



AskinosieTM
chocolate

NEWS RELEASE

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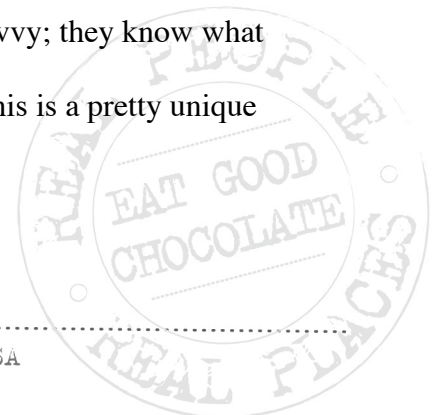
Askinosie Chocolate to Release Limited Edition Facebook Bar

Springfield, Mo. – On Monday, June 13 2011, Askinosie Chocolate reached a social media milestone: they hit 5,000 fans on Facebook.

To celebrate this achievement, Askinosie Chocolate used the social media website's new "Questions" feature to let their fans vote on a unique topping for a limited edition dark chocolate bar. The "Question" was posted to Askinosie Chocolate's wall on Monday and fans have one week to cast their vote for dried blueberry, pecan, candied orange or coffee bean as their favorite topping. The most popular choice will be included in the limited edition bar, made with Askinosie's popular 77% single-origin dark chocolate from Davao, Philippines. The bar will be available exclusively at the Askinosie Chocolate factory and on the company's website (www.askinosie.com) in early July.

Shawn Askinosie, founder of Askinosie Chocolate, says that the goal is to empower the customer. "We wanted to thank our loyal fans by allowing them to be a part of the process and letting them create the bar that most appeals to them. Our fans are very savvy; they know what they like and we wanted to honor that and listen to their input. We think this is a pretty unique concept."

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AskinosieTM chocolate

The folks at Askinosie Chocolate have incorporated social media in the marketing plan from the company's inception because they value direct communication with their customers.

Askinosie Chocolate is a small batch chocolate manufacturer located in Springfield, Missouri, sourcing 100% of their beans directly from the farmers. Shawn Askinosie, founder and chocolate maker, travels to regions of Ecuador, Honduras, the Philippines and Tanzania to work directly with the farmers and source cocoa beans for his chocolate. This allows the chocolate to be traced to the source and labeled Authentic Single Origin Chocolate. It also enables Askinosie Chocolate to profit share with the farmers, giving them a Stake In the OutcomeTM. The Askinosie Chocolate mission is to serve their farmers, their neighborhood, their customers and each other; sharing the Askinosie Chocolate experience by leaving the world a better place than they found it.

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