

— VALERIE —  
*confections*



VALENTINE'S DAY  
WHOLESALE CATALOG  
2021

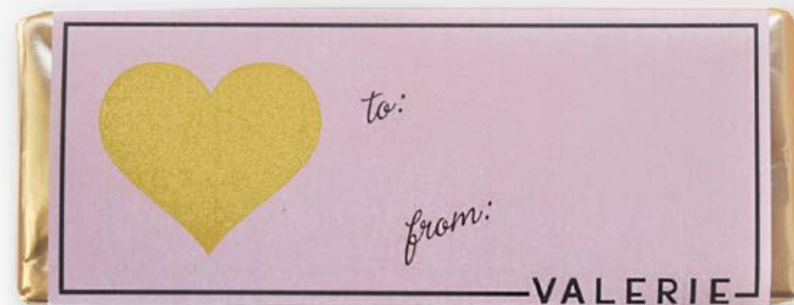
# VALENTINE'S DAY GIFTS



## VALENTINE'S BOX

Our Classic Valentine's Day Box contains three classic flavors, perfect for all chocolate lovers. The Caramelia Heart is filled with creamy milk ganache with notes of rich caramel. The Red Heart is made of 61% bittersweet chocolate with crunchy almond toffee bits, and wrapped in red foil. And, the Golden Heart, filled with dark chocolate ganache, is topped with edible 23k gold leaf.

Shelf Life: 2 months  
Case Count: 12  
Case Cost: \$168  
Cost per Unit: \$14  
Pieces per box: 9



## VALENTINE BAR

Inspired by classic Valentine's Day cards, these bars are a fun gift for friends and significant others alike. The bar is made of 61% bittersweet chocolate, sprinkled with crushed rose petals and dehydrated raspberries.

Shelf Life: 6 months  
Case Count: 12  
Case Cost: \$72  
Cost per Unit: \$6



## ARROW BOX

Rich bittersweet 61% chocolate truffles, finished with a hand-drawn arrow design. Packaged in a clear box with black satin ribbon. 9 pieces per box.

Shelf Life: 2 months  
Case Count: 12  
Case Cost: \$150  
Cost per Unit: \$12.50  
Pieces per box: 9



# VALENTINE'S DAY



## POUR ELLE ASSORTMENT

An elegant, feminine offering of white chocolate roses filled with rose petal passionfruit ganache dusted with gold, and larger 72% bittersweet hearts.

Shelf Life	2 months
Case Count	8
Case Cost	\$160
Cost per Unit	\$20 per box
Pieces per Box	11

## POUR HOMME ASSORTMENT

Filled with classic flavors, this masculine assortment includes liquid caramel hearts, and larger milk chocolate hearts studded with bits of almond toffee

Shelf Life	2 months
Case Count	8
Case Cost	\$160
Cost per Unit	\$20 per box
Pieces per Box	11



# BEST SELLERS

*Classic favorites*



## SMALL TRUFFLE ASSORTMENT

The perfect introduction to our truffle flavors, in a clear box for easy merchandising. The assortment includes Salt, Jasmine Tea, Moroccan Mint Tea, Champagne, Scotch, Stout, Liquid Caramel, Matcha Green Tea, and 72% Bittersweet Truffles.

Shelf Life	2 months
Case Count	12
Case Cost	\$150
Cost per Unit	\$12.50 per box
Pieces per Box	9

## DEBUT ASSORTMENT

Our selection of confections grows every season, but when the company first began, we offered only 6 flavors of handmade toffee - Our Debut Assortment. Flavors include Almond, Almond Fleur de Sel, Orange, Ginger, Mint and Classic Toffee in bittersweet chocolate.

Shelf Life	5-6 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Pieces per Box	6





# BEST SELLERS

## Tantalizing Toffees

### ALMOND FLEUR DE SEL TOFFEE

Our standout toffee flavor, the Almond Fleur de Sel is made with almonds, enrobed with bittersweet chocolate, and finished with a sprinkling of Fleur de Sel.

