



Lake Champlain
CHOCOLATES®

In pursuit of extraordinary *chocolate moments*®

BUYERS GUIDE
2020 – 2021



MAKE YOUR SALES



Being a retailer in today's marketplace is challenging. As an omni-channel retailer, we have to contend with the same difficulties as you – instability, competition, shifting consumer trends, while also struggling to stock the right quantity and selection of products.

Let our experienced sales team help make your chocolate sales ★★★★★ with:

- ★ **New** lower sugar, keto, and vegan-friendly products
- ★ **Award-winning flavors** that continually outrank competitors
- ★ **Fair trade certified chocolate** in every product
- ★ **Clean, simple ingredients** (no GMOs, artificial colors, additives or preservatives)
- ★ **Perfectly packaged gifts** for every occasion and price point

Together, we can make it extraordinary. Call your sales rep today!



All Five Star Bars® are packed in a 5" w x 6.25" d x 5.5" h dispenser box.

Wire Countertop Display
Fully assembled
Holds 6 Five Star Bar® dispensers
16.25" w x 8.25" d x 13.25" h
1Y316-000021-1

the ULTIMATE chocolate bar



The best-selling bars you've loved for decades! Still handcrafted in small batches, loaded with delicious inclusions, and packed with serious flavor. One bite and your customers will know why we wrap them in gold.



FIVE STAR CHOCOLATE BARS® 16 bars per dispenser



Granola Five Star Bar®
1.9 oz
54% Cocoa / Dark
1Y304-024005-1



Hazelnut Five Star Bar®
1.8 oz
34% Cocoa / Milk
1Y304-024004-1



Peanut Five Star Bar®
1.8 oz
34% Cocoa / Milk
1Y304-024003-1



Chocolate Caramel Five Star Bar®
2 oz
54% Cocoa / Dark
1Y304-024006-1



Almond Five Star Bar®
1.85 oz
54% Cocoa / Dark
1Y304-024008-1



Fruit & Nut Five Star Bar®
1.9 oz
54% Cocoa / Dark
1Y304-024002-1



Caramel Five Star Bar®
2 oz
34% Cocoa / Milk
1Y304-024001-1





Milk Chocolate Bar
38% Cocoa / S
1Y504-012103-1

7 69933 85496 1

Top Seller



Moka Fleck® Bar
43% Cocoa / Dark-Milk / S
1Y504-012111-1

7 69933 85706 1



Almonds & Sea Salt Bar
43% Cocoa / Dark-Milk / S
1Y504-012105-1

7 69933 85498 1

Top Seller



57% Dark Chocolate Bar
57% Cocoa / V / S
1Y504-012102-1

7 69933 85495 0



Almonds & Dark Chocolate Bar
57% Cocoa / V / S
1Y504-012115-1

7 69933 85754 8



Raspberries & Dark Chocolate Bar
57% Cocoa / V / S
1Y504-012110-1

7 69933 85705 0



Peppermint Crunch Bar
57% Cocoa / Dark / V / S
1Y504-012114-1

7 69933 85753 1



Spicy Aztec Bar
57% Cocoa / Dark / V / S
1Y504-012104-1

7 69933 85497 4



Toffee & Almond Crunch Bar
57% Cocoa / Dark / V / S
1Y504-012108-1

7 69933 85574 2

TASTE REIGNS SUPREME

When it comes to treating themselves, customers don't want to compromise. 62% of consumers say they would be happy to spend more on a product that offers extra quality, like superior taste and clean, simple ingredients.¹

With Lake Champlain Chocolates, you can give them the extraordinary moment they deserve – gourmet organic chocolate bars crafted from only the best fair trade chocolate.

¹Source: Candy Industry, 2020.



Cacao Nibs & Dark Chocolate Bar
80% Cocoa / Extra-Dark / V / S
1Y504-012113-1

7 69933 85752 4



72% Dark Chocolate Bar
72% Cocoa / Extra-Dark / V / S
1Y504-012107-1

7 69933 85573 5

Top Seller



Dark Chocolate Almonds & Sea Salt Bar
72% Cocoa / Extra-Dark / V / S
1Y504-012109-1

7 69933 85575 9

Top Seller



80% Dark Chocolate Bar
80% Cocoa / Extra-Dark / V / S
1Y504-012112-1

7 69933 85751 7

All bars are packed in a 2.9" w x 4.6" d x 5.9" h dispenser box.





Make a big impact.
Visit our website for more
merchandising ideas.

MERCHANDISING MATTERS

Placement is everything – **40% of chocolate in grocery is sold in the front end¹**. Place our attractive, compact, and freestanding displays near your registers and boost your chocolate sales with impulse purchases!

