BUYERS GUIDE January – June 2020



In pursuit of extraordinary chocolate moments®

Lake Cha

Lake

de la



HANDCRAFTED TO PERFECTION

Handcrafting super-premium chocolates requires creativity, patience, and a passion for perfection. For over 35 years, this passion has been a guiding principle for our Vermont family-run company:

> Sourcing only the best organic and fair trade certified ingredients;

> **Partnering** with Vermont farmers to support our local economy;

Becoming a certified B Corporation®, dedicated to using business as a force for good.

The results speak for themselves as Lake Champlain Chocolates is now a top 10 brand in both the Natural and Specialty channels – driving growth across the category more than 10% in the last year! Explore our innovative new products - including a new Almond Five Star Bar®, Snack Bites,

redesigned Valentine's Day gift boxes, and so much more. Let Lake Champlain Chocolates boost sales at your store all year long. Call your sales rep today!



FIVE STAR CHOCOLATE BARS®

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.



RANOLA

Granola

1.9 oz / Dark

Five Star Bar®

1Y304-024005-1

69933 85318

An unexpected delight!

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







60037-00507

"69933"0050

EANUT butter, saltes pearat crisp rice pearat

> Half creamy, half crunchy, 1Y304-024003-1



1Y304-024006-1





CHOCOLATE



1.9 oz / Dark Our twist on a classic combo 1Y304-024002-1



2 oz / Milk The original 1Y304-024001-1



MERCHANDISING MATTERS

Looking for a better way to make more of your existing retail space? Place our attractive, compact, and freestanding displays where your customers will notice them and boost your chocolate sales with impulse purchases!



Wire Countertop Display Fully assembled Holds 10 chocolate bar dispensers 16.25"w x 8.25"d x 13.25"h 1Y316-000021-1 ite sold separatel





Bar Floor Display Some assembly required Holds 60 bar dispensers 16"w x 15"d x 65"h 1Y316-000022-1 Chocolate sold se











AWARD-WINNING chocolate bars

Lake Champlain Chocolates continues to be the leader in the chocolate brand category – helping to drive chocolate growth up 18.6% last year¹. Optimize your product mix with these extraordinary bars to drive more dollar and unit sales at your store. These award-winning, organic, premium chocolate bars are guaranteed to keep customers coming back for more!

¹Source: IRI, Treating and Snacking, May 2019.

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





BIG SALES come from small packages

AL MONDS & SEA SAU

ORGANIC **CHOCOLATE SQUARES DISPENSERS**

V=Vegan-friendly, S=No Soy Added 106 piece /.4 oz / 1 dispenser per case

Placement is everything -40% of chocolate in grocery is sold in the front end¹. 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.

¹Source: IRI State of the Market, 2019.





USDA



Milk Chocolate

Almonds & Sea Salt















69933 85764





Dark Chocolate USDA Almonds & Sea Salt Squares 72% Cocoa / Extra Dark V/S Salty and nutty 1Y519-106007-1



80% Dark **Chocolate Squares** 80% Cocoa / Extra Dark V/S Our darkest chocolate 1Y519-106011-1







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 Dark Chocolate Coins 23 piece Decadent and dark



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:







EVERYDAY FOOD GIFTING is trending up

peppermint

MET WT 5 8 62 (164





nonpareils



discover the legendary **CHOCOLATES OF** VERMONT

Vermont isn't just a state; it's a way of doing things. It's a place where creativity and craftsmanship combine with fresh, local ingredients and fair trade chocolate to create extraordinary confections that evoke the rich, pure tastes and memorable moods of Vermont.

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Chocolates of Vermont

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Chocolates

of Vermont

Chocolates of Verment

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 Chocolate sold separately.



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





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







luxuries 1Y300-009001-1 **TIMELESS CLASSICS**

luxuries

Handcrafted chocolate

NEW

for every occasion

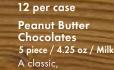


When your customers need gifts that impress, these delicious gourmet chocolate assortments - crafted from only the freshest, local ingredients and fair trade certified chocolate – are guaranteed to delight. Every occasion is meant to be this extraordinary.



Selection 15 piece / 9 oz / 8 per case / Assorted A gift with something for everyone 1Y301-015001-1





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**!







gifts from the **HEART**

chocolate

ORGANIC SNACK BITES 3.5oz / 12 per case



Milk Chocolate Snack Bites 38% Cocoa A childhood favorite, all grown up



Dark Chocolate Snack Bites 57% Cocoa Crispy, crunchy, satisfying 1Y510-000101-1 69933 85791

NEW case pac size 4 per cas

NEW

Grand Assortment 21 piece / 11.3 oz 4 per case / Assorted A stunning selection to make a grand gesture 1V301-021001-1

There's no better way to say "I love you" than with gourmet chocolate. Help your customers express their feelings in a memorable way that is as beautiful as it is delicious.

Shipments available December 16, 2019



Legendary Love Truffle Collection 9 piece / 7.2 oz 4 per case / Assorted A gift as timeless as their love 1V300-009001-1





NET WT 11.3 0Z (320g)



69% prefer receiving CHOCOLATES **OVER FLOWERS** \$169 is the average INDIVIDUALS SPEND

52% will buy a box of **CHOCOLATES**

FOR THEMSELVES

78%

of shoppers WAIT UNTIL THE WEEK OF to purchase their gifts

Source: National Retail Federation and National Confectioners Association, 2019.

share the LOVE

There's nothing sweeter than getting a box of chocolates on Valentine's Day. Maybe that's why 83% 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, office, or **Galentine's Day** celebration!

