

COLLECTION OVERVIEW

Five pairings. Three ways to give.

Curated vegan chocolate gift boxes featuring chocolates crafted by Missionary Chocolates in Portland, Oregon. A little thank-you, a new beginning, or a moment to share.



FIRST STEP
PHOENIX AT DAWN

CRAFTED BY

MISSIONARY
CHOCOLATES

Better Days Taste Brighter Together.



FIVE SIGNATURE PAIRINGS

CASCADIA
Bold roots. Bright possibilities.



SIMPLY ESPRESSO
Rich coffee. Deep cocoa.

SWEET RASPBERRY
Juicy raspberry. Smooth dark chocolate.

SUNRISE
A brighter day ahead.



BLOOD ORANGE CARDAMOM
Citrus brightness. Warm spice.

VANILLA SALTED CARAMEL
Velvety caramel. Madagascar vanilla. A touch of sea salt.

TRAIL MIX
Adventure in every bite.



SMOKED CHERRYWOOD SALTED CARAMEL
Tart cherry. Subtle smoke. A touch of sea salt.

SPICY CINNAMON CHIPOTLE
Warm cinnamon. Gentle heat. Unexpected depth.

CHAI & CHEER
Warm moments. Brighter tomorrows.



CHAI SPICE
Aromatic spices. Smooth dark chocolate.

VANILLA SALTED CARAMEL
Velvety caramel. Madagascar vanilla. A touch of sea salt.

LEMON LIFT
A fresh start for what's next.



MEYER LEMON EXPLOSION
Bright citrus. Vibrant and refreshing.

DARK CHOCOLATE DELIGHT
Pure dark chocolate. Rich and balanced.



STEP
2 PIECES

A little indulgence goes a long way.



HOP
4 PIECES

A little more joy for the journey.



LEAP
6 PIECES

The full experience for bigger moments.

CONCEPT FOR DISCUSSION • PAIRINGS SUBJECT TO APPROVAL

Existing concept artwork for visual direction only. Final chocolates and packaging may differ. Pairings and equal splits remain subject to supplier confirmation.

Size	Pieces	Planned split	Positioning
Step	2	1 + 1	A small thank-you
Hop	4	2 + 2	A little more to share
Leap	6	3 + 3	A thoughtful gift

All five pairings and all three sizes are planned for launch together. Prices, final availability, ingredients, storage guidance and fulfillment are pending confirmation.

PRODUCT BRIEF | CA

Cascadia

BOLD ROOTS. BRIGHT POSSIBILITIES.

Simply Espresso + Sweet Raspberry

For the coffee lover who enjoys a little brightness with their chocolate. Cascadia brings Simply Espresso and Sweet Raspberry together in a two-flavor assortment for a thank-you, a shared treat, or a moment of your own.

A THOUGHTFUL CHOICE FOR

A coffee-loving friend, a thoughtful thank-you, or an everyday treat.

WEBSITE CARD COPY

Coffee depth meets a bright raspberry note.

CONVERSATION / SOCIAL COPY

Love coffee and raspberry? Cascadia brings them together in one thoughtful chocolate box.

SIZE AND PACKING SPECIFICATION

Variant	Size	Pieces	Planned contents
FS-CA-02	Step	2	1 x Simply Espresso + 1 x Sweet Raspberry
FS-CA-04	Hop	4	2 x Simply Espresso + 2 x Sweet Raspberry
FS-CA-06	Leap	6	3 x Simply Espresso + 3 x Sweet Raspberry

The three sizes contain the same two flavors in different quantities. Leap is a six-piece box, not a six-flavor assortment.

BEFORE THIS PRODUCT CAN BE SOLD

Confirm exact supplier flavor names and availability; equal-split packing; packaging and required labels; unit and delivery costs; approved ingredient, allergen and storage information; then set retail prices and activate tested checkout.

PRODUCT BRIEF | SU

Sunrise

A BRIGHTER DAY AHEAD.

Blood Orange Cardamom + Vanilla Salted Caramel

A little brightness, a little warmth. Sunrise pairs Blood Orange Cardamom with Vanilla Salted Caramel for someone who likes citrus, spice, and a caramel note in the same gift.

A THOUGHTFUL CHOICE FOR

A fresh start, a congratulations, or a small gesture of encouragement.

WEBSITE CARD COPY

A citrus-and-spice pairing with a caramel finish.

CONVERSATION / SOCIAL COPY

Sunrise pairs blood orange and cardamom with vanilla salted caramel: a bright little gift.