¹Source: IRI State of the Market, 2019.



Wire Countertop Display

Fully assembled
Holds 10 chocolate
bar dispensers
16.25"w x 8.25"d x 13.25"h
1Y316-000021-1

Chocolate sold separately.

Bar Floor Display

Some assembly
required
Holds 60 bar
dispensers
16"w x 15"d x 65"h
1Y316-000022-1

Chocolate sold separately.



ORGANIC FILLED CHOCOLATE BARS

3.25 oz / 10 per dispenser V=Vegan-friendly, S=No Soy Added



Classic Caramel Bar
38% Cocoa / Milk / S
1Y504-010010-1
7 69933 85749 4



Milk Chocolate Peanut Butter Bar
38% Cocoa
1Y504-010001-1
7 69933 85492 9

Top
Seller



Bourbon Caramel Bar
43% Cocoa / Dark-Milk / S
1Y504-010005-1
7 69933 85703 6

made with
organic
chocolate



Dark Chocolate Peanut Butter Bar
57% Cocoa
1Y504-010004-1
7 69933 85572 8

Top
Seller



All bars are packed in a
2.9"w x 4.6"d x 5.9"h
dispenser box.

made with
organic
chocolate

It's Hot, Honey® Bar
57% Cocoa / Dark
1Y504-010006-1
7 69933 85704 3



Salted Caramel Latte Bar
43% Cocoa / Dark-Milk / S
1Y504-010009-1
7 69933 85748 7

USDA
ORGANIC



Creamy Coconut Bar
57% Cocoa / Dark
1Y504-010002-1
7 69933 85493 6

USDA
ORGANIC



Maple Caramel Bar
57% Cocoa / Dark
1Y504-010011-1
7 69933 85750 0

USDA
ORGANIC



Salted Caramel Bar
57% Cocoa / Dark / S
1Y504-010003-1
7 69933 85494 3

USDA
ORGANIC

Top
Seller

AWARD-WINNING chocolate bars

Lake Champlain Chocolates continues to be a leader in the chocolate brand category – helping to drive chocolate growth up 14.9% last year.¹

Optimize your product mix with these award-winning, organic chocolate bars to drive more dollar and unit sales at your store.

¹Source: SPINs 52 weeks ending 1/26/20.



BIG SALES come from small packages

Merchandise these delicious, snack-sized treats by the register and watch your sales pile up. UPC codes on each wrapper make it easy to track your sales.

ORGANIC CHOCOLATE SQUARES DISPENSERS 106 piece / .4 oz / 1 dispenser per case

V=Vegan-friendly, S=No Soy Added



USDA ORGANIC Milk Chocolate Squares
38% Cocoa / S
1Y519-106003-1
7 69933 85501 8



USDA ORGANIC Milk Chocolate Almonds & Sea Salt Squares
43% Cocoa / Dark-Milk / S
1Y519-106005-1
7 69933 85503 2



USDA ORGANIC Moka Fleck® Squares
43% Cocoa / Dark-Milk / S
1Y519-106009-1
7 69933 85763 0



USDA ORGANIC 57% Dark Chocolate Squares
57% Cocoa / V / S
1Y519-106002-1
7 69933 85500 1



USDA ORGANIC Toffee & Almond Crunch Squares
57% Cocoa / Dark V / S
1Y519-106008-1
7 69933 85591 9



USDA ORGANIC Raspberries & Dark Chocolate Squares
57% Cocoa / V / S
1Y519-106010-1
7 69933 85764 7



USDA ORGANIC Dark Chocolate Almonds & Sea Salt Squares
72% Cocoa / Extra-Dark V / S
1Y519-106007-1
7 69933 85590 2



USDA ORGANIC 80% Dark Chocolate Squares
80% Cocoa / Extra-Dark V / S
1Y519-106011-1
7 69933 85765 4

EVERYDAY FOOD GIFTING continues to trend up



ORGANIC CHOCOLATE GIFT BAGS 5.8oz / 12 per case

These convenient bite-size treats, made with organic and fair trade certified chocolate, are perfect for all-occasion gifting, or for customers who simply want to keep their candy dish filled.

USDA ORGANIC Milk Chocolate Coins
23 piece / 38% Cocoa
1Y506-000004-1
7 69933 85683 1

USDA ORGANIC Dark Chocolate Coins
23 piece / 57% Cocoa
1Y506-000005-1
7 69933 85684 8

USDA ORGANIC Dark Chocolate Peppermint Crunch Coins / 23 piece / 57% Cocoa
1Y506-000006-1
7 69933 85685 5

made with organic chocolate Dark Chocolate Nonpareils
50 piece / 57% Cocoa
1Y509-000001-1
7 69933 85686 2

SOCIAL & FAIR TRADE PRINCIPLES

Being a locally owned Vermont company that sources ingredients from all around the globe, Lake Champlain Chocolates is focused on continuous improvement and recognizes that the choices we make affect people, our products, and our planet.

