

Defne Chocolates: Comprehensive Purchase, Logistics, and Quality Assurance Protocols (Master Policy Document)

Document Version: 5.0 (Enterprise & Consumer Edition)

Effective Date: November 25, 2025

Supersedes: Version 4.1

Authority: Office of the Chief Operations Officer & Legal Compliance Unit

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1. Our Unwavering Commitment to You

1.1. The Defne Philosophy: A Legacy of Trust

At Defne Chocolates, our mission is rooted in three foundational pillars: uncompromising craftsmanship, radical transparency, and unwavering integrity. Since the day our founder, Madame Elara Defne, first tempered a small batch of Trinitario cacao in her Parisian apartment, we have adhered to a philosophy that blends time-honored tradition with relentless innovation. This document is more than a policy; it is an extension of that philosophy, designed to build a long-lasting, trust-based relationship with you, our valued customer.

Our products are the culmination of a global journey, created from cacao sourced from a meticulously vetted network of farms and cooperatives across South America, West Africa, and Southeast Asia. We are proud to report that in the last fiscal year, over 82.4% of our annual cacao supply was purchased directly from growers under our proprietary "Égalité Trade" agreements. These agreements go beyond standard fair-trade certifications, ensuring not only premium price floors for exceptional cacao but also direct investment into community infrastructure projects, from clean water access to educational programs. This direct-sourcing model is the bedrock of our quality, allowing us to secure unique, terroir-driven flavor profiles while providing a stable and prosperous livelihood for the farming communities who are the true guardians of fine cacao.

1.2. The Foundation of Customer Confidence

Customer trust is the most valuable asset we possess, and it is an asset we are committed to earning with every single interaction. We understand that in the digital age, trust is built not on claims, but on clear, consistent, and fair processes.

Our internal research, conducted quarterly, reinforces this belief: 74% of our customers who have engaged with our "Source Story" content and understand our production standards are more likely to make repeat purchases within six months.

This expanded policy document has been meticulously crafted to provide you with detailed, predictable, and easily navigable processes that reinforce your confidence in every purchase. We believe there should be no ambiguity when it comes to your experience with us. Whether you are exploring our signature Grand Cru collection for the first time, subscribing to our monthly curated discovery box, or engaging with our concierge team for a large-scale custom corporate order, this policy comprehensively outlines:

- **Our Craft:** How we meticulously source, create, and protect our artisanal products.
- **Your Order Journey:** What you can expect from the moment you click "confirm" to the moment your order enters our production queue.
- **Logistical Excellence:** Our precise shipping protocols, including our industry-leading "No-Melt Guarantee."
- **Resolution Pathways:** Your clear and straightforward options in the rare event that something does not meet your expectations.

We do not view your purchase as a single transaction but as the beginning, or continuation, of a long-term relationship.

Your satisfaction is not merely a goal; it is a key performance indicator that directly influences our internal Quality Assurance Index (QAI). Our current operational targets under the QAI are a 97.5% defect-free delivery rate and a 95% on-time shipment rate.

2. Supply Chain Transparency & Ingredient Integrity

2.1. The "Égalité Trade" Framework

Our sourcing methodology is governed by the "Égalité Trade" Framework, a legally binding internal charter that mandates distinct sourcing criteria. Unlike mass-market certifications which often allow for mass-balance blending, Defne Chocolates requires 100% segregation of cacao beans from port to pantry.

- **Traceability Audit:** Every sack of cacao beans (approx. 60-70kg) arriving at our facility possesses a digital passport accessible via our internal ERP system. This passport tracks the harvest date, fermentation duration (typically 5-7 days), drying method (sun-dried on raised beds vs. mechanical drying), and the specific cooperative or hacienda of origin.
- **Direct-to-Farmer Payments:** We audit our supply chain to ensure that the "Farm Gate Price"—the cash actually received by the farmer—is a minimum of 45% above the fluctuating commodity market price set in London or New York.

2.2. Secondary Ingredients Standards

Our commitment extends beyond cacao. Every auxiliary ingredient is subject to a rigorous vetting process (the "Defne Purity Standard").

- **Dairy:** Sourced exclusively from three local herds in the Hudson Valley and Normandy, utilizing pasture-raised cows. Milk fat content is tested weekly to ensure a deviation of less than 0.5% to maintain ganache consistency.
- **Vanilla:** We utilize only whole Grade A Bourbon vanilla beans from Madagascar and Tahitensis beans from Papua New Guinea. We do not use vanillin or artificial extracts.
- **Sugar:** We utilize organic cane sugar exclusively. We do not use high-fructose corn syrup, glucose-fructose syrup, or artificial sweeteners (aspartame, sucralose) in our standard lines.

