



chocado
Haute chocolaterie by silikowart[®]
professional

**The new shapes of
chocolate**

MADE IN ITALY

chocado

A new brand dedicated entirely to the world of chocolate, to meet both the needs of the professional and, soon, the needs of an evolved amateur.

The advantages of Chocado

- **New market segment**

The objective of the creation of a range dedicated to chocolate is to raise awareness of the importance of a company like Silikomart in the world of haute chocolaterie.

- **Exposure Optimization**

Each packaging has a color that indicates the micro collection to which it belongs.

- **Design in collaboration with great chefs**

Andrey Dubovik, Vincent Guerlais, Kirsten Tibballs e David Vidal.

Each of them has designed and signed for Silikomart Professional an entire collection, consisting of three different shapes: a praline, a tablet and a snack bar: thus were born the BOLLA, RIGA, GOCCIA and ONDA lines.

Range innovations

• Product innovation (kits):

By combining the Tritan mould with a silicone mould it will be possible to create chocolates with a perfect insert combining the taste of chocolate with different flavours and textures. It will therefore be possible to propose high quality chocolate products even during the months when the consumption of chocolate is reduced.

• Materials Innovation:

These products are made with the innovative material Tritan that guarantees an excellent degree of durability and safety. It also has a total absence of BPA, does not contain BPS (bisphenol S) or other bisphenols, ensuring absolute reliability of these products for food-contact products. They have a far greater impact resistance than other plastics and glass, resisting extraordinarily, to scratches and dents, maintaining these properties even after years of use and thousands of washings in the dishwasher.



CLARITY



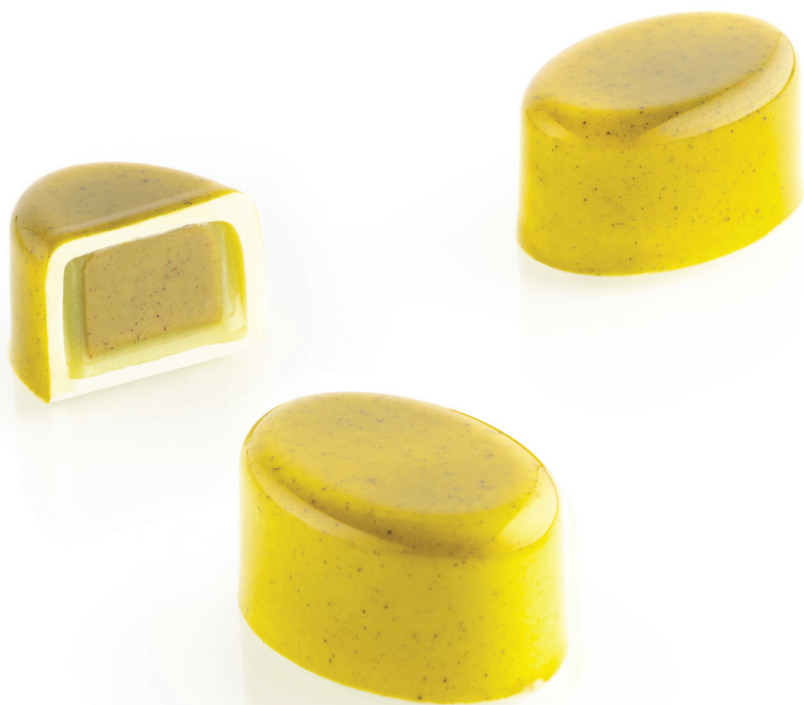
DURABILITY



SAFETY

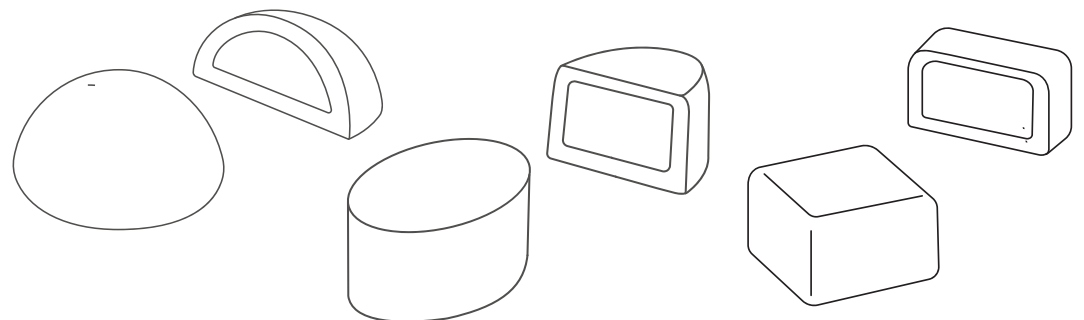


STYLE



Makes pralines with perfect inserts.

Chocado Kits composed of Tritan mould + silicone mould.



