



Meet the Grower *SoChatti* *Indianapolis, IN*

FOUNDING STORY

Why did Matt Rubin start a chocolate company? When his wife received a report in the mail indicating she had a dairy allergy, she was devastated at the thought of never eating chocolate again. Matt then decided to make her dairy-free chocolate that tastes amazing (happy wife, happy life!). After two days of research and a quick stop to a local grocery store for some whole cacao beans, Matt got to work with an \$11 coffee grinder and a mortar and pestle. A couple hours of elbow grease later, he had made from scratch his first 3-ounce batch of dairy-free chocolate. It was coarse, but good. Batch after batch, the chocolate got better. The chocolate-making equipment started to accumulate first in a drawer, and then on a shelf, eventually taking up multiple shelves in the garage. The scale increased, the quality improved, and professional chocolatiers began to take an interest. A few weeks later, a business was formed!

SIMPLE INGREDIENTS. EXPERT EXECUTION.

SoChatti is more than just melted chocolate. Our chocolate-making process delivers a depth of flavor that will change your chocolate expectations. SoChatti's craft, coupled with our innovative packaging, preserves the flavors that typically get lost during traditional chocolate manufacturing.

OUR CHOCOLATE

Is SoChatti just warm chocolate, you ask? Unfortunately, it's not that simple. While SoChatti and standard chocolate use many of the same ingredients, SoChatti is crafted and packaged to preserve flavors lost during traditional chocolate manufacturing. Warming up a bar of chocolate cannot revive flavors that have already been destroyed. Instead, SoChatti utilizes tailor-made manufacturing and delivery methods built on a platform of premium quality and innovation to deliver the chocolate maker's experience to our consumers.

OUR PROCESS

SoChatti is crafted and packaged to preserve the flavors lost during traditional chocolate manufacturing. Traditionally, beans are roasted, shells are removed, nibs are ground, the resulting liquor is tempered, and the chocolate is molded. Our chocolate making process follows six key steps, each of which contributes to the creation and preservation of the flavor and texture of our chocolate.

WHAT'S DIFFERENT ABOUT THE SOCHATTI PROCESS?

SoChatti's manufacturing process is designed to encourage innovation. It is flexible, self-drying and completely cleanable between batches, enabling the creation and preservation of unique flavor profiles. Specific ratios of grinding media – extra-large steel balls – have been carefully selected to pulverize a broad range of ingredients. Our active drying mechanism selectively absorbs moisture during manufacturing, an attention to detail that results in a smooth, glossy liquid chocolate.