

— VALERIE —
confections

WHOLESALE CATALOG SPRING & EASTER

2024



EASTER & SPRING GIFTS

EAT ME BOX

A nod to "Alice in Wonderland", these truffles are made of a smooth Earl Grey ganache, dipped in darkened milk chocolate, and finished with our custom "Eat Me" design. A wonderful Easter or springtime gift. Packed in a clear box, and tied with satin ribbon.

Shelf Life	approx. 12 weeks
Case Count	12
Case Cost	\$162
Cost per Unit	\$13.50
MSRP	\$25



LES FEMMES TRUFFLE ASSORTMENT

Three distinctly feminine flavors in one assortment. Rose Petal, Passionfruit, Blushing Berry and Gilded Truffles. Presented in an ivory box with satin ribbon.

Shelf Life	approx. 12 weeks
Case Count	8
Case Cost	\$200
Cost per Unit	\$25
MSRP	\$42



VALERIECONFECTIONS.COM

MILK GANACHE EGGS

Creamy darkened milk chocolate ganache is encased in a smooth milk chocolate shell. A classic Easter treat!

Shelf Life	4-6 months
Case Count	12
Case Cost	\$132
Cost per Unit	\$11
MSRP	\$18



CRACKED EGGS

These eggs are colorful and delicious. Creamy white chocolate is paired with dehydrated raspberry and crushed rose petals to create a whimsical cracked appearance.

Shelf Life	9-12 months
Case Count	12
Case Cost	\$132
Cost per Unit	\$11
MSRP	\$18



GOLDEN EGGS

Bittersweet chocolate eggs filled with luscious liquid caramel and topped with edible 23k gold leaf.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12
MSRP	\$20



VALERIECONFECTIONS.COM

EASTER & SPRING GIFTS



EASTER TRUFFLE BOX

This dynamic assortment includes our classic Liquid Caramel Hearts and Blushing Berry Truffles along with Arrow Truffles and Broken Hearts

Shelf Life	approx. 12 weeks
Case Count	8
Case Cost	\$280
Cost Per Unit	\$35
MSRP	\$60

BEST SELLERS



BEST SELLERS

Classic Favorites

SMALL TRUFFLE ASSORTMENT



This updated box is the perfect introduction to our truffle flavors, packaged in a clear box for easy merchandising. The assortment includes 72% Bittersweet, Jasmine Tea, Matcha Tea, Liquid Caramel, Gilded, Mezcal Caramel, Earl Grey Tea, Moroccan Mint Tea, Champagne.

Shelf Life	approx. 10 weeks
Case Count	12
Case Cost Cost	\$156
per Unit	\$13 per box
Pieces per Box	9
MSRP	\$22

HAPPY HOUR TRUFFLE ASSORTMENT



Delicious truffles infused with spirits. Flavors include Scotch Truffles, Champagne Truffles, and Mezcal Caramel with Caramel Ganache.

Shelf Life	approx. 10 weeks
Case Count	12
Case Cost Cost	\$156
per Unit	\$13 per box
Pieces per Box	9
MSRP	\$25

BEST SELLERS

Toffee Favorites



DEBUT ASSORTMENT

Our selection of confections grows every season, but when the company first began we offered only 6 flavors of handmade toffee - Our Debut Assortment. Made using the finest ingredients available, including organic California almonds and Valrhona chocolate, this assortment remains a customer favorite.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Ounces per Box	6
MSRP	\$20



ALMOND FLEUR DE SEL TOFFEE

Our standout toffee flavor, the Almond Fleur De Sel is packed with almonds, enrobed with bittersweet chocolate, and finished with a sprinkling of Fleur de Sel.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Ounces per Box	6
MSRP	\$20

PUMPKIN TOFFEE

Our signature buttery toffee studded with roasted pumpkin seeds. Each piece is hand dipped in bittersweet chocolate and sprinkled with sweet smoked paprika and Durango smoked salt.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Ounces per Box	6
MSRP	\$20



BLACK SESAME TOFFEE

Our latest toffee is loaded with black sesame seeds, enrobed in bittersweet chocolate, and finished with a sprinkling of more sesame seeds and soy salt. With a delicate crunch and intense nutty flavor, our Black Sesame Toffee is an elegant and unique take on a classic confection.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Ounces per Box	6
MSRP	\$20



DURANGO TOFFEE

Buttery toffee made with almonds and cocoa nibs, dipped in darkened milk chocolate and finished with Durango hickory smoked salt.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Ounces per Box	6
MSRP	\$20



BEST SELLERS

Chocolate Assortments

BABY GRAND

Our best-selling assortment was named one of the best boxes of chocolate in the country and a **“master class in simplicity”** by Wirecutter from **the New York Times** in February 2023, and now, for the first time, its available to our Retail Partners. The Baby Grand offers a selection of our most popular toffees, truffles, and caramels all enrobed in bittersweet chocolate: Almond Fleur De Sel Toffee, Almond Toffee, Mint Toffee, Black Pepper Truffles, Scotch Truffles, Liquid Caramel Bonbons, and 72% Bonbons.

