



**Lake Champlain**  
CHOCOLATES®



**BUYERS GUIDE**  
Valentine & Easter  
2022



# A SWEET WAY TO CHANGE THE WORLD



As the #1 chocolate brand in the Northeast, Lake Champlain Chocolates continuously innovates and uses business as a force for good:

- ★ We strengthen our community by using only the **highest quality local ingredients**
- ★ We improve the environment by **sourcing sustainable ingredients** and developing new **eco-friendly vegan confections**
- ★ We remain committed to **ethical sourcing** and use **100% fair trade certified chocolate**

Boost sales at your store with our wide selection of on-trend confections. Together we can provide the extraordinary chocolate moment your customers desire, while driving meaningful social and environmental change.

## PRE-ORDER TODAY for the best selection!

Holiday	Pre-order by	Shipments available
<b>Valentine's Day</b> Monday February 14, 2022	Monday November 1, 2021	Monday December 13, 2021
<b>Easter</b> Sunday April 17, 2022	Monday January 3, 2022	Monday February 7, 2022
<b>Mother's Day</b> Sunday May 8, 2022	Monday January 3, 2022	Monday February 7, 2022

Look for this symbol to find all of our vegan offerings.  
V = Vegan-friendly



# SALES RESULTS you'll love

True love requires all the right ingredients. That's why we craft every heart with love and fill with only the best — fresh, local ingredients, organic goodness, and fair trade certified chocolate.

Shipments available  
December 13, 2021

Valentine's  
Day  
Monday  
February 14, 2022



## ORGANIC FILLED HEART GIFT BAGS

15 piece / 6 oz / 12 per case



**Salted Caramel Latte Hearts**  
43% Cocoa / Dark-Milk  
1V508-000007-1



**Caramel Hearts**  
38% Cocoa / Milk  
1V508-000006-1



## ORGANIC HEART GIFT BAGS

12 per case



**Dark Chocolate Hearts**  
21 piece / 5.9 oz  
57% Cocoa / V  
1V508-000003-1



**Raspberries & Dark Chocolate Hearts**  
21 piece / 5.9 oz  
57% Cocoa / V  
1V508-000004-1



**Milk Chocolate Hearts**  
21 piece / 5.9 oz  
38% Cocoa  
1V508-000002-1



**Assorted Hearts**  
36 piece / 10.1 oz  
1V508-000100-1





Shipments available  
December 13, 2021

**Valentine's Day**  
Monday  
February 14, 2022



**Hearts Aflutter  
Chocolate  
Collection**  
9 piece / 3.2 oz  
4 per case / Assorted  
1V501-001001-1



**Top  
Seller**



**Celebration  
Organic Heart**  
6 piece / 2.3 oz / 12 per case  
Assorted  
1V501-006002-1



**ORGANIC HEART DISPENSERS** 1 dispenser per case



**Caramel  
Hearts**  
103 piece / .4 oz  
38% Cocoa  
Milk  
1V508-110002-1



**Salted  
Caramel  
Latte Hearts**  
103 piece / .4 oz  
43% Cocoa / Dark-Milk  
1V508-110003-1



**Raspberries &  
Dark Chocolate  
Hearts**  
148 piece / .28 oz  
57% Cocoa / V  
1V508-110001-1



**Straight from the Heart Gift Box**  
8 piece / 3.2 oz / 12 per case  
Assorted / Milk  
1V508-000013-1

**Top  
Seller**



gifts to warm the  
**HEART**

**Legendary Love  
Truffle Collection**  
9 piece / 7.2 oz  
4 per case / Assorted  
1V300-009001-1



**Grand Heart**  
21 piece / 11.3 oz  
4 per case / Assorted  
1V301-021001-1



4 easy steps for a **SUCCESSFUL VALENTINE'S DAY**

**BUILD A  
BIG DISPLAY**

**49%**  
of Americans buy a  
box of **CHOCOLATES**  
FOR THEMSELVES  
on Valentine's Day

**STAY  
WELL-STOCKED**

**78%**  
of shoppers  
**WAIT UNTIL THE  
WEEK OF** to  
purchase their gift

**OFFER A WIDE RANGE  
OF PRICE POINTS**

**\$164.76**  
is how much the  
**AVERAGE INDIVIDUAL**  
**SPENDS** for the  
holiday

**FEATURE  
THE BEST**

**76%**  
of Americans believe  
in **QUALITY OVER**  
**QUANTITY** when buying  
a box of chocolate

Source: National Retail Federation and National Confectioners Association, 2021.