3. The Science of Defne: Rheology, Crystallization, & Micro-Batching

3.1. The Beauty of Handcrafted Excellence: The Human Element

Each Defne Chocolates product is a testament to the skill and dedication of our expert chocolatiers, a team of artisans who possess an average of 11 years of dedicated experience in the complex arts of chocolate tempering, intricate molding, and nuanced flavor development. Our atelier operates on a micro-batch production model, a conscious choice

that prioritizes quality over quantity. Batch sizes for our ganaches, pralines, and caramels rarely exceed 12 kilograms per recipe cycle.

This commitment to human craftsmanship means that no two pieces will ever be perfectly identical. We ask our customers to appreciate that:

- The thickness of our hand-poured Grand Cru chocolate bars may vary by ± 1.5 millimeters from end to end.
- The delicate, hand-painted designs on our bonbons may differ slightly in the exact hue, brushstroke, or pattern placement.
- The distribution of nuts in our Rocher Pralinés and the layering of our signature caramels may subtly differ from one piece to the next.

These variations are not considered defects; they are the celebrated hallmarks of our craft. Indeed, in our most recent customer satisfaction survey, over 92% of respondents reported that this "artisanal variance" contributes positively to the perceived authenticity and uniqueness of our products.

3.2. Technical Specifications of Chocolate Tempering

Fine chocolate is one of the most chemically complex and environmentally sensitive food products in the world. Its magic lies in the crystalline structure of its primary component: cocoa butter. The texture, "snap," gloss, and mouthfeel of chocolate are all dictated by the arrangement of cocoa butter molecules into one of six distinct crystal forms.

- **Form V (Beta):** This is the target state. It provides the gloss, the sharp "snap," and a melting point of roughly 33.8°C (93°F), just below human body temperature.
- **The Temper Curve:** Our proprietary tempering process involves heating the mass to 45°C to melt all crystals, cooling to 27°C to form stable and unstable crystals, and reheating to $31\text{--}32^{\circ}\text{C}$ to eliminate unstable forms, leaving only Form V.

However, this delicate structure is extraordinarily vulnerable to environmental conditions. Scientific measurements show that the Form V crystals begin to transition into unstable phases when ambient temperatures rise above 19°C (66°F).

This can lead to bloom or a soft, crumbly texture.

3.3. Particle Size and Mouthfeel

To ensure the signature Defne "velvet" texture, our chocolate undergoes refining until the particle size of the sugar and cocoa solids is reduced to between 18 and 22 microns. The human tongue can detect grittiness at approximately 30 microns. This mechanical process requires 48 to 72 hours of conching (mixing and aerating), which also volatilizes acetic acid residues from fermentation, rounding out the flavor profile.

4. Allergen Control: ISO-Standardized Risk Mitigation

4.1. The Cross-Contamination Protocol

The health and safety of our customers is a non-negotiable priority. The FDA estimates that millions of consumers are affected by food allergies, and we operate with a series of strict, layered controls to mitigate the risk of cross-contact within our atelier. Our daily allergen control protocol is a multi-stage process:

- **Full Equipment Sanitation Cycles:** Between batches containing different major allergens, our equipment undergoes a rigorous sanitation cycle lasting 22–27 minutes. This involves a full disassembly, a hot rinse (80°C+), application of industry-grade food-safe enzymatic detergents, a second hot rinse, and a final sanitizing soak.
- **Ingredient Segregation Zones:** Our storage facilities are divided into physically separated zones for major allergens like peanuts, tree nuts, dairy, and gluten. Each zone uses its own color-coded scoops, containers, and utensils to prevent accidental migration.
- **ATP Swab Verification:** We utilize Adenosine Triphosphate (ATP) bioluminescence testing on random surfaces post-cleaning. Any reading above 15 RLU (Relative Light Units) triggers an immediate re-cleaning of the entire line.
- **Digital HACCP System:** We utilize a cloud-based Hazard Analysis and Critical Control Points (HACCP) system that digitally tracks every gram of every allergenic ingredient from the moment it enters our facility.

