

Phillip Ashley™  
CHOCOLATES





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# Executive Summary

## The Concept

- Designer Chocolates that are unique and popular.  
Everyone loves chocolate!

## The Opportunity

- Specialty foods are on the rise in economies today
- Increase sales and distribution to a regional and national level

## The Potential

- Sell premiere, high-end chocolates that are in line with the Williams Sonoma Brand





# Chef Phillip Ashley Rix

- Award-winning Designer Chocolatier
- Completely self taught by studying chocolate and ingredients from around the world
- “Real Life Willy Wonka” – Forbes Magazine
- Former Business Manager in Corporate Sales – Apple Inc
- Named One of America's Best Confectioners and Chocolatiers in 2013 and 2014 by TasteTV
- 2015 Top Luxury Caramel Gold Award for Best Taste at the International Chocolate Salon by TasteTV
- Created over 150 designer chocolates



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CHOCOLATES







*Thank  
You*



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