Shelf Life	5-6 months
Case Count	12
Case Cost	\$144
Cost per Unit	\$12 per box
Pieces per Box	6



### DURANGO TOFFEE

Buttery toffee made with almonds and cocoa nibs, dipped in darkened milk chocolate and finished with Durango hickory smoked salt. Available in our signature ivory box, and tied with gold satin ribbon.

Shelf Life	5-6 months
Case Count	12
Case Cos	\$144
Cost per Unit	\$12 per box
Pieces per Box	6



# BEST SELLERS

## Everyday Indulgences

Our delicious Everyday Indulgences line is boxed, for easier, and more attractive, merchandising. Reminiscent of our signature boxed chocolates, the ivory boxes are emblazoned with the familiar Valerie logo in gold foil, and have dual windows, so the product is still visible for shoppers.

### ALMOND TOFFEE TREATS

These indulgences are a reinterpretation of our signature Almond Fleur de Sel toffee. Each piece is dipped in bittersweet chocolate, then rolled in roasted almonds, and dusted with fleur de sel.

Shelf Life	5-6 months
Case Count	8 - 7 oz boxes
Case Cost	\$88
Cost per Unit	\$11



### DURANGO BARK

Darkened milk chocolate topped with roasted almonds, cocoa nibs, and hickory smoked salt.

Shelf Life	5-6 months
Case Count	8 - 7 oz boxes
Case Cost	\$80
Cost per Unit	\$10

# BEST SELLERS



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## CHOCOLATE PRETZELS

Dipped in darkened milk chocolate and topped with fleur de sel, our new chocolate dipped pretzels are the ultimate everyday sweet and salty snack.

<i>Shelf Life</i>	5-6 months
<i>Case Count</i>	8 - 4 oz boxes
<i>Case Cost</i>	\$64
<i>Cost per Unit</i>	\$8

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# BEST SELLERS

*Chocolate bars hand-made in Los Angeles*



## BLUSHING BERRY BAR

Velvety white chocolate studded with pistachio, raspberry, and rose petals.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## ALMOND FLEUR DE SEL BAR

Bittersweet chocolate studded with bits of our signature almond toffee, toasted almonds, and fleur de sel.

Shelf Life	9-12 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## DURANGO BAR

Darkened milk chocolate with roasted almonds, cocoa nibs, and smoked salt.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## BITTERSWEET BAR

Solid, full bodied single origin Venezuelan bittersweet chocolate.

Shelf Life	9-12 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## RICE & SESAME BAR

Rich, creamy milk chocolate complemented by toasted rice, black sesame seeds, and soy salt.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



# GRANOLA

*Artisan granolas for your pantry*

## HOUSE GRANOLA

Our House Granola is such a favorite at our cafe that we now offer it on our retail shelves. Packed with oats, almonds, sunflower seeds, pepitas, and black sesame seeds, this granola is enjoyable anytime of the day.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$78
Cost per Unit	\$6.50 per bag
Ounces per Bag	7



## CHOCOLATE GRANOLA

*This granola includes all the defining ingredients of granola, but turned into an indulgent treat with the addition of cocoa nibs, hazelnuts, and chocolate. Enjoyable on its own or atop ice cream, pudding or another sweet.*

Shelf Life	4-6 months
Case Count	12
Case Cost	\$78
Cost per Unit	\$6.50 per bag
Ounces per Bag	7



# PRESERVES

*Perennial favorites from the larder*

These handmade jams are cooked in small batches when locally grown fruits are at their peak. The preserves pair well with your favorite baked goods, cheeses, and charcuterie

Shelf Life:	1 year
Case Count:	12
Case Cost:	\$72
Case per Unit:	\$6



Strawberry Rhubarb



Fig & Pear



Strawberry  
Vanilla Bean



Blenheim Apricot



Plum



Blushing Berry

# COLLABORATIONS

## Valerie + Commune

Over the course of the last decade, Valerie has collaborated on many distinct products with Commune, an innovative Los Angeles-based design studio with a reputation for holistic work with environmental sympathies. A selection of our favorites remains available for wholesale purchase.



