



Taza is a small bean-to-bar chocolate maker, and the only producer in the US of 100% stone ground, organic chocolate. They roast, winnow, grind, temper, and mold their chocolate in house and by hand using exclusively organic and sustainable ingredients.

Taza's cacao comes from a small cooperative in the Dominican Republic with a hearty and diverse tree stock called La Red Guacanejo. Sugar is sourced from an innovative company in Brazil called the Green Cane Project. Aside from making remarkable organic cane sugar, they process the spent cane fiber to power their factory and the nearby town.

They use true cinnamon (not cascia) and whole vanilla pods, both organic and biodynamically grown, from a tiny plantation in Costa Rica called Villa Vanilla. The same care and attention to detail goes into the procurement of all their ingredients.

Direct relationships with their growers bring them the highest quality ingredients while ensuring fair wages and work practices on the farm.

Their chocolate making process is unique. Taza chocolate is stone ground and minimally processed, and they do not conch. The company uses authentic Oaxacan stone mills instead of steel refiners to grind the cacao. Due to the imperfect surface of a granite millstone, unrefined cacao particles and sugar granules remain in the finished chocolate. These pop with explosive flavor on the palette, lending the bars their distinctive granular texture.

Founded in 2006, Taza Chocolate was born out of a desire to combine the Mesoamerican tradition of chocolate with a modern, high-quality product manufactured in a socially responsible way.

In 2005, Taza cofounder Alex Whitmore traveled to Oaxaca to steep himself in the history and culture of Mexico. There, he learned about the pre-Columbian ritual of "xocolātl" in Latin America, and the customs that surrounded the transformation of cacao into a drink. Having grown up eating European-style chocolate candy, Alex was surprised and inspired by the simplicity of the Oaxacan treatment of chocolate. He was compelled by the minimal processing and traditional method of stone grinding the beans... so much so that he was moved to start a business dedicated to crafting artisan, Mexican-style chocolate in the United States.



Alex and cofounder Larry Slotnick decided early on that they wanted to start a company with a conscience. Taza Chocolate would be sustainable – not just financially but environmentally, and community-focused. After considering models in use in the coffee field and analyzing the current state of the chocolate industry, Alex and Larry set to work on a business plan. Their company, Taza Chocolate, would produce 100% stone ground, organic chocolate using only the best ingredients while compensating growers fairly for their work.



Today, Taza produces thousands of chocolate bars each month, which are sold in almost every state. Their chocolate has been featured in major publications like *Gourmet Magazine*, *The Art of Eating*, *Food & Wine*, and more. Some of the best restaurants in the country use Taza Chocolate in their kitchens. Best of all, they are proud to have a positive effect on their community, industry, livelihood, and welfare of their growers.

Experience Taste!