



CHOCOLATE AS A BRIDGE BETWEEN PEOPLE, CULTURES AND LANDSCAPES

THE STORY BEHIND

Over the past years, I had the privilege of working directly with cocoa producers across Latin America. What stayed with me was not only the dedication and resilience involved in cultivating, harvesting and processing cocoa, but also the richness of each origin: its people, landscapes, traditions, music, food and cultural identity. Most consumers rarely experience this world in our modern food systems. Cocoa often travels thousands of kilometres while the people and places behind it remain invisible.

Story Bar emerged from the desire to bridge this distance. The aim is to create more direct and meaningful connections between people, cultures and landscapes. Not simply through fairer trade or better prices, but by creating more real and human connections between consumers and the people, cultures and landscapes behind cacao.

WHAT MAKES IT DIFFERENT

Story Bar is not built around sustainability claims alone. It combines:

- Locally produced premium chocolate: creating value and stewardship at origin and reducing environmental footprint
- Transparent and regenerative sourcing with fair, predictable prices and value-sharing with the producer organizations to reinvest in the communities
- Immersive origin experiences that create emotional connection between consumers and producers.

The chocolate bar becomes a living connection between two worlds.

PILOT: SANTA MARTA / SIERRA NEVADA

The first Story Bar pilot is rooted in the Sierra Nevada de Santa Marta, a region where cacao, biodiversity, cultural identity and tourism naturally intersect. As one of Colombia's most internationally recognized destinations, Santa Marta creates a unique meeting point between local producer communities and visitors from around the world.

The pilot explores whether chocolate can create deeper and more meaningful relationships between consumers and origin. Rather than focusing only on the final product, the pilot experiments with how storytelling, culture and transparency can become part of the chocolate experience itself. The pilot will also explore whether local production at origin can contribute to stronger regional value creation and more regenerative and transparent supply chains.

WHAT WE ARE TESTING

Can chocolate become more than a product? Can it create:

- Stronger connections between consumers and origin,
- Greater visibility for producers and landscapes,
- New forms of value creation rooted in culture, regeneration and transparency.

Story Bar is an experiment in using chocolate not only as food, but as a medium for connection, storytelling and regeneration.

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