

CHOCOLAT ON JAMES - POSTCARD COPY

Prepared for: Dan Edwards

Date: October 21, 2025

Purpose: Corporate Gifting + General Retail postcards (250 each)

POSTCARD 1: CORPORATE GIFTING

FRONT SIDE

Headline: Elevate Your Corporate Gifting

Subheadline: Artisan Chocolate. Hamilton Crafted. Thoughtfully Delivered.

[Image suggestions: Elegant gift basket with neutral ribbon, high-end presentation, corporate-appropriate]

BACK SIDE

Main Copy:

CHOCOLAT ON JAMES

Hamilton's Chocolate

For over a decade, we've handcrafted premium chocolates in the heart of James Street North. Now under new ownership, we're bringing that same artisan quality to your corporate gifting needs.

Perfect for: • Client appreciation

- Employee recognition
- Holiday gifting
- Corporate events
- Closing gifts

Why Choose Us: **Handcrafted Quality** – Small-batch, artisan chocolates made in-house

Hamilton Local – Proudly supporting our community

Custom Options – Build your own gift baskets and boxes

Giving Back – 5% of orders over \$500 donated to charity on your behalf*

Three Gift Tiers: Classic – Perfect for “thank you”

Premium – Impress with expanded selection

Executive – The ultimate chocolate experience

For non-profit organizations, we donate 10% back to you

CONTACT INFORMATION:

[Address] James Street North, Hamilton, ON

[Phone]

dan@chocolatonjames.com

chocolatonjames.com

@chocolatonjames

Hamilton, Ontario • Est. 2015

Call to Action: Contact us today to discuss your corporate gifting needs.

Custom quotes available for orders over \$500

POSTCARD 2: GENERAL STORE / RETAIL

FRONT SIDE

Headline: Hamilton's Chocolate

Subheadline: Handcrafted Artisan Chocolates on James Street North

[Image suggestions: Beautiful chocolate display, truffles close-up, or Dan making chocolate in-store]

BACK SIDE

Main Copy:

CHOCOLAT ON JAMES

Hamilton's Chocolate • Est. 2015

For over a decade, Chocolat on James has been Hamilton's destination for handcrafted artisan chocolates. Under new ownership, we're continuing the tradition of small-batch excellence—made with care right here on James Street North.

What We Offer:

ARTISAN CHOCOLATES

Signature truffles, caramels, toffee, and our famous chocolate sponge. Premium Belgian chocolate in milk, dark, white, and vegan options.

CHOCOLATE-COVERED DELIGHTS

Oreos, pretzels, sour keys, chips, and more—elevated with artisan chocolate.

HOUSE-MADE ICE CREAM

Rotating flavors, soft-serve, and specialty treats like our affogato.

SPECIALTY COFFEE

Full espresso bar featuring local roasters. The perfect pairing for chocolate.

CUSTOM GIFT BASKETS

For any occasion—birthdays, anniversaries, sympathy, celebrations, or “just because.”

VISIT US:

[Address] **James Street North, Hamilton**

[Phone]

chocolatonjames.com

@chocolatonjames

Hours:

Mon-Sat: 10am-6pm

Sun: 11am-5pm

Call to Action: Visit us on James Street North and taste the difference.

Follow @chocolatonjames for new flavors and seasonal specials

Hamilton, Ontario • Est. 2015

Proudly serving Hamilton for over 10 years

DESIGN NOTES FOR RICHARD (DESIGNER)

Overall Aesthetic:

- **Elegant, high-end** (NOT colorful or “fun”)
- **Neutral color palette:** Browns, beiges, blacks, golds
- **Clean, sophisticated typography**
- **Plenty of white space**
- **Professional but warm**

Logo Placement:

- “Chocolat on James” (simple text logo)
- Consider incorporating “Hamilton’s Chocolate” as tagline
- “Hamilton, Ontario • Est. 2015” as footer element

Photography Style:

- High-quality product shots
- Neutral backgrounds

- Natural lighting
- Professional presentation
- NO busy backgrounds or clutter
- Show elegance that matches \$2.60/truffle pricing

Corporate Postcard Specific:

