



ONE INGREDIENT. WHOLE-BEAN CACAO.

A rich daily cacao for the warm-drink shelf.

THRUM is whole-bean drinking cacao in thin, breakable shatter. Full-bodied, gently bitter, and easy to make with hot water or milk.

Full-bodied cacao with quiet dark chocolate, roasted nut, gentle bitterness, and a subtle peppery finish.

WHY IT EARNS A FACING

- One ingredient: whole bean cacao
- Whole-bean cacao is the complete ingredient list
- Default 8 oz shelf SKU makes about 8 home cups
- Position near coffee alternatives and warm beverages
- Preparation, tasting, QR education, and buyer support

Packaged-goods architecture

SIZE	WHOLESALE	MSRP	WORKING MARGIN
8 oz / 227 g	\$17.40	\$29	40%
1 lb / 454 g	\$34.80	\$58	40%
2 lb / 907 g	\$66.00	\$110	40%

CASE PACK
6 x 8 oz units

HOME METHOD
28 g + 180 mL / 6 oz

SOURCE + MAKER
Women's collective farm
Crafted in collaboration with
Chocolate Alchemy, Eugene