

Cheatsheet

Kahurangi Chocolate Co. dark chocolate & berry bar launch

Brand position (internal anchor)

Kahurangi makes chocolate for people who care about what they eat. We use real ingredients, we work with people who share our values, and we don't cut corners. Eleven years of doing this honestly, and every product we make reflects that.

The product

70% single-origin dark chocolate with freeze-dried raspberries, blueberries and blackberries. Nothing else. The ingredient list is short by design — that simplicity is the point. Freeze-drying preserves the colour, flavour and texture of the berries. They're visible through the packaging. What you see is what you get.

Recommended retail price: \$7.50 NZD

The three messaging pillars

1. **Ingredient integrity:** The ingredient list is the story. In a category full of additives, stabilisers and flavourings, a short list is a genuine point of difference. Lead with it.
2. **Craft and process:** Eight iterations to get the berry integration right. The recipe development was deliberate and exacting. Freeze-drying isn't a shortcut, it's the reason the bar looks and tastes the way it does.
3. **New Zealand provenance:** This is a New Zealand product in a meaningful sense. The chocolate is made here. For berry sourcing, use "New Zealand sourced" until the specific supplier story is confirmed. Don't overclaim until it is.

Approved spokesperson quotes

Marcus (Founder/CEO):

“The dark chocolate and berry bar represents everything we believe in as a brand. We’ve taken exceptional ingredients, treated them with care, and made something that speaks for itself. This is the product our customers have been waiting for, even if they didn’t know it yet.”

Priya (Marketing director):

“We spent months getting this product right because we knew it had to earn its place in our range. The consumer response has been extraordinary. People taste it and they immediately understand why it exists. That’s exactly what you want from a new product.”

Hemi (Innovation lead):

“The challenge with this bar wasn’t the chocolate. We know how to make great dark chocolate. The challenge was integrating the berries in a way that let both elements be themselves. It took eight iterations to get it right and when we did, we knew immediately.”

These quotes are approved and locked once signed off. Do not paraphrase or deviate from them.

Language guide

Use these words: Real · Quality · Considered · New Zealand · Natural · Genuine · Honest

Do not use:

- *Indulgent / treat yourself / guilty pleasure*: this positions the product as an occasional splurge rather than an everyday quality choice.
- *Luxurious*: same issue — our customer wants to feel smart, not self-indulgent.
- *Artisan / handcrafted*: overused to the point of meaninglessness; let the facts do the work instead.

What the research tells us

- 156 consumer interviews across Wellington, Auckland, Christchurch and Hamilton.
- Purchase intent at \$7.50 NZD: 58% — strong for a premium product at this price point.
- In-store pick-up rate: 34% — nearly double the next best product tested.
- 71% said they would recommend it to someone they knew.
- Unprompted language from consumers: “*it’s proper chocolate,*” “*it’s the real thing.*”
- Brand words associated with Kahurangi overall: honest, quality, New Zealand, trustworthy.

The results held consistently across age groups. When research doesn’t skew toward a particular demographic, it usually means the product isn’t trend-driven.

Key principle: earn the price before you reveal it

Consumers need to feel the value is justified before they see the price, not after. Structure every conversation, piece of copy and in-person interaction with this in mind. The product, the ingredients and the story come first.

If someone asks you about the product

From the moment this product launches, you’re a potential spokesperson. If a journalist, buyer or customer asks about it (at the event, in a retail setting, anywhere) you should be able to answer confidently and consistently. Stick to the three pillars, use the approved language, and refer media enquiries to Finn or Rachel.

This cheat sheet is for internal use. An external-appropriate version will be prepared for media contacts.