

Simply Chocolate

# YES, YOU CAN BUY LOVE

HANDMADE - WITH LOVE FROM COPENHAGEN



2019







# ALL NATURAL CHOCOLATE FROM COPENHAGEN

Simply Chocolate is based in Copenhagen. Up here it's too cold to grow cocoa beans. But it is hot enough to have a love affair with great chocolate. Copenhagen is a very old city with a highly vibrating pulse and plenty of room to nurture a new kind of chocolate brand. Since we began in 2011, a lot of people have shared our desire. Not just for what we do, but also for how we do it. We appreciate that. And how do we do it? Well, we found great chocolatiers who will go to great lengths and every corner to find ingredients under the headline of only natural ingredients. We only use the best nature has to offer - we just take credit for it. We want to be the best of bests when it comes to chocolate bars. At the same time we believe that amazing chocolate deserves amazing packaging. Our solution for that is colorful, aesthetic design with a twist of humor. It's New Nordic, urban gourmet chocolate in a beautiful marriage with old production traditions for handmade goodies.

This is as good as it gets!



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# OUR CLAIMS

Since the beginning of Simply Chocolate it was never a question of whether or not to use only natural ingredients. We are sure that the natural ingredients taste better than any artificial flavor or sweetener. We never compromise on that and you won't find artificial additives in any of our products. We care lots for you, our customers, and your needs. It has always been important for Simply Chocolate to make chocolate that is honest and simple to understand. We even have a selection of gluten and dairy free products because everyone should be able to have chocolate.



# WE CARE

Everyone deserves a fair life, a fair trade and everyone wants chocolate on planet Earth. It's the only planet with chocolate for crying out loud!

We are a part of the Cocoa Horizons Foundation because we care!

## "EVERYONE DESERVES A FAIR LIFE, A FAIR TRADE AND EVERYONE WANTS CHOCOLATE ON PLANET EARTH"

### IT'S ALL ABOUT THE PEOPLE

When you're working with chocolate you have a great responsibility in making sure that it benefits not just yourself but also the farmers, villages and the environment. The Cocoa Horizons Foundation helps to create thriving communities and productivity.

**Thriving communities** by providing financial options, medical facilities, education, safe drinking water and many other advantages.

We support **productivity** by training farmers and enabling them to grow cocoa sustainably and responsibly to make sure they get the best and most out of the crops and not ruining their future harvest or the environment.

### GET CHOCOLATE – SUPPORT FARMERS

All the chocolate we process benefits all the farmers, families and cocoa fields and as an extra add on we also support our own project within the Cocoa Horizons Foundation.

Every time you buy a Simply Chocolate product you support the farmers, the villages and the environment.

Responsible chocolate just tastes better – well, of course also because of the incredibly great ingredients that we use.

Read more on our website  
[www.simplychocolate.dk](http://www.simplychocolate.dk)



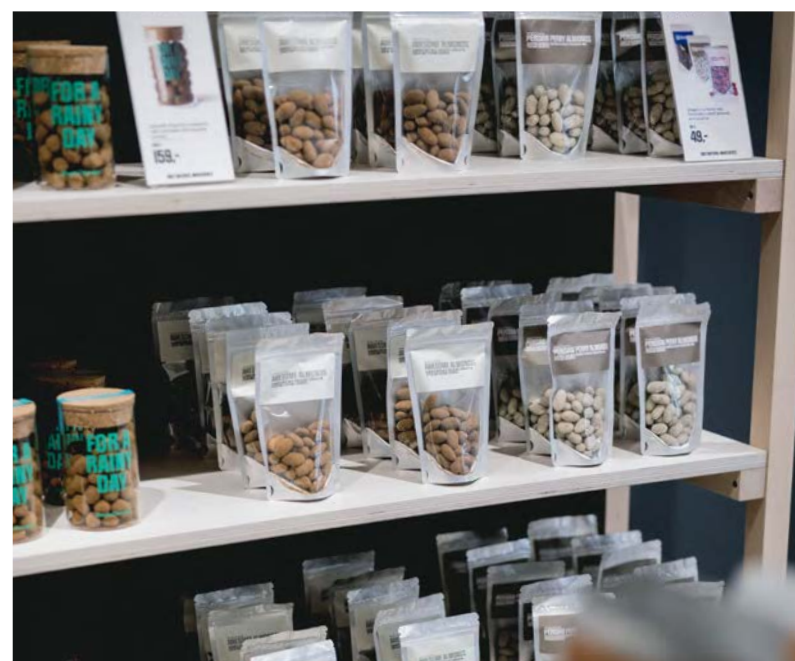


# VISIT US OUT THERE

Who doesn't want to look good?

