

## LinkedIn article

# Real chocolate, real ingredients, nothing else

After 11 years of making chocolate the right way, we're introducing something we think you've been waiting for.

The Kahurangi dark chocolate and berry bar is exactly what it sounds like. 70% single-origin dark chocolate. Freeze-dried raspberries, blueberries and blackberries. That's the whole ingredient list. No stabilisers, no additives, no flavourings you can't pronounce. Just four ingredients doing what they do best.

### Why simplicity matters

In a category where most chocolate bars have ingredient lists that read like chemistry experiments, we've gone the other way. Not because simple is trendy, but because it's honest.

When you pick up this bar, you can see the berries through the packaging. They're visible, whole, real. The colour is natural. The flavour is what berries taste like when they're treated with care. You're not guessing what you're buying. You can see it.

The people we spoke to during development (156 of them across Wellington, Auckland, Christchurch and Hamilton) told us the same thing in different ways. They read ingredient lists. They compare products. They want to understand what they're eating. And when they saw this bar, the response wasn't polite interest. It was "I want that" and "when can I get it."

### Eight iterations to get it right

This bar took time to develop. Not because we didn't know how to make good dark chocolate (we've been doing that for over a decade). The challenge was integrating the berries in a way that let both elements be themselves.

The first few attempts looked right but didn't taste balanced. The berries either dominated or disappeared. The ratio was off. Then we got the ratio right but the distribution was uneven — you'd get three berries in one bite and none in the next.

Freeze-drying preserves colour, flavour and texture in a way that cheaper methods don't. Dried berries go brown and lose their brightness. Freeze-dried berries stay true to what

they were. But getting them to sit properly in the chocolate, to distribute evenly, to maintain their structure during production, that took work.

By the sixth iteration we were close. The seventh was better. The eighth one, we knew immediately. It looked right, it tasted right, and it felt like something we'd want to eat ourselves. Not something we'd made because the market research said there was a gap. Something we'd actually reach for.

As our founder Marcus puts it:

*“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.”*

That's what craft means. Not rustic packaging or a story about small batches. It means you keep going until it's right, even when it would be easier to stop at good enough.

## Made here, sourced here

This is a New Zealand product in a meaningful sense. The chocolate is made here. The berries are sourced locally. It's not just that the company happens to be registered in New Zealand — the product itself comes from here.

That matters to the people who buy our chocolate. When we asked them what they associate with the Kahurangi brand, the words that came back most often were: honest, quality, New Zealand, trustworthy. Those aren't marketing terms. That's what people actually said, unprompted.

We've built that reputation over 11 years by not cutting corners. This bar is consistent with everything we've done before. It's just the next honest thing.

## What people are saying

The consumer testing numbers tell a clear story. At \$7.50 NZD, which is where this bar sits, purchase intent was 58%. That's strong for a premium product at that price point. The in-store pick-up rate was 34% — nearly double the next best option we tested.

But the numbers only tell you so much. The language people used is more interesting. They called it “proper chocolate” and “the real thing.” About 71% said they'd recommend it to someone they knew. That kind of word-of-mouth intent doesn't come from polite enthusiasm. It comes from genuine desire.

One person in the research said something that stuck with us: “You can tell they didn't compromise.” That's exactly right. We didn't.

## Available November 2026

The dark chocolate and berry bar launches in November 2026. You'll find it at our four major retail partners and at selected independent stockists. We're also running in-store tastings during launch week because we think this is something you need to experience, not just read about.

If you've been buying Kahurangi chocolate for years, this will make sense to you. If you're new to the brand, this is a good place to start. Either way, we think you'll understand why it exists the moment you taste it.

That's what happens when you make something properly. It speaks for itself.

For more information about the launch, stockist locations, or to join our mailing list for updates, visit [kahurangichocolate.co.nz](http://kahurangichocolate.co.nz)