

STEPHANY'S



The *All Natural* Choice.

Frequently Asked Questions About All Natural Chocolate

- What is all natural? All-natural foods contain no artificial flavors, additives or preservatives. Natural food products also should be minimally processed.
- Is all natural the same as "organic"? No. Foods labeled "all natural" may be made with organic ingredients, but that alone doesn't meet certified organic standards. Foods labeled "certified organic" must adhere to USDA organic food standards that require certain means of production. All ingredients in certified organic products must be produced without fertilizers, pesticides, biotechnology, growth hormones, antibiotics and other additives.
- What is the size of the natural foods market? According to the Natural Products Association, the natural/organic food products industry grew from \$20.8 billion in 2005 to \$23.6 billion in 2006, representing industry growth of 13.3 percent.
- What all-natural ingredients are used to make Stephany's chocolates? To create the best-tasting confections, Stephany's selects the freshest, richest ingredients available so its chocolate is delicious. All-natural ingredients include:
- Guittard chocolate
 - Meyer lemons
 - Ceylon cinnamon
 - Pure Madagascar vanilla
 - Sea salt
 - California almonds
- Does all-natural chocolate have a shorter shelf life? Usually, shelf life is no problem for Stephany's customers: Because of its rich, high-quality flavors, Stephany's chocolates do not tend to sit for very long! However, the lack of artificial flavors and preservatives does limit the shelf life of Stephany's chocolates. Stephany's products are continually made fresh and promptly shipped to retail and wholesale customers in reasonable quantities.

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