SIZE AND PACKING SPECIFICATION

Variant	Size	Pieces	Planned contents
FS-SU-02	Step	2	1 x Blood Orange Cardamom + 1 x Vanilla Salted Caramel
FS-SU-04	Hop	4	2 x Blood Orange Cardamom + 2 x Vanilla Salted Caramel
FS-SU-06	Leap	6	3 x Blood Orange Cardamom + 3 x Vanilla Salted Caramel

The three sizes contain the same two flavors in different quantities. Leap is a six-piece box, not a six-flavor assortment.

BEFORE THIS PRODUCT CAN BE SOLD

Confirm exact supplier flavor names and availability; equal-split packing; packaging and required labels; unit and delivery costs; approved ingredient, allergen and storage information; then set retail prices and activate tested checkout.

PRODUCT BRIEF | TM

Trail Mix

ADVENTURE IN EVERY BITE.

Smoked Cherrywood Salted Caramel + Spicy Cinnamon Chipotle

Choose a pairing with a little adventure. Trail Mix brings Smoked Cherrywood Salted Caramel together with Spicy Cinnamon Chipotle for chocolate lovers drawn to smoke and spice.

A THOUGHTFUL CHOICE FOR

An adventurous chocolate lover or someone who enjoys trying a different pairing.

WEBSITE CARD COPY

Smoke, caramel and spice for the adventurous palate.

CONVERSATION / SOCIAL COPY

For the adventurous palate: cherrywood-smoked salted caramel paired with cinnamon chipotle.

SIZE AND PACKING SPECIFICATION

Variant	Size	Pieces	Planned contents
FS-TM-02	Step	2	1 x Smoked Cherrywood Salted Caramel + 1 x Spicy Cinnamon Chipotle
FS-TM-04	Hop	4	2 x Smoked Cherrywood Salted Caramel + 2 x Spicy Cinnamon Chipotle
FS-TM-06	Leap	6	3 x Smoked Cherrywood Salted Caramel + 3 x Spicy Cinnamon Chipotle

The three sizes contain the same two flavors in different quantities. Leap is a six-piece box, not a six-flavor assortment.

BEFORE THIS PRODUCT CAN BE SOLD

Confirm exact supplier flavor names and availability; equal-split packing; packaging and required labels; unit and delivery costs; approved ingredient, allergen and storage information; then set retail prices and activate tested checkout.

Naming note: “cherrywood” is not evidence of cherry fruit. Do not repeat the mockup’s “tart cherry” description or infer nuts, dried fruit, or heat intensity from the Trail Mix name.

PRODUCT BRIEF | CC

Chai & Cheer

WARM MOMENTS. BRIGHT TOMORROWS.

Chai Spice + Vanilla Salted Caramel

A cozy combination for a thoughtful pause. Chai & Cheer pairs Chai Spice with Vanilla Salted Caramel, bringing two comforting flavor ideas into a small gift worth sharing.

A THOUGHTFUL CHOICE FOR

A host gift, a holiday thank-you, or a cozy evening treat.

WEBSITE CARD COPY

Warm spice and caramel, paired for a cozy moment.

CONVERSATION / SOCIAL COPY

Chai spice and vanilla salted caramel, together for a cozy little moment.

SIZE AND PACKING SPECIFICATION

Variant	Size	Pieces	Planned contents
FS-CC-02	Step	2	1 x Chai Spice + 1 x Vanilla Salted Caramel
FS-CC-04	Hop	4	2 x Chai Spice + 2 x Vanilla Salted Caramel
FS-CC-06	Leap	6	3 x Chai Spice + 3 x Vanilla Salted Caramel

The three sizes contain the same two flavors in different quantities. Leap is a six-piece box, not a six-flavor assortment.

BEFORE THIS PRODUCT CAN BE SOLD

Confirm exact supplier flavor names and availability; equal-split packing; packaging and required labels; unit and delivery costs; approved ingredient, allergen and storage information; then set retail prices and activate tested checkout.

PRODUCT BRIEF | LL

Lemon Lift

A FRESH START FOR WHAT IS NEXT.

Meyer Lemon Explosion + Dark Chocolate Delight

Bright citrus meets a classic chocolate companion. Lemon Lift pairs Meyer Lemon Explosion with Dark Chocolate Delight for someone who enjoys lemon alongside a straightforward dark-chocolate flavor.

A THOUGHTFUL CHOICE FOR

A citrus lover, a little pick-me-up gift, or a simple thank-you.

