



www.thetearoom.biz

Welcome to the World of
Organic Chocolate Fusion



Awards and Recognition

- June, 2007– San Francisco's Chocolate Salon Tasting Panel awarded **The Tea Room** a Gold Medal for 'the best flavored chocolate', and three silver medals for 'new product award', 'best filled truffle', and for the 'most luxurious chocolate experience'
- December, 2007 – Los Angeles Luxury Chocolate Salon Tasting Panel awarded **The Tea Room** a gold medal in the category of 'Best Organic'.
- 2008/2009/2010– ShapeYou.com and The Gear Award® judging panel awarded medals to **The Tea Room** for their whole line of organic tea-infused chocolate bars.
- July, 2009- **The Tea Room** was awarded a Silver softi® Award (often referred to as the “Oscars” of the food industry) from NASFT's extensive tasting panel of chefs, retailers, food writers & connoisseurs from across the globe for their Green Earl Grey dark chocolate bar.
- October, 2009- The Los Angeles Luxury Chocolate Salon judging panel awarded **The Tea Room** first place in the category of 'Best Flavored Chocolate Bar' and second or third place honors in five other categories, including 'Best Milk Chocolate', 'Best Dark Chocolate' and 'Most Delicious Ingredient Combination'.
- January, 2010- 'Graphic Design USA Magazine' awarded a Packaging Design Award for their entire line of organic tea-infused chocolate bar packaging.

Company Background

- **The Tea Room** is an East Bay, California-based chocolate company founded in 2007 by Swiss born Heinz Rimann, specialized in organic, chocolate fusion creations, and striving to establish itself as a major player in the chocolate industry. Through hard work & ingenuity, **The Tea Room** believes in creating its own stamp on the chocolate market, and, as such, has strayed away from the fleeting trends and traditional offerings so prominent in the industry today. The balanced combination of tea, chocolate and other exciting ingredients is what **The Tea Room** takes pride in creating. The ultimate result of these combinations: unique and unmatched chocolate flavor profiles applied naturally through an organic infusion process known only to two people within the company and beyond.
- A graduate of the Swiss Hotel management School in Lausanne, Mr. Rimann is recognized as a main participant in changing the look of hotel restaurants across the globe during the 1980's. He has worked as manager of several luxury hotels of high repute including The Peninsula Hong Kong, The Regent (now Inter-Continental) Hong Kong, and The Portman (now JW Marriott) San Francisco.
- The idea to infuse chocolates with mainly tea and other ingredients presented itself to Mr. Rimann naturally. Working with teas for four years prior to chocolate, Mr. Rimann saw an overwhelming connection between the richly flavored and scented teas he was working with and the chocolate he loved since childhood.



Company Facts

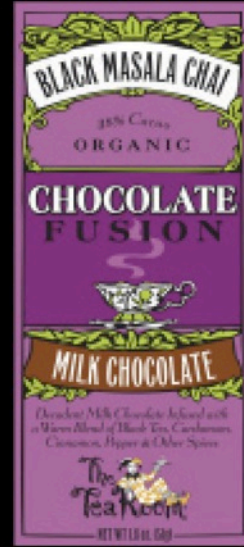
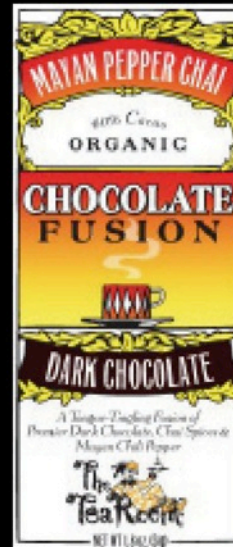
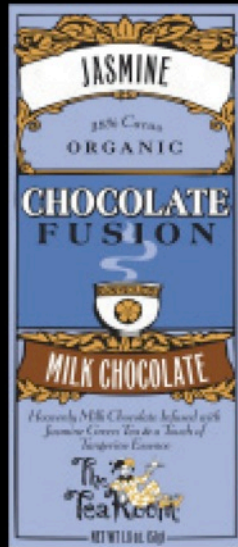
- The Tea Room is a homegrown chocolate & tea company located in San Leandro, Northern California specializing in organic chocolate bar, chocolate drop, truffle, and drinking chocolate infusions.
- Originally a tea-shop in Los Angeles, The Tea Room utilizes its extensive knowledge of teas to marry them to their chocolate creations. Rather than utilizing tea as a flavored afterthought, The Tea Room's tea background allows them to create delicate balances of chocolate, tea and other ingredients in a manner that naturally compliments each other, rather than diluting either experience.
- All chocolate recipes are original and created by The Tea Room Chocolatier Team.
- **All ingredients are organic-certified including the loose-leaf teas. There are absolutely no artificial additives or preservatives.** Only the finest organic European and Domestic chocolate is used, which is blended by The Tea Room Chocolatier Team, then infused, and ultimately molded/packaged into their many infused creations.