We are committed to making a positive impact on our local and global communities by:



Seeking out the **best and freshest ingredients** from local farmers and producers.



Sourcing non-GMO ingredients and striving to use **organic** ingredients as often as possible.



Respecting the labor rights of employees, listening to employee feedback, providing good working conditions, and paying fair wages and benefits.



Fostering long-term partnerships and socially responsible trading practices with suppliers and purveyors.



Acting as good citizens, enhancing opportunities within communities, and **practicing environmental responsibility**.



Third party certifications help customers identify products that meet these social and fair trade principles. Look for products with these icons.

ENJOY HOT SALES all year long!



ORGANIC HOT CHOCOLATE 6 per case (U)



**Traditional
Hot Chocolate**
16 oz
1Y517-000001-1
7 69933 00414 0



**Spicy Aztec
Hot Chocolate**
16 oz
1Y517-000005-1
7 69933 85712 8



**Mocha
Hot Chocolate**
16 oz
1Y517-000002-1
7 69933 85710 4



**Marshmallow
Hot Chocolate**
16 oz
1Y517-000003-1
7 69933 85711 1



**Unsweetened
Organic Cocoa**
10 oz
1Y517-000004-1
7 69933 00404 1

discover the legendary CHOCOLATES OF VERMONT



CHOCOLATES OF VERMONT 12 per case

Sampler
4 piece / 1.9 oz
Assorted
1Y302-004001-1
7 69933 02007 2

Assorted Gift Bag
12 piece / 5.7 oz
Assorted
1Y302-012001-1
7 69933 85322 9

Gift Box Assortment
8 piece / 3.8 oz
Assorted
1Y302-008001-1
7 69933 02010 2



Chocolate sold separately.

**Chocolates of
Vermont Dispenser**
Fully assembled
1 display per case
Holds approximately
50 pieces of each flavor
15.375" w x 8" d x 10.5" h
1Y316-000014-1



TASTE WHY OUR CHOCOLATES CALL VERMONT HOME

83 per case



Honey Caramel / .5 oz / Dark
Local, honey-infused caramel
covered in dark chocolate
1Y302-085001-1
7 69933 02002 7



Evergreen Mint / .5 oz / Dark
A perfect balance of cool
peppermint crunch and organic
dark chocolate
1Y302-085002-1
7 69933 02003 4



Maple Crunch / .45 oz / Dark
Buttercrunch infused with Vermont
maple syrup, covered
in dark chocolate
1Y302-085003-1
7 69933 02004 1



Green Mountain / .45 oz / Milk
A robust mix of almonds,
currants, and milk chocolate
1Y302-085004-1
7 69933 02005 8



Truffles
9 piece / 7.2 oz / 4 per case
Assorted
1Y300-009001-1 7 69933 01047 9

TIMELESS CLASSICS for every occasion

When your customers need gifts that impress, these delicious gourmet chocolate assortments – crafted from only the freshest, local ingredients and fair trade certified chocolate – are guaranteed to delight. Every occasion is meant to be this extraordinary.



Selection
15 piece / 9 oz / 8 per case
Assorted
1Y301-015001-1 7 69933 04602 7

discover a TASTE SENSATION beyond compare

We take the artisan approach and handcraft these chocolates one small batch at a time. With results this extraordinary – it's no surprise that these best-selling chocolates keep customers coming back for more!



12 per case
**Peanut Butter
Chocolates**
5 piece / 4.25 oz
34% Cocoa / Milk
1Y310-005001-1



**Dark Chocolate
Sea Salt Caramels**
7 piece / 2.45 oz
54% Cocoa
1Y310-005005-1



**Milk Chocolate
Sea Salt Caramels**
7 piece / 2.45 oz
34% Cocoa
1Y310-005006-1



SNACKING PERFECTION

Customers are always looking for better snacking options. Give them just what they want with **Snack Bites** – bite-sized pieces of irresistibly delicious chocolate packed with crunchy, toasted quinoa. Crafted from clean, simple ingredients these organic and Fair Trade Certified™ chocolates take snack time from ho-hum to **oh-so-extraordinary!**

Maximize sales by merchandising these snacks on chip clips by the register.



GIVE YOUR CUSTOMERS A SNACK THEY'LL FEEL GOOD ABOUT!