We like the light, Nordic style and believe it makes our products stand out with all their colors. Our chocolate bars comes in shelf ready boxes but they got their very own "house" in dispensers to hang up at any wall. Or door. Or pillar.

Have a look at our 6 flagship stores and feel free to contact us if you see something you like and would like it for your own shop.





# BEHIND THE SCENES

It takes real passionate people to run the Simply Chocolate factory. It also takes lots of skills and our experienced employees know exactly how to care for the chocolate in the best possible way.

## WE NEED TO FEEL IT

A perfectly chewy inside in combination with a crisp and cracking layer of chocolate on the outside is not just a walk in the park. Take Grainy Sue as an example, if you add too much spelt it will get dry, if you add too many peanuts it will get too salty so it needs constant care and a firm hand that knows exactly what it's doing.

## "WE WANT REAL INGREDIENTS"

Our pots and caseroles are a bit bigger than your regular ones at home, but it is basically the same setup we use to start the journey of a chocolate bar. We do not want a lab with powders and liquids that no one can pronounce the names of. We want real ingredients and our caramel is made from honey, sugar and butter. That's it.

## THE ENVIRONMENT

When you make chocolate - or any other other product for that matter - you have a great responsibility to care for the environment in more than one way.

## Cocoa crops

As you can read in the Cocoa Horizon section on page 5 we take part in educating the cocoa farmers on how to treat the plants and fields with respect for the next generations.

## Redution of CO2

2 years ago we moved to a new and more modern location in Copenhagen where we had the opportunity to optimize on our daily handling in the production and offices to support the environment. As an example we only have motion controlled lights that turn off when no one is around. We also made sure that our chocolate is never transported by flight.

## People

Whether you are a part of the Simply Chocolate production in Denmark or in the Ivory Coast you only deserve to work in an environment that takes care of your needs. As a part of Cocoa Horizon we are working to eradicate child labor and slavery.

## Packaging

All our paper packaging are made from reusable materials. On many of our gift items we use glass and porcelain instead of plastic with thought on reusing the packaging over and over. We are continuously working on how to incorporate more and completeky compostable packaging.





# AWARDS AND PR

When we communicate our brand to anyone we do it the Simply Chocolate way. No matter if we're doing social media, outdoor campaigns or talk through our website we want the DNA to be very clear to the viewer.

**PRIZES**  
In October 2017 we launched our brand new website and when we reached 2018 design and user experience awards literally started raining down upon us. Among others the website won the prize for the World's best e-commerce website in 2017 by Awwwards.

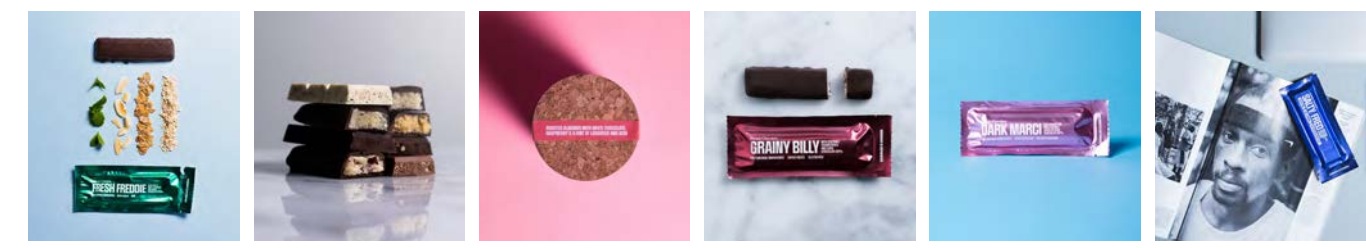
**"THE WORLD'S BEST E-COMMERCE WEBSITE"**

Halleluja - we are so proud you can't even imagine! Our goal was to give our web guests an experience of almost having a bar in their hand. It's a shame you can't taste through a screen but we think we got as close as possible. So did the judges.

