



NEWS RELEASE

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For Immediate Release

Askinosie[™]
chocolate

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Askinosie Chocolate Partners with James Beard Award-Winning Restaurant, Cafe Pasqual's, to Create a New, Chile Chocolate Bar for its CollaBARation™ Line

Springfield, Mo.—Today, Askinosie Chocolate launched a new chocolate bar in its award-winning CollaBARation™ line—Dark Milk Chocolate + Ancho Chile & Pistachio—inspired by Cafe Pasqual's, a James Beard Award-winning restaurant based in Santa Fe, Nm.

For the fifth bar in Askinosie Chocolate's CollaBARation™ line, the company partnered with Katharine Kagel, founder and chef at Cafe Pasqual's, who is known around the world for her signature dishes that feature rich, complex flavors reminiscent of the American Southwest. This bold chocolate bar echoes that cuisine and blends dark chocolate with goat's milk and rich ancho chile and is topped with Maldon sea salt and crunchy pistachios.

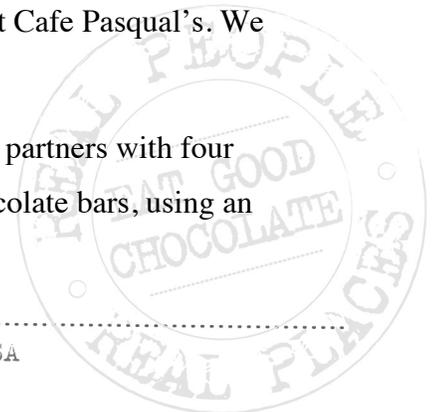
“This bar is a fiesta in the mouth, mind and heart,” said Kagel. “The mingling flavors take you on an actual journey: first the ancho chile, then the salt and tang of the goat's milk, followed by the crunch of the pistachio and the increasing zing of the chile on the finish—all joined together by the deep, rich dark milk chocolate.”

Shawn Askinosie, founder and chocolate maker at Askinosie Chocolate, says this bar was a long time in the making, “Cafe Pasqual's is a special place for my family. We've been visiting Santa Fe and enjoying Katharine's food for over 25 years; so, working with her was a natural fit. We collaborated for two years on this bar-- traveling back and forth and tasting endless combinations of ingredients in order to find the perfect balance of flavors that complement each other with their complexity, just like the cuisine Katharine is famous for at Cafe Pasqual's. We wanted this bar to evoke that same excitement on your palate.”

Askinosie Chocolate began the CollaBARation™ line in 2011 and partners with four other specialty food companies to create this line of forward-thinking chocolate bars, using an

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AskinosieTM chocolate

ingredient or technique for which each collaborator is famous. Each bar exemplifies a shared passion for handcrafted, small batch food and above all, for directly sourcing the best ingredients from real farmers throughout the world. Other collaborators include Lakristfabriken, Intelligentsia Coffee, Jeni's Splendid Ice Creams and Zingerman's Deli.

For more information about Askinosie Chocolate's newest CollaBARationTM bar, visit askinosie.com or call 417-862-9900.

Askinosie Chocolate is a small batch chocolate manufacturer with 14 employees located in Springfield, Mo., sourcing 100% of their beans directly from 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. 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 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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