



TruChocolate.com

®

CHOCOLATE

*The Only Chocolate That loves you Back!™*

## THE TRU CHOCOLATE® STORY

Like most children and adults, I was a lover of chocolate since I can remember. My parents would always indulge us with chocolate of all kinds. I would crave chocolate and actually walk a mile to the penny candy store just to indulge myself, regardless of how I would feel after eating too much. The only one that would tell me not to eat it was my dentist. As I got older, I realized that too much was bad for me and, like most others, started to gain weight as I got into my forties.

Earlier in my career with owning a packaging company, I had the opportunity to work directly on the packaging for a very large chocolate company called “*Fanny Farmers Chocolates*” in Norwalk, Ohio. I can remember like it was yesterday and how the smell of fresh chocolate permeated the air. I ate so much chocolate the very first morning that I actually *overdosed*. I was not only sick for a day, but swore off chocolate for 6 months.

Why does it taste so good? Why am I so Sick? Questions that not only needed an answer, but more importantly, a solution!

### **What if:**

- 1. There was a chocolate that you could eat in abundance!**
- 2. Tasted delicious!**
- 3. Was as healthy as eating fruits and vegetables!**

Well, from that experience... [Tru Chocolate](#) was born. A new category creator in the world of [healthy dark chocolate](#).

After years of research, testing and tasting, we developed a formula that was not only great tasting but **healthy** for everybody. There are no exceptions when it comes to our chocolate and even my dentist approves it.

We knew we could not make claims, but we also knew that people would, especially after trying it for themselves. Tru Chocolate would simply do the rest. We believed that we didn't need to *sell* Tru Chocolate... in fact, all we needed to do was let people taste it and it would sell itself.

Upon being so excited to bring it to market yet having limited funds, we decided to try it in a direct sales environment. We believed we had something very special and it was time to put it to a real test... and that was the people and their opinions.

Wow, were we in for a surprise. We knew it was good, but we were not ready for what we experienced. The results and stories were amazing... even to us. Stories from amazing weight loss, energy, dental benefits to just wonderful feelings of better health wellness.

Doing millions of dollars in business in less than a two year period, we knew we had something very special and it needed to be explained properly. We needed to control the story, to protect what we had and bring it to the world in the best way possible. We decided to take it off the market and protect our chocolate, so that's exactly what we did.

We eventually registered and trademarked our brand worldwide, set up all the organic cocoa growers and suppliers needed to control the integrity of TRU Chocolate. Now we are preparing to take the next step and introduce the world to our healthy dark chocolate via television. We are very excited for what the future brings and look forward to the day where the world can enjoy a great tasting chocolate that is full of antioxidants, contains no sugar, is gluten free and dairy free!

**WELCOME TO THE ONLY CHOCOLATE  
THAT LOVES YOU BACK!**

Thanks To All,  
John Cappadona