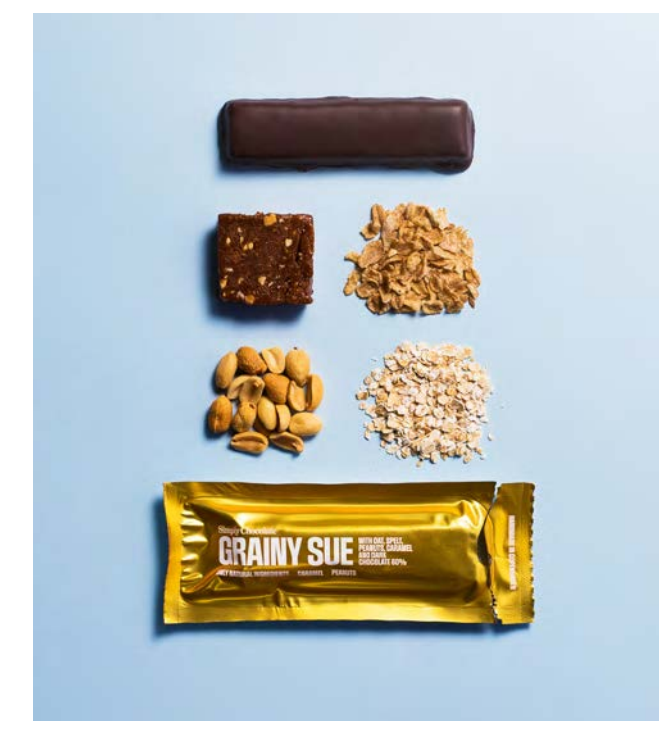
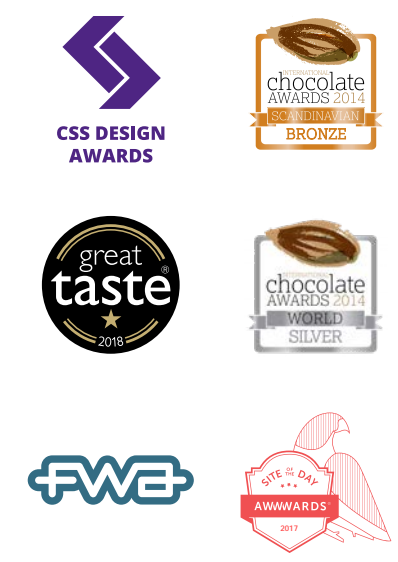
**PR**  
We love what we do and therefore we are proud to tell about it too. We combine big campaigns like our Christmas takeover in Copenhagen airport redecorating an entire baggage claim with our Christmas bar Santa's Favorite with statements, aesthetic visuals and fun video material on our social platforms.

# FOLLOW OUR JOURNEY

FACEBOOK & INSTAGRAM / **SIMPLYCHOCOLATECPH**  
WEBSHOP / **SIMPLYCHOCOLATE.DK**



## WE DO OUR BEST!





**"WE CARE SO MUCH FOR OUR  
BARS THAT WE JUST HAD TO  
GIVE THEM NAMES"**



# CHOCOLATE BARS

This is your premium convenient chocolate to take anywhere. On the outside metallic colors cover the vacuum packed bars with their own personal name and qualities. When you open up the foil the smell of freshly made chocolate slides up your nose and whether it's mint, caramel, salted almonds or marzipan you are about to bite into, you are in for a treat.

It's your little-less-guilty-pleasure.



NEWS

## CRISPY CARRIE

A fashionable mix of flaky sea salt in combination with crunchy homemade caramel pieces all wrapped in the softest coat of premium milk chocolate. 40 g.



chocolate AWARDS 2014  
BRONZE

## GRAINY SUE

Homemade blend with caramel and peanuts, covered in premium dark chocolate. The high-quality chocolate cover in combo with a soft and chewy inner makes Grainy Sue our top selling bar. 40 g.



## DARK MARCI

A double layer of premium dark chocolate with a centre of marzipan made from Valencia almonds. This sublime blend of sweet and bitter flavor is a forever tongue twister. 40 g.







## PERSIAN PERRY

Premium white chocolate with genuine Persian liquorice delivers on the crunch factor. It is slightly more bitter than regular soft liquorice which makes it a perfect sidekick to the sweet, white chocolate. 40 g.



## FRESH FREDDIE

Below a layer of premium dark chocolate, mint, spelt and coconut make the freshest centre of Fresh Freddie. 40 g.



