

Rica Chocolat Media Kit



Nice to meet you!

We put together this media kit as a starting point to present Rica Chocolat but if you do not find the information you need, please call us at (438) 937-0088 or send us an email at adrien@ricachocolat.com. We'll be glad to help you out!

You can find our logo and pictures of our products at: <https://ricachocolat.com/media-kit>

Rica was born from three friends' desire to have a positive impact on the world. Philippe, Renaud and Adrien wanted to work on a project that would be beneficial economically, environmentally and socially. Philippe's discovery in Costa Rica of a special fine quality cacao bean with a fruity and rich flavor profile was a strong starting point.

Rica is a "grand cru" chocolate maker based in Montréal, Canada.

100% of the cacao beans used are sourced in Costa Rica directly from farmers of fine cacao plantations.

The desire to have a positive impact is a part of each step in the chocolate-making process, from the way the plantation is run to the way we produce our chocolate.

In the process of making the chocolate bars, Rica discovered the richness of the aromas contained in cacao beans from Costa Rica and decided to use the chocolate bars to showcase different roasts of the same cacao beans. This provides an opportunity for chocolate lovers to taste the difference between roasts and decide for themselves the way they like their chocolate, much like coffee drinkers do.

Cacao beans are delivered directly to Montréal and the entire production of the chocolate bars, from roasting to packaging, happens in a workshop in the Plateau neighbourhood of Montréal.

Rica has already produced more than 19 recipes and is not showing any sign of stopping. Ingredients in Rica chocolate bars are limited to fine flavor cacao beans, organic sugar and... nothing else!

You can find more info about Rica on [ricachocolat.com](https://www.ricachocolat.com), or on our Facebook Page: <https://www.facebook.com/RicaChocolat/> on Instagram at <https://www.instagram.com/ricachocolat/> .

A few facts to better understand why Rica believes that “grand cru” chocolate has a positive impact:

1. **Cacao as a crop and its positive impact on the environment:**

<http://www.greenpeace.org/international/Global/international/code/2015/cocoa/konye/EN.html>

2. **The price we pay for our beans and the way we source them:**

As we write this media kit, cacao was sold at [USD\\$2015](#) the metric ton on the stock exchange. Rica has never paid less than the equivalent of USD\$4000 per ton directly to farmers. This price difference allows for superior care of the cacao plantation, its trees and biodiversity, as well as for making a positive impact on farmers and their communities!

3. **The ingredients we use and why we believe they can have a positive impact:**

To make our chocolate bars we only use two ingredients: fine flavor cacao beans ([learn more about the difference between fine cacao and bulk](#)) and organic sugar. As you may already know, cacao is a strong source of antioxidants, flavonoids and other elements that have a positive impact on health. However, [not all chocolates are created equal](#) : [“To boost your chances of getting a flavanol-rich bar, the best bet is to look for very dark chocolate with few added ingredients, notes Dr. Jacob Shani, chairman of the Cardiac Institute at Maimonides Medical Center in Brooklyn, NY.”](#)

This is exactly what Rica has set out to do.

4. **The product that we make and the way we hope people will enjoy it:** By trying as much as possible to keep the cocoa content in our bars high and that of other ingredients very low, we produce chocolate with a very strong taste. For most chocolate aficionados, a few bites of our bars are enough to satisfy a craving. We believe that a strong, bold and rich taste paired with a low sugar content is the best way to make chocolate that is not designed to take a toll on our consumers’ health.

Rica in the Press:

Friday, July 7, 2017 - The Ultimate Chocolate Blog

[Do you like a dark roast, a medium roast or a light? New Montreal-based chocolate maker, Rica Chocolat, brings us choice in our cocoa 'roast'](#)

Where to buy Rica chocolate bars?

Cœur D'artichaut

1451 avenue Laurier est

Montréal, QC H2J 1H8