



Chocolate Graphics (International Licensing) Pty Ltd  
Phone: +61 7 5535 1900  
Email: info@chocolategraphics.com

## **Aussie Company Launches Chocolate Techno-Revolution**

### **INTERVIEW OPPORTUNITY with Australian entrepreneur, 'Colonel Sanders' of chocolate**

Australian businessman, John Taylor, will carry a business card like no other when he visits the USA later this year; his is made of chocolate. It may sound laughable but this is a serious business, one that is aiming to take a giant bite out of the USA's \$13 billion per year consumer chocolate market.

Chocolate Graphics (International Licensing) Pty Ltd has already proven its sophisticated patent-protected technology in Australia and parts of the Middle East, South America, Africa, Europe and Asia. The secret is its ability to reproduce high quality 3D images and finely detailed photographs onto chocolates using chocolate.

What's new about these chocolates?

- Lifelike photos, logos, messages and 3D images are recreated on the chocolate.
- They can be made in any flat shape including chocolate business cards, CD's, menus or into objects such as a car, butterfly, heart or whatever you can imagine.

More than a chocolate, this product is a complete marketing tool. Companies throughout the world are putting their products, logos and faces onto chocolate pieces, using this innovative process.

But the real success indicator for this business is John Taylor himself. The entrepreneur had 'retired' to the surf beaches of Australia's Gold Coast after a very profitable career in start ups and reengineering floundering organizations.

He made his first fortune by correctly picking the 'cocooning' trend with his home wares and handicrafts business. He honed his international skills by resuscitating a flagging high-end Japanese cosmetics group. Taylor then successfully launched an Australian cosmetics group in Japan.



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When he decided to slow-down and enjoy more beach and golf time, Taylor came across the kernel of this business, run as a virtual cottage industry. After purchasing the license in 1999, John set about developing its global potential through franchising. This involved redesigning the manufacturing process and creating self-contained Production Centres which could be set up anywhere in the world to mass produce printed chocolate products the Chocolate Graphics way. It is now an international operation with over 20 Production Centres around the globe.

Taylor says: "While it's a daunting challenge to enter the US market, chocolate is the world's #1 gift. The technology we bring adds another dimension for corporations already in the chocolate business or those wanting to start. "

### INTERVIEW OPPORTUNITY

A full media kit with photos and detailed information on the technology, product, licensing system and John Taylor is available for downloading in the 'Press Kit' section at the following address: [http://www.chocolategraphics.com/chocolate\\_graphics\\_press.php?sec=5](http://www.chocolategraphics.com/chocolate_graphics_press.php?sec=5)

#### **Australia Head Office**

Phone: +61 7 5535 1900

Email: [info@chocolategraphics.com](mailto:info@chocolategraphics.com)

Website: [www.chocolategraphics.com](http://www.chocolategraphics.com)

#### **USA Office**

Phone: (775) 841 6562

Email: [carol@chocolategraphicsus.com](mailto:carol@chocolategraphicsus.com)

Website: [www.chocolategraphicsus.com](http://www.chocolategraphicsus.com)



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