



BRAND INTRODUCTION

2026



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CATALOGUE

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CONSPIRACY CHOCOLATE

Founded in Hong Kong in 2018, Conspiracy is a team of culinary professionals making chocolate from bean-to-bar, mixing a 5,000 year old tradition with modern science.

Working closely with a single farm in Vietnam, the cacao is stone ground for 5 days and aged for a month, creating a complex and timeless experience of the cacao's terroir in a fine chocolate.



BEAN-TO-BAR

Conspiracy Chocolate is part of the global Bean to Bar movement, which makes up less than 1% of the chocolate made globally. This movement both preserves tradition, and focuses on the quality and the “real food” considerations of chocolate.

The ultimate result of Bean to Bar chocolate are both in sustainability, and product quality and flavour. In this philosophy, the maker is responsible for the process from choosing a farm partner, all the way to the finished chocolate - and this means that every step from soil health to packaging is controlled for sustainability and quality.



Cacao components & couverture



Bespoke design & packaging



Chocolate bars, classic or flavoured



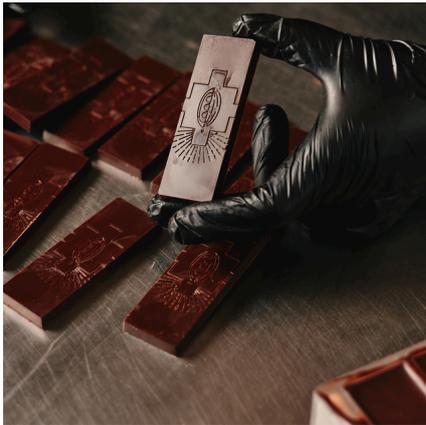
Creative chocolatier

MISSION

REVERSING THE INDUSTRIAL REVOLUTION

Bringing back the focus on cacao's tasting notes, and simply making it more delicious like it was before industrialisation turned chocolate into a simple emulsified sugary-bitter plant paste.

Creating timeless and simple products that are delicious, connecting chocolate back to its agricultural origins, similarly to the way wine gets made and classified.



CELEBRATE ASIA'S CACAO ORIGINS

Farmers in many Asian countries began with modern science, not needing to unlearn traditional practices, or corner-cutting practices common in mass-production farms.

They cultivate high quality plants and understand fermentation intimately as it is part of many traditional Asian plant foods, **creating an undiscovered category of terroirs** that the world should know about.



COOPERATION WITH CULINARY AND LUXURY SECTORS

On one hand, global demand is shifting toward **affordable sustainability**, and on the other, the **developments in high quality chocolate** have not yet broken through to these sectors. We aim to enable both brands and chefs to tell their story using chocolate.

While most BTB chocolate makers operate in an artistic bubble shrewd in craftsmanship, we aim to simplify and integrate.

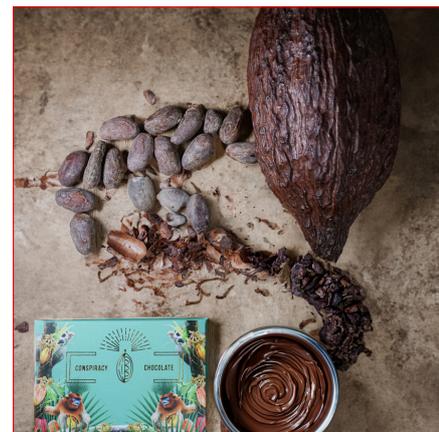


SUSTAINABILITY AND RESPONSIBLE SOURCING

Food production, and cacao in particular, has a lot to improve when it comes to sustainability. As we ourselves came from big, slow-changing companies, we set out to do the "difficult things" from the start and stuck to them as we scaled.

Beyond **Direct Sourcing** from farms that invest in their team, soil, and plants, we also source regionally, **minimising ocean-crossing shipping lanes**.

Our factory and offering are designed for **zero food waste in production**: Every byproduct finds its way back into a product. Our consumer products and packaging are **100% home-compostable**.



