NEWS RELEASE

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Askinosie Chocolate Exports To China Take A Bite Out Of Trade Deficit

Springfield, Mo. – On Oct. 21, 2011, American bean to bar chocolate maker Askinosie Chocolate shipped their first export to China.

The crew at Askinosie has been working with a distributor in China for months in preparation for their order. Many special instructions had to be followed that the factory had not encountered for export to any other country, such as retrieving special certificates about the ingredients, and creating new packaging for the chocolate bars. The chocolate bars will be carried in high-end department stores in Shanghai.

This occasion marks a significant achievement for not just Askinosie Chocolate, but America as a whole- last week marked the highest U.S. trade deficit with China in history.

Shawn Askinosie, founder and CEO of Askinosie Chocolate says, “Even though our pallet of chocolate seems insignificant, it isn’t because it represents a glimmer of hope for small businesses in America, that we are part of the change. There is demand in China for high quality products made in America.”

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Jane Shen, President of Shanghai Eagle Import & Export Co. Ltd., the importer of Askinosie Chocolate says, “The chocolate is good quality, good taste, with a special environmental packaging.”

This order is what Askinosie hopes to be the first of many in a long relationship with their new distributor in a brand new market.

Askinosie Chocolate is a small batch chocolate manufacturer located in Springfield, Missouri, sourcing 100% of their beans directly from the farmers. Shawn Askinosie, founder and chocolate maker, travels to regions of Ecuador, Honduras, the Philippines and Tanzania to work directly with the farmers and source cocoa beans for his chocolate. This allows the chocolate to be traced to the source and labeled Authentic Single Origin Chocolate. It also enables Askinosie Chocolate to profit share with the farmers, giving them a Stake In the Outcome™. The Askinosie Chocolate mission is to serve their farmers, their neighborhood, their customers and each other; sharing the Askinosie Chocolate experience by leaving the world a better place than they found it.

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