In the review, Wirecutter said, **“What makes [the chocolates] so impressive...is precisely how dialed in the technique is: from the flawless, satiny coatings of the dipped chocolates to the sharp snap of the toffees (which offer an epiphany of what the candy should be).”**

Shelf Life	approx. 10 weeks
Case Count	8
Case Cost	\$240
Cost per Unit	\$30 per box
MSRP	\$50



LES HOMMES TRUFFLE ASSORTMENT

Three distinctly masculine flavors in one assortment. Salt Truffles, Pepper Truffles and Liquid Caramels - all encased in bittersweet chocolate. Presented in an ivory box with brown satin ribbon.

Shelf Life	approx. 10 weeks
Case Count	8
Case Cost	\$200
Cost per Unit	\$25 per box
MSRP	\$45



CHOCOLATE BARS

Our Signature Chocolate Bar collection was redesigned vertically with new display boxes that are easier to merchandise with a smaller footprint, while still visually embodying the spirit of our line - Modern interpretations of classic confections.



DURANGO BAR

Darkened milk chocolate topped with roasted almonds, cocoa nibs, and smoked salt.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$75
Cost per Unit	\$6.50
MSRP	\$10



BITTERSWEET BAR

Solid, full bodied single origin Venezuelan bittersweet chocolate.

Shelf Life	9-12 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6.00
MSRP	\$10



RICE & SESAME BAR

Rich, milky chocolate complemented by toasted rice, black sesame seeds, and soy salt.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$75
Cost per Unit	\$6.50
MSRP	\$10



BLUSHING BERRY BAR

Velvety white chocolate studded with pistachio, raspberry, and rose petals.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$75
Cost per Unit	\$6.50
MSRP	\$10



ALMOND TOFFEE BAR

Bittersweet chocolate studded with bits of our signature almond toffee, toasted almonds, and fleur de sel.

Shelf Life	9-12 months
Case Count	12
Case Cost	\$75
Cost per Unit	\$6.50
MSRP	\$10



EVERYDAY INDULGENCES

Our delicious Everyday Indulgence line has the same elegant feeling of our boxed chocolate collection, with an impulse-purchase-friendly price point. Recently redesigned, to merchandise seamlessly alongside our Signature Chocolate Bar collection.

ALMOND TOFFEE TREATS

These indulgences are a reinterpretation of our signature Almond Fleur de Sel toffee. Each piece is dipped in bittersweet chocolate, then rolled in roasted almonds, and dusted with fleur de sel.

Shelf Life	approx. 5 months
Case Count	8 - 7 oz boxes
Case Cost	\$96
Cost per Unit	\$12
MSRP	\$20



DURANGO BARK

Darkened milk chocolate topped with roasted almonds, cocoa nibs, and hickory smoked salt.

Shelf Life	approx. 5 months
Case Count	8 - 7 oz boxes
Case Cost	\$88
Cost per Unit	\$11
MSRP	\$20



CHOCOLATE PRETZELS

Dipped in darkened milk chocolate and topped with fleur de sel, our chocolate dipped pretzels are the ultimate everyday sweet and salty snack

Shelf Life	5-6 months
Case Count	8 - 4 oz boxes
Case Cost	\$80
Cost per Unit	\$10
MSRP	\$18

EVERYDAY INDULGENCES

Artisan granolas for your pantry

HOUSE GRANOLA

Our House Granola is such a favorite at our cafes that we now offer it on our retail shelves.

Packed with oats, almonds, sunflower seeds, pepitas, and black sesame seeds, this granola is enjoyable for any time of day.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$84
Cost per Unit	\$7 per bag
Cost per Bag	7
MSRP	\$11



CHOCOLATE GRANOLA

This granola includes all the defining ingredients of granola, but turned into an indulgent treat with the addition of cocoa nibs, hazelnuts, pepitas, and chocolate. Enjoyable on its own or atop ice cream, pudding or another sweet

Shelf Life	4-6 months
Case Count	12
Case Cost	\$90
Cost per Unit	\$7.50 per bag
Cost per Bag	7
MSRP	\$12.50



COLLABORATIONS

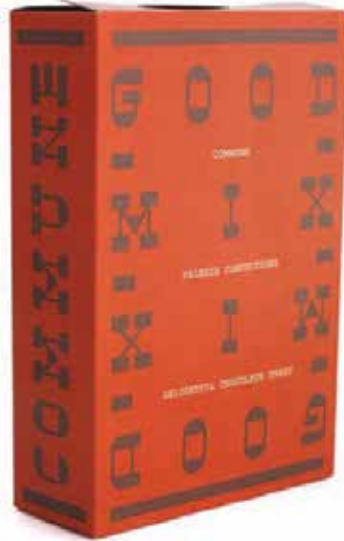
Valerie + Commune

For more than a decade, Valerie has collaborated on many distinct products with Commune, an innovative Los Angeles-based design studio with a reputation for holistic work with environmental sympathies.

