



unique & Delightful



Made in Denmark WA



Pawprint Chocolate – The Company



Whitfield Estate vineyard

The Whitfield group of businesses began as a winery and cellar door in 2006. In 2008 a cafe was opened at the farm/ vineyard offering seasonal local products. Seeing an opportunity in the market in 2010 Kelly Howard (co-owner) began creating a range of chocolate unique in design and flavour reflecting the Denmark, Western Australia region. Kelly attended formal Chocolatier training in Melbourne to further develop her skills and further learn about the science and art of chocolate making.

With the success of this product, the range was extended and the Pawprint brand was launched into the wholesale market early 2011.

The name was derived from our beloved Bernese Mountain Dogs, Mac and Bud who were icons of the cellar door. The name represents their personalities, unique and delightful.

Pawprint Chocolate remains a wholly family owned and run business.

Pawprint Chocolate – The Products

Pawprint's base chocolate is custom produced using cocoa beans sourced globally. Pawprint only uses sustainably sourced products,

The Pawprint production team tempers the chocolate and sources fresh and preserved whole-foods which are prepared, roasted, toasted, sliced, diced and blended. The whole-foods then sit within and on top of the base chocolate. Each style of chocolate and whole-food flavour has been tested and trialled to achieve the ultimate flavour profile and combination with the Pawprint base chocolate.



Graham & Kelly Howard, with their dogs Mac & Bud



The Products

Bush Track:

Our version of Rocky Road with milk chocolate. Includes marshmallows, peanuts and apricots.



Candy Roasted Almond:

Sweet hand roasted almonds surrounded by dark chocolate.



Chilli and Spice:

Chilli, cinnamon and nutmeg on dark chocolate. Not too hot, just a perfect spicy balance.



Choc L'Orange:

Dark chocolate infused with orange and topped with orange swirls.



Coconut Ruff:

Fresh desiccated coconut blended with milk chocolate.

The Products



Cranberry and Apricot:

Dried cranberries and dried apricots on white chocolate.



Forest Floor:

Toasted hazelnuts, peanuts, pepitas and sunflower seeds on dark chocolate.



Karri Bark:

Swirls of milk and white chocolate, named after the iconic tree surrounding the Denmark area.



Mocha Choc:

Fresh coffee beans roasted by PCR for Pawprint on swirls of milk and dark chocolate.



Old Time Ginger:

Hand cut pieces of crystallized ginger embedded in dark chocolate.



Peppermint Tangle:

Dark chocolate infused with peppermint and topped with swirls of green chocolate.

The Products



Really 'NAF':

Nuts and fruit (NAF). Roasted almonds and dried fruit selection atop of milk chocolate.



Salted Caramel & Peanut:

Caramel confectionary, roasted salted peanuts and freshly ground rock salt on milk chocolate.



Triple choc swirl:

Swirls of all the Pawprint base chocolate—dark, milk and white.



Turkish Delight:

Traditional Turkish delight hand cut and embedded on a blend of milk/dark chocolate.



Chocolate Dukkah:

Dessert seasoning. A special and unique blend of chocolate, nuts and spice to top hot or cold desserts



Hot chocolate—Chilli & Spice

Lightly spiced hot chocolate

Pawprint Chocolate—Wholesale Information

Pricing: RRP for boxed chocolate: \$6.95 = 45% GP mark up

RRP for Chocolate Dukkah: \$8.99 = 45% GP mark up

RRP for Hot Chocolate: \$7.95 = 40% GP mark up

Freight: **Free freight** for WA orders over \$350 (~80 units)

Free freight for interstate orders over \$435 (~100 units)

WA ex Denmark and Albany: \$10 flat rate

Elsewhere in Australia \$20 flat rate

Denmark and Albany Free – delivery day/time subject to Pawprint management

Display and POS:

Each box is able to be hung, stacked flat or stood depending on display area. Each style of chocolate has a unique bar-code for ease of stock control.

Repeat orders:

Please contact the Pawprint team for an order form and return via e-mail, fax or call with details. For further copies please contact the Pawprint team. Pawprint Chocolate sales staff will be in contact with you regarding any promotions, specials or new styles we have at the time.

Minimum orders:

Minimum order is 10 units.

Quality:

If any items are not received in good condition, please advise Pawprint staff and we will promptly arrange a replacement and/or credit.

Lead-times and turnaround:

In most cases orders are sent within 2 business days of the order being received. You will be notified if any items are out of stock. For large or custom orders, please discuss with Pawprint staff.

Transport:

Pawprint Chocolate uses Australia Post for delivery of most orders. During the warmer months orders are sent in insulated boxes. During peak summer times we may not be able to process and send your order due to hot weather conditions. Please consider this when ordering.



Pawprint Chocolate — Contact Information

Pawprint Chocolate

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Post: PO Box 869, Denmark WA 6333

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