

Country Malt Group and Cholaca form Partnership to Revolutionize Chocolate Beer Brewing!

FOR IMMEDIATE RELEASE

Vancouver, Washington & Boulder, Colorado (July 19th, 2018) – Cholaca, the producer of pure liquid cacao, today announced a new strategic North American partnership with Country Malt Group, North America’s industry-leading distributor of craft beverage ingredients. This partnership combines the innovative new cocoa nib alternative with Country Malt Group’s strong relationships with North American craft-beverage producers and experienced sales network. Cholaca’s pure liquid cacao is now be available through Country Malt Group’s sales network and stocked in five U.S. warehouses – Champlain, NY; Asheville, NC; Chicago, IL; Dallas, TX; Vancouver, WA.

Cholaca’s pure liquid cacao, is one of the most exciting and innovative ingredients available to breweries. With product ingredients being top of mind, Cholaca’s pure liquid cacao contains only two ingredients; water and cacao, that’s it! Brewers love the pure liquid cacao in their chocolate beers so much that Cholaca has created customized bulk containers to ensure optimum transfer, sanitation, and exceptional consistency.

When asked about the partnership between Cholaca and Country Malt Group, Director of Sales for Country Malt Group, Patrick LaZelle stated, “We strive to provide innovative products to our customers in the craft beverage industry and Cholaca’s pure liquid cacao is undoubtedly fitting. We’re excited about the inclusion of Cholaca products within our portfolio, and the opportunity it presents to our customers. The brand has an excellent reputation and supports our one-stop shop initiatives.”

Cholaca’s success in the craft beer industry is due to their ability to emulsify cacao in water, something no other cacao ingredient supplier has been able to do up to this point! Word has spread like wildfire and the use of Cholaca has grown substantially from the initial 30 breweries nationally in 2017 to over 500 breweries spanning 15 different countries. There are a number of nationally distributed breweries who utilize Cholaca in one or more of their beers:

- **Great Divide Brewing Company** – *Mexican Chocolate Yeti*
- **Oskar Blues** – *Death by Coconut*
- **Rohrbach Brewing Company** – *Cookies & Milk Stout*
- **Terrapin Beer Co.** – *Coffee Oatmeal Imperial Stout*
- **Tommyknocker Brewery** – *Tommyknocker’s Cocoa Porter*
- **Troegs Independent Brewing** – *Nitro Chocolate Stout*

The full 2018 list of beers brewed with Cholaca’s liquid cacao can be seen [here](#).

When asked about how Cholaca simplifies the brewing process, Head of Brewing Operations, Tim Matthew, stated, “The beer making process with Cholaca was incredibly easy because we were able to let the fermentation go through, and then able to infuse the Cholaca because of its liquid state! We then could layer the chocolate flavors with the beer flavors, and it was the perfect fit!”

Cholaca’s CEO, Ira Leibtag had this to say, “The brewers tell us they love the intense chocolate taste and the fact that as a liquid cacao, it leaves far less tank residue than traditional cacao nibs. Cholaca also enables brewers to safely use chocolate without the worry of organisms and it allows them to consistently obtain their desired chocolate profile with added, not extracted flavor.”

About Cholaca:

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. 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 www.cholaca.com.

About Country Malt Group:

A division of GrainCorp, Country Malt Group has grown to be one of the leading providers of quality ingredients and supplies to the Craft Beer Industry. Spanning the United States and Canada, CMG has eleven distribution centers located strategically across North America. More information on Country Malt Group can be found at www.countrymaltgroup.com

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