GOOD MIX

Our most popular collaboration with Commune Design, GOOD MIX, has been reinvented with vibrant cereal box packaging. GOOD MIX began as a variation on chocolate granola, and ended up as a gluten free chocolate snack: Intense chocolate flavor, both sweet and savory, in addictive crunchy bites. GOOD MIX is a slow roasted blend of almonds, pumpkin seeds, light brown sugar, and bittersweet chocolate, accented in flavor and texture by cocoa powder, cocoa nibs, vanilla paste, and sea salt.

Shelf Life	approx. 4 months
Case Count	8
Case Cost	\$104
Cost per Unit	\$13 per box
MSRP	\$25



The packaging is bold, fun and available in 2 flavors!

*NOTE interior of packaging contains nudity

GOOD MIX BARS

The GOOD MIX BAR is a blend of almonds, pumpkin seeds, cocoa nibs, vanilla, and sea salt in 61% bittersweet chocolate.

The HOT GOOD MIX BAR is a blend of almonds, sesame seeds, raisins, fleur de sel, peppers and paprika in 61% bittersweet chocolate.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$84
Cost per Unit	\$7.00 per bar
MSRP	\$12

COLLABORATIONS

Valerie + Commune

SUPER CHOC-O-FOOD

Super Choc-O-Food combines stunning packaging and an oversized chocolate bar filled with a medley of nuts, fruit, and soy salt for an innovative product that challenges the conception of chocolate merely being candy. The bar contains darkened milk chocolate with a hint of caramel, and is loaded with dried pears, apricots, golden raisins, macadamia nuts, cashews, almonds, sunflower seeds, and peanuts.

Available in three exterior packaging colors! Each color contains one tryptic interior print which combine to make the picture photograph. All three colors contain the same flavor.



*NOTE interior of packaging contains nudity

Shelf Life	approx. 5 months
Case Count	12 bars (4 of each color)
Case Cost	\$156
Cost per Unit	\$13
MSRP	\$20



COLLABORATIONS

Valerie + Jon & Vinny's + Helens



CRISPY CRUNCH

The Crispy Crunchy Bar is an ode to Jon & Vinny's favorite Italian feuilletine wafer cookie, in chocolate bar form.



NUTELLA

The Jon & Vinny's Nutella Bar features 38% milk chocolate with Nutella hazelnut spread, inspired by Jon & Vinny's favorite dessert flavors.



HELEN'S MILK CHOCOLATE

Helen's 38% Milk Chocolate Bar is a celebration of the favorite chocolate of the fames wine bar's namesake.

Shelf Life	approx. 10 months
Case Count	12 (single flavor)
Case Cost	\$72
Cost per Unit	\$6
MSRP	\$10

COLLABORATIONS

Valerie + Edible Gardens LA

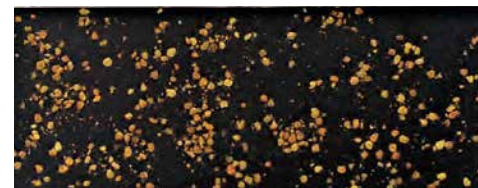
Lauri Kranz's company Edible Gardens LA, helps chefs, families and anyone with an interest in having a home garden grow lush gardens full of organic vegetables. We are delighted to be among the diverse group of artists, designers, and culinary superstars that she's teamed with to create a broad line of specialty products.



NATURE IS SLOW BAR

The Nature is Slow Bar features 72% bittersweet chocolate, fleur de sel, and both candied and dried rose petals, resulting in a whimsical and elegant treat,

Shelf Life	approx. 10 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6
MSRP	\$10



MY DREAMS ARE ELECTRIC

Our second collaboration with Edible Gardens LA, the bar pairs chocolate and bee pollen.

Shelf Life	approx. 10 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6
MSRP	\$10

PLACE AN ORDER

Our Wholesale Collection is available to shop on Faire, an online wholesale marketplace founded in 2017 to help small brands and retailers band together - and you can sign up using the link below to get \$100 off your first order!

<https://faire.com/direct/valerieconfections>

If you would like to place an order directly,
please call (213) 739-8149, or email
shop@valerieconfections.com

There is a \$150 minimum on wholesale orders.
Orders may require a lead time of 7 - 10 business days.

For new accounts, we will need the following information:

Company Name
Contact Name
Phone Number
Email
Billing Address
Shipping Address
Credit Card Information
Resale Number

We look forward to working with you!

