Founded in 2006, Taza Chocolate was born out of a desire to combine the Mesoamerican tradition of chocolate with a modern, high-quality product manufactured in a socially responsible way. Taza is the only US producer of 100% stone-ground, organic and direct-trade chocolate.

Project Purpose

- Evaluate the European specialty chocolate industry as a potential sales channel for Taza Chocolate.

Market Research

- Market Trends: Consumers desire healthy, ethically-traded, organic, single-origin, artisanal chocolate (recession proof; consumers are trading-up)
- Country Research: Chocolate Consumption; Organic Consumption; Fair Trade Consumption; Price Sensitivity

Recommendations

- Build cash reserves, production levels and personnel. Company must grow operationally for effective European market entry
- Expand domestically. US shows growth potential.
- Expand into UK. Consumers are affluent, receptive to Fair Trade, show high chocolate consumption, and consume large quantities of organic food. KEEP A NICHE STRATEGY: focus on specialty stores
- How? Develop distribution channels (ED&F Man, British Association for Fair Trade Shops, Green City Whole Foods)

1 - Source: Alter Eco Fair Trade Study, October 2008
2 - Source: Fair Trade 2007, Dutch Association of Worldshops. ICA/CAOBISCO