Kit Semisfera 01

Vol. 8,5 ml

Tritan Mould + Silicone Mould Praline Size

Praline Size: Ø31 mm h 16,5 mm

sku: 52.912.86.0065

Tritan Mould size: 275 x 175 h 25 mm

Silicone Mould size: 295 x 88 h 12 mm

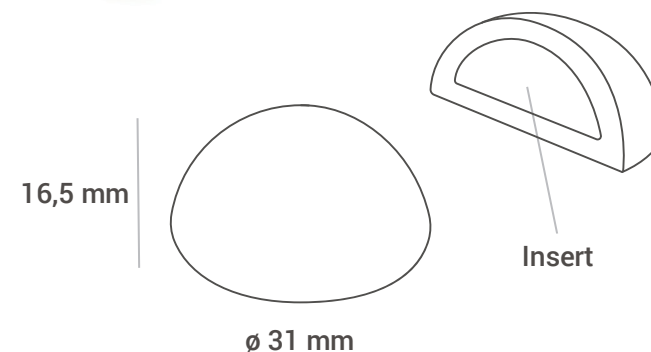
24 pralines / mould

Discover the recipe

Kit Semisfera 01 by Alvaro Bido

Discover the recipes at:

<https://silikom.art/kit-semisfera01-recipe>



Kit Ovale 01

Vol. 8,5 ml

Tritan Mould + Silicone Mould Praline Size

Praline Size: 23 x 33 h 15 mm

sku: 52.914.86.0065

Tritan Mould size: 275 x 175 h 25

Silicone Mould size: 295 x 88 h 12 mm

24 pralines / mould

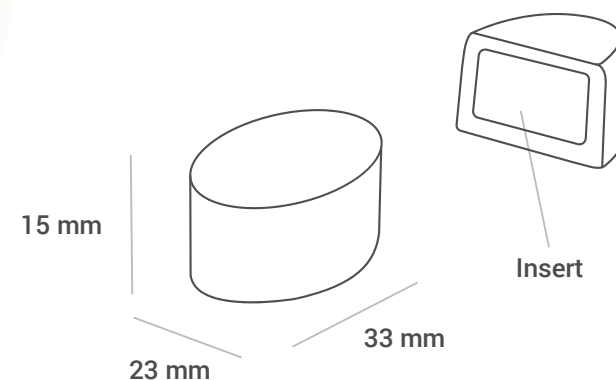


Discover the recipe

Kit Ovale 01 by Alvaro Bido

Discover the recipes at:

<https://silikom.art/kit-ovale01-recipe>

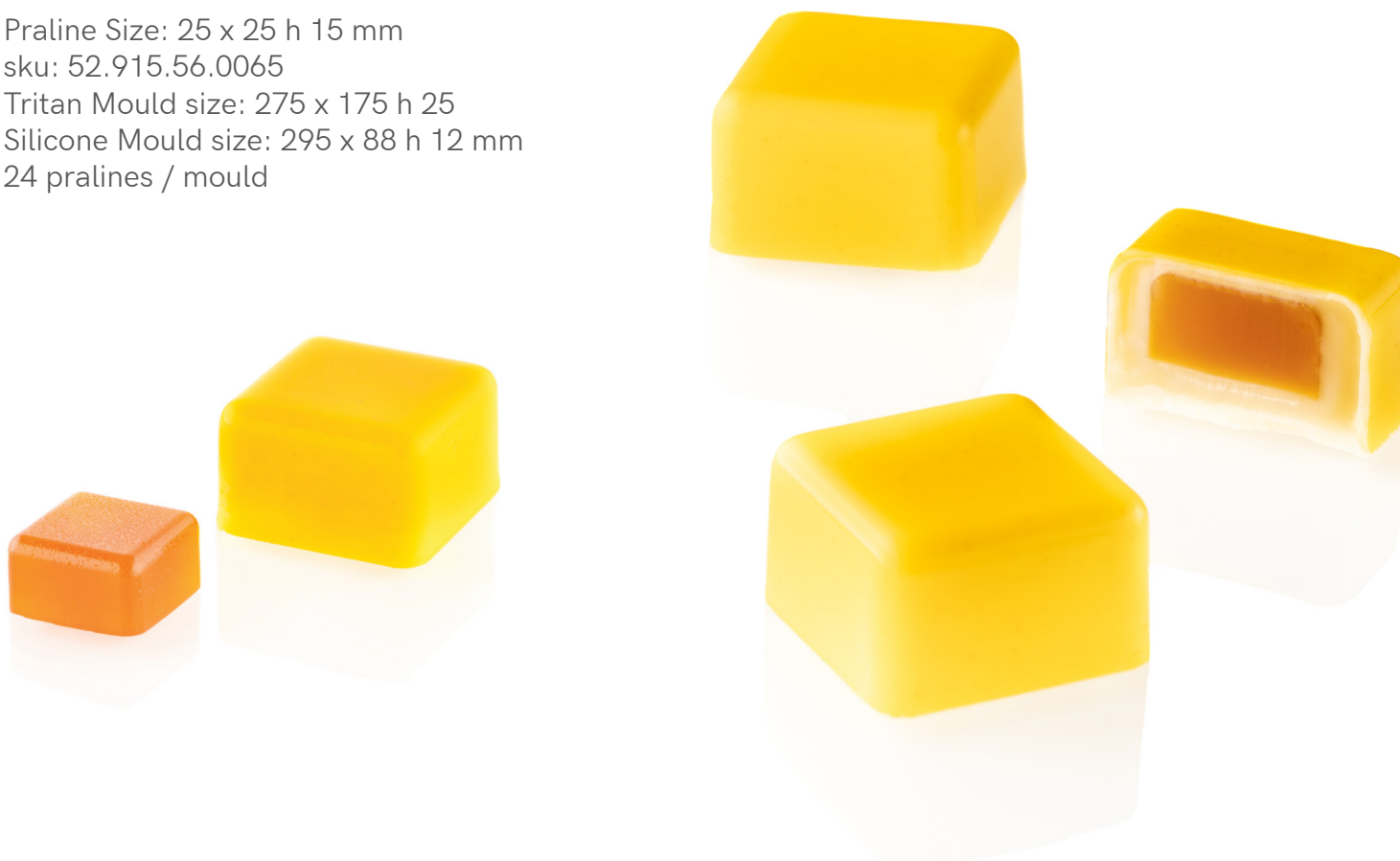


Kit Quadro 01

Vol. 8,5 ml

Tritan Mould + Silicone Mould Praline Size

Praline Size: 25 x 25 h 15 mm
sku: 52.915.56.0065
Tritan Mould size: 275 x 175 h 25
Silicone Mould size: 295 x 88 h 12 mm
24 pralines / mould

