



# COCOTERRA

## Company Profile

April 2021

- *CocoTerra unlocks the magic of making chocolate for consumers and professionals*
- *CocoTerra makes chocolate-making fast and easy*
- *With CocoTerra, users can make custom chocolate recipes from bean to bar*
- *Users can select ingredients that meet their health needs and match their personal values*

### Overview

CocoTerra has developed the world's first tabletop chocolate maker. The CocoTerra machine makes dark, milk, and white chocolate in one unified appliance. Users can easily customize and personalize their chocolate recipes with different flavors and designs.

No expertise is required as users are guided through the entire process starting from cocoa nibs to solid chocolate in about two hours. Skilled makers and artisans can use their expertise to customize the chocolate-making process as well. CocoTerra can make anyone a creative, successful, and proud chocolate maker.

CocoTerra has fully functional, pre-production systems (with patents granted in the US, Europe and Japan) that have been demonstrated to world-famous chefs, chocolatiers and chocolate makers who are amazed by the capabilities of the machine as well as the premium quality of the chocolate.

While CocoTerra is an “open” platform, we will also be selling a curated selection of cocoa nibs and other ingredients from around the world (including ingredients certified as fair-trade, organic, sustainably-grown and/or ethically-harvested). This approach allows users to create chocolate with a wide variety of origins and blends that match their tastes, dietary needs and personal values.

See the CocoTerra chocolate maker in action [here](#).

### **How CocoTerra Began**

A number of years ago, CocoTerra founder Nate Saal was at a chocolate tasting with his brother-in-law, who spent his career in the coffee business. At the tasting, they discovered all the similarities between cacao and coffee, including where crops are grown, how they are harvested and processed, how roasting and origin affect flavor, and how people around the world love both with passion. With all these similarities, they wondered, why is it that so many people know more about coffee flavor and quality than they do about chocolate? Nate recognized that people understand and appreciate coffee because they can make it themselves with a variety of brewing appliances that engage users in the coffee-making process. And with education and hands-on experience comes appreciation. Why not do the same for chocolate? Thus was born the idea for CocoTerra.

### **Why Now?**

Why hasn't anyone made an appliance like this before? Chocolate is a global, US\$ 100+ billion industry – with people all around the world who are passionate about chocolate. Every major food category except chocolate has delivered an appliance that allows consumers to make their favorite foods at home: coffee, bread, pasta, ice cream and beer, to name a few. There's an existing chocolate enthusiast community that is eager to make, experiment and personalize chocolate and that's without a simple appliance to do so.

With an increasing emphasis on knowing where one's food comes from, buying ingredients that match personal values, attention to dietary precision for health and nutrition, and a growing interest in making foods, the opportunity for personal chocolate-making is immense.

Yet chocolate-making is a complex, multi-step process that combines elements of chemistry, physics and culinary skill that all have to come together in just the right way to make delicious chocolate. CocoTerra was able to assemble the right team with the technical background and passion for chocolate to design and build the CocoTerra appliance.

### **CocoTerra Launch**

In April 2021 CocoTerra began taking pre-orders for our chocolate maker, with expected delivery in Spring 2022. Our early-bird pricing for our initial production machines is \$799, a US\$400 savings over our public introductory price of US\$1199. We

currently are accepting pre-orders that will ship to a US address, but plan to expand our offerings to regions beyond the United States as soon as possible.

### **Company Facts**

- CocoTerra was incorporated in the US in 2016
- The company is based in Palo Alto, California
- Our initial product is a connected (IoT) tabletop chocolate-maker (approximately 10" diameter and 13" tall), with a ½-lb. (250-gram) batch size
- CocoTerra includes a free, optional companion app (for recipe creation and management, machine monitoring, and ingredient purchase)
- CocoTerra is funded by private investors including John Scharffenberger, the founder of Scharffen Berger Chocolate and a pioneer of craft chocolate industry, as well as additional investors from the hardware, software, consumer technology, cacao, wine and the restaurant industries

### **More CocoTerra Information**

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