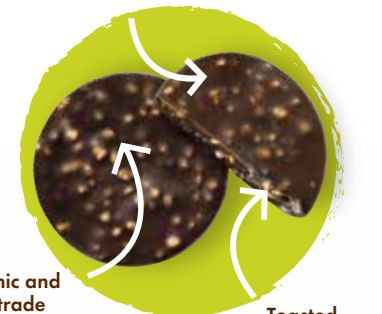
DID YOU KNOW....

- **91% of Americans snack**, with the average consumer snacking 2–3 times per day¹.
- Snack bites provide **socially-responsible snacking** and great taste.
- These delectable treats are packaged in a **re-sealable pouch** for added convenience!

NOW THAT'S A WHOLE LOT OF SNACKING!

¹Source: IRI State of the Market, 2019.

Clean, simple ingredients



Organic and fair trade certified chocolate

Toasted quinoa crunchies



NEW

NEW

ORGANIC SNACK BITES 3.5oz / 12 per case



Milk Chocolate Snack Bites

38% Cocoa

1Y510-000100-1



Dark Chocolate Snack Bites

57% Cocoa

1Y510-000101-1



Extra-Dark Chocolate Snack Bites

80% Cocoa

1Y510-000102-1



Peanut Butter Snack Bites

57% Cocoa / Dark

1Y510-000103-1





Lake Champlain
CHOCOLATES®

750 Pine Street
Burlington, Vermont 05401

Presorted Standard
U.S. Postage
PAID
Permit No. 527
Burlington, Vermont
05401

Certified



Corporation

Proud to be using business
as a force for good.

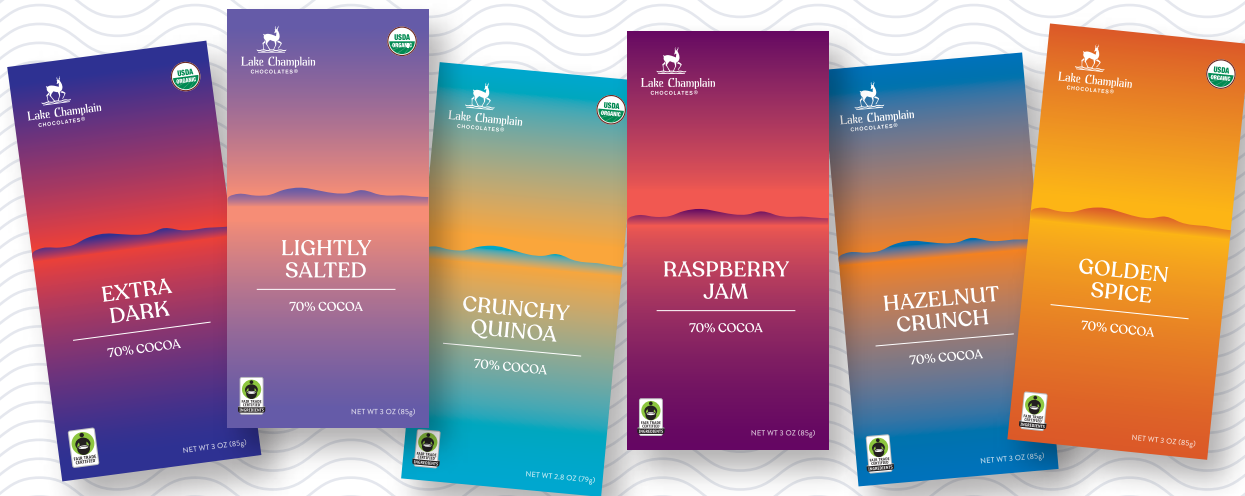


Pre-order early for best selection!
whsl.LakeChamplainChocolates.com

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

NEW

COMING SOON!
a new line on a mission to
preserve and protect*
our waterways!



RESTORATIVE MOMENTS COLLECTION

12 per dispenser / 70% Cocoa

Extra Dark

3 oz

1Y504-022105-1



7 69933 85853 8

Lightly Salted

3 oz

1Y504-022100-1



7 69933 85842 2

Crunchy Quinoa

2.8 oz

1Y504-022104-1



7 69933 85845 3

Raspberry Jam

3 oz

1Y504-022102-1



7 69933 85846 0

Hazelnut Crunch

3 oz

1Y504-022101-1



7 69933 85843 9

Golden Spice

3 oz

1Y504-022103-1



7 69933 85844 6

**10% of net profits go to the Intervale Conservation Nursery to help protect waterways and preserve the natural spaces that cultivate quiet moments.*

All bars are packed in a 2.9" w x 4.6" d x 5.9" h dispenser box.