## SALTY FRED

Premium dark chocolate with salted almonds, known for their superb quality. The salty hint and the fruity chocolate truly make this the best of both worlds. 40 g.



## GRAINY BILLY

A creamy blend of coconut, white chocolate and cranberries covered in premium dark chocolate makes this a perfect sweet and sour symphony. 40 g.



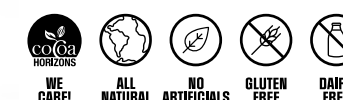
## CRUNCHY COCO

Premium quality milk chocolate is great. Premium milk chocolate with a little coconut crunch is just so much better. 40 g.



## DARK COCO

This premium dark chocolate blend is both rich and fruity. Added coconut ties all flavors together and makes you want another piece. And another piece. 40 g.





**NEWS** AVAILABLE FROM AUGUST 2019

# BIG BARS

Big bars are our newest product line. We took our best selling solid chocolate bars and made them into big bars. Because everyone wants more chocolate. This one you can split with friends and family or eat it all by yourself. They will fit any dinner or coffee date and there is enough chocolate to share. They come in the same cool vacuum packed foil as our 40g. bars. We are so excited for you to meet them!



## CRISPY CARRIE

A fashionable mix of flaky sea salt in combination with crunchy homemade caramel pieces all wrapped in the softest coat of premium milk chocolate.

80 g.



## PERSIAN PERRY

Premium white chocolate with genuine Persian licorice delivers on the crunch factor. It is slightly more bitter than regular soft licorice which makes it a perfect sidekick to the sweet, white chocolate.

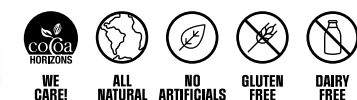
80 g.



## SALTY FRED

Premium dark chocolate with salted almonds, known for their superb quality. The salty hint and the fruity chocolate truly make this the best of both worlds.

80 g.







# PROTEIN BARS

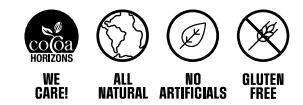
Every time anyone manages to jump on their bike, go to the yoga class, play a football match or simply jumps down to take 10 push ups it should be honored. Therefore we made 3 protein bars to accompany you on your workout day. There are no artificial flavoring or sweeteners and therefore they taste amazing and are not dry at all. They are covered in premium dark chocolate and not som substitute - you can taste that!

Go ahead, you deserve it!



## RICH ARNOLD

Sweet dates taste way better than any artificial sweetener. Therefore, Rich Arnold is a fitness favorite with his antioxidants, peanuts, protein, caramel, dates and premium dark chocolate. 40 g.



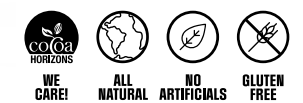
## FIT FIONA

Premium dark chocolate with a perfect centre of protein and real red berries boasting with antioxidants created to perfectly match your determination. 40 g.



## SPEEDY TOM

Cocoa, acai and passionfruit covered in high quality dark chocolate will definitely accelerate your appreciated taste for 100% natural energy bars. 40 g.





**"FOR THE MINI BARS, PILLOWS,  
CAPPUCCINOS, RECEPTIONS,  
RESTAURANTS, MEETING ROOMS"**





# SMALL ONES

This is your chocolate for meetings, offices, mini bars, showrooms, pillows, restaurants or coffee treats. We have 9 delicate flavors - a mix between solid chocolates with salted almonds, coconut, Persian liquorice, berries coffee, etc. and filled chocolates with marzipan, caramel, peanuts, mint, coconut and more.

You can either mix them up or go clean with one kind if your meeting room is, let say green from top to floor.



## GRAINY SUE

Homemade blend with caramel and peanuts, covered in premium dark chocolate. The high-quality chocolate cover in combo with a soft and chewy inner makes Grainy Sue our top selling bar.

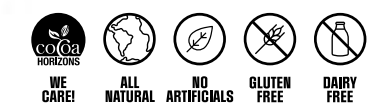
10 g.



## DARK MARCI

A double layer of premium dark chocolate with a centre of marzipan made from Valencia almonds. This sublime blend of sweet and bitter flavour is a forever tongue twister.

10 g.



## FRESH FREDDIE

Below a layer of premium dark chocolate, mint, spelt and coconut make the freshest centre of Fresh Freddie.

10 g.







