



NEWS RELEASE

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For Immediate Release

Askinosie[™]
chocolate

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Target Selects Askinosie Chocolate For Its Made to Matter—Handpicked by Target™ Collection

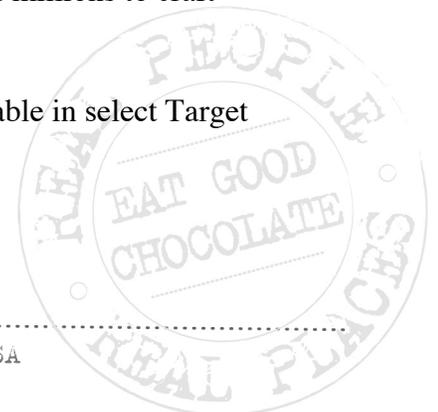
Springfield, Mo.- Askinosie Chocolate is one of thirty-one brands selected by Target to participate in Made to Matter-- a collection of products selected by Target, designed to provide better choices for all.

Target's first Made to Matter collection in 2014 joined together notable, innovative brands to make a strong statement in the wellness space and introduced Target's guests to new products. Askinosie Chocolate is creating a capsule collection of 3 bean-to-bar chocolate bars, which will be exclusive to Target. In keeping with Askinosie's ethos, the craft chocolate bars will be Direct Trade and premium quality.

Shawn Askinosie, founder and CEO of Askinosie Chocolate, says this is a milestone for the company, but not part of a growth strategy. "We were honored when Target approached us with this enormous opportunity over a year ago. This partnership with Target though, is not part of some larger growth strategy for our company; it's simply about sharing our story and most importantly sharing craft chocolate with a wider audience," Askinosie says. "Our collection with Target reflects the same integrity fans are used to with our chocolate: the beans were directly sourced from our farmers in Tanzania, we're profit sharing with those farmers, we're handcrafting everything in our factory with the same dedication to quality that our customers know and love. We're thrilled to be the first craft chocolate company Target has partnered with—that they chose us as the brand tasked with exposing an audience of millions to craft chocolate is an enormous opportunity, responsibility, and honor."

The Askinosie Chocolate x Target capsule collection will be available in select Target stores nationwide beginning in September.

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AskinosieTM chocolate

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“Made to Matter – Handpicked by Target” is a product collection of leading natural, organic and sustainable brands. At the heart of Made to Matter is an assortment of great products made with simple, recognizable ingredients that are designed to be better for everyone and accessible to anyone.

Askinosie Chocolate is a small batch chocolate manufacturer with 15 employees located in Springfield, Mo., sourcing 100% of their beans directly from farmers and known for being pioneers of the American craft chocolate movement. Shawn Askinosie, founder and CEO, travels to Ecuador, Honduras, Tanzania and the Philippines to work directly with farmers and source cocoa beans. 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 craft exceptional chocolate and serve their farmers, their customers, their community and each other, striving in all they do to leave whatever part of the world they touch better for the encounter.

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