



Our history, cocoa & chocolate

2020

Introduction - Ethos

- Luisa Abram Chocolates makes chocolates with only three ingredients: wild cocoa, organic cane sugar and cocoa butter
- Wild cocoa means that the fruits we make chocolate with grow spontaneously in the Amazon Rain Forest. They are not planted or cultivated in farms or orchards;
- We source wild cocoa from cooperatives of local inhabitants and families of the Amazon Forest that live off and thrive from what naturally grows in the Forest;
- We are a bean-to-bar artisan chocolate company.

Our company

- Luisa Abram Chocolates is a family owned business, managed by Luisa Abram and Andrea Abram;
- It started to operate in January 2015;
- Although our cocoa comes exclusively from the Amazon Forest, the factory is located in São Paulo, Brazil's largest consumer market.



How do we source our wild beans?

- Through our contacts in the Amazon Forest, we get in touch with coops of riverside communities that already trade products from the Forest;
- Most goods traded are: Brazil nuts, açaí, rubber and oil seeds and sometimes unfermented or poorly fermented cocoa.
- We help the coop to teach the locals how to ferment the cocoa, or how to improve it if they already ferment it
- Unfermented cocoa sells at USD 1.30/kg as opposed to good fermented cocoa, that can sell up to USD 8.00/kg.

Social impact and environmental considerations

- We believe the key factor to engage riverside communities to harvest and properly ferment the wild cocoa in the Amazon Forest is to pay a high price for their hard work;
- This price incentive helps the coops to send a powerful message to its members to care for and preserve the centenary native cocoa trees;
- Job opportunities and new sources of income are created for men and women, improving the life quality of these populations;



OUR COCOA



Our sources of wild cocoa – Acará River

In the Lower Amazon Hydrographic Basin, cocoa purchased from several families on the banks of the Acará and Araucaí Rivers, is fermented by women of two of these families, in the most handcrafted process among those who compose the portfolio of Luisa Abram Chocolates. In this region, the extraction of açaí represents the main activity, followed by cocoa, which has grown considerably. This cocoa belongs to the family of amelonados, and it has high genetic homogeneity. In this area, there is a great occurrence of cupuaçu and also we can find the rare wild Amazonian vanilla.



Our sources of wild cocoa – Purus River

The cocoa in this origin is the main source of revenues of Cooperar, a cooperative founded in 2007 with nearly 200 individuals, distributed in 51 communities along 800 km along in the Purus River Valley, home of riversides and indigenous populations. They collect from the Amazon Rainforest, besides cocoa, banana, beans and corn. The diversification of the use of the Forest products represents an alternative to expand the sources of income of this population. This also reinforces the importance of maintain the Forest standing. In addition to cocoa, they from fishing and subsistence farming.



Our sources of wild cocoa – Juruá River

In 2016, NGO SOS Amazônia started the project Valours of the Amazon, which involved 9 cooperatives along the rivers of the Upper Amazon Basin, such as the Juruá River. The cooperatives dedicated to the collecting of natural rubber, cocoa and oils such as murmurú. Coopercintra is one of these cooperatives, which initially trained 26 families for the harvesting and agricultural treatment of the wild cocoa tress. In 2018, with the success of the cocoa harvest and its relevance to the income of the families iniatially engaged, 16 new families joined the project. In addition to collecting wild cocoa, these families live from fishing and subsistence farming.



Our sources of wild cocoa - Tocantins River

The cocoa from this origin comes from several islands along the Lower Tocantins River near the municipality of Mocajuba. The wild cocoa in these islands has been known since colonial times. The Portuguese Crown even created a company to harvest the fruits and send their dried beans to Lisbon. Nowadays, the locals are the ones living from the cocoa among other cultivars. With our help, they now ferment their cocoa and doing so, they are being paid more for their work.



OUR CHOCOLATE



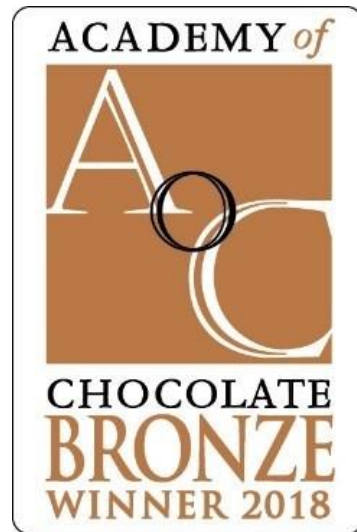
Our products

- We produce chocolate bars with 80g of weight with 70% and 81% of cocoa content from 4 different river valleys in the Amazon Forest. They are: Purus, Juruá, Acará and Tocantins;
- We will launch milk based bars. We commission our own powdered milk from Jersey cows. These bars are: milk, 52% dark milk, plain white chocolate, dolce di latte white chocolate and coffee white chocolate.
- We will launch a 70% dark chocolate bar with an inclusion of cupuaçu (*Theobroma Grandiflorum*) candy made from its pulp.

Awards



Awards



Awards



Contact

- Mobile phone & WhatsApp: +55 11 94101-2210
- Email: sidney.medeiros@custombroker.com.br