

Celebrate Earth Day the craft way with Cholaca

Local craft companies offer beer and chocolates to support the rainforest

BOULDER, CO. (March 14, 2017) – Cholaca, pure, 100% cacao, was created to bring healthy, organic and regeneratively-farmed cacao to the world, while creating sustainable Fair Trade partnerships with farmers throughout the rainforests of Peru and Ecuador. Craft producers such as breweries, chocolatiers, and bakeries appreciate this, as well as Cholaca's unparalleled quality and intense chocolate taste, and are using Cholaca in their products in rapidly increasing numbers. Two Colorado companies, [Copper Kettle Brewing Company](#) and [Nova Chocolate](#), are partnering with Cholaca to celebrate Earth Day (Saturday, April 22) and beyond, and a portion of the proceeds will go to regenerative cacao farmers through [Yellow Seed](#), a conscious trade nonprofit.

Nova Chocolate, a craft chocolate company based in Lafayette, Colo., has been producing chocolate of unsurpassed quality and purity since 2011. To celebrate Earth Day, Nova is launching a special Earth Day collaboration release, Hops Truffles, made with Cholaca cacao, Amarillo hops, and malt syrup. The Hops Truffle will be available online, and in several retail locations beginning with [Zavy Green](#) in Lafayette. More locations will be added soon, and up-to-date information can be found here: <http://www.novachocolate.com/products/hops-truffles> and here: cholaca.com/promotions. All proceeds from the truffles for the month of April will go to Yellow Seed.

In fact, [chocolatiers across the US](#) are discovering – and falling in love with – Cholaca, whose baking wafers are made from the finest 100% pure single origin cacao in the world. In 2016, Cholaca baking wafer sales were more than double those of 2015. Cholaca manages the costly production variables of cacao processing, and allows small craft chocolatiers to buy a portion of their larger bulk orders, so they can achieve economies of scale while purchasing the highest quality cacao possible.

As part of their commitment to supporting a healthy planet, Copper Kettle Brewing Company is excited to be making their GABF gold medal winning-Mexican Chocolate Stout now with Cholaca. They are also celebrating their 6-year anniversary throughout Earth Day weekend, which will include 50% of all Mexican Chocolate Stout sales on Earth Day being donated to Yellow Seed. They will also be offering their Mexican Chocolate Stout on special on Cinco de Mayo, again with 50% of the proceeds of the stout being donated to Yellow Seed.

Craft brewers and distillers appreciate the fact that as a liquid cacao, Cholaca can be added to any stage of the brewing or distilling process; it enables brewers to safely use chocolate without the worries of organisms like salmonella, E.coli and botulism commonly found in cacao nibs; and allows them to enhance their beer with a rich and smooth chocolate taste, by actually adding chocolate into the beverage, rather than trying to extract chocolate flavor from cacao nibs or powders.

Cholaca began supplying its liquid cacao to craft brewers in Colorado in 2015, and then quickly expanded to supply breweries across the country. Cholaca grew sales by 300% in the beer segment from 2015 to 2016. In 2016, Cholaca sold over 3,600 gallons of pure liquid cacao to approximately 30 breweries. Of these, 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.

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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., and [here](#) for more information and testimonials about Cholaca being used by world-class chocolatiers.

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.