

# The Chocolate Revolution

Crafting a Premium Artisanal  
Chocolate Brand for the Canadian  
Market



# Roadmap to Success

- Executive Summary
- Product Offering and Trends
- Target Market & Location
- Target Audience & Competitors
- Strategy

# Business Idea

Establish a premium chocolate company in Canada that focuses on



**Cocoa Beans**  
sourcing high-quality cocoa beans from renowned regions



## Consumer Demand

caters to the growing consumer demand for ethical, artisanal chocolate.

# Objective:

To penetrate the Canadian chocolate market by leveraging data-driven insights on consumer preferences, regional demand, and optimal business strategies.



# 3Ws and 1H Framework



# WHAT ?

Market Trends and Product  
Offering

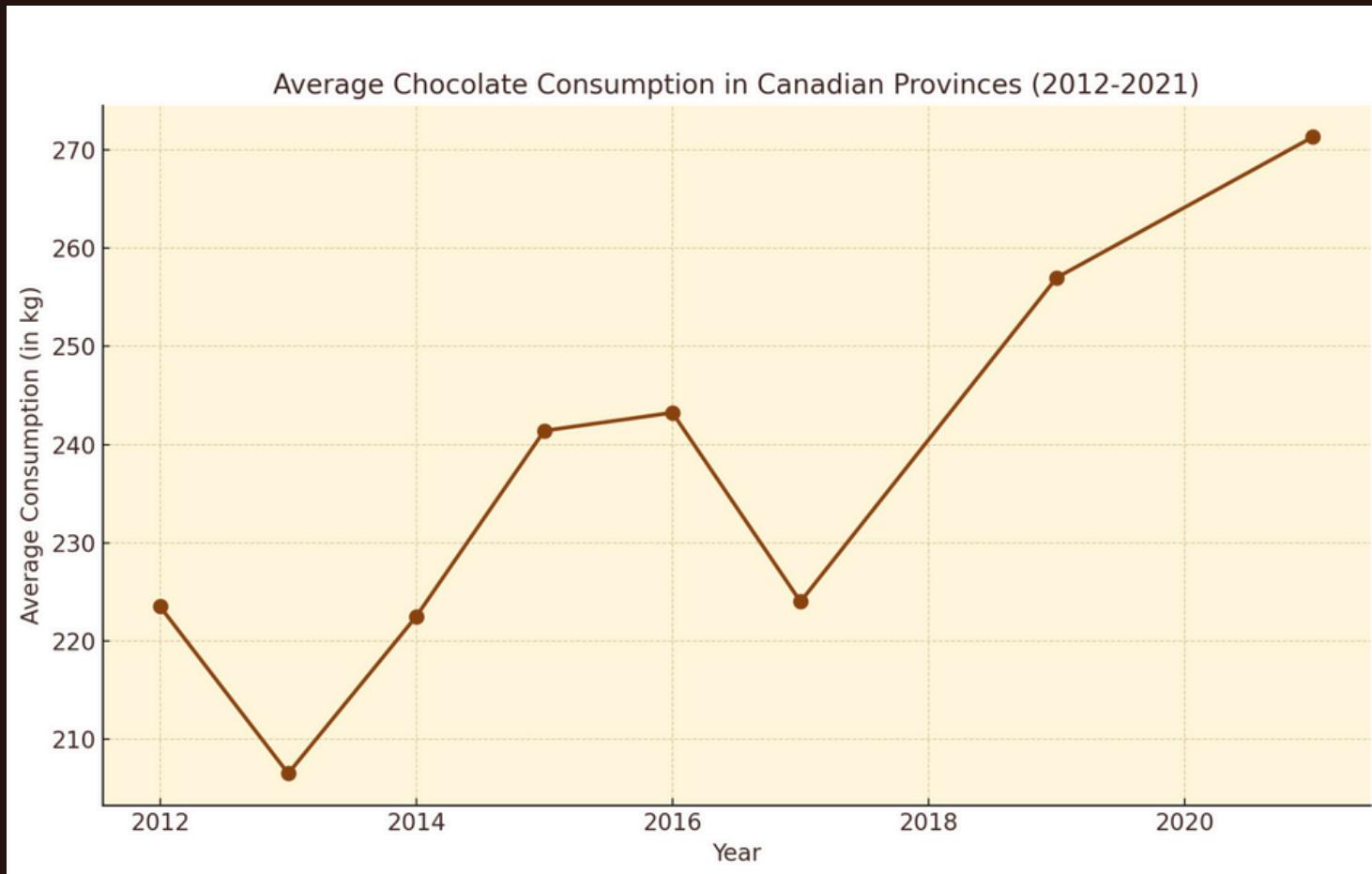


# What is the average household expenditure on chocolates in Canada ?

Canadian households spent an average of \$217 on chocolate bars in 2021, which went up from \$212 in 2019.



# What has been the trend in chocolate consumption in Canada between 2012 and 2021?



# What are the key characteristics and preferences consumers look for in chocolates ?

The top mentioned memorable characteristics were

