

FOR IMMEDIATE RELEASE



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GUITTARD.COM

GUITTARD INTRODUCES ORGANIC BAKING WAFERS FOR THE HOME BAKER

Burlingame, CA, March 2015—Guittard Chocolate Company has added Organic Baking Wafers to its Collection Etienne line of fine baking chocolates for the home baker. Using the premium quality chocolate reserved for top professional pastry chefs, the wafers are made in small batches from the highest-quality cocoa beans in a centuries-old French artisan tradition.



Collection Etienne Organic Baking Wafers 12 oz convenient resealable bag

Certified organic gourmet chocolate made with Fair Trade Certified ingredients is delivered in a user-friendly, round disk wafer. This professional format for the home baker is perfect for cakes, cookies, brownies, ganache, and other coatings. It is easy to measure in cups and comes in three percentages, each with their own flavor profile:

Milk Chocolate 38% Cacao: This organic milk chocolate delivers a milky-light chocolate taste; fruit and malty tones and unique complexity making it a favorite for baking and confectionery applications.

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Collection Etienne Organic Baking Wafers continued

Semisweet Chocolate 66% Cacao: A base of deep chocolate gives way to fresh berries and spice with lingering accents of jasmine. Perfect for baking, enrobing and other confectionery applications.

Bittersweet Chocolate 74% Cacao: This bold chocolate has spice and dried fruit notes with balanced sour and tannin undertones. Ideal for baking, ice cream making and confectionery applications.

Collection Etienne Organic Baking Wafers (MSRP \$9.99/12oz) are available online at Guittard.com and at specialty grocery and retail stores nationwide, as is the entire baking line for the home cook—baking bars, chips, and cocoa powders.

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About Guittard Chocolate Company

Guittard Chocolate Company is a San Francisco Bay Area 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.

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