Shipments available  
December 13, 2021



# share the LOVE

There's nothing sweeter than getting a box of chocolates on Valentine's Day. That's why about 90% of Americans buy Valentine's Day gifts, not just for their special someone, but to share with friends and family as well. Our gourmet chocolate assortments are the perfect crowd-pleaser for any family or Galentine's Day celebration!

## Galentine's Day Assortment

15 piece / 9 oz  
4 per case / Assorted  
1V301-015001-1



Top  
Seller

**Valentine Truffles**  
5 piece / 4 oz  
6 per case / Assorted  
1V300-005001-1



## NEW VEGAN-FRIENDLY TREATS for Valentine's Day & Spring

Plant-based treats, like these extraordinary new vegan caramel flowers and vegan truffles, drive double-digit growth as consumers seek "better-for-me" options.

Source: SPINS, 2021.



Made Tree-Free™  
by Emerald Ecovations

This innovative new vegan caramel flower packaging is made from **sustainably-sourced bagasse**, the pulpy by-product of the sugar making process, and is printed with **eco-friendly vegetable inks!**



### Vegan Salted Caramel Flowers

13 piece / 5.2 oz / 12 per case  
57% Cocoa / Dark / V

Crafted from clean  
simple ingredients

1M512-000150-1



### Vegan Chocolate Truffles

6 piece / 2.2 oz / 12 per case / 54% Cocoa / Dark / V

Bright, red raspberry and  
luscious, dark chocolate

1Y300-100006-1



Cross-merchandise  
with vegan  
Nonpareils



## BETTER FOR THE ENVIRONMENT

Vegan-friendly confections made with dairy-free substitutes, like coconut milk, use less land and water and produce less carbon and methane emissions than traditional milk!



Shipments available  
February 7, 2022

Easter  
Sunday  
April 17, 2022

# VOLUME DRIVING EASTER TREATS!



Bars are packed in an easy to display 5.8" w x 2.4" d x 5.8" h dispenser box.



**Hoppy Easter Bar**  
3 oz / 12 per case  
57% Cocoa / Dark / V  
Bursting with raspberry & cherry fruit gummies  
1E504-012010-1



Eggs are packed in an easy to display dispenser.

Top  
Seller



**Crunchy Peanut Butter Egg**  
1.3 oz / 8 per case / 34% Cocoa / Milk  
Priced to move by the dozens  
1E312-000100-1



**Assorted Quinoa Chocolate Egg Bag**  
17 piece / 8 oz / 8 per case  
Milk and Dark  
Great value, great taste!  
1E507-000009-1



## make Easter... EXTRAORDINARY



Top  
Seller



### ORGANIC BUNNY HOP BASKET

A cheerful basket filled to the brim with delectable Easter eggs and a solid milk chocolate bunny.

7" / 7.3 oz / 8 per case / Assorted

1E515-001001-1



easy  
to  
display

Top  
Sellers



### ORGANIC BABY BUNNIES

No one can resist mini, organic chocolate Easter bunnies. Price them in multiples and watch them hop to the register!

3.25" / 1 oz / 18 per case



### Dark Chocolate Baby Bunny

57% Cocoa / V  
1E512-001016-1



### Milk Chocolate Baby Bunny

38% Cocoa  
1E512-001017-1





# HOP TO IT...

Easter Bunnies  
not to be missed!

"BEST  
Easter bunnies"  
REAL SIMPLE

Where do  
Easter  
Bunnies  
come from?



Hand-pouring the dark chocolate.



Preparing the chocolate to set up.



Ready for hand-wrapping.



**The Goodtime Bunny**  
16.5" / 3.25 lbs / 1 per case  
38% Cocoa / Milk

1E512-001014-1



**Sea Salt 'n' Almonds  
Bunny**

5" / 5 oz / 12 per case  
43% Cocoa / Dark-Milk

1E512-001003-1



## EASTER

ORGANIC • FRESH • FAIR



**ORGANIC  
CERTIFIED**  
the best  
choice to  
avoid GMOs



**100%  
FAIR TRADE  
CERTIFIED  
CHOCOLATE**



good practices and  
good products go  
hand in hand



one stop shopping for  
organic  
Easter  
products

Shipments available  
February 7, 2022

Easter

Sunday  
April 17, 2022



Top  
Sellers

### ORGANIC SOLID CLASSIC BUNNIES

There's nothing more exciting than knowing that your favorite bunny will be waiting for you on Easter morning!

5" / 3.5 oz / 12 per case



**White Chocolate Bunny**  
1E512-001012-1



5" / 3.7 oz / 12 per case



**Milk Chocolate Bunny**  
38% Cocoa  
1E512-001004-1



**Dark Chocolate Bunny**  
57% Cocoa / V  
1E512-001008-1



**ASK YOUR  
SALES  
REP**

.....  
about the  
NEW  
5" **vegan  
Oat-Milk  
Bunny!**  
.....