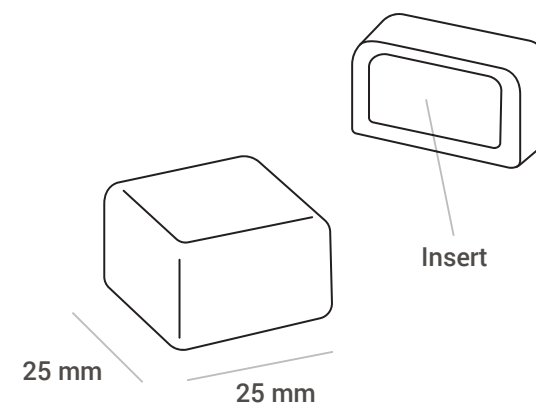


Discover the recipe

Kit Quadro 01 by Alvaro Bido

Discover the recipes at:

<https://silikom.art/kit-quadro01-recipe>





Signature moulds

The shapes of chocolate according to the great professionals of the international scene.



David Vidal



Kirsten Tibballs



Vincent Guerlais



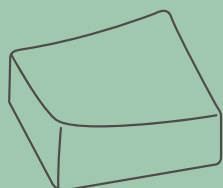
Andry Dubovik



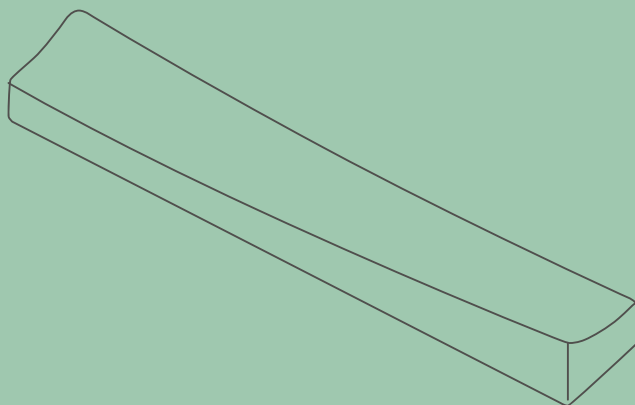
Onda

by David Vidal

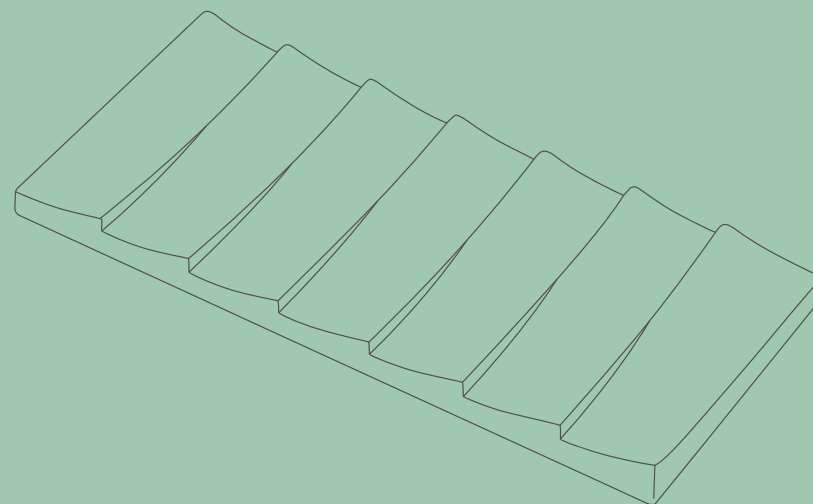
A stylized, handwritten signature of David Vidal in black ink.



Praline size



Snack Bar size



Tablette size

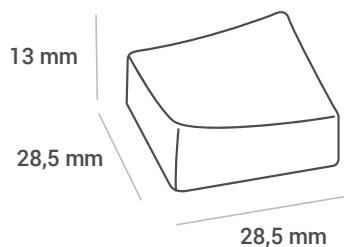


Praline Size
Onda-P
by David Vidal

D. Vidal

Vol. 8 ml

Praline Size: 28,5 x 28,5 h 13 mm
sku: 52.901.86.0065
Tritan Mould size: 275 x 175 h 25 mm
24 Pralines / Mould



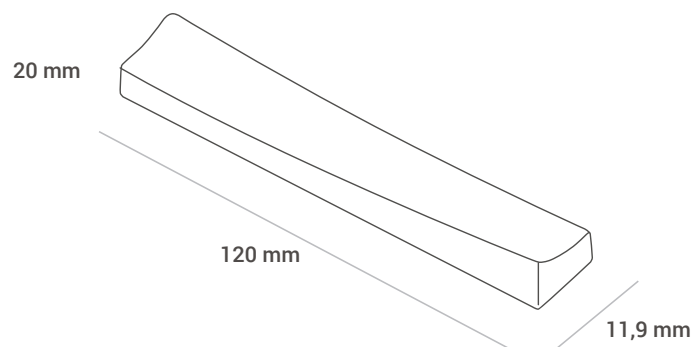


Snack Bar Size
Onda-B
by David Vidal

D. Vidal

Vol. 26 ml

Snack Bar Size: 120 x 20 h 15 mm
sku: 52.903.86.0065
Tritan Mould size: 275 x 175 h 25 mm
10 Snack Bars / Mould





