



chocolate that gives forward

meet ESC

3 oz. chocolate bars rank order
GLUTEN FREE, FAIRTRADE



must have core set



rising star



SOURCE: SPINS, TOTAL US - MULO - Last 52 Weeks 05/19/2024.

Endangered Species Chocolate | chocolatebar.com | 5846 W. 73rd. St., Indianapolis, IN 46278

“ One of the best and most delicious chocolate bars I have ever had. Pure bliss indulging in the rich flavors of raspberry and dark chocolate.. amazing! Thank you. ”

Verified Purchase
Raspberry Filling + 60% Dark Chocolate



An ESC shopper is **more valuable to the chocolate category** than the average chocolate shopper.

ESC shoppers are making an **impressive 24% more trips** to the chocolate category than the average category shopper.

Those ESC shoppers also **spend 32% more** than the average chocolate shopper within the category.

+20% Natural Chocolate is trending up +20%
MULO-NPI Dol % Chg, YAGO vs. Total Category +5%

+170-180 The ESC shopper over-index's in loyalty from top National retailer.
LOYALTY

help us save trees!



ESC digital library
UPC, NUTRITIONAL INFORMATION,
MERCHANDISERS, AND MORE!

SOURCE: SPINS TOTAL US-MULO L52WKS w/e 12.31.2023
Subcategory NPI SS Chocolate, Leading US Retailer Shopper
Data, 2023, Numerator, Shopper Comparison, 2024.

everything we do, and everything we make does good, better.



everyday shippers



TOP SELLER, 48 CT.



0 37014 12053 0



SWEET & SALTY, 48 CT.



0 37014 12051 6



@eschocolate



EndangeredSpeciesChocolate

