



ABOUT TAZA CHOCOLATE

TAZA CHOCOLATE STONE GROUND

We make stone ground, chocolate. We want to let our cacao's complex flavors shout loud and proud. That is why we stone grind cacao beans into minimally processed chocolate with bold flavor and texture, unlike anything you have ever tasted.



Certified



Gluten-Free

DAIRY FREE
SOY FREE
VEGAN



561 Windsor Street
Somerville, MA 02143

t. 617.623.0804

e. press@tazachocolate.com

f. 617.716.2085

At Taza Chocolate we make stone ground, organic 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 cacao beans into perfectly unrefined, minimally processed chocolate with bold flavor and texture, unlike anything you have ever tasted.

Taza founder 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.

To source the best cacao for Taza Chocolate, we cultivate direct relationships with growers and pay a premium over the Fair Trade price. We pioneered the first third-party certified Direct Trade cacao sourcing program in the U.S., to ensure transparency and fairness for all.

Taza Chocolate is available across the country and abroad in specialty, natural, and gift stores, and is used in the kitchens of many fine restaurants. We have been featured in major publications including *Gourmet*, *The Art of Eating*, *Food & Wine*, and more.

The Taza Chocolate Factory Store offers tours and has viewing windows into manufacturing spaces. Visitors can learn more about Taza and how we make stone ground chocolate, and sample our full product line.

At the Taza Chocolate Bar, located in the Boston Public Market, visitors can watch as cacao is ground on-site in stone mills to craft fresh hot and iced chocolate drinks. Taza's full product line is also available for purchase.

In addition to our Direct Trade Cacao Certification, Taza is Certified USDA Organic, Non-GMO Project Verified, Certified Gluten Free, and Kosher. Taza Chocolate is also dairy free, soy free and vegan.

Availability:

To find us in a store near you, please visit tazachocolate.com. For international availability, please inquire via email.

Facility:

561 Windsor Street
Somerville, MA 02143
Tel: 617.623.0804
Fax: 617.716.2085

Taza Chocolate Bar:

100 Hanover Street
Boston, MA 02108

Website: tazachocolate.com

Media Contact: press@tazachocolate.com



TAZA FOUNDER, ALEX WHITMORE

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Taza founder Alex Whitmore combined his passions for food, travel and culture to create Taza Chocolate. Born and raised in the Boston area, Alex earned a bachelor's degree in anthropology at Vassar College. After college, as he explored different paths in search of meaningful work, he unknowingly began priming himself for building a chocolate factory. As a boat captain, he gained skills in fixing machines—an everyday necessity for a chocolate maker. As a server at one of Boston's best restaurants, his understanding of fine food and cooking was elevated. As an employee of the new car-sharing start-up Zipcar, he contributed to the success of an inspiring entrepreneurial endeavor.

In 2005, Alex traveled to Oaxaca to steep himself in the history and culture of Mexico. There, he had his first bite of stone ground chocolate, and it stopped him in his tracks. It was earthy, gritty, and packed with intense cacao flavor. Alex returned home determined to start a chocolate company that was inspired by Mexican-style, stone ground chocolate.

Alex apprenticed under a molinero in Oaxaca to learn how to the hand-carve the granite mill stones that he integrated into Taza's distinctive stone ground chocolate making process. He used his new skill to make the first batch of Taza Chocolate in his apartment kitchen. In the fall of 2006, Alex began building out a factory space in Somerville, Massachusetts, equipped with molinos (stone mills) he imported from Oaxaca City.

Alex travels throughout Central and South America and the Caribbean, to source the highest-quality organic cacao. He has built relationships in the Dominican Republic, Bolivia, and Belize, and was the driving force behind the company's pioneering third-party Direct Trade Cacao Certification program. His efforts have created positive impacts on the livelihood and welfare of Taza's producer partners, and generated dozens of jobs at our factory, still in the same building in our community of Somerville, MA. As Taza grows, Alex remains committed to upholding Taza's mission: to make and share stone ground chocolate that is seriously good and fair for all.



Taza Chocolate Founder, Alex Whitmore, testing roasted cacao beans.

Photo by Michael Piazza