Tablette Size Onda-T

by David Vidal

D. Vidal

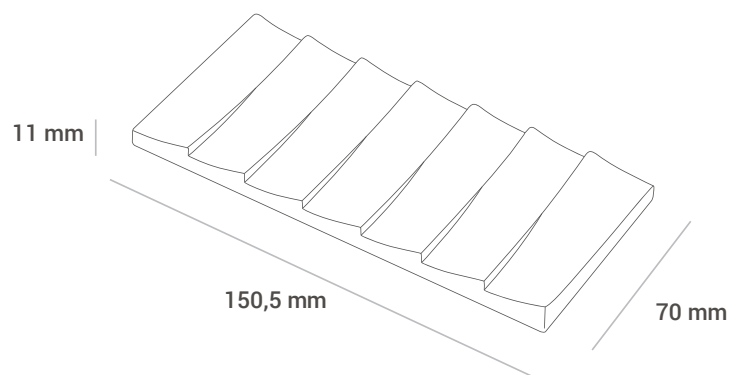
Vol. 85 ml

Tablette Size: 150,5 x 70 h 11 mm

sku: 52.902.86.0065

Tritan Mould size: 275 x 175 h 25 mm

3 Tablettes / Mould





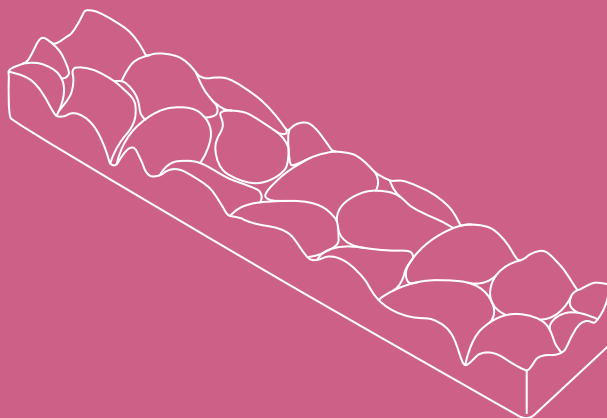
Goccia

by Kirsten Tibballs

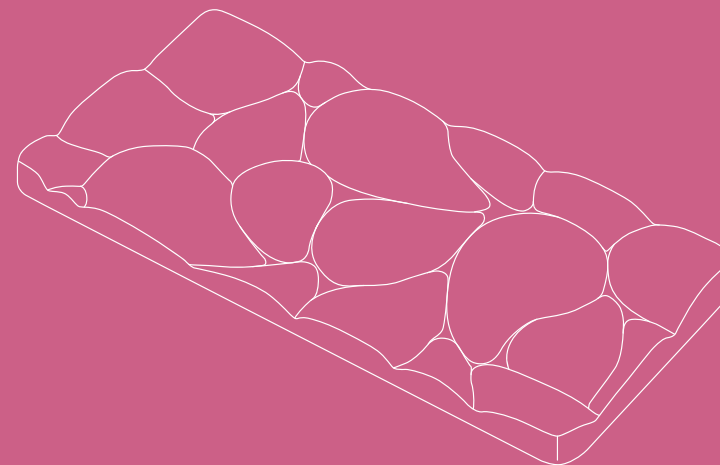
Kirsten Tibballs



Praline size



Snack Bar size



Tablette size

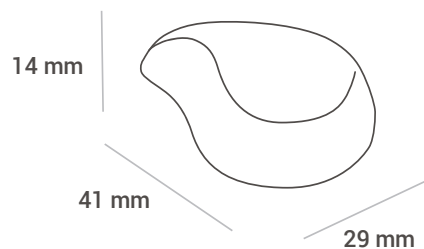


Praline Size
Goccia-P
by Kirsten Tibballs

Kirsten Tibballs

Vol. 8 ml

Praline Size: 29 x 41 h 14 mm
sku: 52.907.86.0065
Tritan Mould size: 275 x 175 h 25 mm
24 Pralines / Mould