Why People Buy

- Personal indulgence
- Appealing and unique product with an added value of infused tea
- Health aspects
- Competitively priced
- Environmental aspects
- Award winning packaging



The TeaRoom's Organic Chocolate Bar Fusion



11 Chocolate Bars: Specs



- **Chamomile & Honey**- white chocolate, 30% cacao, UPC 8-9833000100-8
 - **Bedouin's Mint**- milk chocolate, 38% cacao, UPC 8-9833000102-2
 - **Honeybush Caramel**- milk chocolate, 38% cacao, UPC 8-9833000111-4
 - **Black Masala Chai**- milk chocolate, 38% cacao, UPC 8-9833000157-2
 - **Piña Colada**- milk chocolate, 38% cacao, UPC 8-9833000185-5
 - **Jasmine & Tangerine**- milk chocolate, 38% cacao, UPC 8-9833000174-9
 - **Green Earl Grey**- dark chocolate, 60% cacao, UPC 8-9833000112-1
 - **Raspberry Rooibos**- dark chocolate, 60% cacao, UPC 8-9833000175-6
 - **Mayan Pepper Chai** - dark chocolate, 60% cacao, UPC 8-9833000199-2
 - **Midnight Mocha**- extra dark chocolate, 72% cacao, UPC 8-9833000124-4
 - **Maté & Cacao Nibs**- extra dark chocolate, 72% cacao

Size: 1.8oz/51gr per bar. Inner Pack: 12 bars per sleeve

Master Pack: 192 bars (16 sleeves)



- Milk chocolate infused with honeybush caramel tea, adorned with a Jelly drop
- Approximately 2gr/0.7oz per chocolate drop
- Packaged: 3oz of drops in re-usable metal tins. 6 tins/inner carton, 36 tins/master carton
- **New Product**
- UPC 8-9833000125-1

Drinking Chocolate

- Available in 3 flavor profiles:
 - Chamomile & Honey- white chocolate, 30% cacao, UPC 8-9833000180-0
 - Honeybush Caramel- milk chocolate, 38% cacao, UPC 8-9833000181-7
 - Green Earl Grey- dark chocolate, 60% cacao, UPC 8-9833000182-4
- Also available as a gift box set: 1 each of all 3 flavor profiles, UPC 8-9833000179-4
- Size: 170gr/6oz chocolate shavings packaged in tin
- Packaging: 12 tins/inner carton, 24 tins/master carton



Tea-Infused Chocolate Truffles

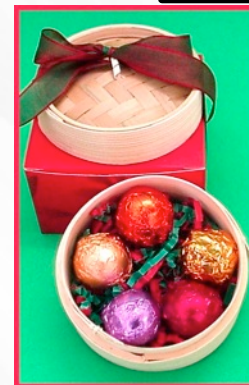
- Choice of 30 flavor profiles including 7 holiday flavors
- 2 piece, 4 piece, 7 piece & 16 piece packaging in our Classic, Holiday, Valentine's Day, Mother's Day or Easter packaging
- Available in bulk, 35 pieces minimum/flavor



Easter



Valentine's/Mother's Day



Holidays



Classic Year-Round

Distribution & Sales Outlets

- **Current retail distribution**- Whole Foods (CA, NV, AZ), Wegmans, Food Emporium, Good Earth, Vitamin Cottage, Mothers Markets, Jimbo's Naturally, New Frontiers, Mollie Stone's, Draeger's, Pacific Markets, Nugget Markets, Lunardi's, Akin's & Chamberlin's, Giant Eagle

States in distribution- AL, AZ, CA, CO, CT, DE, DC, GA, IL, IN, IA, KS, MA, MD, ME, MI, MN, NC, NV, NH, NJ, NM, NY, NC, OH, OR, PA, RI, SC, TX, UT, VA, VT, WA, WI, WY

Distributors: UNFI, KeHe, Tree of Life, Nature's Best, Haddon House, and many smaller independent distributors

Eastern & Western Canada