## CUSTOMIZED

You can have your very own Simply Chocolate small one for your office, store, showroom, etc. Choose chocolate, statement and logo. Contact us for minimum order, quantity and price.



## CRISPY CARRIE

A fashionable mix of flaky sea salt in combination with crunchy homemade caramel pieces all wrapped in the softest coat of premium milk chocolate. 10 g.



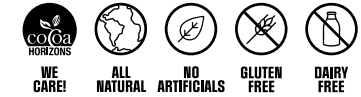
## SALTY FRED

Premium dark chocolate with salted almonds, known for their superb quality. The salty hint and the fruity chocolate truly make this the best of both worlds. 10 g.



## MOCCA MOLLY

If you do not already know the perfect piece of chocolate to your coffee, meet Molly. It is premium dark chocolate with crunched up coffee beans to bring a little bite. 10 g.



## PINK POLLY

A pink piece to lighten up any grey day. Blended in with the premium white chocolate, raspberry and Persian liquorice make a wonderful team that pleases your tongue. 10 g.



## CRUNCHY COCO

Premium quality milk chocolate is great. Premium milk chocolate with a little coconut crunch is just so much better. 10 g.



## PERSIAN PERRY

Premium white chocolate with genuine Persian liquorice delivers on crunch factor. It is slightly more bitter than regular soft liquorice which makes it a perfect sidekick to the sweet, white chocolate. 10 g.





**"A STATEMENT FOR EVERY CAUSE  
WRITTEN ON BEAUTIFUL BOXES  
WITH A PEEP TO THE CHOCOLATE  
BITES INSIDE."**





NEWS

# GIFT BOXES

A statement for every cause written on beautiful boxes with a peep to the chocolate bites inside. On the inside you'll find white, dark og milk chocolate pieces with crun- chy coconut, Persian liquorice, caramel, sea salt, coffee or red berries.



## INSTEAD OF FLOWERS

Crispy Carrie is crispy caramel, sea salt and premium milk chocolate.

Salty Fred is salted roasted almonds with premium dark chocolate.

Mocca Molly is crunchy coffee beans with premium dark chocolate.

Pink Polly is white chocolate with raspberry and Persian liquorice.

Persian Perry is white chocolate with Persian liquorice.

Crunchy Coco is milk chocolate with crunchy coconut grains.

120 g.



## YES, YOU CAN BUY LOVE

Crispy Carrie is crispy caramel, sea salt and premium milk chocolate.

Salty Fred is salted roasted almonds with premium dark chocolate.

Mocca Molly is crunchy coffee beans with premium dark chocolate.

Pink Polly is white chocolate with raspberry and Persian liquorice.

Persian Perry is white chocolate with Persian liquorice.

Crunchy Coco is milk chocolate with crunchy coconut grains.

240 g.



## MOOD MANAGER

Crispy Carrie is crispy caramel, sea salt and premium milk chocolate.

Salty Fred is salted roasted almonds with premium dark chocolate.

Mocca Molly is crunchy coffee beans with premium dark chocolate.

Pink Polly is white chocolate with raspberry and Persian liquorice.

Persian Perry is white chocolate with Persian liquorice.

Crunchy Coco is milk chocolate with crunchy coconut grains.

120 g.





