

**MEDIA RELEASE**

## **Singapore bean-to-bar maker creates sugar free single origin 100% dark chocolate**

*With only one ingredient, Fossa Chocolate's 100% bar brings a whole new dimension to the realm of dark chocolate experience, even for the dark lovers. The best part? It's rich with antioxidants and checks all the boxes of being gluten free, low GI, high fibre and suitable for vegans/vegetarians.*

**Singapore, 30 August 2018** – For the very first time, consumers in Singapore get to taste chocolate in its rawest form, free of sugar, sweeteners and other sugar-substitutes. This chocolate bar has only one ingredient – sustainably sourced cacao beans from Tanzania, curated and roasted by local maker, Fossa Chocolate.

With no sugar or flavour enhancers added, this 100% bar preserves the integrity of the natural cacao flavours, and is accentuated only by fine roasting techniques that draw out notes of biscuit and nuts.

Good news for the health-conscious chocolate lovers or those with special dietary requirements - Not only is this exceptional chocolate bar sugar free, it is also gluten free, low GI, contains high fibre and suitable for vegans and vegetarians.

### **Cocoa of Excellence award winning beans**

The cacao beans used to make this 100% bar originate from farms in the Kilombero Valley of Tanzania, where farmers were traditionally known to receive some of the lowest prices for cacao in the country from commodity buyers.

But the situation has since changed. In 2013, the Kokoa Kamili Fermentery was founded and the team purchased wet cacao beans from nearly 3000 smallholder farmers at a premium. They then conducted their own cacao fermentation and drying using progressive processes. Today, with their economies of scale and informed techniques, Kokoa Kamili has successfully transformed the reputation of cacao produced in the region to one of the highest quality.

“Great chocolate can only be made from high quality cacao. We source only from growers and fermentaries through friends and boutique distributors who care about quality and workmanship. It makes a difference, and you can taste it in our chocolate,” said Jay Chua, founder of Fossa Chocolate.

The Fossa Chocolate 100% bar is now available in Singapore via their web-store, on Redmart, and selected retailers. Stocks will be rolled out to the US, Canada, Hong Kong and Maldives within the next two months.

To learn more Fossa Chocolate's other offerings, visit [www.fossachocolate.com](http://www.fossachocolate.com) or follow them on Instagram and Facebook [@fossachocolate](https://www.instagram.com/fossachocolate).

- The End -

### **About Fossa Chocolate**

Fossa Chocolate is an artisanal bean-to-bar craft chocolate maker based in Singapore. Inspired by a new generation of chocolate makers worldwide, they are in pursuit of bringing forth the wonderful flavours of cacao to their neighbourhood, while sharing the authentic taste of Asia with the world.

*Bean to bar.* Their team of chocolate makers and chocolatiers work very passionately to produce fine chocolate from scratch. They focus on bringing forth the unique flavours that different origins have to offer, roasting and winnowing the cacao, grinding and tempering in small batches and finishing them in hand packaged chocolate bars.

*Quality & ethical sourcing.* All their cacao are sourced without human exploitation, and they say no to commodity grade typically used by industrial makers. They pay a premium to get their hands on the top 5% of the world's cacao crops from farmers and distributors who care about quality and craftsmanship, so that customers may enjoy the deep flavours and complexity of natural cacao.

*No additives & substitutes.* Their dark chocolates are presented in the purest form with only two ingredients - cacao and sugar. They do not use any flavourings, vegetable oil, emulsifiers or chemicals to fill their chocolates.

*Bold flavours.* Known for their ability to offer very surprising but mind-blowingly delicious flavours, their Artisan Chocolates make use of ingredients one never imagined to be associated with chocolate. With new flavours launching every one to two months, they keep their customers excited and coming back for more.

### **Press Contact**

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**Annex A: 100% Dark Chocolate Product Details**



In the Kilombero Valley surrounded by highly fertile land with good rainfall, Kokoa Kamili pays a premium to farmers for their 'wet' cacao, and conducts its own fermentation and drying using progressive techniques.

Our 100% preparation highlights the biscuity, nutty flavours and natural sweetness of the cacao.

Tasting notes: Biscuit, Roasted nut

Ingredients: Organic cacao beans

- ✓ Dairy-free
- ✓ Soy-free
- ✓ Wheat-free
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Vegan
- ✓ Organic

Shelf life: 18 months

FOSSA  
CHOCOLATE

Store in a cool & dry place (no refrigeration required)

**Sneak Peek Video:** We asked Singaporeans what they would have expected of a 100% dark chocolate and filmed their reactions after tasting it. Watch video here:

<https://drive.google.com/file/d/1Pw2Oj5WDBktwUSa19E21R4DVvFbJdxWe/view?usp=sharing>