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For immediate release

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Guittard Launches New Organic Natural Cocoa Powder

The new powder delivers possibilities in function and flavor through its unique high cocoa butter content and flavor-forward organic beans

Burlingame, CA (March 1, 2022)—[Guittard Chocolate Company](https://www.guittard.com), the 150+-year-old San Francisco-based chocolate maker, is pleased to announce the latest addition to its cocoa powder line: **Guittard Organic Natural cocoa powder**. Inviting new performance possibilities with its unique flavor and function, Guittard's new Organic Natural powder combines a high percentage of cocoa butter fat with flavor-forward organic beans for a cocoa that delivers new possibilities in baking as well as drinking. Guittard Organic Natural cocoa powder retails for an SRP of \$9.99 and is available online at [guittard.com](https://www.guittard.com) as well as independent and natural grocers beginning this spring.

The natural processing of the beans (non-dutch-processed), along with the high cocoa butter content leads to a cocoa powder that is lighter in color and retains the original flavor-forward complexity of the organic beans for nuanced and exciting flavor delivery in baking and drinking applications. When used in baking, it creates bright and expressive flavors, and the absence of dutching allows the chocolate flavors to truly stand out.

Joining its other cocoa powder products, Cocoa Rouge and Grand Cacao, Guittard's Organic Natural cocoa powder is the first to be Organic and both high cocoa butter content and non-dutched. Cocoa that is not dutch-processed is referred to as 'natural cocoa' in the industry and brings bright chocolate flavor and lighter colors to baking and drinking applications. While most recipes





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will not specify dutched or natural cocoa in their instructions, the Organic Natural's high cocoa butter content enhances texture and flavor in baking projects like brownies, cookies, and cakes or enjoyed as a beverage in recipes where a more natural, mild chocolate flavor and creamy, rich texture is preferred.

"We're thrilled to welcome this high-fat Organic Natural cocoa powder to our line of Guittard products," said Gary Guittard, CEO and fourth generation of Guittard Chocolate Company. "We always strive to deliver new and innovative options to our customers—to provide them with chocolate that suits a variety of needs in both flavor and application. This latest addition to our line of cocoa powders opens an avenue of possibilities we're excited to see our users explore."

ABOUT GUITTARD CHOCOLATE COMPANY: As the oldest continuously family-owned and operated chocolate company in the United States, Guittard Chocolate Company, now under the fourth and fifth generation of family management, continues to grow with the same innovative spirit and commitment to sustainability that has made it one of the world's most respected makers and suppliers of premium chocolate over the past 150+ years. For more information, please visit us online at www.Guittard.com or @GuittardChocolate.

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