



BOOK~TO~BAR™

HOLIDAY CAMPAIGN 2017~2018

FROM THE CREATOR OF
“THE JAGUAR AND THE CACAO TREE”

WHAT’S BOOK-TO-BAR?

Chocolate has been famously paired with wine, tea, coffee, cheese, nuts, and fruit—even blended drinks. Introducing a new pairing that stimulates your sense of smell, taste, and touch, together with your sense of wonder and imagination. We call it Book-to-Bar.™

Inspired by the phrase *bean to bar*, Book-to-Bar refers to books paired with bars of high quality, high flavor chocolate. And as with any respectable chocolate pairing, this one, too, comes complete with tasting notes, which we affectionately call “Read-Tasting Notes,” a poetic blend of the literary-culinary experience this bundle creates.

Book-to-Bar bundles are beautiful, unique gift sets that you can offer your customers for the year-end holidays, Valentine’s Day, Mother’s and Father’s Day, or any special occasion that can be celebrated with a good book and a good bar of chocolate.

WHAT CAN BOOK-TO-BAR DO FOR MY STORE?

Book-to-Bar was created to help bookstores and gift shops increase sales, visibility, and word-of-mouth, and to raise awareness about the entire cacao supply chain that delivers chocolate to our homes, from seed to table.

The primary benefits for your business are:

- Book-to-Bar bundles are truly original gifts that your customers will not find in any big-box or grocery store, Barnes & Noble, or Amazon. We sell the bundles **exclusively** through independent book stores, gift shops, select chocolate makers, and our own web site.
- You can start selling the bundles ahead of the holidays—they are ready to ship now.
- We provide free marketing and media relations support (see next page for more details).



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TELL ME MORE ABOUT THE BOOKS

The books in Book-to-Bar are:

- *The Jaguar and the Cacao Tree*, a mythic fantasy about the history, mythology, and biology of cacao that readers young and old alike are calling “addicting.” The *School Library Journal* says it’s a “... a unique middle grade novel that expertly blends magic, science, culture, and ecological awareness,” and Mark Christian of the C-Spot.com calls it “a strong contender for the best title in the last 5 years.”
- *The Sacred Cookbook*, a collection of 60 ancient healing recipes, including vegetarian/allergy friendly recipes, from all over the world. It includes information on the health benefits of the ingredients and where to source them. Naturally, the cookbook has a delicious Mayan chocolate recipe!

HOW DOES IT WORK?

We provide the books, and two kinds of color-in bookmarks, at wholesale prices—40% off the retail price. A minimum order is 20 copies (please see the last page of this packet for pricing). We also send you the “tasting notes” card to go with the bundles, for no additional charge.

If you are interested in an in-store chocolate tasting event, please contact us. We help organize author/chocolate tasting events only for bookstores that are carrying either the Book-to-Bar bundles (available only through us) or *The Jaguar and the Cacao Tree* title (available directly through Baker & Taylor or Ingram).

WHAT ARE PEOPLE SAYING?

In our first major event, the Northwest Chocolate Festival in Seattle in 2016, we nearly sold out of our entire inventory. Our Book-to-Bar bundles have been a big hit with book lovers and chocophiles alike:

“The packages look stunning!” — entrepreneur in Southern California

“What an awesome idea... My mother was in need of a gift and your bundle was just the thing.”
— web producer in New York

“I love love love your book!” — chocophile in Austin, Texas

“My son now uses what he learned from your book to convince me to buy more dark chocolate for him” — mom in Los Altos, CA

WE’RE INTERESTED. DO WE GET ANY MARKETING SUPPORT?

Yes! We’re ramping up to drive foot and online traffic to the bookstores and giftshops working with us by spreading the word via our social media channels, email, and pitching the press both nationally and locally.

BOOK~TO~BAR PRESENTATION IDEAS



Double-dipped in red
(Author's Edition)



Hand-made
(Zak's Chocolate store display)



Two monkeys and a cacao pod
(Kids Edition)



"Jaguar"
color-in bookmark

"Cacao"
color-in bookmark



Cacao Tree display
(Table display at CJ Olson's)



Burlap snuggle
(Firefly Chocolate shop display)



WHOLESALE PRICE LIST

| ITEM | COST |
|--|-----------------------|
| BOOK-to-BAR BUNDLE Book wrapped with a bar of heirloom chocolate. (MSRP \$24.99/unit) | \$14.99 per unit |
| COOKBOOK-to-BAR BUNDLE Cookbook wrapped with a bar of heirloom chocolate. (MSRP \$39.99/unit) | \$23.99 per unit |
| THE JAGUAR AND THE CACAO TREE Box of 20 (MSRP \$14.95/unit) — or order from Baker & Taylor/Ingram | \$179.40 |
| THE SACRED COOKBOOK (full color) Box of 20 (MSRP \$29.95/unit). Available only from LUCITÀ. | \$359.40 |
| THE JAGUAR AND THE CACAO TREE, 2" x 7" bookmark Package of 20 (MSRP \$0.99/unit) <i>Please indicate your choice of "Jaguar" or "Cacao" bookmark—or get a mix of both!</i> | \$11.88 |
| BOOK-TO-BAR READ-TASTING NOTES CARD Package of 20. *Comes only with <i>The Jaguar and the Cacao Tree</i> | FREE with your order* |
| SHIPPING | Varies by location |

All of the above items offer a 40% discount on quantities of 20+ units. Bookmarks are printed on 120 Reincarnation Matte Cover stock by an eco-friendly printing service in California.

Sales tax is not applicable as long as you agree to resell the items purchased. If you are located within the State of California you must be authorized to sell products in the state and collect sales tax; we may be required to ask for your reseller certificate.

To order or for more information, please email us at books@lucita.net or call +1 408 542 9942.

Payment may be made via PayPal, Visa, MasterCard, AmericanExpress, or check. If paying by check, please make it out to LUCITA Inc. and send to the address below.

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