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For immediate release

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GUITTARD CHOCOLATE COMPANY ANNOUNCES RETAIL LAUNCH OF NEW "BEYOND SUGAR" CHOCOLATE

Guittard's New Beyond Sugar Line Welcomes Innovative Coconut Sugar-Sweetened and 100% Cacao Chocolate Chips Suitable for Keto and Paleo Diets

Burlingame, CA (March 2, 2021)—Family-owned [Guittard Chocolate Company](https://www.guittard.com), the San Francisco-based premium chocolate company with a more than 150-year history of crafting exceptional chocolate and cocoa, announces the launch of its new Beyond Sugar chocolate—a line designed to unite the artistry of chocolate making with evolving dietary awareness. The keto- and paleo-friendly line includes a new innovative baking chip sweetened with organic coconut sugar, in addition to a reimagined Guittard 100% cacao chocolate chip that celebrates cacao's naturally bold character. Guittard's Beyond Sugar line will be available for purchase directly through [guittard.com](https://www.guittard.com) beginning March 2021 and at Whole Foods Market stores and other retailers nationwide beginning this summer.

Guittard has a long and rich history of pioneering chocolate craft in the United States, and this latest collection aims to continue that tradition by addressing evolving consumer dietary choices, without sacrificing the quality, craftsmanship, and flavor for which Guittard is renowned. The Beyond Sugar line includes the following products:

- **Santé 72% cacao dark chocolate chips, keto and paleo-friendly, no sugar alcohols and sweetened with coconut sugar**
1g net carbs, 5g fiber, 2g sugar per 15g serving size* (not a low-calorie food)*

With mindful innovation ingrained in the name itself, Guittard's new Santé 72% baking chips are sweetened with coconut sugar and creatively crafted with an innovative formula that turns this special 72% chocolate into a keto and paleo-friendly option—all with just one gram of net carbohydrates, two grams of sugar, and without any sugar alcohols or refined sugars. The Santé chips are perfect for snacking as well as various diet-friendly baking recipes, with suggested applications including whole





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grain chocolate chip cookies or a chocolate-maple custard.

- **100% cacao unsweetened chocolate baking chips, keto and paleo-friendly, no added sugar**

Guittard's 100% cacao unsweetened baking chips invite a vibrant and naturally potent expression of cacao that is friendly for keto, paleo, and plant-based diets. With rich and vibrant flavor, Guittard's 100% cacao unsweetened chocolate chips are a true celebration of cacao's characteristic bold flavor—all without any added sugar. These baking chips are the second of Guittard's 100% cacao offerings, joining their 100% cacao unsweetened baking bars with a new bean blend equally well suited for baking and snacking.

"Our Beyond Sugar chocolate was developed as a response to our consumers' evolving needs and wants," explained president Gary Guittard. "This new collection aims to celebrate flavor in its purest form while providing solutions that fit a variety of lifestyles—be it keto, paleo, plant-based, or simply a desire to eat products that are simple and delicious."

Both of the Beyond Sugar products will be sold packaged in bags made from 24% post-consumer recycled material, a reflection of Guittard's commitment to minimizing the company's environmental footprint. The Beyond Sugar retail line also aligns with the company's new Mindful Choices category of innovative chocolate products for professionals, and joins the rest of its offerings in commitment to its company-wide Cultivate Better™ initiative—a platform that invests in growing and sourcing for taste and quality to deliver sustainable and long-term value to cocoa-growing communities and farmers in honor of the company's resolution to craft for flavor.

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.

*Net carbs = Total Carbs - Total Dietary Fiber - Sugar Alcohol

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