Top Seller

NEW

case pack

size

6 per case

Lake Champlain

chocolate

truffler



Valentine Truffles

6 per case / Assorted

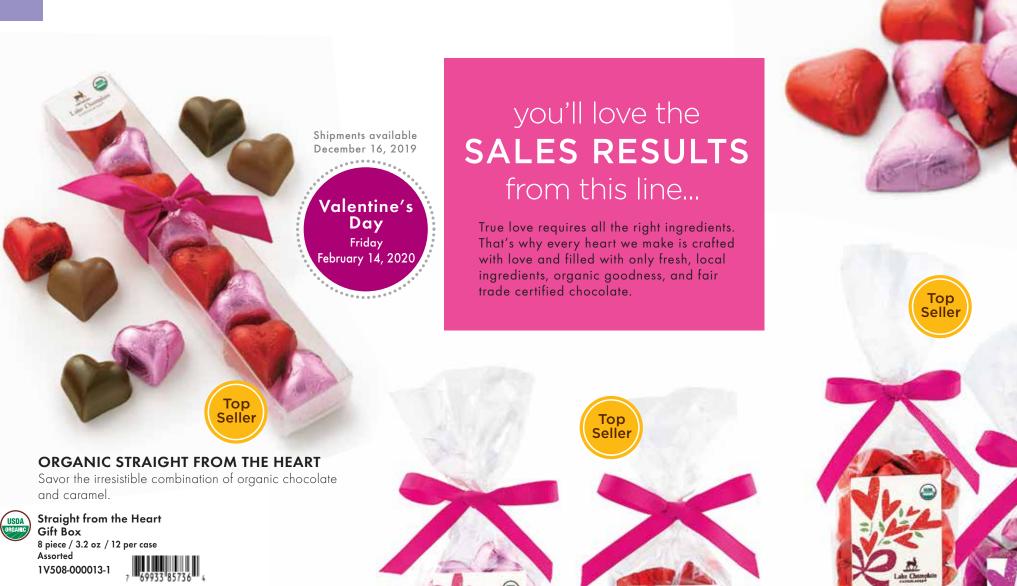
Completely alluring 1V300-005001-1

5 piece / 4 oz

-38-

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Lake Champlain



organi

latte

dark-milk chocelate

salted caramel



ORGANIC VALENTINE DISPENSERS

1 dispenser per case USD/ USDA Caramel Hearts 103 piece / .4 oz Milk Ready to delight 1V508-110002-1 69933 85737

USDA Salted Caramel Latte Hearts Hearts 103 piece / .4 oz 43% Cocoa / Dark-Milk Real fruit Love at first bite 1V508-110003-1 69933 85694

ORGANIC FILLED HEART GIFT BAGS 15 piece / 6 oz / 12 per case Raspberries & Dark Chocolate **Salted Caramel** Latte Hearts 148 piece / .28 oz 43% Cocoa / Dark-Milk A whole latte love 1V508-110001-1 1V508-000007-1 69933 85734



1V508-000006-1 69933 85733

organi

milk chocolate

caramel



6108 dark chocolate orgeni raspberries & dark chocolate **ORGANIC HEART GIFT BAGS** 12 per case



Raspberries & Dark Chocolate Hearts 21 piece / 5.9 oz Bursting with real fruit 1V508-000004-1





ORGANIC **CHOCOLATE CARROTS** Sellers

Top

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) Perfect for nibbling 1E512-001011-1

USDA DRGANIC All Character Milk Chocolate Carrot (Orange) Sure to delight every bunny 1E512-001010-1

> Shipments available February 3, 2020

> > Easter Sunday April 12, 2020

ADORABLE and ready for gifting



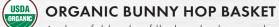
USDA ORGANIC GOOD EGG **GIFT BOX**

> 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

69933 85638





Top

Seller

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

69933 85641



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No one can resist mini, organic chocolate Easter bunnies. They make the ultimate table favor, party treat, or egg hunt prize. Price them in multiples and watch them hop to the register!

3.25" / 1 oz / 18 per case

Baby Bunny 1E512-001016-1 69933 85784

Basket no

included.



Shipments available February 3, 2020

Easter Sunday April 12, 2020

ORGANIC BABY BUNNIES









HOP TO IT... Easter Bunnies not to be missed!



bunny is carefully crafted to delight the





a delicious way to **GROW YOUR SALES**

Help your customers make every Mother's Day, graduation, bridal shower, and garden party even more extraordinary with a bouquet of sumptuous organic



ORGANIC FLOWER DISPENSERS

USDA

Salted Caramel Flowers / Dark Golden caramel perfection 1M512-003002-1



Тор

Seller

caram



750 Pine Street Burlington, Vermont 05401

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





Proud to be using business as a force for good.







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NEW

CHOCOLATES

Loved your Valentine hearts!

My son started jumping up and down and laughing when he are your caramel-filled milk chocolate hearts. I insist on organic so I buy early and am pretty discriminating on Valentine candy. Don't know when my Byr-old has enjoyed a treat morel

Nancy Brown