

Cute Bar from Teddy Treats

Angelina Hsu
Beibei Wang
Christopher Brej
Tony D'Alesandro

FDSCTE 1110 - Chocolate Science - Section 32764
Page Hall 010
Louise A. Campbell

Company Mission Statement and Details

Team/Company Name: **CuteBar**

Product/Brand Name: **TeddyTreats**

BACKSTORY

Sarah and Michael loved visiting their grandma when they were a kid and missed the lovely works of artistic food they would make. From stars to animals, she would make anything they could dream of and tell them a story alongside it. Over the years they never let down their fascination of giving life and fun to their food and followed in their grandmother's footsteps when opening the company TeddyTreats.

COMPANY VALUES

Nostalgia, Customer Experience, Craftsmanship

MISSION STATEMENT

At TeddyTreats, we value the nostalgic experience you get when you are a kid. When designing and constructing our high quality cocoa, we make sure the design is pristine and we make it an affordable piece of artwork. Our team is constantly focused on the customer and what we can do to bring quality to their lives.

PRODUCT SLOGAN

"More Than Just Chocolate - It's a Cute Bar Moment."

"Savor the Memories, Taste the Joy - Cute Bar"

NEEDS THAT ARE MET

At teddy treats, we understand the need to have a sweet moment in your hard exhausting day. We ensure that our chocolate is healthy and can squash your cravings throughout the week. We also understand the need to have a fun moment in your day

PRODUCT DESCRIPTION

72% Dark chocolate intense earth flavor with a strong milky mint flavor. The chocolate will be shaped in nostalgic pieces of artwork with a shiny defectless look. Examples of finished models will be a teddy bear, or a candy cane shape, and more.

ICONS AND IMAGERY

Teddy bears, Candy Canes, Children with their grandparents, Smiles

Marketing Plan

PRODUCT

This product will contain multiple different variations of chocolate molds that are cute and visually fun. Examples might include a bear, a cat, a rabbit, or a dog. Each piece of chocolate will be wrapped in gold, put in a white wrapper and the wrapper will contain a sticker and a story for people to enjoy.

PRICE

This product will be \$8 and we will be going for price skimming. The reason for this is that we want to establish a brand and customer loyalty. Our individual mold sizes will be altered to match this price which is realistic enough to attract any customer who might be interested in having fun. We will also balance our ingredients to compensate for the price and still have a profit.

PROMOTION

The main demographic that will be targeted in this product are children and young adults. We expect women to be purchasing this product in higher quantities due to the visual elements being used being more feminine and also the fact that dark chocolate will make it feel like healthier chocolate.

We will tend to spend lower quantities during the main year and ramp it up near holidays to match the demand that might come from them.

Our message will be that a cute bar is a wonderful gift to remind yourself of the sweet and cherishable moments in life. To communicate this message, we will have packaging and advertisements that are adorable and have elements that make people nostalgic like teddy bears and more.

Our competitors are Chocolove which plays on cuteness, Hershey's which is an established brand, Dove which is established, and much more. While it is an overused promotion strategy and demographic target, we intend to establish ourselves through the uniqueness in our chocolate shape and cocoa percentage.

Someone should buy our product because we represent more than just chocolate. If you want a fun surprise when opening your piece of chocolate and a warm feeling of nostalgia then the cute bar is a perfect product for you.

PLACEMENT

To target our audience of children and young adults, we will place it in sections surrounded by children like the lower shelves in a candy aisle at a supermarket.

Product Diagram

For our nutrition label, we used other dark chocolate nutrition labels as reference. We foresee that the serving sizes per container might shift based on financial stress in making a \$8 chocolate bar.

For our ingredients, we specifically picked out pieces from other chocolate bars that have the flavor and taste we are targeting. As seen in the label we also placed our company name and location at the bottom of the label.

Nutrition Facts	
4 servings per container	
Serving size 1/4 Package (25g)	
Amount per serving	
Calories	140
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 7g	35%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 11g	4%
Dietary Fiber 3g	11%
Total Sugars 7g	
Includes 6g Added Sugars	12%
Protein 2g	
Vit. D 0mcg 0%	Calcium 10mg 0%
Iron 0.9mg 6%	Potas. 150mg 4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Ingredients: Unsweetened chocolate, cane sugar, cocoa butter, organic peppermint oil, vanilla extract, soy lecithin

Contains: milk, soy, tree nuts, wheat, and/or egg

Teddy Treats
Columbus, OH, 43201

In the following label, we have a minimalist design for the cute bar wrapper. You can imagine that the shape changes based on the mold design used. We want it simple and to pop out to people passing by.



Manufacturing Details

The Cute Bar starts out just like any other chocolate bar. Cocoa beans are harvested from the finest cacao trees in West Africa. We pride ourselves on sourcing the best beans and supporting the farmers. After receiving the beans, we begin the manufacturing process in our domestic facility. We begin by roasting the beans from anywhere between 250 and 350 degrees fahrenheit for anywhere from 30 minutes to 2 hours. This ensures the reduction of moisture and elimination of bacteria from the beans. Next the roasted beans are ground to reduce the size of the nibs. Following grinding, we begin the process of alkalizing/dutching the chocolate to raise the pH of the chocolate and change the flavor. After dutching we then refine which involves rollers that gradually have a reduction in gap size to create a paste. This paste is then placed into our conching process which further decreases the particle size. Conching helps to coat particles with fat and change the flavors, it takes a paste and turns it into a liquid. The liquid then goes through our tempering process, arguably one of the most important. This process raises then lowers the temperature to help align the fat crystals to the desired, "Form V" for the best final product. This process also ensures our product will not experience fat bloom as it leaves our facility. The final, and most significant step in the manufacturing process for Cute Bars is molding. This is where our chocolate is laid up into molds to create the iconic bear shape that all our customers love. After the manufacturing process is complete we then package the product in our signature and dare I say Cute packaging, allowing us to showcase our product image. Here at Teddy Treats we thrive to create the best products from bean to bar.