



Grown in Ecuador, Made in Ecuador

Transcendent, Limited-Edition Chocolate Debuts
574 Exquisite To'ak Ecuadorian Chocolate Bars Available October 15

For Immediate Release. September ____, 2014 (Chicago, IL). On __ date at ____ time, 574 bars of what may well be the world's most rare and sublime chocolate will become available for the first time. Not everyone who covets this treasure will be fortunate enough to receive it. Each __ oz. bar is \$285. Set your alarm and bookmark for www.toakchocolate.com.

Willy Wonka's yearned-for bars contained golden tickets granting five lucky children access to his elusive factory. To'ak's chocolates ARE the golden tickets—the gold standard of chocolate—available only a select few of the most discerning chocolate aficionados.

Perhaps it makes the most sense to begin with what this chocolate is not. It is not for late night-cravings, not for trick-or-treats, not available at a retailer near you, not distributed in fun sizes, not to be consumed when stressed or preoccupied. This bucket list-worthy ambrosia deserves to be enjoyed in its own room with reverence and ritual. There probably should be a certain gown worn while sampling every resplendent molecule. Really, it's that extraordinary.

The name To'ak (pronounced toe Ahk) is derived from a fusion of ancient Ecuadorian dialects, meaning “earth” and “tree,” which together represent the true source of all chocolate. To'ak chocolate is hand-crafted from the rare and highly-coveted Fino y de Aroma cacao, most of which can be found only in Ecuador. This cacao is revered by many connoisseurs as the finest cacao in the world for its rich aroma and complex flavor profile. To'ak chocolate crafters pay homage to this privileged source of cacao by paying meticulous attention to detail at every single phase of production. The result is 574, not 575 or 500,000, bars of dark chocolate made with the care of a vintage winemaker and the precision of a premium small-batch whiskey.

To'ak co-founder Jerry Toth says “A lot of chocolate makers start out as pastry chefs; we began as cacao farmers.” His mission was to transform the way chocolate is experienced, starting with painstaking care of the land and culminating with the five senses of tasting and pairing. “When we began,” he explains, “this chocolate was unlike anything we had ever tasted. Everyone who came to work with us in the forest had the same strange realization—our whole lives we thought we had been eating chocolate, but this was the first time we actually tasted the real thing.”



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Many dark chocolates on the market today, even upscale brands alter chocolate's integrity by adding vanilla extract, emulsifying agents, and additional cacao butter to their ingredients. To'ak is comprised of only two ingredients: cacao and cane sugar, both of which are organically grown. This particular batch is 81% cacao based upon myriad trials and professional tastings to ensure the finest authenticity of the bean, while somewhat smoothing the bean's natural bitterness. To'ak's current batch is available only until the 574 bars are gone. The next limited run will be available _____.

ABOUT TO'AK

To'ak cofounder, native Chicagoan Jerry Toth started his career as a Wall-Street investment banker. In 2002, he relocated to South America, establishing the Jama-Coaque Ecological Reserve in the Manabí province of coastal Ecuador—the heartland of cacao country. Jerry met Carl Schweizer, an Austrian expatriate who helped transform To'ak chocolate making from artisanal to meticulous. Together, they have transformed the way chocolate is experienced, combining rare, heirloom cacao and scrupulously careful production. To'ak chocolate is available online at www.toakchocolate.com in single batches until quantities are exhausted.

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