Snack Bar Size
Goccia-B
by Kirsten Tibballs

Kirsten Tibballs

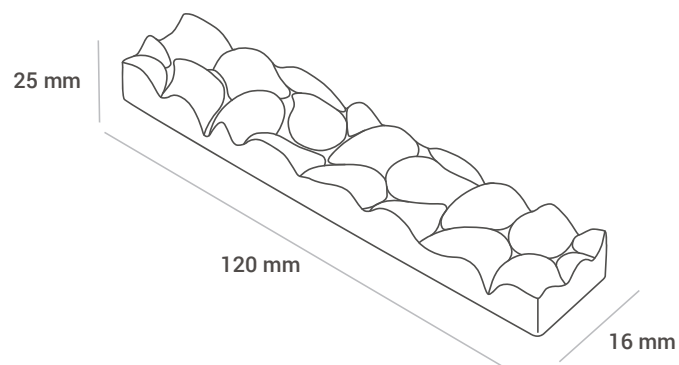
Vol. 30 ml

Snack Bar Size: 120 x 25 h 16 mm

sku: 00.000.00.0000

Tritan Mould size: 275 x 175 h 25 mm

8 Snack bars / Mould



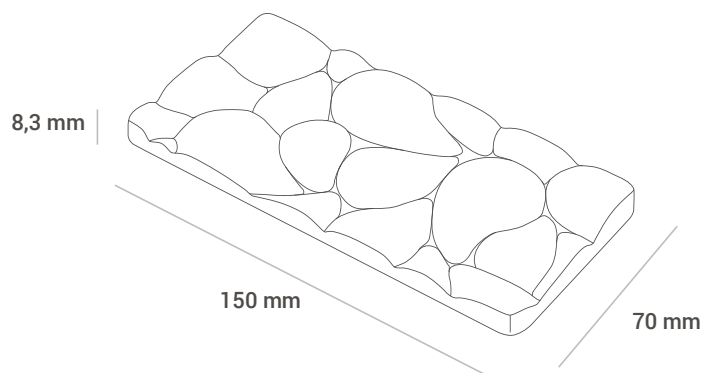


Tablette Size
Goccia-T
by Kirsten Tibballs

Kirsten Tibballs

Vol. 80 ml

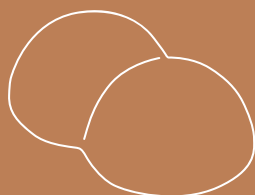
Tablette Size: 150 x 70 h 8,3 mm
sku: 52.908.86.0065
Tritan Mould size: 275 x 175 h 25 mm
3 Tablettes / Mould



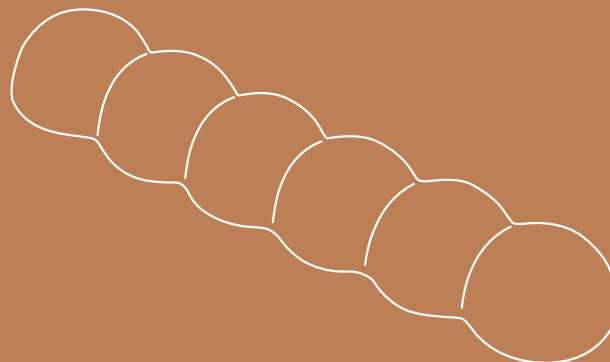


Bolla

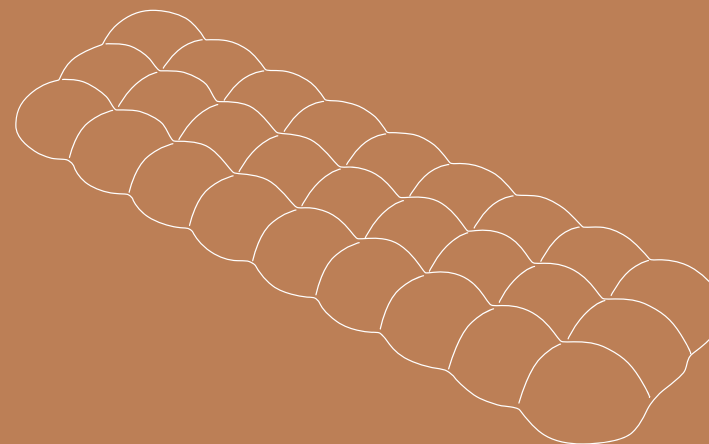
by Andrey Dubovik



Praline size



Snack Bar size



Tablette size

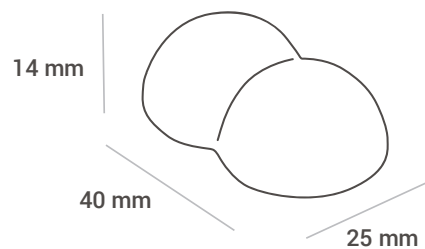


Praline Size
Bolla-P
by Andrey Dubovik



Vol. 8 ml

Praline Size: 25 x 40 h 14 mm
sku: 52.910.86.0065
Tritan Mould size: 275 x 175 h 25 mm
24 Pralines / Mould



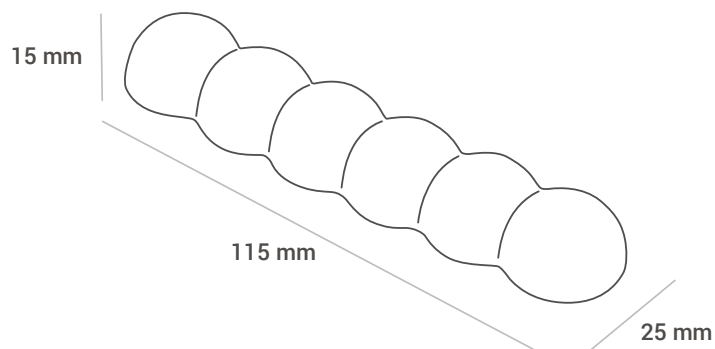


Snack Bar Size
Bolla-B
by Andrey Dubovik



Vol. 25 ml

Snack Bar Size: 115 x 25 h 15 mm
sku: 52.912.86.0065
Tritan Mould size: 275 x 175 h 25 mm
10 Snack Bars / Mould



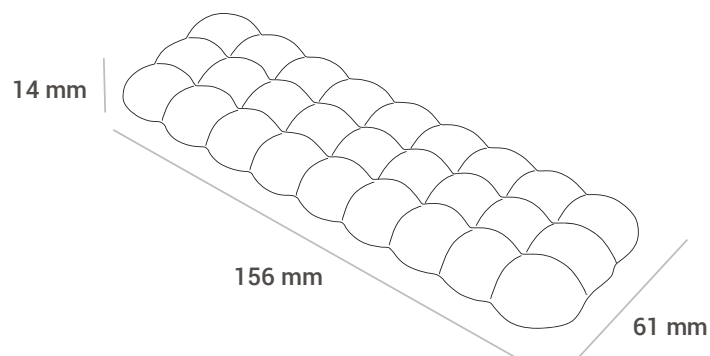


Tablette Size
Bolla-T
by Andriy Dubovik



Vol. 68 ml

Tablette Size: 156 x 61 h 14 mm
sku: 52.911.86.0065
Tritan Mould size: 275 x 175 h 25 mm
4 Tablettes / Mould

