



ALVARA
CACAO



NET WT. 12 OZ (340g)

ALVARA CACAO

Fully Transparent,
Tap to Trace.



Pilot Proposal | October 2025

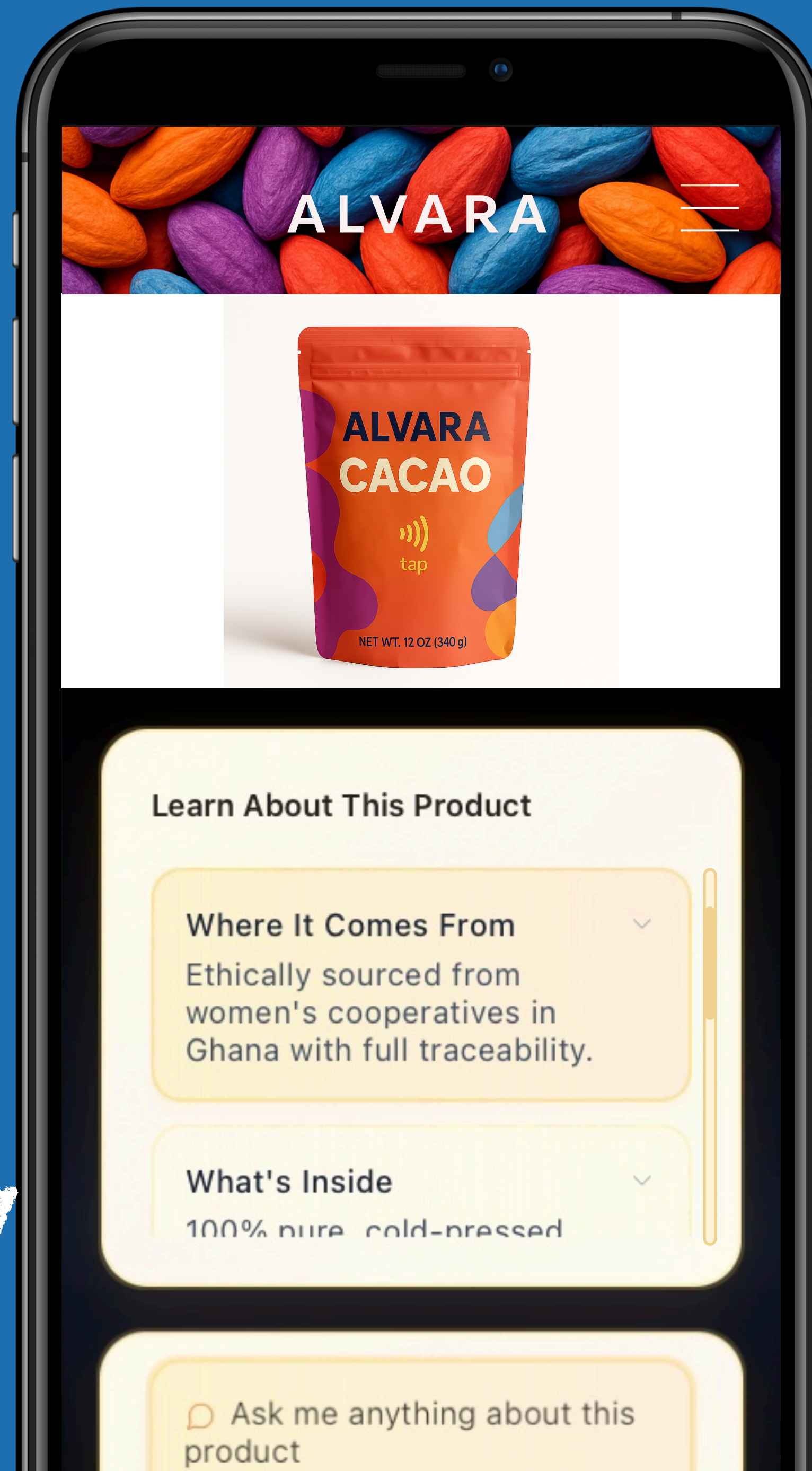
ALVARA

1.
Tap Your Phone,
That's it!

No App. No Login.

*Click for
demo!*

<https://alvaracacao.replit.app/>



2.
Proof of Origin
loads instantly.

Don't see what you're looking for?
Ask AlvaraAI.

ALVARA

Proof At The Shelf

Above The Fold

Origin: Ghana, Northern Region, Co-op Name,
Audits Shared

Batch ID: ALV-0001

Certifications: USDA Organic, Fair Trade, Third-
Party Heavy Metal Tested

Flavor Notes: Rich cocoa body, floral top notes,
clean finish

Ingredients: 100% Cacao, no additives

Impact Snapshot: Farmers earn +20% premium
above commodity; carbon-neutral shipping

Below The Fold

Journey timeline: farm → ferment → roast →
pack...

Producer story: “Our cooperative empowers
120 smallholder farmers with stable income.”

Recipes + usage ideas: café drinks, smoothies,
baking etc.

“Why this matters”: → ethical sourcing +
consumer health

Retailer Visibility, Same Tap.

Case Pack: 12 Units

MOQ: 5 Case Packs / 60 Units

Lead Time: 12 Weeks for first order (Pilot)

Shelf Life: 18 Months

Storage: Cool dry place

MSRP Band: \$18-\$20

Target Margin: 45%

UPC/GTIN: Assigned

Compliance Dossier: Organic, Fair Trade, CoA PDFs

Note: Full line sheet + cert package available via secure portal.



ALVARA



Why ALVARA CACAO Lifts the Category

Higher conversion at shelf → trust is instant

Privacy-safe tap data → SKU-level shopper insights, without erxpoting customer's data or privacy

Transparency reduces CX issues: allergens, sourcing, heavy metals...

Rich content: recipes, producer story... builds loyalty and huge media traction potential

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Quick Path to Shelf

Wk 0

Kick-Off:

30-min review and Pilot Approval / LOIs / Influencer Announcement (confidential)

Wk 4

Diligence:

Samples / QA docs / Launch Planning / Contracts...

Wk 8

Fulfilment:

PO Conformation / Delivery Timing Lock-In / Production & Packaging / VM & Media Planning

Wk 12

Launch:

Delivery / Press Events / In-Store & Online Launches

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PILOT OPPORTUNITIES AVAILABLE NOW
contact | jonny@thealvara.com

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