- sweet
- nutty
- cocoa
- roasty
- earthy

The data reflects a consistent trend among Canadian chocolate companies, where all products that were rated a 4, shared the same core ingredients:

- cocoa beans (B)
- sugar (S)
- cocoa butter (C)

# WHERE ?

Target Market & Business  
Locations



# Where in Canada do households spend the most on chocolate products?

**Newfoundland and Labrador** clearly leads in chocolate spending across households in Canada with an average spending of **\$282** per household.

Other regions like **Saskatchewan and the Atlantic Region** also show high spending, indicating a strong preference for chocolate products in these areas.



# Where do the highest-rated chocolates source their cocoa beans from?

Across the world, all the chocolates that have a consistent high rating of 4 are made from cocoa beans originating from diverse regions such as

- **Vietnam**
- **Venezuela**
- **Madagascar**
- **Peru**

with cocoa percentages ranging from **64%** to **88%**.



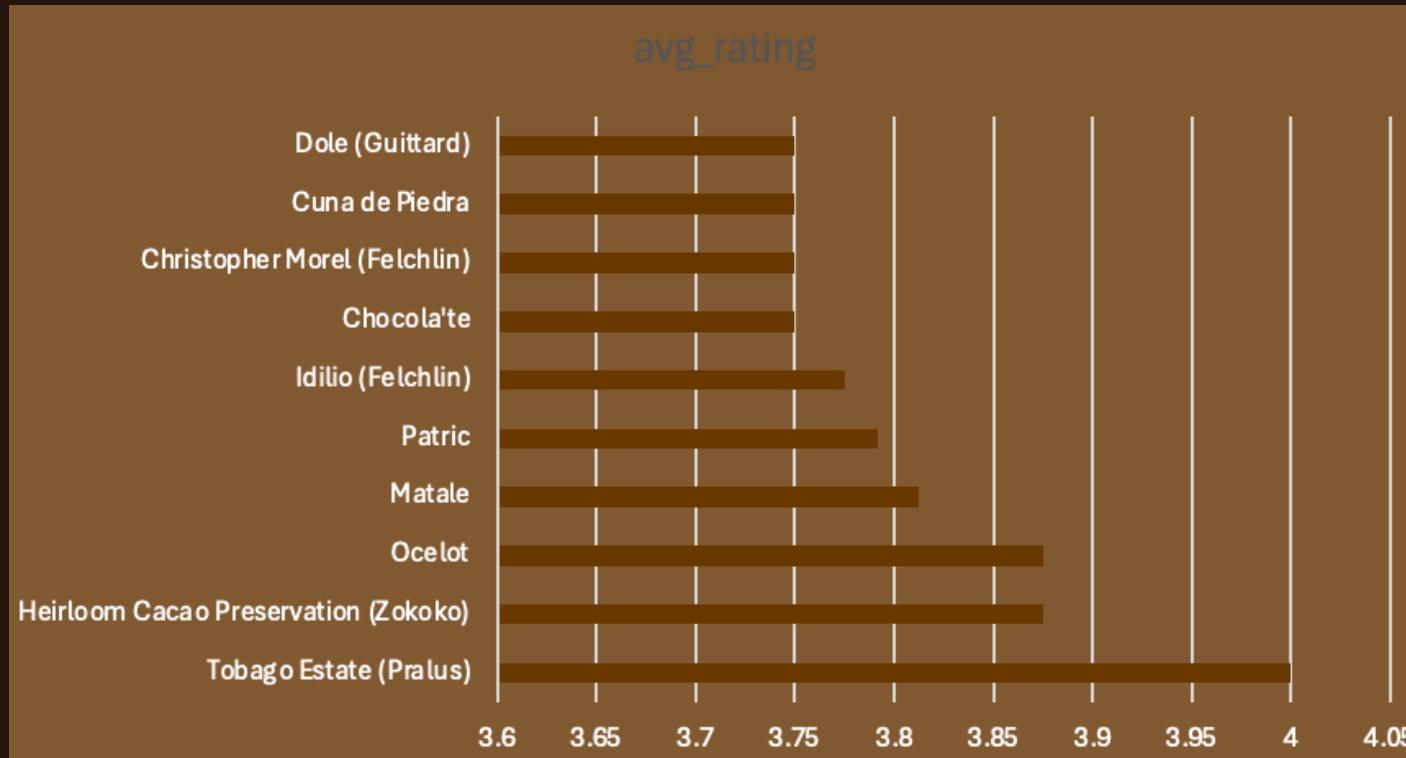
# WHO ?