4.2. Allergen Disclosures

Despite these rigorous controls, we must emphasize that we operate a single, shared facility. While we take every possible precaution, we cannot absolutely guarantee a zero-risk environment. Therefore, all of our products **may contain trace amounts** of the following major allergens:

- Milk
- Eggs
- Peanuts
- Tree Nuts (including but not limited to almonds, hazelnuts, pecans, walnuts, pistachios, macadamias)
- Soy (in the form of soy lecithin)
- Wheat (Gluten)
- Sesame

Note: Fish and Shellfish are used only in specific, limited-edition savory confections which are produced in a separate isolation room, but are processed in the same building.

Customers with severe or life-threatening anaphylactic allergies are strongly urged to **contact our dedicated Allergen Safety Specialist** via our customer service line before placing an order.

5. Digital Transaction Protocols & Financial Security

5.1. Order Confirmation & Contract Formation

The accuracy of your order begins the moment you place it. Within 30–90 seconds of a successful transaction, our system will automatically dispatch a comprehensive confirmation email to the address you provided. This email constitutes a "conditional acceptance" of your offer to purchase.

- **The Confirmation Email:** This critical document contains your Unique Order Number, final Billing/Shipping addresses, an itemized list of products, and transcripts of any personalized messages.
- **Verification:** Our internal data analysis reveals that over 41% of all delivery issues stem from typographical errors in the shipping address. It is the customer's sole responsibility to verify accuracy within **2 hours** of receipt. After this window, the order progresses into the "Locked Production State" (see Section 6.1).

5.2. Payment Security and Fraud Detection

We treat the security of your payment information with the utmost seriousness. Our digital ecosystem is designed to provide comprehensive protection:

- **PCI DSS Level 1 Compliance:** Our payment processing environment is certified to the highest level of the Payment Card Industry Data Security Standard.
- **End-to-End Encryption:** All data transmitted between your browser and our servers is protected using TLS 1.3 encryption.
- **Payment Tokenization:** Your full credit card number is never stored on our servers. Instead, it is converted into a secure, encrypted "token" by our payment gateway.
- **Advanced Fraud Detection:** We employ scoring systems that analyze hundreds of data points (IP geolocation, AVS match, velocity of purchase) in real-time. Orders flagged as "Medium Risk" are manually reviewed by a human agent, which may delay processing by 12-24 hours.

6. Production Workflow: The "Just-in-Time" Artisan Model

6.1. The Four Operational Stages

At Defne Chocolates, we do not stockpile finished products. Nearly every item is made to order to ensure it reaches you at its absolute peak of freshness. To manage expectations, we define the lifecycle of an order through four immutable stages:

1. **Stage 1: Pending Production (0-2 Hours):** The order is in our buffer. Cancellations and modifications are fully possible and can be self-serviced or handled by support.
2. **Stage 2: Allocation (2-12 Hours):** The order has been assigned to a specific batch, and ingredients have been allocated in our ERP system. Modification is possible but not guaranteed and may incur a processing fee of 3–12% to cover administrative labor.
3. **Stage 3: Active Production (12 Hours - Dispatch):** The physical creation of your chocolates has begun (e.g., ganache mixed, chocolate tempered). At this stage, **neither cancellation nor modification is possible**. The resources have been committed, and the product cannot be repurposed.

4. **Stage 4: Logistics Handoff:** The order has left our facility. Title of goods passes to the buyer upon handoff to the carrier (FOB Origin), though we retain liability for shipping damage per Section 9.

6.2. Production Timelines

- **Standard Processing:** 3–5 business days.
 - **Peak Season (Nov-Dec, Feb):** 5–8 business days.
 - **Freshness Protocol:** We do not pull from a warehouse of old stock. Your bonbons are likely made 24-48 hours before they are shipped.
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7. Logistics, Shipping, & The Cold-Chain Guarantee

7.1. Packaging Engineering

The journey from our atelier to your doorstep is the final, critical stage in preserving quality. We do not simply put chocolate in a box; we engineer a micro-climate.

- **External Shell:** ECT-32 or ECT-44 rated corrugated cardboard to prevent crushing.
- **Thermal Regulation:** When our system detects transit temps > 19°C, we utilize multi-layer, foil-laminated bubble insulation with a tested R-value of 5–6.
- **Phase Change Material (PCM):** We use non-toxic, phase-change gel packs engineered to maintain a stable internal temperature below 20°C for up to 48 hours.

7.2. The No-Melt Guarantee

We guarantee your chocolate arrives in solid form, provided the following conditions are met:

1. **Immediate Receipt:** The package is received on the **first delivery attempt** made by the courier.
2. **Appropriate Shipping Tier:** You selected the shipping method recommended by our checkout logic (e.g., choosing "Overnight" for a delivery to Phoenix in July). If you override our warning and select "Ground," the guarantee is void.
3. **Timely Notification:** You contact our customer service team within 24 hours of delivery with photographic evidence.

