

News Release  
**For Immediate Release**

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## **Cholaca continues to wow breweries across the U.S.**

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

BOULDER, CO. (April 24, 2017) – Cholaca, pure, 100% cacao, began supplying its liquid cacao to craft brewers in Colorado in 2015, and then quickly expanded to supply dozens of breweries across the country. It's now a key ingredient in chocolate beers made by over 85 breweries nationwide, and in just the first few months of 2017, they have been expanding their involvement with breweries by leaps and bounds.

In March, they formed a partnership with Brewcraft USA and The Country Malt Group to distribute their pure liquid cacao nationally to breweries. Cholaca is their new featured special ingredient for brewers looking to make chocolate beer (visit <http://shop.brewcraftusa.com/en/beer/cholaca>.) Breweries can now easily buy Cholaca in large volumes from their preferred distributor nationwide.

In April, Cholaca exhibited at the Craft Brewer's Conference in Washington DC, as part of the Brewcraft USA booth. Cholaca was the hit of the show with over 250 new sample orders during the show alone.

Looking ahead to May, Cholaca will be celebrating [American Craft Beer Week](#) May 15-21 by giving away their pure liquid Cholaca: that week, those who post a photo on the [Cholaca Facebook page](#) of themselves drinking a craft chocolate beer with the hashtag #cholacacheers, will receive a free 32 oz bottle of Cholaca, while supplies last.

In Colorado, Cholaca will also be celebrating American Craft Beer Week with [Left Hand Brewery](#), who is releasing a new chocolate stout, Festival Fanatic, brewed using Cholaca. Thursday, May 18<sup>th</sup> from 6-8:30pm, during this special tapping, Cholaca will be giving out free samples, hats, buttons, stickers, coupons and more at the Left Hand Brewery tap room at 1265 Boston Avenue in Longmont, Colo. Guests are invited to try this new chocolate beer, and take a picture of themselves doing so, so they can enter Cholaca's online #cholacacheers photo contest. Guests will also have the opportunity to win a free pint of the Festival Fanatic if they use the hashtags #cholacacheers and #LongmontsLivingRoom in their postings.

"It's not surprising we're having so much success with the breweries," said Cholaca CEO, Ira Leibtag. "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. 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."

Details on all of these special programs can be found at: [cholaca.com/promotions](http://cholaca.com/promotions).

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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](https://www.facebook.com/Cholaca), [Instagram.com/Cholaca](https://www.instagram.com/Cholaca), and [twitter.com/Cholaca](https://twitter.com/Cholaca). For interviews with CEO Ira Leibtag, contact Kuvy Ax at 720.329.7327 or [kuvy@rootpr.com](mailto:kuvy@rootpr.com).