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# BULLION

## OVERVIEW





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# THE GOLD STANDARD

I started making chocolate back in 2016 as i believed it should be better. It's important to understand that not all chocolate is created equal. We're so used to what chocolate has come to be, we have little understanding of what it could be.

We exist to create chocolate without compromise – crafting bars that are built of the fundamentals that we believe create a better tasting chocolate for you and for the world.

Max - Chocolate Maker

*-Always from bean to bar*

*-Ingredient led*

*-Flavour driven*

*-Sourced with transparency & integrity*

*-Free from palm oil and emulsifiers*

*-Slavery free*

*-Committed to sustainability*





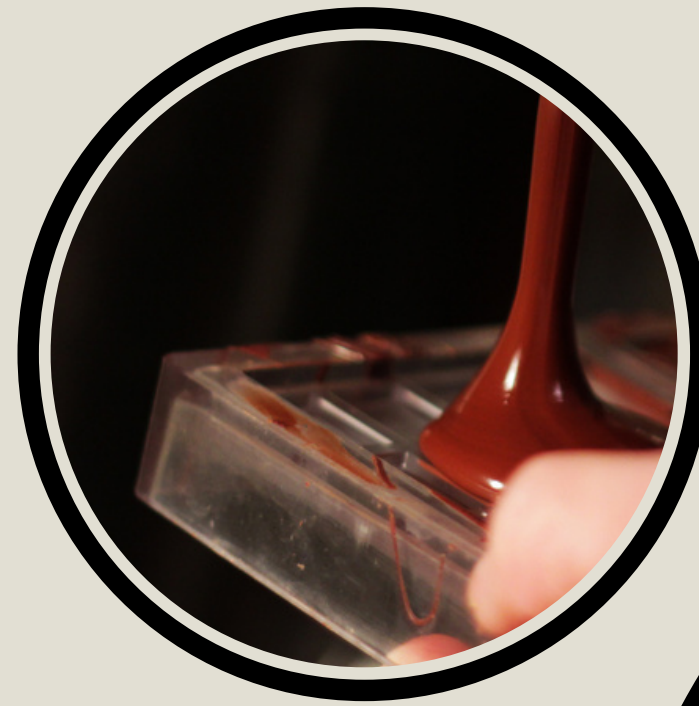
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# CHOCOLATE MAKERS

We're one of only a handful of companies in the UK to make craft chocolate this way. Taking speciality cacao through a series of steps to hand craft into a finished bar of chocolate.

This gives us complete control over the production process, allowing us to bring the best out of the beans through our small batch techniques.

Understand that a chocolate maker is different to a chocolatier. A chocolatier works with chocolate to make chocolates, we make the chocolate itself.



# LANDSCAPE

Chocolate is changing. It's important to understand the market to see how "bean-to-bar" as a concept sits.

This can be comparable to how other sectors such as coffee and beer have developed. With customers leaning toward products that are made with traceability and transparency.

## MASS MARKET

02

Everyday chocolate bars on the high st. A consistent sweet fix at a low price point. Fairtrade at a minimum. I.e. Cadbury's.

## CHOCOLATIER

04

Works with chocolate to produce chocolates such as bon bons and bars. A real skill. Varies from artisanal makers to larger scale operations such as Hotel Chocolate.

## TREE-TO-BAR

06

Farmers that craft chocolate from the beans they've grown. Often social enterprises looking to develop and support communities at origin.

01

## BASE

The lowest end of the market. Below Fairtrade and typically unethical in its practices. I.e. Supermarket basic brands.

03

## OUTSOURCED

Branding plays a huge part. Don't produce the chocolate themselves and are often priced just above the mass market entry. I.e. Tony's.

05

## BEAN-TO-BAR

Entered the realms of craft and speciality chocolate. Making chocolate from scratch. Comparable to that of craft coffee and craft beer. Pushing for quality and priced at the premium end of the market. I.e. Bullion.



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# OUR FOCUS

When we craft a single-origin bar, it's made up of simply cacao and cane sugar. Using minimal ingredients and small batch techniques – we're able to deliver a product that captures the unique notes and aromas produced by cacao from a particular time and place.

Every cacao has a story to tell. From the growers, to the fine flavour. We see it as our responsibility as chocolate makers to tell it.

High quality cacao is incredibly complex in terms of flavour. Those flavours vary depending on a number of factors – from the origin, year of harvest and the variety of the cacao itself.

Rather than masking and trying to make a dialled down consistent chocolate for the masses. We champion the differences and qualities of these farms and estates, it's a wine makers approach. No two bars are the same, just as Malbec is to a Merlot.





# CORE RANGE



**HALLMARK**  
Our "house" milk and dark bars.

## EXPLORER SERIES

Discover the world of craft chocolate with these rotating origins.



**ENRICHED**  
A selection of bars with the finest inclusions.



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# HOW WE CAN HELP YOU

## MONEY MADE PER BAR

\*EXAMPLE / EX VAT

HALLMARK  
BAR COST **£3.12**

HALLMARK  
BAR RRP **£4.80 / £6.00** INC VAT

HALLMARK  
BAR PROFIT **£1.68 / 35%**

## ADDED VALUE

- Award-winning product
- Social media friendly
- Striking packaging and brand
- A good story
- Extremely giftable
- Good values and ethos / aligns with yours
- Fully traceable
- Tastes superb



*The best chocolate i've  
ever tasted... Excellent!*

*Martyn Nail - Head Chef at Claridges Hotel London*

To view our full product lists - visit [www.bullionwholesale.co.uk](http://www.bullionwholesale.co.uk) and create an account. Orders can be made there or by emailing [tcottingham@bullion-group.com](mailto:tcottingham@bullion-group.com)