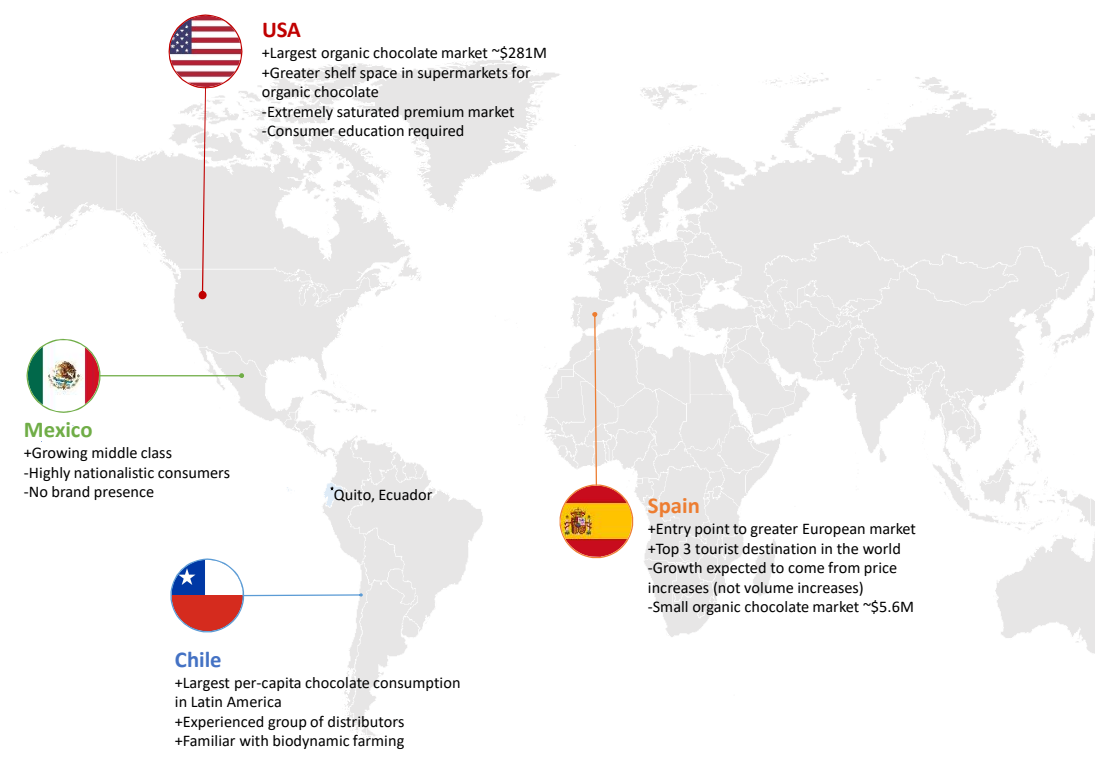




PACARI®

PREMIUM ORGANIC CHOCOLATE
FROM TREE TO BAR



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G-Lab 2017: Go-To-Market Strategy

We believe these four factors will drive success for market entry for Pacari

Success Drivers

- Total Market Size** - large number of chocolate consumers with a relatively high amount of spend
- Consumer Demographics** - large number of middle-to-upper income households; favorable trends toward organic and premium foods
- Competitive Environment** - fewer number of competitors serving the premium organic chocolate market
- Ease of Market Entry** - favorable trade agreements for importing goods

Legend: USA, MX, ESP, CHL

Brand Statement: Evidence

We invite consumers to discover the best chocolate in the world.

Pacari offers a **culinary adventure with pure food and experiences-- locally sourced with flavors from around the world--that nourish your body and soul while protecting the earth.**

We create chocolate with organic ingredients that benefit the health of 3,500 cacao-farming families.

Organic, soy free, gluten free, vegan, Kosher, lactose free

Our food reflects the harmony between man and nature, cultivating over 3,000 hectares of biodiverse Arriba Nacional cacao forests.

How should Pacari implement a pricing survey?

Step	Segmentation	Brand exposure	Pricing question
Key Question	Who are Pacari's consumers and how are they unique?	How will consumers react to different brand messaging?	Will consumers buy Pacari at the given price?
Survey View			

Market size and penetration dictate U.S. market plan
Pacari should target California, Washington, and Oregon for initial entry points

Reasons for California

- 90% organic food penetration
- \$2.2B in organic food sales
- 41% of national organic food sales

Reasons for Washington

- 92% organic food penetration
- Highest penetration in nation
- \$513M in organic food sales

Reasons for Oregon

- 91% organic food penetration
- \$237M in organic food sales

Later Markets

- Texas
- Colorado

Top 10 Organic Food States by sales
States with > 85% Organic Food Penetration*

*WA, OR, CA, CO, & TX also have >85% Organic Food Penetration