

Smart summary

Kahurangi Chocolate launches Kōpura Bar with real New Zealand berries

Kahurangi Chocolate Co. has launched Kōpura, a 70% dark chocolate bar featuring freeze-dried New Zealand raspberries, blueberries and blackberries. CEO Marcus Reid called it the product he's most proud of in the company's 11-year history.

Driving the launch: The bar emerged from an 18-month development process that began when Reid asked Head of innovation Hemi a simple question: what would you make with no constraints?

- Eight months of recipe development and eight iterations followed, involving sourcing conversations with berry growers and debates about freeze-drying techniques and berry ratios.

The product: Kōpura contains just four ingredients: dark chocolate, raspberries, blueberries and blackberries. No additives or stabilisers.

- Consumer testing earlier this year revealed strangers independently described it as “the real thing”, language that Reid said meant more than any purchase intent figure.

Behind the scenes: Reid acknowledged multiple teams who contributed to the launch, including Hemi's innovation team, Priya's marketing team, Elena's sales team who secured retail shelf space, and Sarah's supply chain team.

What's next: Launch event attendees, including journalists, retailers and customers, were the first outside the company to taste the new bar.