

—VALERIE—  
*confections*

# WHOLESALE CATALOG FALL & HOLIDAY

## 2021



# FALL FAVORITES



## BAT BAR

Intensely rich 72% bittersweet chocolate finished with a sprinkle of black lava salt. Wrapped in silver foil and packaged with a spooky metallic silver and black wrapper.

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



## SMOKE & SPICE TRUFFLE BOX

These smooth bittersweet truffles are made with Valrhona 64% Tainori chocolate, infused with smoked chipotles, and adorned with a custom Autumn sunset inspired design.

Shelf Life:	approx. 12 weeks
Case Count:	12
Case Cost:	\$156
Cost per Unit:	\$13
Pieces per box:	9





# HOLIDAY FAVORITES

*Joyful stocking stuffers & sweet winter treats*

## PEPPERMINT BARK

Organic dried mint leaves on bittersweet chocolate topped with a layer of white chocolate and housemade peppermint candy.

Shelf Life	approx. 3 months
Case Count	8
Case Cost	\$80
Cost per Unit	\$10 per box
Ounces per Box	7

\*Available November 1, 2021



## PEPPERMINT BARK BAR

White chocolate is generously layered with bittersweet chocolate chips and our housemade peppermint candy.

Shelf Life	approx. 3 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6 per bar

\*Available November 1, 2021

## HOT CHOCOLATE

A decadent indulgence in any weather. Served either hot or iced, our Hot Chocolate is not to be missed.

Shelf Life	approx. 12 months
Case Count	12
Case Cost	\$120
Cost per Unit	\$10 per tin
Grams per Tin	320



# HOLIDAY FAVORITES



## EVERGREEN BOX

Mint infused 61% chocolate truffles, enrobed in white chocolate, and finished with a custom winter landscape illustration. Packaged in a clear box with green, satin ribbon.

Shelf Life	approx. 12 weeks
Case Count	12
Case Cost	\$156
Cost per Unit	\$13 per box
Pieces per Box	9

\*Available November 1, 2021



## MENORAH BOX

Classic 61% bittersweet truffles are adorned with a modernist repeating menorah for Chanukah. Packaged in a clear box with gold satin ribbon.

Shelf Life	approx. 12 weeks
Case Count	12
Case Cost	\$156
Cost per Unit	\$13 per box
Pieces per Box	9

\*Available November 1, 2021





# BEST SELLERS



# BEST SELLERS

*Classic Favorites*

**NEW  
LOOK**



## SMALL TRUFFLE ASSORTMENT

This updated box is the perfect introduction to our truffle flavors, packaged in a clear box for easy merchandising. The assortment includes 72% Bittersweet, Jasmine Tea, Matcha Tea, Liquid Caramel, Gilded, Mezcal Caramel, Earl Grey Tea, Moroccan Mint Tea, Champagne,

Shelf Life	approx. 12 weeks
Case Count	12
Case Cost	\$156
Cost per Unit	\$13 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 Fleur de Sel, Almond, Ginger, Orange, Mint, and Classic.



Shelf Life	approx. 5 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 packed with almonds, enrobed with bittersweet chocolate, and finished with a sprinkling of Fleur de Sel.

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



# 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 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	approx. 5 months
Case Count	8 - 7 oz boxes
Case Cost	\$96
Cost per Unit	\$12



### DURANGO BARK

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

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



# EVERYDAY INDULGENCES



## CHOCOLATE PRETZELS

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

Shelf Life	approx. 5 months
Case Count	8 - 4 oz boxes
Case Cost	\$72
Cost per Unit	\$9

# GRANOLA

*Artisan granolas for your pantry*

## HOUSE GRANOLA

Our House Granola is such a favorite at our Echo Park 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 all day.

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$84
Cost per Unit	\$7 per bag
Ounces per Bag	7



## CHOCOLATE GRANOLA

*This granola is elevated into an indulgent treat with the addition of cocoa nibs, hazelnuts, and chocolate. Enjoyable on its own or atop ice cream, pudding or other sweets.*

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$84
Cost per Unit	\$7 per bag
Ounces per Bag	7

# CHOCOLATE BARS

Chocolate bars, handmade in Los Angeles



## BLUSHING BERRY BAR

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

Shelf Life	approx. 5 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	approx. 5 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6

# CHOCOLATE BARS

Chocolate bars, handmade in Los Angeles



## DURANGO BAR

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

Shelf Life	approx. 5 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## BITTERSWEET BAR

Solid, full bodied single origin Venezuelan bittersweet chocolate.

Shelf Life	approx. 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	approx. 5 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



# 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.



### **GOOD MIX**

Our most popular collaboration with Commune Design, GOOD MIX, has been reinvented with vibrant cereal box packaging. GOOD MIX began as a variation on chocolate granola, and ended up as a gluten free chocolate snack: Intense chocolate flavor, both sweet and savory, in addictive crunchy bites. GOOD MIX is a slow roasted blend of almonds, pumpkin seeds, light brown sugar, and bittersweet chocolate, accented in flavor and texture by cocoa powder, cocoa nibs, vanilla paste, and sea salt.

Shelf Life	approx. 4 months
Case Count	8
Case Cost	\$104
Cost per Unit	\$13 per box



# COLLABORATIONS

Valerie + Commune



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	approx. 5 months
Case Count	12
Case Cost	\$78
Cost per Unit	\$6.50 per bar

# COLLABORATIONS

Valerie + Commune

## 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 darkened 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	approx. 5 months
Case Count	12 bars (4 of each color)
Case Cost	\$156
Cost per Unit	\$13



\*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 favorite chocolate of the fames wine bar's namesake.

Shelf Life	approx. 10 months
Case Count	12 (single flavor)
Case Cost	\$72
Cost per Unit	\$6

# COLLABORATIONS

Valerie + Edible Gardens LA

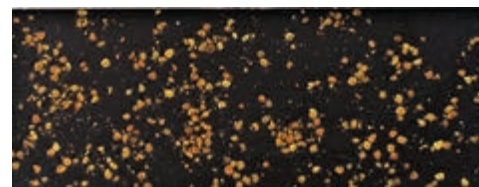
Lauri Kranz's company Edible Gardens LA, helps chefs, families and anyone with an interest in having a home garden grow lush gardens full of organic vegetables. We are delighted to be among the diverse group of artist, designers, and culinary super stars that she's teamed with to create a broad line 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	approx. 10 months
Case Count	12
Case Cost	\$72
Cost per Unit	\$6



## MY DREAMS ARE ELECTRIC

Our second collaboration with Edible Gardens LA, the bar pairs chocolate and bee pollen.

Shelf Life	approx. 10 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 simple, sans-serif font inside a rectangular border. Below this, the wrapper is dark brown with a textured, possibly embossed, pattern. A single almond is visible on the right side of the wrapper. The overall lighting is soft and warm.

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!