



# COCOAPLANET®

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## CocoaPlanet's Tasting Room Connects with Consumers

**SONOMA, California – June 23, 2017** – Northern California is home to some of the world's finest food and beverage makers across a wide range of products – cheese, produce, beer and wine just to name a few. Many of these craft producers enhance their brands through retail venues that deepen the consumers' connection to their products. Beyond just selling products, consumers can experience them in full context – where they are made, how they are made and how to enjoy them.

Think of a winery tasting room: these venues aren't just about selling bottles. You approach through sloping, sun-drenched vineyards and



tranquil garden-like grounds. Winery tours instruct you about the winemaking process. In the tasting room, you can sample a range of wines, learning to compare and contrast varietals, vintages and vineyards. In many, you are invited to pair wines with cheese, charcuterie or winemaker dinners featuring a multi course paired menu.

These retail venues are not about transactions. They touch on all the senses to create experience and memory. They are about building a lasting connection between consumer and brand.

CocoaPlanet takes a similar approach to building deep consumer associations with their premium dark chocolate. In the heart of the historic Sonoma sits the new CocoaPlanet Chocolate Factory and Tasting Room. Visitors are invited to see the gleaming craft

manufacturing line, sample a flight of chocolates and even enjoy dessert or full meal in their completely gluten-free French café.

The building exterior combines the modern, sleek lines that echo CocoaPlanet's product packaging with materials that evoke the region's agricultural style, including natural stone and wood with corrugated metal siding. Inside you'll find a modern French café featuring blue background lighting, glass table tops and white marble counters. Through glass walls, diners can observe the gleaming stainless chocolate molding and packaging machinery.

In the tasting room, you can sample CocoaPlanet chocolates, indulge in authentic French fare and gluten-free desserts such as Paris tiramisu, mandarin orange chocolate cake, or enjoy a flight of wine and chocolate pairings. The menu features appetizers such as charcuterie and cheese, house-made soups, croque monsieur, cassoulet, crêpes. Knowledgeable staff guide you through the tastings, highlighting product features and suggesting pairings.

Similar to local wineries, every aspect of the CocoaPlanet Tasting Room invites consumers to learn about and enjoy their chocolates in a context that strengthens brand association and builds consumer loyalty.

### **About CocoaPlanet**

Based in Sonoma, CA, CocoaPlanet, Inc. uses ethically sourced chocolate produced using sustainable practices, enabling cocoa farmers a better quality of life. For more information, visit [cocoaplanet.com](http://cocoaplanet.com)

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