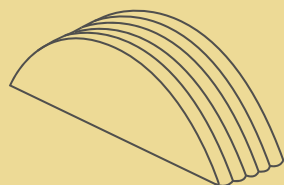




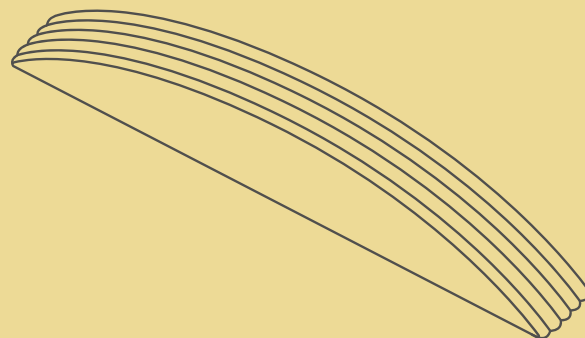
Riga

by Vincent Guerlais

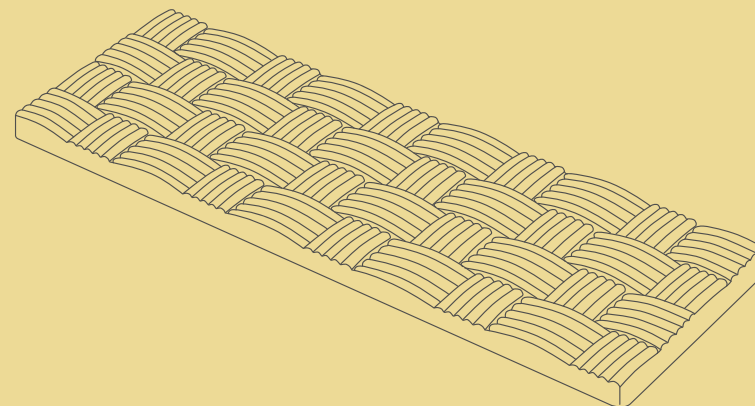
V. GUERLAIS



Praline size



Snack Bar size



Tablette size

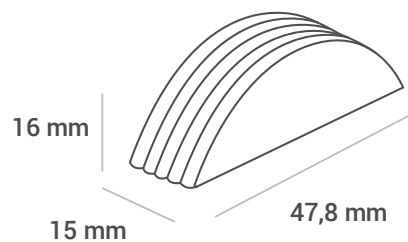


Praline Size
Riga-P
by Vincent Guerlais

V. GUERLAIS

Vol. 8 ml

Praline Size: 47,8 x 15 h 16 mm
sku: 52.904.86.0065
Tritan Mould size: 275 x 175 h 25 mm
24 Pralines / Mould



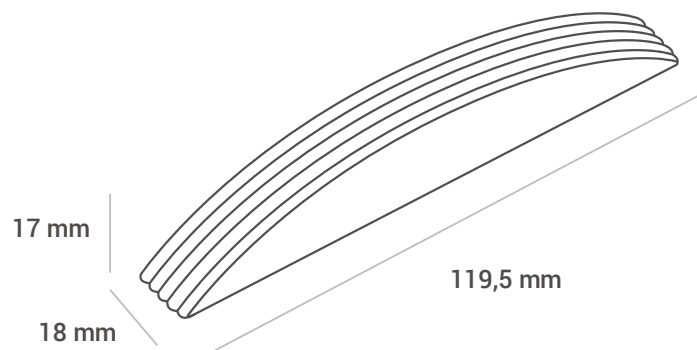


Snack Bar Size
Riga-B
by Vincent Guerlais

V. GUERLAIS

Vol. 25 ml

Snack Bar Size: 119,5 x 18 h 17 mm
sku: 52.906.86.0065
Tritan Mould size: 275 x 175 h 25 mm
10 Snack Bars / Mould



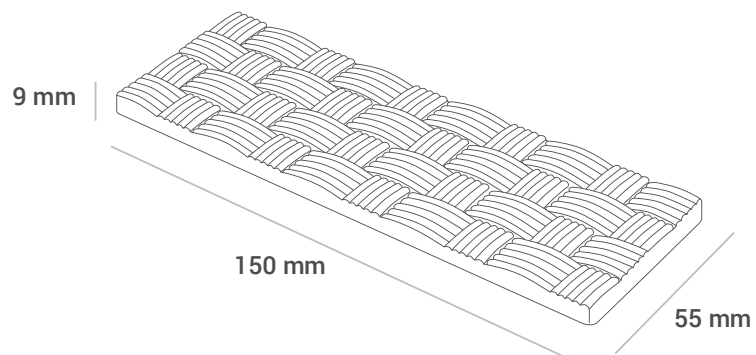


Tablette Size
Riga-T
by Vincent Guerlais

V. GUERLAIS

Vol. 68 ml

Tablette Size: 150 x 55 h 9 mm
sku: 52.905.86.0065
Tritan Mould size: 275 x 175 h 25 mm
4 Tablettes / Mould



Accessories

2 prongs fork



Fork to grab and dip the chocolates into the topping.

Spiral fork



Fork to grab and dip the chocolates into the topping.

3 prongs fork



Fork to grab and dip the chocolates into the topping.

