

# Press release

## Product launch meeting

### FOR IMMEDIATE RELEASE

Kahurangi Chocolate Co. launches premium dark chocolate and berry bar with locally sourced New Zealand fruit

Wellington-based chocolatier introduces \$7.50 artisan bar featuring freeze-dried raspberries, blueberries and blackberries in 70% dark chocolate

**WELLINGTON, NEW ZEALAND, 20 May 2026** – Kahurangi Chocolate Co. is launching a new premium dark chocolate bar featuring freeze-dried New Zealand berries, marking a significant step up in the company's product range.

The 70% dark chocolate bar combines freeze-dried raspberries, blueberries and blackberries, positioned 35% above the company's current range at \$7.50. The product launches in November 2026 with an exclusive Wellington event and nationwide retail availability.

"This is chocolate for people who take chocolate seriously," said Aroha [LAST NAME PLACEHOLDER], [TITLE PLACEHOLDER] at Kahurangi Chocolate Co. "The thing that keeps coming back to me is that this product is about restraint. It's not a sweet chocolate bar. It's dark chocolate with fruit. The person buying it isn't looking for indulgence in the traditional sense. They're looking for something that feels considered."

### Real ingredients, no compromise

The product centres on what the company describes as a quality-first approach. Consumer research showed strong response to phrases like "natural sweetness," "real fruit," and "pure chocolate," leading the team to develop messaging around ingredient integrity rather than traditional indulgence positioning.

"It's real berries, real chocolate, nothing else," said Priya [LAST NAME PLACEHOLDER], [TITLE PLACEHOLDER] at Kahurangi Chocolate Co. "It's the spirit of what this product is about."

The berry sourcing represents a significant investment in local supply chains. "We've put a lot of work into the berry side of this," said Hemi [LAST NAME PLACEHOLDER], [TITLE PLACEHOLDER] at Kahurangi Chocolate Co. "The quality of those berries is part of what makes the bar what it is."

## Wellington launch event planned

Kahurangi Chocolate Co. will introduce the product through an intimate launch event in Wellington, the company's strongest market. The curated evening will host 80 to 100 guests including media, food writers, retail buyers, existing customers and food and lifestyle influencers.

"We're doing something that feels like it belongs to the product," said Priya. "The bet we're making with this product is that it's good enough to earn genuine reactions."

The event will take place at [VENUE PLACEHOLDER] in Wellington, with venue options including chocolate factory spaces, small galleries or high-end kitchen environments that reinforce the product's aesthetic.

## Strategic retail rollout

The launch includes in-store tasting activations at retail partners across New Zealand, with Wellington retailers already expressing strong interest in the product.

"The retailers in Wellington are already excited about this product," said Elena [LAST NAME PLACEHOLDER], [TITLE PLACEHOLDER] at Kahurangi Chocolate Co.

The company will begin taking pre-orders through its website approximately two weeks before the November launch, with full retail availability following the Wellington event.

## About Kahurangi Chocolate Co.

[COMPANY DESCRIPTION PLACEHOLDER – founding date, production location, product range, distribution, company values]

[WEBSITE PLACEHOLDER]

### Product Details:

- Product: [FINAL PRODUCT NAME PLACEHOLDER] Dark Chocolate and Berry Bar
- Chocolate: 70% dark chocolate
- Ingredients: Freeze-dried raspberries, blueberries, blackberries
- Price: \$7.50 NZD
- Launch: November 2026
- Availability: [RETAIL PARTNERS PLACEHOLDER], Kahurangi Chocolate Co. website

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