BEAN-TO-BAR

TRADITION

Cacao has been in human consumption for 5,000 years. In this time it's been drunk and eaten in thousands of different recipes, all of which we call "chocolate" - a modern tweak of an ancient Mayan word.

In the last 100 years, we've only been eating bitter, sweet, milky chocolate, often made of mouldy beans and always emulsified, usually with the addition of flavour agents that mask imperfections in flavour.



FLAVOUR

We process cacao to create the **INGREDIENT** chocolate - a process traditionally only done by a handful of dominant companies. **The global market standard for chocolate flavour is low, normalising bitter, burnt flavours.**

Good chocolate can only be made from a healthy plant fermented and roasted expertly, then processed gently. In our case, this means 5 days of stone grinding and 30 days of ageing. The result: even 100% dark chocolate, is long, complex flavour full of tasting notes, not bitter.



PROCESS



Harvesting cacao pods



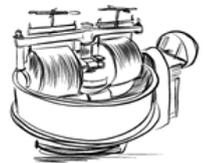
Fermentation



Sun drying



Roasting



Stone grinding & ageing

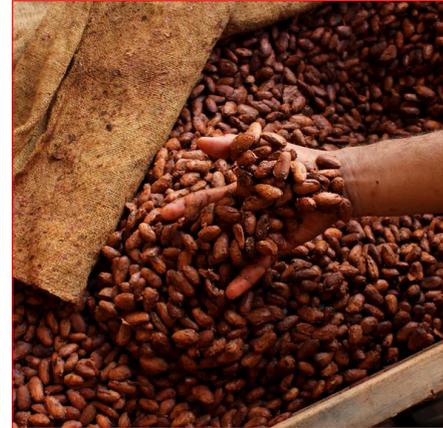


SOURCING

SOURCING CACAO

We only work with farms that we've inspected in person for **real-world impact** on humans, nature, and the chocolate.

Direct Sourcing ensures the **farmers receive the full value of their produce** and invest it in their staff, soil, and plants. A close relationship with the farm is critical to making a quality product.



DAK LAK, VIETNAM

In 2018, we began by testing famous South American origins. In that process we learned about cacao's journey to Asia, **discovering incredible quality in our own back yard.**

After testing samples from all over South East Asia, we flew to the north of Vietnam and made our way to the south visiting every cacao farm and chocolate factory that let us.

A farm in Dak Lak, a region in the centre of the country was a **clear winner: quality, professionalism & science application, sustainability, and cooperation & trust.**



PACKAGING

In 2019 we set out to convert all of our consumer packaging to 100% home compostable, and finished the transition in 2020.

We sought out food-safe compostable materials and tested their claims in real-world scenarios.

The chosen materials not only come certified, but passed our own testing, breaking down in regular every-day soil in 60 day.



OUR PRODUCTS



CONFECTIONERY



BEVERAGES



HOLIDAY SPECIALS



CHOCOLATE BARS



CULINARY CHOCOLATE

A PARTNER OF...

RESTAURANTS

AMBER
RICHARD EKKEBUS

RESTAURANT
PETRUS

8 1/2
Otto e Mezzo
BOMBANA

CRISTAL ROOM
BY
Domenico De Seta

CLARENCE

feuille

HOSPITALITY

THE LANDMARK
MANDARIN ORIENTAL
HONG KONG

JW MARRIOTT
MACAU

ST REGIS
HONG KONG

MANDARIN ORIENTAL
HONG KONG

BANYAN TREE
MACAU

LUXURY BRANDS

JAEGER-LECOULTRE

PIAGET

ESTÉE LAUDER

ROLEX

COLLABORATION EXAMPLES



ACTIVATIONS



MARRIOT GROUP GM
CONFERENCE MACAO 2024



SWIRE HOTELS CHOCOLATE
ACTIVATION



WHISKY PAIRINGS



CORPORATE CHOCOLATE
ACTIVATION