

News Release  
**For Immediate Release**

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## **Cholaca, pure 100% cacao, now on liquor store shelves, in bars and breweries across Colorado and the U.S.**

*Cholaca sales in the beer segment expected to increase by 500% over the previous year*

BOULDER, CO. (February 3, 2017) – The numbers are in: Cholaca grew sales by 300% in the beer segment from 2015 to 2016, and already has commitments for over 3,000 gallons for 2017. Boulder, Colo. based Cholaca, pure, 100% cacao, began supplying its liquid cacao to craft brewers in Colorado in 2015, and then quickly expanded to supply breweries across the country. Brewers loved the ingredient in their chocolate beers so much that Cholaca had to create customized bulk containers to ensure optimum transfer and sanitation, and excellent consistency.

In 2016, Cholaca sold over 3,600 gallons of pure liquid cacao to approximately 30 breweries. Of these 30 breweries, approximately a half-dozen of them are nationally distributed, including Breckenridge Brewery, Fort Collins Brewery, Great Divide Brewing Company, Oskar Blues, Tommyknocker Brewery and Troegs Independent Brewing.

Other Colorado breweries that have already used Cholaca include Big Choice Brewing, Coopersmiths Pub & Brewing, Copper Kettle Brewing Company, Crazy Mountain Brewing Company, FATE Brewing Company, Shine Brewing Co, and Zwei Brewing.

One example, Breckenridge Brewery, recently had tremendous success with their second Nitro Series seasonal, Nitro Chocolate Orange Stout, which was brewed Cholaca and with organic orange zest, and sold in their brewery and in liquor stores during the 2016-2017 holiday season.

“Our first seasonal nitro, Pumpkin Spice Latte Stout, was such a success that we really had to challenge ourselves to follow it up with something just as distinctive,” said Todd Usry, President of Breckenridge Brewery. “We think we achieved that with Chocolate Orange Stout. It was creamy, decadent and memorable -- just what we were striving for.”

“The brewers tell us they love the intense chocolate taste, the unparalleled quality, and the fact that as a liquid cacao, it can be added to any stage of the brewing process,” said Cholaca CEO, Ira Leibtag. “We created a proprietary method to emulsify cacao in water – something that no other company has been able to do until now. Cholaca enables brewers to safely use chocolate without the worries of organisms like salmonella, E.coli and botulism commonly found in cacao nibs. Cholaca enables brewers to enhance their beer with a rich and smooth chocolate taste, by actually adding chocolate into the beer, rather than trying to extract chocolate flavor from cacao nibs or powders.”

Cholaca is working to secure national beer distribution by the end of the first quarter of 2017.

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Click [here](#) for more information on Cholaca in beer, including rave reviews from some of the best brewers in the U.S.

High-resolution, professionally-taken photographs of Cholaca products are available by request.

### **More about Cacao and Cholaca**

Cacao is one of the planet's most nutrient-rich foods. Rich in antioxidants and flavonoids, Cacao has more iron and magnesium than any other food. Boulder, Colo. based Cholaca was founded in 2012, by [Ira Leibtag](#), with one dream in mind: to bring healthy, organic and regeneratively farmed liquid cacao to the world, while curating sustainable economic partnerships with farmers throughout Peru and Ecuador. Cholaca is pure, 100% cacao made from one of the planet's most nutrient-rich superfoods. This delicious ingredient, available as a liquid or in baking wafer form, is also a natural stimulant and mood enhancer, and can be enjoyed on its own, or is also easily used in recipes. Cholaca is available at [local retail stores](#), or commercially via a [wholesale program](#). Cholaca is offered in a few varieties, and is made from only three ingredients, with no preservatives, emulsifiers or additives, and is also vegan, gluten free, dairy free and paleo friendly. Find out more at [Facebook.com/Cholaca](#), [Instagram.com/Cholaca](#), and [twitter.com/Cholaca](#). For interviews with CEO Ira Leibtag, contact Kuvy Ax at 720.329.7327 or [kuvy@rootpr.com](mailto:kuvy@rootpr.com).