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**Retail Fact Sheet**

Taglines: Crafting Chocolate in the San Francisco Bay Area Since 1868

 The Chocolate for Experts

San Francisco’s Secret Since 1868

About: Guittard Chocolate Company is a San Francisco Bay Area-based chocolate maker celebrated for crafting world-class couverture chocolate based on traditional French methods. Founded in San Francisco in 1868, Guittard Chocolate Company is the oldest continuously family-owned and operated chocolate-making business in the United States. Guittard is an industry leader in its global efforts to promote sustainability of the environment of the cocoa-growing regions and the well being of cocoa workers.

Locations: 10 Guittard Road, Burlingame, CA 94010

 Tel: 800.468.2462 or 650.697.4427

\*Manufacturing and packing of retail products, Sales & Marketing, R&D, Micro and Quality Control, all testing of beans/raw materials, and Customer Service

2701 Guittard Way, Fairfield, CA 94534

Tel: 707.440.4628

\*Distribution, warehouse, shipping and repacking

Guittard Chocolate Studio

2809 La Cienaga Avenue, Los Angeles, CA 90034

Contact: Donald Wressell, Tel: 310.558.8896 or dwressell@guittard.com

\*Under the direction of Guittard Pastry Chef Donald Wressell, the Guittard Chocolate Studio hosts the Guest Chef Series featuring intensive hands-on workshops with prominent chefs, chocolatiers and bakers.

 Website: Guittard.com

 Facebook: facebook.com/GuittardChocolate

 Twitter: twitter.com/GuittardChoco

Principal: Gary W. Guittard, President and CEO, 1989 – present

Jay Q. Guittard, President and CEO, 1988-1989

 Horace A. Guittard, President and CEO, 1950 - 1987

 Horace C. Guittard, President and CEO, 1899 - 1950

Etienne Guittard, President and CEO, 1868 – 1899

Timeline: 1868 Guittard Chocolate Company opens in San Francisco on Sansome Street offering coffee, tea and spices in addition to chocolate

 1906 earthquake destroys factory; Horace C. rebuilds on Main Street, SF (temporary location on Commercial St.)

1936 Horace C. streamlines the company’s offering, focusing solely on chocolate

1955 Horace A. relocates Guittard Chocolate Company to Burlingame, CA where it continues to make high quality chocolate today

1988 and 1989 Due to the untimely deaths of his father and brother, Gary begins running the company with his family of employees, many who had been there for 20 years and remain at Guittard’s side to this day.

2000 Launch of E. Guittard professional and retail product lines

2006 Guittard establishes a second manufacturing facility in Fairfield, CA

Certifications:

Safe Quality Food (SQF) Level 2 Certification

 AIB and GMP Certification

 Peanut-Free and Gluten-Free Facility

 Source cacao beans that are Rainforest Alliance and Fair Trade Certified

 Founding member of World Cocoa Foundation

Industry Associations:

NAFST, NCA, WCF, PMCA, NERCA, RCI, SCAA, RBA, IACP, WCR, CRA, IFT

Awards: *Gary Guittard*

2013 Harvey Barrett Award, Western Candy Conference

2010 Inducted into the Candy Hall of Fame

2010 Top 10 Pastry Chefs in America Hall of Fame Honoree

2008 Kettle Award, Candy Industry Magazine

2008 Henry Bornhofft Award, Retail Confectioners International

2008 Recipient of Fine Chocolate Industry Association Lifetime Achievement Award

2000-2003 Chocolate Manufacturer’s Association for leadership as Chairman

*Guittard Chocolate Company*

2014 Good Food Awards: Collection Etienne Chocolate Baking Bars 100% Cacao Unsweetened Chocolate

2011 Chocolate Fest: Best Organic or Fair Trade Offering

2007 Sofi Silver Finalist: Outstanding Hot Beverage, Grand Cacao

2004 Best Guilty Pleasure Award, Reader’s Digest

**Guittard Product Lines**

**Wholesale**: Offering chocolate and chocolate products to the food manufacturing industry with personalized service, innovative product development resources, food safety and SQF-certified manufacturing practices.

**Professional**: Delivering to pastry chefs, artisan chocolatiers, pâtisseries, restaurants, caterers and hotels a premium line of single origin and blended chocolates. Collection Etienne is made in small batches in the centuries-old, French artisan tradition.

**Retail**: Offering our professional line of baking, drinking and eating chocolate to the home baker and chocolate aficionado. Using recipes passed down for five generations alongside innovative artisan techniques—it is the chocolate for experts by experts, from our family to yours.

**RETAIL BAKING & EATING CHOCOLATE**

**Collection Etienne**

Made in small batches from the highest-quality cocoa beans in a centuries-old French artisan tradition, Collection Etienne delivers the same premium quality chocolate used by top professional pastry chefs to home bakers.

***New*** *Collection Etienne Wafers (shipping October 2014)*

Certified organic gourmet chocolate made with Fair Trade Certified ingredients delivered in a user-friendly, round disk wafer. Professional format for the home baker; perfect for cakes, cookies, brownies, ganache and other coatings. Easy to measure in cups.

38% Cacao Milk Chocolate

66% Cacao Semisweet Chocolate

74% Cacao Bittersweet Chocolate

***New*** *Collection Etienne Eating Bars (shipping January 2015)*

75g eating bars crafted in the French artisan tradition and available in six blends. Made with Fair Trade Certified ingredients, these blends celebrate the true artistry of chocolate making. We use only the finest cacao beans from around the world to handcraft a uniquely complex chocolate that provides an exciting tasting journey.

38% Cacao

45% Cacao

64% Cacao

70% Cacao

Quetzalcoatl 72% Cacao

85% Cacao

Nocturne 91% Cacao

*Collection Etienne Baking Chips*

Internationally award-winning chocolate chips for baking or eating; Collection Etienne Baking Chips are a staple in every baker’s kitchen.

 Real Semisweet

Milk Maxi

Super Cookie Chunk

Extra Dark 63%

Akoma Fair Trade Bittersweet

Choc-Au-Lait

*Collection Etienne Baking Bars*

Handcrafted from the finest cacao from around the world and prized by pastry chefs, Collection Etienne Baking Bars provide unique and complex flavors made from specialty bean blends. Fair Trade Certified, All Natural, Soy Free, Peanut Free and Gluten Free, Non-GMO. Easy to measure in grams and ounces.

 64% Cacao Semisweet Chocolate

 70% Cacao Bittersweet Chocolate

 100% Cacao Unsweetened Chocolate

*Collection Etienne Cocoa Powders*

Gourmet cocoa powders for baking and drinking made from a premium blend of fine-flavor cacao beans. Perfect for a variety of applications – from baking to drinking chocolate.

 Cocoa Rouge

 Grand Cacao

**Flavored Baking Chips**

Guittard Chocolate flavored baking chips allow for innovation in the kitchen. Use them in your favorite recipes or eat them straight out of the bag.

Mint Baking Chips

Butterscotch Baking Chips

**RETAIL CONFECTIONS**

**Nonpareils**

A classic chocolate confection available in bulk and retail packs at select locations.

Dark chocolate with white nonpareils

Milk chocolate with colored nonpareils

White chocolate with colored nonpareils

**Smooth ‘n Melty**

A smooth and creamy classic treat.

ClassicMints—assorted colors of pink, green and yellow

Petite Mints—our classic mints gone mini; assorted colors of pink, green and yellow

Christmas Mints—our classic mint flavor in white with red and green nonpareils

**Seasonal**

Holiday-themed chocolate confections available in bulk and retail packs at select retail locations.

Easter Eggs (foil wrapped)

Ornaments (foil wrapped)

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