7.3. Address Integrity

The success of a delivery is a partnership. An incorrect address is the single most common cause of delivery failure. In the event a package is returned to us due to a customer-provided address error:

- **Return Fees:** The customer is responsible for return-to-sender fees (\$14–\$28).

- **Spoilage Liability:** We cannot be held responsible for spoilage during the extended transit of a returned package. A new order must be created at the customer's expense.
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8. Product Storage, Shelf-Life, & Aging Potentials

8.1. Detailed Shelf-Life Matrix

We do not use artificial preservatives, meaning the freshness of our creations is dictated by the natural stability of their components.

Product Category	Recommended Shelf Life	Critical Storage Notes
Fresh Ganache Truffles	14–21 Days	High water activity; most perishable.
Bonbons with Fruit Purée	10–18 Days	Sensitive to light and heat; consume quickly.
Milk Chocolate Bars	9–12 Months	Milk solids may oxidize over time.
Dark Chocolate Bars	12–18 Months	High antioxidant content allows longer storage.
Nut Barks & Pralinés	6–9 Months	Nut oils can go rancid if exposed to air.
Caramels & Nougats	2–4 Months	Highly hygroscopic; keep very dry.

8.2. Storage "Do's and Don'ts"

- **Optimal Temperature:** 15–18°C (60–65°F).
 - **Relative Humidity:** Below 55%.
 - **DO NOT REFRIGERATE:** A standard refrigerator has high humidity (70%+), which causes sugar bloom (a gritty surface texture). If you *must* refrigerate due to extreme heat, wrap the box in two layers of plastic wrap and place it in an airtight container. Allow it to return to room temperature for 4 hours before unsealing to prevent condensation shock.
 - **Avoid Odors:** Chocolate is high in fat and absorbs odors. Do not store near onions, garlic, or scented candles.
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9. Consumer Returns, Refunds, & Dispute Resolution

9.1. The "No-Return" Policy for Edibles

Pursuant to food safety regulations and for the protection of public health, **we cannot accept returns of any edible, perishable items**. Once a food product has left our certified, climate-controlled facility, we can no longer guarantee its safety or integrity, and it cannot be restocked or resold.

9.2. Non-Perishable Merchandise

Items such as branded mugs, apparel, or tools may be returned under the following conditions:

- **Window:** 14 calendar days from delivery.
- **Condition:** Unused, original packaging.
- **RMA Requirement:** You must contact support to obtain a Return Merchandise Authorization (RMA) number. Packages without an RMA will be refused.
- **Restocking Fee:** A 10% fee applies to non-defective merchandise returns to cover inspection and re-packaging.

9.3. Defective or Damaged Orders

In the rare instance that your order arrives damaged or incorrect:

1. **Notification:** Contact us within **48 hours** of the courier's delivery timestamp.
2. **Evidence:** Submit clear photographs of the product damage, the internal packaging, and the external shipping label.
3. **Resolution:** For verified damage or errors on our part, we will promptly offer a replacement shipment (at our expense) or a full refund for the affected items.

9.4. Refund Processing

- **Processing Time:** Internal approval takes 1-2 business days.
- **Bank Posting:** Once submitted, banks typically take 3-10 business days to post the credit to your account.
- **Total Timeline:** Please allow 8-17 business days from approval to seeing funds.

10. Corporate Services, Bespoke Orders, & Large-Scale Gifting

10.1. The Corporate Concierge Model

For orders exceeding 50 units or a total transaction value of \$2,500 USD, clients are automatically transitioned to our Corporate Concierge tier. This service assigns a dedicated Account Manager (AM) to oversee the lifecycle of the project, from flavor profiling to final logistics reporting.

10.2. Customization, Intellectual Property, and Tooling

We offer extensive customization options to align our artisanal product with your brand identity.

- **Custom Polycarbonate Molds:** We can fabricate custom molds featuring your corporate logo or specific geometric requirements.
 - *Tooling Fee:* A one-time engineering and fabrication fee ranging from \$450 to \$1,500.
 - *Lead Time:* 4–6 weeks for CAD design, 3D prototyping, and final injection molding.
 - *Ownership:* Unless otherwise stipulated, physical molds remain the property of Defne Chocolates for maintenance, while the client retains exclusive usage rights for 5 years.
- **Bespoke Flavor Development:** For orders exceeding 500 units, our Head Chocolatier will consult to develop a custom recipe.
 - *R&D Fee:* A non-refundable fee of \$750 covers up to three iteration cycles and sample tastings.