**"THESE GLASS JARS  
CONTAIN HANDMADE AND  
MOUTHWATERING DRAGEES."**

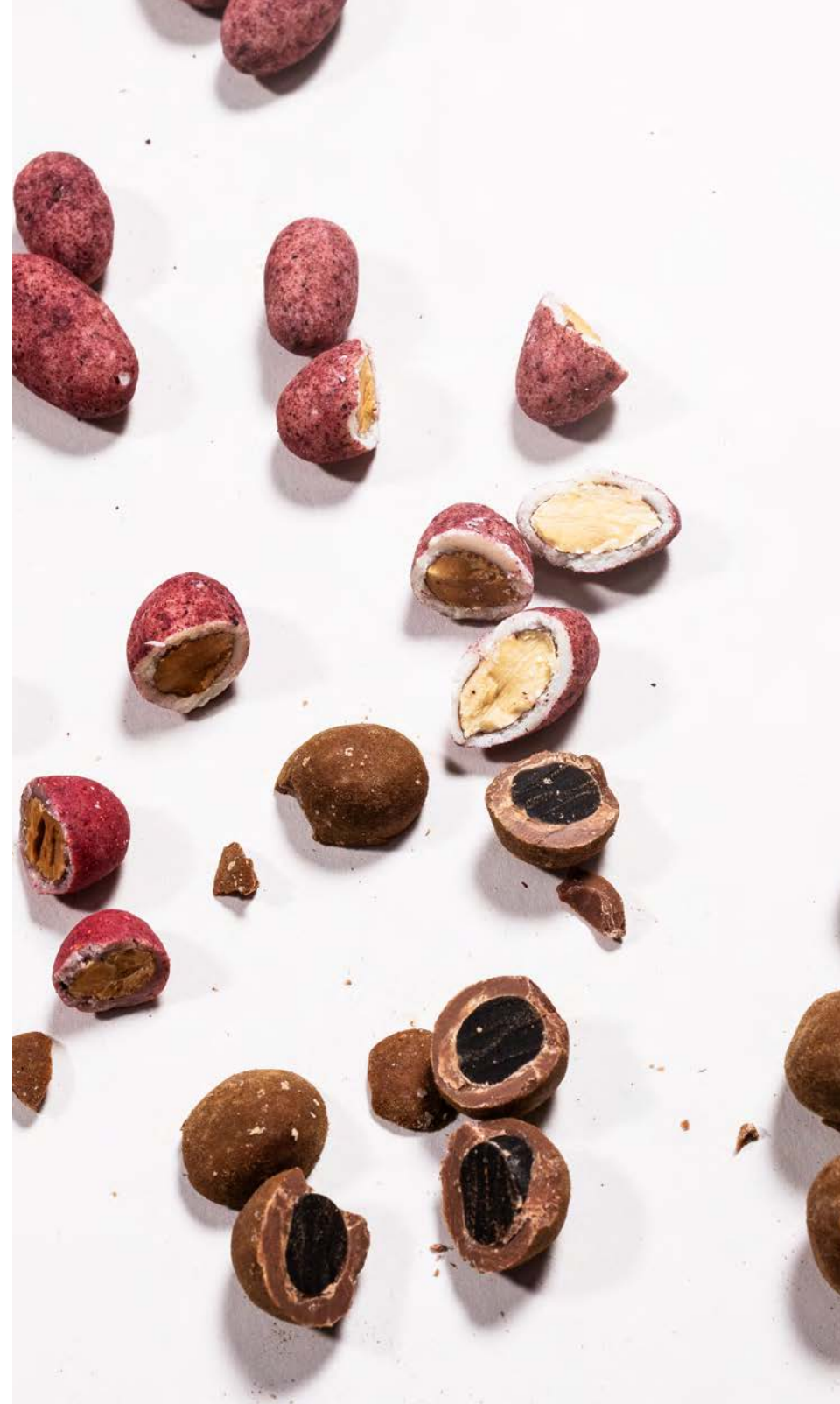






# DRAGÉE JARS

Other than being a beautiful gift for your next dinner invitation these glass jars contain handmade and mouthwatering dragées. Whether you like roasted almonds or Icelandic liquorice there is a version for your taste buds.



## YES, YOU CAN BUY LOVE

Roasted almonds gently covered in premium white chocolate with liquorice and gently dusted with raspberry and acai. 280 g.



## FOR A RAINY DAY

Icelandic liquorice gently covered with premium milk chocolate and dusted in liquorice powder. 300 g.







**"THE BAR JARS CONTAIN 11 OR 18 DELICIOUS CHOCOLATE BAR BITES MADE FROM ONLY NATURAL INGREDIENTS."**







# BAR JARS

A perfect gift item is beautiful, handy and with a tasty inner. The Simply Chocolate bar jars are made from real glass and have 11 or 18 delicious chocolate bar bites made from only natural ingredients.



## INSTEAD OF FLOWERS

Grainy Sue is homemade caramel, peanuts and spelt covered in premium dark chocolate.

Fresh Freddie is mint, coconut and spelt covered in premium dark chocolate.

Dark Marci is marzipan made from Valencia almonds covered in a double layer of premium dark chocolate.

180 g.



## YOU. ME. COFFEE. NOW

Grainy Sue is homemade caramel, peanuts and spelt covered in premium dark chocolate.

Fresh Freddie is mint, coconut and spelt covered in premium dark chocolate.

Dark Marci is marzipan made from Valencia almonds covered in a double layer of premium dark chocolate.

110 g.





