounces. Does not need refrigeration  
1 month shelf life

