

Decision log

Product launch meeting

Key decisions

1. The dark chocolate and berry bar is Kahurangi Chocolate Co.'s new FY27 product launch.
2. The launch timeline targets a November market release.
3. A \$15,000-\$20,000 capital expenditure is approved for an ingredient storage upgrade.
4. A launch campaign budget of approximately \$NZD 30,000-\$40,000 will be allocated to support retail activation.

Details and rationale

Decision 1

The dark chocolate and berry bar - a 70% single-origin dark chocolate base with 12%–15% freeze-dried raspberry, blueberry, and blackberry - will be developed and launched as a new addition to Kahurangi Chocolate Co.'s core range for FY27.

Rationale

- Consumer testing across 156 interviews in Wellington, Auckland, Christchurch, and Hamilton showed the dark chocolate and berry bar as the strongest of three concepts tested, with 67% purchase intent at \$NZD6.50 and 58% at \$NZD7.50.
- In-store observation showed a 34% pick-up rate. The bar outsold the other two concepts approximately three to one.
- The honey and almond bar (51% purchase intent) and coconut and lime bar (48% purchase intent) did not perform as strongly, with coconut noted as a polarising ingredient.
- Retail partners, including Foodie and Choc Top City liked the concept, with one confectionery manager describing it as "the gap we've been looking for".
- Operations has sufficient line capacity (approximately 60% utilisation on existing lines). No new moulds are required and only minor capital expenditure is needed.

- Year 1 revenue forecast is \$NZD 700,000–\$770,000, with gross contribution of approximately \$NZD 380,000–\$420,000, making the product contribution-positive from launch.

Decision 2

The launch will follow a structured timeline: recipe finalised by end of July 2026, shelf-life testing and test production run completed in August 2026, berry sourcing locked in by end of August 2026, ingredient storage upgrade completed by end of September 2026, production ramping in September 2026, and first market shipments in November 2026.

Rationale

- The timeline was built back from a November launch to allow two months of buffer before year end.
- Shelf-life testing was identified as a critical dependency; Hemi Walker noted that if results are unexpected, the timeline may need to be revisited.
- Dave Sullivan confirmed that production planning will not proceed until supply is locked. Sarah Chen confirmed the same position from a supply chain perspective.

Decision 3

A capital expenditure of \$NZD 15,000–\$20,000 is approved to upgrade ingredient storage to accommodate freeze-dried berries, with temperature and humidity controls.

Rationale:

- Freeze-dried berries need controlled storage conditions consistent with existing cocoa storage requirements.
- Dave Sullivan confirmed the upgrade involves repurposing an existing storage area rather than building new infrastructure.
- Standard equipment lead times mean installation will take four to six weeks from ordering.
- This is the only capital expenditure required; all other costs are operational.

Decision 4

A launch campaign budget of approximately \$NZD 30,000–\$40,000 will be allocated to support retail activation across the four major supermarket chains, covering in-store tasting, a promotional price point for the first eight weeks, and catalogue and email advertising support.

Rationale

- Retail partners indicated they want active support from Kahurangi Chocolate Co. to sell the product, not just shelf placement.
- Elena Kovač said the spend was worthwhile given the genuine enthusiasm from confectionery managers across the chains.
- In-store tasting is a key tool for the first month in major stores.
- Elena Kovač also noted that direct-to-consumer (DTC) sales through the company website could account for 15%–20% of volume, at higher margin, reducing reliance on retail promotional spend over time.