



## ABOUT TAZA

At Taza Chocolate we make stone ground chocolate. Cacao is so complex in flavor that we want to let it shout loud and proud. That is why we do less to bring you more. We stone grind organic cacao beans into perfectly unrefined, minimally processed chocolate with bold flavor and texture, unlike anything you have ever tasted. For those bold enough to try it, there will be no going back.

## HOW IT STARTED

Taza founder and CEO Alex Whitmore took his first bite of stone ground chocolate while traveling in Oaxaca, Mexico. He was so inspired by the rustic intensity that he decided to create a chocolate factory back home in Somerville, MA. Alex apprenticed under a molinero in Oaxaca to learn how to hand-carve granite mill stones to make a new kind of American chocolate that is simply crafted, but seriously good. In 2005, Taza Chocolate was officially launched by Alex and his wife, Kathleen Fulton, who is also founder and Taza's Chief Design Officer.



Alex Whitmore  
Taza Founder

## STONE GROUND

We **STONE GRIND** the best cacao beans using hand-carved granite millstones. Stone ground chocolate isn't delicate. It hits you with an explosion of flavor and a perfectly balanced not-too-sweetness, delivering a chocolate snack that's uniquely intense and totally satisfying. It will change the way you think about chocolate.

## DIRECT TRADE

We created the first third-party certified **DIRECT TRADE** cacao sourcing program, to ensure quality and transparency for all. We have real, face-to-face relationships with growers who respect the environment and fair labor practices. They provide us with the best organic cacao, and we pay them prices **HIGHER THAN FAIR TRADE**.

Taza Direct Trade means more money for farmers, the best cacao for us, and seriously good chocolate for you.

Adriano Rodríguez Cruz  
Taza Direct Trade Partner,  
Dominican Republic



Our boldly textured Mexican-style Chocolate DISCS are jaw-droppingly delicious.  
2.7 oz discs

Incredible flavors in our stone ground chocolate make our **AMAZE BARS** amazing. This line includes a unique, mind-blowingly satisfying set of four super low sugar 95% Wicked Dark Chocolate Bars.  
2.5 oz bars



Taza Chocolate Dark Bark is a seriously satisfying snack with less sugar—just 6-7 grams per serving! Our 80% dark chocolate with crispy, protein-packed quinoa, and crunchy, craveable toppings is a delicious anytime treat.  
4.2 oz resealable bags

No shiny, insect-derived shellac coating on our **DARK CHOCOLATE COVERED NUTS** means these irresistible nibbles are totally vegan! They're packed in resealable bags for on-the-go snacking.  
4.2 oz resealable bags



## OUR PRODUCTS

We make a variety of dark chocolate products that are satisfying, indulgent and better-for-you chocolate snacks and gifts. We also have a Pro Line offering for chefs and business owners who use our bold chocolate in their pastries and baked goods.

## ORGANIC & SUSTAINABLE

Taza is committed to sourcing quality, organic ingredients from farms that use sustainable growing practices. All of our chocolate is made with Direct Trade Certified Cacao, and is Certified USDA Organic and Non-GMO Project Verified. Our products are also all Certified Gluten-Free, Kosher, Dairy Free, Soy Free, and Vegan.