Target Audience and  
Competitor Analysis

# Who are the primary consumer groups that the business should target in the Canadian chocolate market?

- **High-Income Households:** Target consumers in regions like Newfoundland and Labrador and Saskatchewan, where chocolate spending is highest, indicating demand for premium products.
- **Ethically Conscious Consumers:** Focus on individuals who prioritize sustainability by offering chocolates sourced from ethically renowned regions such as Madagascar and Venezuela.

# Who are the leading chocolate manufacturers that consistently receive high ratings and customer satisfaction?



The chart illustrates that **Tobago Estate (Pralus)** leads the chocolate manufacturers with the highest average rating of 4, followed closely by **Heirloom Cacao Preservation (Zokoko)** and **Ocelot**, both at 3.875, indicating strong customer satisfaction among top-rated brands.

# Who are the key competitors in the chocolate market within Canada ?

## Competitors in Canada:

- **SOMA Chocolatemaker** : Bean-to-bar, sustainability-focused.
- **Chocolats Favoris** : Premium products, desserts.
- **Purdy's Chocolatier** : Handcrafted chocolates, long-standing brand.
- **Galerie au Chocolat** : Artisanal, ethically produced.
- **Hummingbird Chocolate** : Focus on quality and ethical production.
- **Peace by Chocolate** : Artisanal, ethical focus.

# HOW ?

Strategy for Launching  
and Growing the Business



# Product Offering and Quality

Focus on **sourcing high-quality cocoa beans** from renowned regions such as

- Vietnam
- Venezuela
- Madagascar
- Peru

with a cocoa percentage range of **64% to 88%**.

Emphasize characteristics that Canadian consumers find memorable, such as **sweet, nutty, cocoa, roasty, and earthy flavors**. These should be core elements of your chocolate profile.

# Target Market and Audience

- Prioritize regions with high chocolate spending, particularly **Newfoundland and Labrador, Saskatchewan, and the Atlantic Region.** These areas show strong consumer demand and potential for higher sales.
- Target **artisanal, sustainability-conscious consumers**, as there's a growing demand for ethical chocolate in Canada.

# Pricing and Marketing Strategy

- Adopt a ***premium pricing strategy*** to reflect the high quality and ethical nature of your product, ensuring your price aligns with the top artisanal brands.
- Use ***social media, tasting events, and collaborations with influencers*** in the food industry to spread brand awareness and attract a loyal customer base.

# Competitor Landscape

- Compete with leading brands like SOMA Chocolatemaker, Chocolats Favoris , and Purdy's Chocolatier by differentiating through your product's ***ethical sourcing, premium quality, and unique flavour profiles.***

# Growth and Distribution

- Start with **specialty stores** and **online sales**
- Focus on sustainable growth by **scaling production** based on **consumer feedback** and **increasing demand** while maintaining product quality.

THANK YOU