10.3. Volume Pricing & Payment Structures

Corporate pricing is tiered based on annual volume commitments (Tier 1: 5% off; Tier 2: 10% off; Tier 3: 15% off).

- **Deposit:** A non-refundable deposit of 50% is required to secure production time.
- **Balance:** The remaining 50% is due 10 business days prior to dispatch.
- **Net Terms:** Net-30/Net-60 terms available only for enterprise clients with a Dun & Bradstreet PAYDEX score of 80+.

10.4. Multi-Address Logistics

For gifting campaigns with multiple recipients, clients must populate our proprietary "Logistics CSV Template."

- **Data Validation:** We run pre-shipment validation against the Global Address Database. Invalid addresses are returned for correction.
- **Liability:** Defne Chocolates is not liable for delivery failures resulting from incorrect data provided in the client CSV.

11. Subscription Services: Terms of Continuity

11.1. The "Cacao Discovery Club" Model

Our subscription service is an automatic recurring transaction model. By purchasing, you acknowledge the recurring charge feature and accept responsibility for all charges prior to cancellation.

11.2. Billing Mechanics & Dunning

- **Billing Cycle:** Accounts are billed on the 1st of every month.
- **Dunning:** If payment fails, we retry 3 times over 6 days. On the 4th failure, the subscription is suspended. Suspended accounts are cancelled after 30 days.

11.3. Modification Deadlines (The "Lock Date")

- **The Lock Date:** The 15th of the month is the deadline for changes to the *following* month's shipment.
- **Late Changes:** Changes made after the 15th will take effect for the subsequent cycle. We cannot refund a box once the production batch has been allocated.

11.4. Weather Protocols for Subscribers

During "High Heat Months" (June 15 – Sept 15):

- **Zone-Based Pausing:** Subscriptions in extremely hot zones (e.g., Arizona) may be automatically paused.
 - **Surcharges:** A "Summer Shipping Surcharge" of \$4.50 may apply to other zones to cover enhanced coolants.
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12. Legal Disclaimers, Indemnification, & Arbitration

12.1. Limitation of Liability

To the maximum extent permitted by law, Defne Chocolates shall not be liable for indirect, incidental, special, or consequential damages. Our aggregate liability shall not exceed the total amount paid by you for the specific order in question.

12.2. Force Majeure

We are not liable for failure or delay caused by acts beyond our reasonable control, including Acts of God, global supply chain disruptions, government restrictions, or labor strikes. In such events, we reserve the right to cancel orders and issue refunds.

12.3. Intellectual Property Rights

All content, recipes, "Source Story" narratives, and designs are the exclusive property of Defne Chocolates. Reverse engineering of our recipes for commercial replication is strictly prohibited.

12.4. Dispute Resolution & Binding Arbitration

Any dispute arising out of or relating to your purchase shall be settled by binding arbitration administered by the American Arbitration Association (AAA). You expressly waive your right to file a class action or seek relief on a class basis. The seat of arbitration shall be New York County, New York.

12.5. Data Privacy

We use your data strictly for order fulfillment and fraud prevention. We do not sell personal information. Customers may request data deletion by contacting our Data Protection Officer, though transaction records are retained for 7 years for tax auditing.

13. Appendix A: Glossary of Terms

- **Bloom:** Surface defect caused by fat recrystallization (gray streaks) or moisture (rough texture).
 - **Couverture:** High-quality chocolate with min. 31% cocoa butter.
 - **Crystallization:** The process of cocoa butter hardening; we target "Beta V" crystals.
 - **Ganache:** An emulsion of chocolate and liquid (cream/purée).
 - **HACCP:** Hazard Analysis and Critical Control Points management system.
 - **Micro-Batch:** Production run < 15kg.
 - **Nib:** Roasted, winnowed cocoa bean meat.
 - **Tempering:** Process to align cocoa butter crystals.
 - **Terroir:** Flavor characteristics imparted by the growing environment.
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14. Appendix B: Technical Specifications

Grand Cru Dark Chocolate Base (70%)

- **Total Fat:** 42g (\pm 1.5g) per 100g
 - **Total Carbohydrates:** 46g per 100g
 - **Particle Size (D90):** 18–22 microns
 - **Viscosity:** 2.4–2.8 Pa.s (at 40°C)
 - **Melting Point:** 33.8°C (92.8°F)
 - **Microbiological:** Salmonella Negative in 750g; E. Coli < 10 CFU/g.
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