



category disruptor

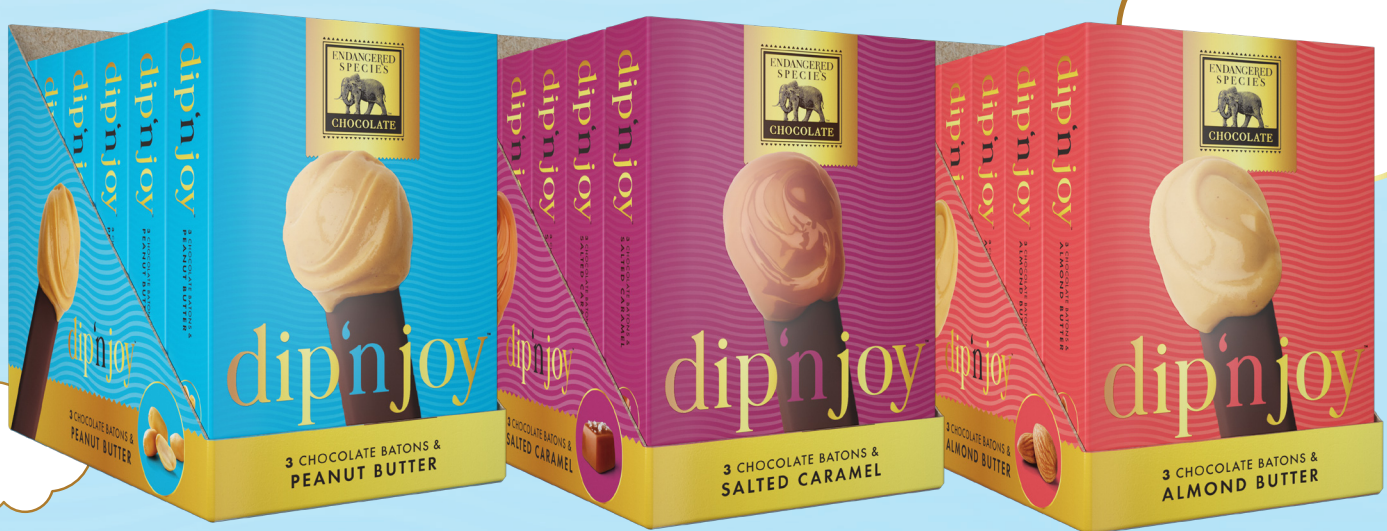
# dip 'n joy

3 chocolate batons with dip  
FLAVOR VARIETIES

**CONSUMER  
INNOVATION**

**100% REAL  
INGREDIENTS**

**BASKET  
BUILDER**



## dip 'n joy

3 decadent chocolate batons  
paired with either peanut butter,  
salted caramel, or almond butter dip

## consumer journey

- ▶ Incremental eating occasion
- ▶ Customer controls their dip to chocolate ratio
- ▶ Fun & nostalgic

Grocery, Chocolate Candy

SRP: \$3.79

1.75 oz Unit / 6 ct. Carton / 48 ct. Case

1 oz Nut Butter, (3) 0.25 oz Dark Chocolate Batons

Open Stock and Secondary Display Available

## consumer-led innovation

65% of consumers panned say they want an easy, enjoyable way to improve mood, with only 35% saying they were extremely satisfied.

Over 50% of “need for new” shopper demographic identifies as a premium and/or natural shopper.

Dip 'n Joy consumer's basket spend with non-seasonal chocolate: 54% higher with 77% larger basket size vs. the avg. grocery/mass basket.



**JOY**  
IS SPREADING

SOURCE: Tempo Consulting, 2023, Mintel, 2023.