PVC Sheets



Flexible guitar sheets to get a shine on your chocolates

sku: 73.480.86.0001
50 pcs - Size: 60 x 40 cm

Accessories



Scraper

Stainless steel scraper for chocolate work



Scraper

Stainless steel scraper with plastic handle for chocolate work

SCRAPER 145 mm
sku: 70.157.99.0001
Size: 145mm x h15mm

SCRAPER 175 mm
sku: 70.158.99.0001
Size: 175mm x h 12 mm



Scraper

Stainless steel scraper with plastic handle for chocolate work

SCRAPER 170 mm
sku: 70.171.99.0001
Size: 170mm x h 60 mm

SCRAPER 270 mm
sku: 70.172.99.0001
Size: 270mm x h 55 mm



Straight Spatulas

Offset stainless steel spatula with plastic handle

SP-ANG 20
sku: 73.431.99.0001
Size: 9 cm

SP-ANG 33
sku: 73.432.99.0001
Size: 16 cm

SP-ANG 38
sku: 73.433.99.0001
Size: 20 cm

Packaging

Signature Collection



#C48354 Twine
Andrey Dubovik



#CF5D83 Blush
Kirsten Tibballs



#F3DF9A Marzipan
Vincent Guerlais



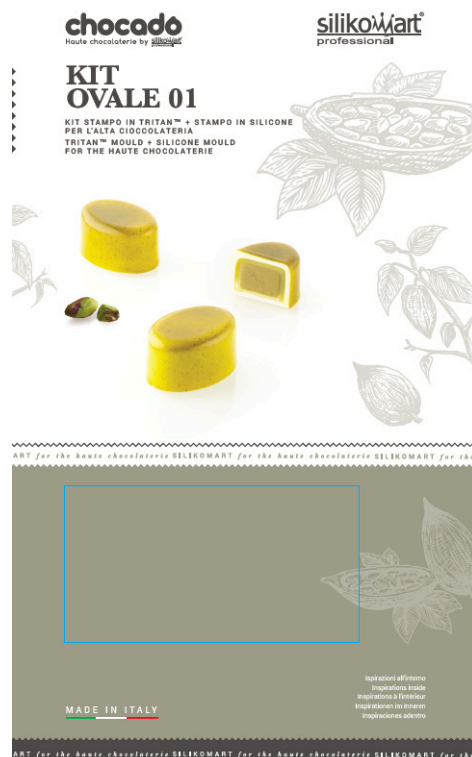
#AACCB3 Spring Rain
David Vidal

Packaging

Kit Collection



#9C9D8A
Lemon Grass



#9C9D8A
Lemon Grass



#9C9D8A
Lemon Grass

Launch Plan

Newsletter

1/02/2021

Sending NL dedicated to the new Chocado shapes where customers can browse and download the dedicated presentation and media kit containing the photos.

8/02/2021

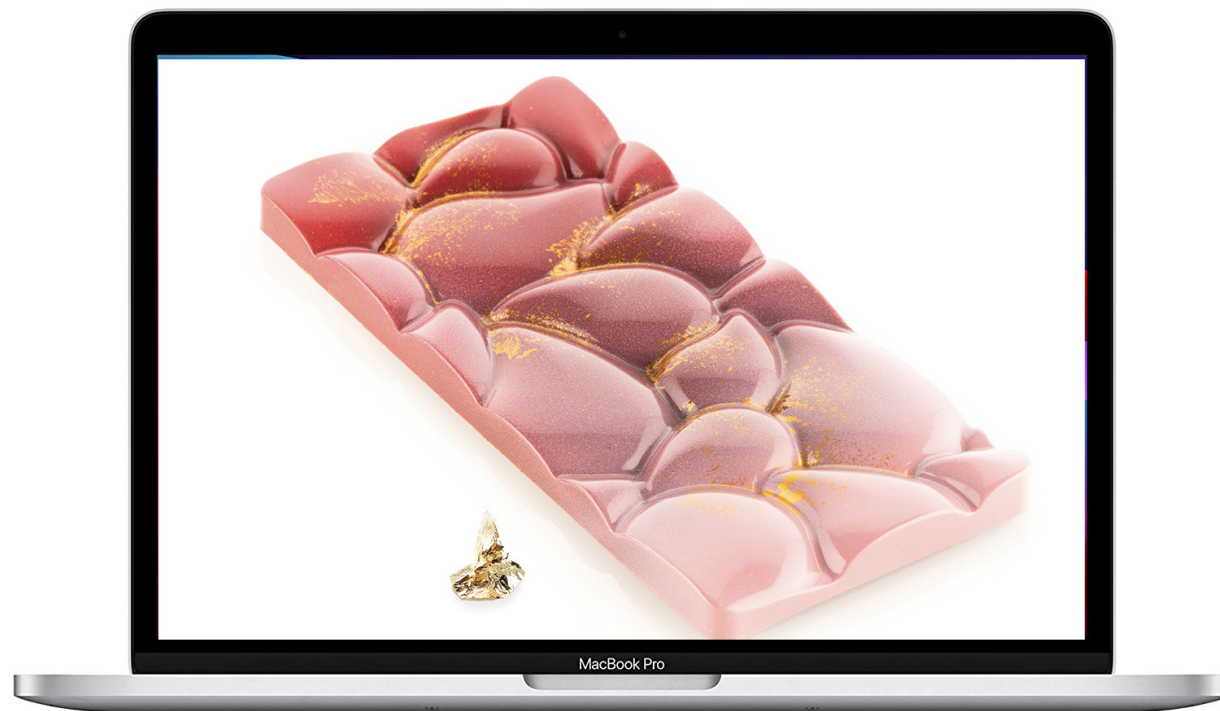
Sending NL dedicated to the new Chocado shapes, CTA linking to the news section on the site.



