



Askinosie™
chocolate

FOR IMMEDIATE RELEASE

Contact Information: Kesha Alexander, 417-862-9900 (office), 417-880-6037 (cell),
www.askinosie.com, kesha@askinosie.com

It may be 80 degrees in Davao, Philippines, but Askinosie Chocolate is still having the best week ever—

Springfield, MO, January 26, 2009—Just when you thought it couldn't get any better, the craftsmen (and women) at Askinosie Chocolate unveil their new Davao, Philippines 77% chocolate bar. The first cacao brought to Asia in 1600 was grown in the Philippines and Askinosie Chocolate is the first to export Filipino cocoa beans in nearly twenty-five years. The beans used to make this tantalizing bar are very exclusive, making the Davao, Philippines chocolate bar uniquely exotic. There has never before been a single origin bar from the Philippines and the purveyors at Askinosie Chocolate can now add this new bar to their list of many firsts. Josephine Ramos of the Cacao Foundation of the Philippines says, "Askinosie Chocolate is the first chocolate maker in the world to export our historic cocoa beans since the mid-1980's. We are excited about [Askinosie's] work with farmers so that people around the world can share in the taste of what our cocoa beans can produce."

Made from lush, tropical, shade-grown, chemical free, Trinitario beans, the Davao bar is the chocolatiest-tasting bar from Askinosie yet. Ari Weinzweig, Founder of the world famous Zingerman's Deli says of the 77% bar, "Dark and deep with a touch of toastiness, it's dry like a full bodied well aged red wine. This bar is compelling in its own East Asian way." After working for over a year and a half to source these Filipino beans, the work has definitely paid off.

Askinosie Chocolate celebrated this new chocolate at a public Open House on January 30th with several hundred guests including Philippine Consul General Blesila Cabrera and Trade Representative, Glenn Penaranda. The party featured samples of the Filipino dark bar, as well as traditional Filipino dishes and music.

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 (and frequent guest on Fox Business Network), travels to regions of Mexico, Ecuador, and the Philippines 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 Outcome™. 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.

514 E. Commercial Springfield, MO 65803 USA

Phone +1 417 862-9900 Fax 417 862-9904

askinosie.com

