

# Latin American chocolate brand Republica del Cacao sets sights on Europe

By **Jas Ryat** on July, 31 2018 | Confectionery & Fine Foods



Republica del Cacao is expanding to the European market with a strong portfolio of sustainable, high quality chocolate to offer travelers

Latin American Republica del Cacao, known for its fine cacao chocolate, will soon be available in Europe. The brand has a strong relationship with local communities, developing sustainable fine cacao production at its source, while preserving the agricultural treasure in the region, fine aroma cacao.

The brand has created a network of fine cacao producers and local ingredient small farmers in Ecuador, Peru, Colombia and Dominican Republic, paying fair prices for their products and signing long term contracts, helping these communities improve their crops and support their families.

Republica del Cacao's strategic focus is based in travel retail. It has a presence in some of the main duty free operators in the world such as Dufry, DFA, Motta, amongst others. Currently it is available at duty free stores in Bogotá, Quito, Guayaquil, Lima, Santiago de Chile, Punta Cana, Vancouver, Jordan, Singapore, with future availability in Panama, Cartagena and Argentina.

Part of the strategy for this channel, has been the creation of a unique portfolio and brand identity. For the European market, República del Cacao, is launching a line of Single Origin Dark Chocolate

bars with fine cacao from Ecuador, Colombia, Peru and Dominican Republic, as well as a line of dark chocolate bars with locally farmed exotic fruits and unique ingredients, together with a line of ultra premium gift boxes. This new collection will be launched at TFWA Cannes this year.

The brand shares its passion for fine cacao with customers through their duty free store-in-store personalized spaces. Brand ambassadors combined with sales force offer a specialized service to customers, teaching them about the origin of fine cacao and turning the brand itself into a travel destination.



Republica del Cacao currently has 30 chocolate boutiques to entice travelers and gain valuable brand exposure

The brand currently has 30 chocolate boutiques located in high traffic locations for travelers and consumers in Ecuador, Peru, Colombia and the United States which brings enormous brand exposure and awareness for the development of the brand, its chocolates and its work in the protection of Latin-American fine cacao.

Republica del Cacao will be present at TFWA Cannes in October 2018 for the first time, with the aim of introducing its products to the European travel retail market and is very confident this will be a next great step that reinforces the success of the brand. Republica del Cacao's stand location in TFWA will be Riviera Village RH 16.