Launch Plan

Social Media

Kit	08/02/21 Chocado collection S/S 21
	09/02/21 Semisfera01 photo pack
	10/02/21 Ovale01 photo pack
	11/02/21 Quadro 01 photo pack
Tibballs	12/02/21 Goccia video product
	13/02/21 Goccia-b photo pack
	14/02/21 Goccia-t photo pack
	16/02/21 Goccia-p photo pack
Bido	19/02/21 Kit video product
	23/02/21 Semisfera01 photo Bido
	27/02/21 Quadro01 photo Bido
	02/03/21 Ovale01 photo Bido
Dubovik	05/03/21 Bolla video product
	09/03/21 Bolla-b photo pack
	13/03/21 Bolla-t photo pack
	15/03/21 Bolla-p photo pack
Vidal	19/03/21 Onda video product
	22/03/21 Onda-b photo pack
	24/03/21 Onda-t photo pack
	16/03/21 Onda-p photo pack
Guerlais	28/03/21 Semisfera01 fruit version
	31/03/21 Riga video product
	03/04/21 Riga-b photo pack
Kits	05/04/21 Ovale01 fruit version
	15/04/21 Riga-p photo pack
	22/04/21 Riga-t photo pack
	29/04/21 Quadro01 fruit version



Launch Plan

Shape The taste

SHAPE THE TASTE VOL.1

In the new edition of Shape The Taste magazine we will find several articles about chocolate, there are no explicit references to the product but it will give a strong signal that the company is investing a lot on this sector.



Launch Plan

Advertising

ITALY

MARCH 2021
Pasticceria Internazionale

APRIL 2021
Gelato artigianale

ABROAD

JANUARY/FEBRUARY 2021
Pasticceria Internazionale WWE

APRIL 2021
Dulypas
Le Journal du patissier



Launch Plan

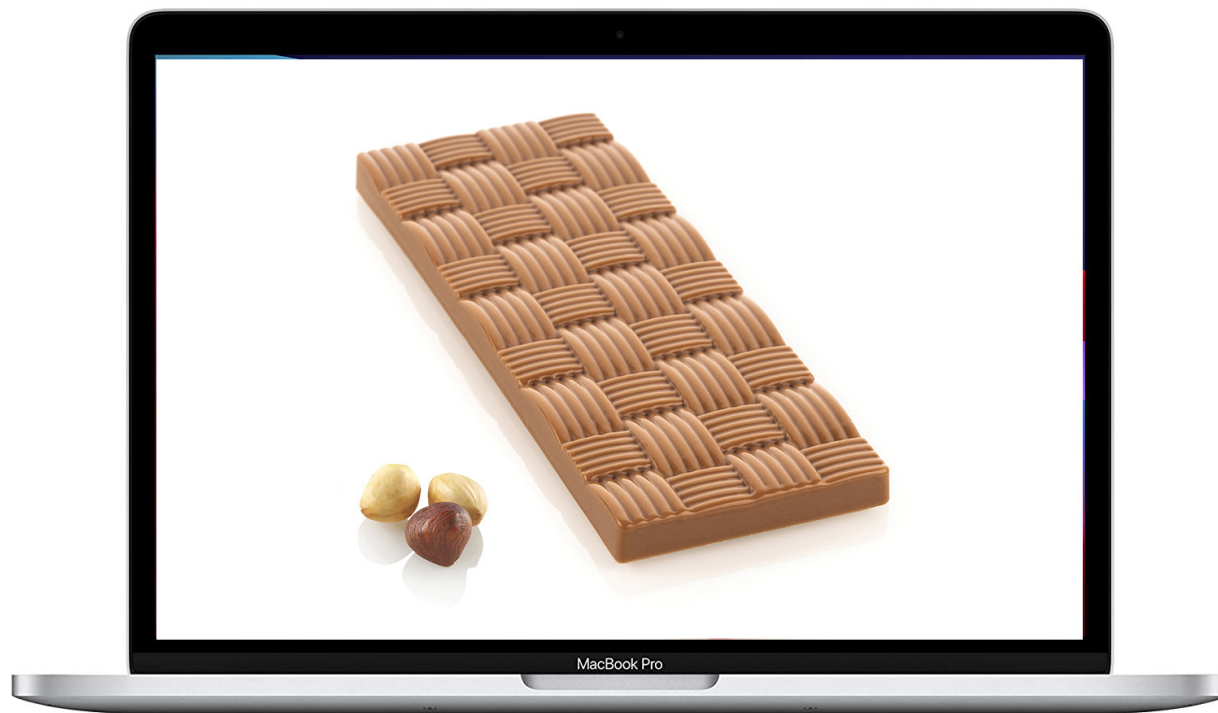
Video

Product Video

5 product videos will be made, one per micro-collection and will be posted on youtube, social and website.

Tutorial Video

Free video courses will also be made and posted on hangar78's online course platform.
3 video tutorials will be made on Savour Online classes (Kirsten Tibballs) where the product will be linked.



Launch Plan

Ecommerce

Products will be online starting on 8/02/2021

DEDICATED MEGA BANNER

It will be present in the home page and will directly refer to the dedicated section.

DEDICATED CATEGORY

The entire ecommerce menu will be modified to give space to the chocado category and facilitate users in the global navigation.

NEWS SECTION

Chocado products will also be included in the novelty category.



Thanks
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