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

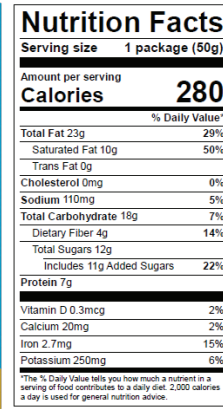
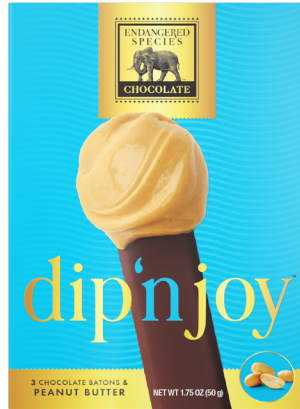
everything we do, and everything we make does good, better.

You are helping to save our wildlife, environment, and our global communities first-hand. ESC has given forward \$3mm in the last 5 years.



“ I like everything about this product. It's fun, portable, indulgent, and healthy. ”

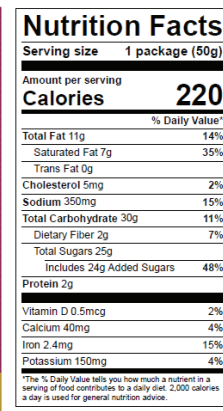
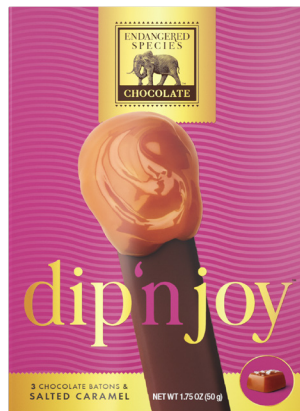
Innovation Screener Response  
Dip 'n Joy, 2023.



INGREDIENTS: PEANUT BUTTER (PEANUTS, ORGANIC POWDERED SUGAR, ORGANIC CANE SUGAR, ORGANIC TAPIOCA STARCH), COCONUT OIL, SALT, ORGANIC MOLASSES) SEMI-SWEET CHOCOLATE (UNSWEETENED CHOCOLATE, SUGAR, COCOA BUTTER, SOY LECITHIN, NATURAL VANILLA EXTRACT, MILK). CONTAINS MILK, PEANUT, SOY.



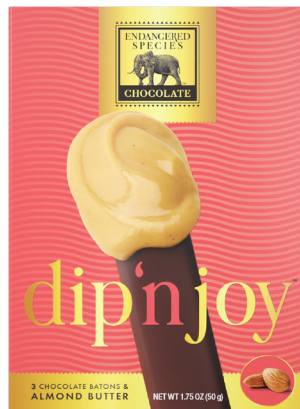
02318291  
WEST: 69410, EAST: 305507-6



INGREDIENTS: ORGANIC CARAMEL (ORGANIC TAPIOCA SYRUP, ORGANIC CANE SUGAR, ORGANIC NONFAT MILK, ORGANIC HEAVY CREAM, ORGANIC BUTTER [CREAM, SALT], SALT, SODIUM CITRATE, ORGANIC VANILLA EXTRACT, ORGANIC SOY LECITHIN, PECTIN, VITAMIN E [MIXED TOCOPHEROLS]) ADDED TO PRESERVE FRESHNESS), SEMI-SWEET CHOCOLATE (UNSWEETENED CHOCOLATE, SUGAR, COCOA BUTTER, SOY LECITHIN, NATURAL VANILLA EXTRACT, MILK), HIMALAYAN PINK SALT. CONTAINS MILK, SOY.



02318296  
WEST: 69417, EAST: 305509-2



INGREDIENTS: ALMOND PRALINE BUTTER (ALMONDS, SUGAR, SALT), SEMI-SWEET CHOCOLATE (UNSWEETENED CHOCOLATE, SUGAR, COCOA BUTTER, SOY LECITHIN, NATURAL VANILLA EXTRACT, MILK). CONTAINS MILK, SOY, TREE NUTS (ALMONDS).



02318295  
WEST: 69413, EAST: 305508-4

UNIT 3.188" W x 0.875" D x 4.75" H | POP 3.375" W x 5.5" D x 4.938" H | MC 7.125" W x 11.375" D x 10.25" H | MC CT 48

