

Press Release: Chocolate Jungle by Conspiracy Chocolate

FOR IMMEDIATE RELEASE

October 28, 2021



PRESS RELEASE | 28 NOVEMBER – 11 DECEMBER 2021 | FOR IMMEDIATE RELEASE

Conspiracy Chocolate presents “The Chocolate Jungle” - A 2 week winter pop-up featuring a variety of chocolate experiences.

Conspiracy Chocolate - Hong Kong's own home grown chocolate makers, are launching a chocolate pop-up in Sai Ying Pun, High Street from November 28th to December 11th. Visitors will not only be able to buy an incredible range of chocolate and cacao products, including winter holiday specials, but also participate in chocolate making, complimentary chocolate tea and tasting events. Conspiracy Chocolate celebrates cacao in all its forms from ancient to traditional and modern, and the venue will take visitors on a journey from the bean to the bar; into the jungle where cacao grows and into the lab where chocolate is made. You can download event preview and product images [here](#).

The look and feel of the Chocolate Jungle are telling two stories: One is a celebration of chocolate in winter and the holidays, and the other is the origin and process of chocolate making. Half the venue will be full of plantation to give the feel of an actual jungle spilling out to the outdoor platform, and inside the venue, customers will find themselves in a chocolate laboratory. The whole process of chocolate making from cacao fermentation through stone grinding and tempering will take place on location, and visitors will have an opportunity to temper, flavour and decorate their own chocolate bars.

The Chocolate Jungle will feature four main elements:

- (1) A wide variety of chocolates, including our two Christmas limited edition bars and ongoing chocolate experiences to immerse into the bean-to-bar chocolate journey.
- (2) A range of cacao based and cacao infused products produced in collaboration with other local brands, and supporting products such as whiskey by **Whisky Library** and wine by **Crushed**.
- (3) Chocolate making workshops lead by Conspiracy's own Celine & Amit; Make-your-own bar for adults and make-your-own chocolate truffles for children, mix-your-own cacao tea blend, chocolate tasting platters and workshops in collaboration with other Hong Kong brands.
- (4) Evening tasting and pairing events: whisky & chocolate pairing with **Whisky Library**, wine & chocolate pairing with **FICO**, coffee & chocolate with **Jouer**, tea & chocolate with **Plantation by Teakha**, sake & chocolate pairing, a guided chocolate tasting, cacao ceremony and others.

Media Preview & Workshop

Media preview and workshop will be held on Monday, November 29th from 4:00PM to 6:00PM. Conspiracy Chocolate tasting and 'Make Your Own' Christmas bar will be available for those who wish to attend.

RSVP

-Please RSVP to celine@conspiracychocolate.com no later than Wednesday, November 24th.

About Conspiracy

Conspiracy Chocolate makes chocolate from bean-to-bar in Hong Kong using cacao from a single farm in the Dak Lak region in Vietnam. The slow and mindful processes ensure the natural taste and health benefits of the cacao. The company focuses on crafting fun combinations of flavours by adding spices, nuts and herbs to showcase the versatility of chocolate as a culinary canvas and to bring awareness to craft chocolate in Hong Kong.

Co Founders Celine & Amit started playing with chocolate and quickly realised the complexity and particularity of working with the ingredient, taking the rest of us on a journey into the wonderful world of craft chocolate.

Further Enquiries

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