**Vegan Oat-Milk Bunny**  
5" / 12 per case  
43% Cocoa / V  
1E312-000200-1



**Solid Dark Chocolate  
Hopp'n Bunny**

5.5" / 3.75 oz / 12 per case  
57% Cocoa / V

1E512-001002-1





## ORGANIC EGG DISPENSERS

96 piece / .45 oz / 1 dispenser per case



### Coconut Cream Eggs

57% Cocoa / Dark

1E507-090003-1



### Vanilla Cream Eggs

57% Cocoa / Dark

1E507-090005-1



### Dark Chocolate Truffle Eggs

57% Cocoa

1E507-090004-1



### Milk Chocolate Truffle Eggs

38% Cocoa

1E507-090006-1



Top Seller



### Peanut Butter Eggs

38% Cocoa / Milk

1E507-090002-1



Top Seller



### Caramel Eggs

38% Cocoa / Milk

1E507-090001-1



# GET EGG-CITED

for the biggest chocolate holiday of the year!

No one can resist these delicious filled chocolate eggs — made from the best ingredients, like fresh cream and fair trade certified chocolate.

These are the Easter treats your customers will ask for by name and purchase by the dozens!



Shipments available  
February 7, 2022

Easter

Sunday  
April 17, 2022



## ORGANIC EGG GIFT BAGS 12 per case



### Coconut Cream Egg

12 piece / 5.5 oz  
57% Cocoa / Dark

1E507-000003-1



### Vanilla Cream Eggs

12 piece / 5.5 oz  
57% Cocoa / Dark

1E507-000005-1



### Dark Chocolate Truffle Eggs

12 piece / 5.5 oz  
57% Cocoa

1E507-000004-1



Top Seller



### Assorted Eggs

26 piece / 12 oz

1E507-000100-1



Top Seller



### Peanut Butter Eggs

12 piece / 5.5 oz  
38% Cocoa / Milk

1E507-000002-1



Top Seller



### Caramel Eggs

12 piece / 5.5 oz  
38% Cocoa / Milk

1E507-000001-1



Top Seller



### Milk Chocolate Truffle Eggs

12 piece / 5.5 oz  
38% Cocoa

1E507-000006-1







**Top  
Sellers**

### ORGANIC CHOCOLATE CARROTS

Everyone's sure to eat their veggies when they discover these chocolate carrots! Add them to Easter baskets or plant a whole bunch for happy treasure hunters to dig up!

6.25" / 2 oz / 12 per case



**Cosmic Purple  
Dark Chocolate  
Carrot (Purple)**  
57% Cocoa / V  
1E512-001011-1



**Tendersweet  
Milk Chocolate  
Carrot (Orange)**  
38% Cocoa  
1E512-001010-1



Shipments available  
February 7, 2022

**Easter**  
Sunday  
April 17, 2022

**ADORABLE**  
and ready for gifting



### ORGANIC GOOD EGG GIFT BOX

A mouthwatering collection of six organic filled chocolate Easter eggs. Absolutely everything it's cracked up to be!

6 piece / 2.7 oz / 12 per case  
Assorted

1E507-000050-1



guaranteed  
to  
**DELIGHT**

Shipments available  
February 7, 2022

**Mother's  
Day**  
Sunday  
May 8, 2022

### Spring Chocolate Assortment

15 piece / 9 oz  
4 per case / Assorted  
1M301-015001-1



### Spring Truffles

5 piece / 4 oz  
6 per case / Assorted  
1M300-005001-1







Lake Champlain  
CHOCOLATES®

750 Pine Street, Burlington, VT 05401

Presorted Standard  
U.S. Postage  
**PAID**  
Permit No. 399  
Burlington, Vermont  
05401

**NEW**

a decadent way to  
**GROW  
YOUR SALES!**  
for Valentine's Day & Spring

Boost overall sales with on-trend plant-based, vegan-friendly treats — like these new Salted Caramel Flowers — which have helped to attract more than 2 million new customers to the category in the last year!

Source: SPINS 2020.



**Vegan Salted Caramel Flowers**

13 piece / 5.2 oz / 12 per case  
57% Cocoa / Dark / V



Crafted from clean  
simple ingredients

1M512-000150-1



Certified



Proud to be using  
business as a force  
for good.

**PRE-ORDER TODAY for the best selection!**

whsl.LakeChamplainChocolates.com | sales@LakeChamplainChocolates.com | 1-802-864-1808 or 1-800-634-8105