WEBSITE CARD COPY

A lively lemon pairing with dark-chocolate depth.

CONVERSATION / SOCIAL COPY

For the lemon lover: Meyer Lemon Explosion paired with Dark Chocolate Delight.

SIZE AND PACKING SPECIFICATION

Variant	Size	Pieces	Planned contents
FS-LL-02	Step	2	1 x Meyer Lemon Explosion + 1 x Dark Chocolate Delight
FS-LL-04	Hop	4	2 x Meyer Lemon Explosion + 2 x Dark Chocolate Delight
FS-LL-06	Leap	6	3 x Meyer Lemon Explosion + 3 x Dark Chocolate Delight

The three sizes contain the same two flavors in different quantities. Leap is a six-piece box, not a six-flavor assortment.

BEFORE THIS PRODUCT CAN BE SOLD

Confirm exact supplier flavor names and availability; equal-split packing; packaging and required labels; unit and delivery costs; approved ingredient, allergen and storage information; then set retail prices and activate tested checkout.

VENDOR / MARKETING COPY

First Step in the community.

SHORT LISTING

First Step offers curated vegan chocolate gift boxes featuring locally made chocolates from Missionary Chocolates in Portland. Explore five flavor pairings in Step (2 pieces), Hop (4 pieces), and Leap (6 pieces), created for small thank-yous, thoughtful treats, and holiday gifting.

ONE-LINE INTRODUCTION

Five thoughtful chocolate pairings. Three sizes. A little brighter, together.

WEBSITE STORY

First Step begins with a simple idea: small moments deserve care. A thank-you. A new beginning. A gift that says, "I thought of you." Our Pacific Northwest-inspired identity brings together dawn light, mountains, and a phoenix for renewal. The chocolate collection carries that spirit into five considered flavor pairings, crafted by Missionary Chocolates in Portland, Oregon.

PRELAUNCH MESSAGE FOR INTERESTED BUYERS

First Step Chocolates is taking shape! We are preparing five flavor pairings in Step, Hop, and Leap gift boxes. I will share the ordering link once prices and fulfillment are confirmed. Thank you for being part of these first steps!

MARKET DETAILS

Re:Define Holiday Market
Saturday, December 5, 2026 | Noon to 4 p.m.
18660 SW Boones Ferry Road, Tualatin, Oregon

Organizer response: "We'd love to have you!" Logo, short description and an existing Instagram or website link requested soon. John supplies his own table and professional display. Final vendor arrangements remain to be completed.

VENDOR PACKAGE HANDOFF

Use the approved brand artwork, short listing above, and a working customer-accessible link when ready. The current website remains a private review. A standalone production logo and public launch link are still needed.

INTERNAL LAUNCH HANDOFF

Make the next box purchasable.

Immediate audience: interested buyers at Rise Cycle Fit and Re:Define. Online chocolate sales should precede the December market when supplier readiness permits.

Workstream	Ready / next action
Brand and copy	Approved navy, gold, white and phoenix direction; five product briefs; Step / Hop / Leap; expanded review website.
Melissa confirmation	Await the supplier reply. Confirm flavors, packing, labels, costs, shelf life, storage, order timing and fulfillment. Do not resend the October 19 inquiry.
Pricing	Calculate margin using confirmed chocolates, packaging, payment fees, delivery and any other per-order costs. No retail prices invented.
Checkout	Use confirmed prices and delivery terms; verify the purchase and confirmation path before opening sales.
Vendor materials	Target October 23 for a ready package; adapt to Alisa's actual deadline. Arrange a table and display before the market.
Coffee	Jason response cutoff: close of business Thursday, October 22. If no reply, investigate alternatives. Chocolate launch proceeds independently.

LAUNCH GATE

Open sales after supplier availability, compliant packaging and product information, pricing, fulfillment and checkout are confirmed. Working target: within two business days after the necessary supplier information arrives; this is a target, not a guaranteed launch date.

SOURCE AND CREATIVE RECORD

Current First Step review-site catalog and DECISIONS.md; approved September 24 brand decision record; October 17-18 chocolate concept collateral; October 20 Re:Define organizer reply and John's instructions. Concept imagery is not production photography. Product descriptions are new editorial copy based on the named pairings, not verified tasting notes.

Color: navy #17324D, gold #C99A3D, white / warm cream. Typography: Avenir Next preference, with system fallbacks on the site; this PDF uses DejaVu Sans for dependable embedding. No logo redesign, new subscription, supplier order, or customer charge is included.