**"DRAGÉED ICELANDIC LIQUORICE OR  
ROASTED ALMONDS ARE THE PERFECT  
TREAT TO BRING ANYWHERE."**







NEWS

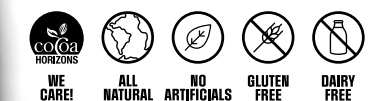
# DRAGÉE BAGS

Dragée bags with dragéed Icelandic liquorice or roasted almonds are the perfect treat to bring anywhere. The chocolates are packed in convenient foil bags with zipper.



## SALTY FRED ALMONDS

Salted, roasted almonds gently covered in premium dark chocolate.  
100 g.







## PERSIAN PERRY ALMONDS

Roasted almonds gently covered in white chocolate with Persian liquorice.  
100 g.



## LOVABLE LIQUORICE

Icelandic liquorice gently covered in premium milk chocolate and dusted with liquorice powder.  
100 g.



## AWESOME ALMONDS

Roasted almonds gently covered in premium milk chocolate and dusted with liquorice powder.  
100 g.



## LOVABLE LIQUORICE RASPBERRY

Icelandic liquorice gently covered in premium white chocolate and dusted with acai and raspberries.  
100 g.





# CHOCOLATE BARS

Name	Weight	Colli	Article No.
Crispy Carrie	40 g.	30 pcs.	0021050018
Grainy Sue	40 g.	30 pcs.	0021050013
Dark Marci	40 g.	30 pcs.	0021050008
Persian Perry	40 g.	30 pcs.	0021050015
Fresh Freddie	40 g.	30 pcs.	0021050016
Salty Fred	40 g.	30 pcs.	0021050001
Grainy Billy	40 g.	30 pcs.	0021050012
Crunchy Coco	40 g.	30 pcs.	0021050017
Dark Coco	40 g.	30 pcs.	0021050002

# BIG BARS

Name	Status
Crispy Carrie	Available from august 2019
Persian Perry	Available from august 2019
Salty Fred	Available from august 2019

# PROTEIN BARS

Name	Weight	Colli	Article No.
Rich Arnold	40 g.	30 pcs.	0021050100
Fit Fiona	40 g.	30 pcs.	0021050101
Speedy Tom	40 g.	30 pcs.	0021050102

# SMALL ONES / COLORED

Name	Weight	Colli	Article No.
Grainy Sue	10 g.	75 pcs.	0021030118
Dark Marci	10 g.	75 pcs.	0021030119
Fresh Freddie	10 g.	75 pcs.	0021030106
Mixed	10 g.	75 pcs.	0021030120

# SMALL ONES / TRANSPARENT

Name	Weight	Colli	Article No.
Crispy Carrie	10 g.	75 pcs.	0021030123
Salty Fred	10 g.	75 pcs.	0021030122
Persian Perry	10 g.	75 pcs.	0021030108
Mocca Molly	10 g.	75 pcs.	0021030121
Pink Polly	10 g.	75 pcs.	0021030114
Crunchy Coco	10 g.	75 pcs.	0021030116
Mixed	10 g.	75 pcs.	0021030199

# BOXES

Name	Weight	Colli	Article No.
Instead Of Flowers	120 g.	12 pcs.	0021030004
Mood Manager	120 g.	12 pcs.	0021030005
Yes You Can Buy Love	240 g.	12 pcs.	0021030006

# DRAGÉE JARS

Name	Weight	Colli	Article No.
For A Rainy Day	300 g.	6 pcs.	0021010017
Yes You Can Buy Love	280 g.	6 pcs.	0021010015

# BAR JARS

Name	Weight	Colli	Article No.
Instead Of Flowers	180 g.	6 pcs.	0021030504
You. Me. Coffee. Now	110 g.	6 pcs.	0021030503

# DRAGÉE BAGS

Name	Weight	Colli	Article No.
Salty Fred	100 g.	16 pcs.	0021010026
Persian Perry	100 g.	16 pcs.	0021010025
Awesome Almonds	100 g.	16 pcs.	0021010020
Loveable Liquorice	100 g.	16 pcs.	0021010022
Loveable Liquorice - Raspberry	100 g.	16 pcs.	0021010021



Simply Chocolate

# ALL NATURAL, NATURALLY...

HANDMADE - WITH LOVE FROM COPENHAGEN

Simply Chocolate  
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WE  
CARE!



ALL  
NATURAL



NO  
ARTIFICIALS