- More formal, business-appropriate
- Emphasize custom options and volume capability
- Professional presentation of gift baskets
- Could show chocolate charcuterie board
- Highlight the charitable giving differentiator

Retail Postcard Specific:

- Slightly warmer, more inviting (but still elegant)
- Show variety of offerings
- Could feature Dan or team member creating chocolate
- James Street North community vibe
- Make store feel accessible and welcoming

Both Postcards:

- QR code for accessibility (AODA compliance) - optional but recommended
- Consider glossy finish (discussed in meeting)
- Traditional postcard size OR longer format (Dan's preference)
- Easy to read at arm's length
- Contact info prominent on back

COPY ALTERNATIVES (IF SHORTER VERSION NEEDED)

Corporate - Condensed Version:

FRONT: Corporate Gifting, Elevated.

Chocolat on James • Hamilton's Chocolate

BACK: Handcrafted artisan chocolates for your corporate gifting needs. Custom baskets, volume orders, and thoughtful presentation. Over 10 years serving Hamilton's businesses.

Three tiers available. 5% donated to charity on orders \$500+

[Contact info]

Retail - Condensed Version:

FRONT: Hamilton's Chocolate

Handcrafted on James Street North

BACK: Artisan chocolates • Chocolate-covered treats • House-made ice cream • Specialty coffee • Custom gift baskets

Visit us for handcrafted quality and Hamilton pride.

[Address & Contact] Mon-Sat 10-6 • Sun 11-5

OPTIONAL ADD-ONS

If Space Allows:

For Corporate Postcard: - “New ownership, same artisan quality” - “Serving Hamilton businesses for over 10 years” - “Ask about our Ti-Cats themed chocolates” (when available)
- “Hamilton is Home” theme

For Retail Postcard: - “Join us for Art Crawl” (monthly event mention) - “Follow for seasonal flavors” - “Gift cards available” - “Vegan and allergen-friendly options”

Back Side Footer Options:

- “Proudly Hamilton”
 - “James Street North Arts District”
 - “Local. Artisan. Hamilton.”
 - “Handcrafted with Hamilton Pride”
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PROOFREADING CHECKLIST

Before printing 250 of each:

- ☐ Phone number correct (meeting mentioned previous cards had WRONG number)
 - ☐ Postal code correct (meeting mentioned previous cards had WRONG postal code)
 - ☐ Email is dan@chocolatonjames.com (NOT Gmail)
 - ☐ Website URL correct
 - ☐ Instagram handle correct: @chocolatonjames
 - ☐ Hours accurate
 - ☐ Address complete and accurate
 - ☐ “Est. 2015” or “Est. 2014”? (Confirm with Dan)
 - ☐ All spelling and grammar checked
 - ☐ Consistent formatting throughout
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NEXT STEPS

1. **Dan reviews and approves copy** (both versions)
 2. **Send approved copy to Richard** at Centre 4 Arts
 3. **Richard creates design mockups** incorporating this copy
 4. **Dan approves design** before printing
 5. **Print 250 of each** (or adjust quantity based on Dan's preference)
 6. **Get pricing from Centre 4 Arts** for printing
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QUESTIONS FOR DAN TO CONSIDER

Before finalizing:

1. **Hours:** Are the hours listed (Mon-Sat 10-6, Sun 11-5) current and accurate?
 2. **Established date:** 2015 or 2014? (Meeting said "11 years" and "Est. 2015")
 3. **Corporate tiers pricing:** Do you want to include specific \$ amounts or keep general?
 4. **Charitable giving:** Confirm 5% over \$500 for-profit, 10% for non-profits?
 5. **Holiday hours:** Will these change seasonally? (If yes, keep general)
 6. **Website:** Is chocolatonjames.com the correct URL?
 7. **Focus:** Any specific products to highlight or avoid mentioning?
 8. **McMaster connection:** Mention it anywhere or save for targeted outreach?
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Copy prepared by: Greg Kowalczyk, GearTOP Inc.

For: Chocolat on James

Contact: Dan Edwards, dan@chocolatonjames.com

Print Partner: Centre 4 Arts (Richard Riviera, designer)

This copy reflects the "elegant, high-end, neutral tones" direction discussed in the October 20, 2025 kickoff meeting.