The packaging is bold, fun and available in 2 flavors!

\*NOTE interior of packaging contains nudity



### GOOD MIX BARS

The GOOD MIX BAR is a blend of almonds, pumpkin seeds, cocoa nibs, vanilla, and sea salt in 61% bittersweet chocolate.

The HOT GOOD MIX BAR is a blend of almonds, sesame seeds, raisins, fleur de sel, peppers and paprika in 61% bittersweet chocolate.

Shelf Life	4-6 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6 per bar

### SUPER CHOC-O-FOOD

Super Choc-O-Food combines stunning packaging and an oversized chocolate bar filled with a medley of nuts, fruit, and soy salt for an innovative product that challenges the conception of chocolate merely being candy. The bar contains dark milk chocolate with a hint of caramel, and is loaded with dried pears, apricots, golden raisins, macadamia nuts, cashews, almonds, sunflower seeds, and peanuts.

Available in three exterior packaging colors! Each color contains one tryptic interior print which combine to make the pictured photograph. All three colors contain the same flavor.

Shelf Life	4-6 months
Case Count	12 bars (4 of each color)
Case Cost	\$150
Cost per Unit	\$12.50



\*NOTE interior of packaging contains nudity





# COLLABORATIONS

Valerie + Jon & Vinny's + Helen's



## CRISPY CRUNCHY

The Crispy Crunchy Bar is an ode to Jon & Vinny's favorite Italian feuilletine wafer cookie, in chocolate bar form.



## NUTELLA

The Jon & Vinny's Nutella Bar features 38% milk chocolate with Nutella hazelnut spread, inspired by Jon & Vinny's favorite dessert flavors.

## HELEN'S MILK CHOCOLATE

Helen's 38% Milk Chocolate Bar is a celebration of the famed wine bar's favorite chocolate.

Shelf Life	9-12 months
Case Count	12 (single flavor)
Case Cost	\$72
Cost per Unit	\$6

# COLLABORATIONS

Valerie + Edible Gardens LA

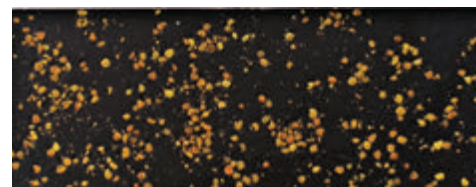
Lauri Kranz's company Edible Gardens LA, helps chefs, families and anyone with an interest in having a home garden grow lush gardens full of organic vegetables. We are delighted to be among the diverse group of artist, designers, and culinary super stars that she's teamed with to create a broad line of specialty products.



## NATURE IS SLOW BAR

The Nature is Slow Bar features 72% bittersweet chocolate, fleur de sel, and both candied and dried rose petals, resulting in a whimsical and elegant treat.


Shelf Life	9-12 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## MY DREAMS ARE ELECTRIC

This is our second collaboration with Edible Gardens LA. The bar features 72% bittersweet chocolate and bee pollen.

Shelf Life	9-12 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6

The background of the entire page is a close-up photograph of a chocolate bar wrapper. The word "VALERIE" is printed in a large, serif font inside a rectangular border. Below this, the text "PLACE AN ORDER" is centered in a bold, dark serif font. The background also shows a chocolate bar with a textured surface and a single almond on top. The overall color palette is warm and rustic, with browns and greys.

VALERIE

## PLACE AN ORDER

Please call (213) 739-8149, or email [shop@valerieconfections.com](mailto:shop@valerieconfections.com) to place an order. There is a \$150 minimum on wholesale orders. Orders may require a lead time of 7 - 10 business days.

For new accounts, we will need the following information:

Company Name

Contact Name

Phone Number

Email

Billing Address

Shipping Address

Credit Card Information

Resale Number

We look forward to working with you!