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ALICE. THE DEFINITIVE SWISS CHOCOLATE EXPERIENCE®

After several years of consulting through our New York based agency, we decided to combine the knowledge in luxury brand development and interest in cultural and sensual experience, to form a new kind of chocolate brand.

ALICE CHOCOLATE is made in a glacial valley overlooking the alps, outside the Swiss capital city Bern, which wrote chocolate history through the innovations of its pioneers Lindt, Toblerone, Ragusa and Dr. Wander's Ovaltine - starting there over 100 years ago. Today they are mature, industrial scale brands supplying the mass market.

A close-up look at the current international chocolate culture revealed a surprising fact. That even though Switzerland is by tradition strongly associated with luxury, quality and chocolate, the famous label "Swiss Chocolate" has internationally fallen behind in the fast expanding category of artisanal, enthusiast luxury chocolate bars. Belgian, Italian, Spanish and French brands have become the innovators. The decision was made to become the definitive, 21st century, all artisanal made in Switzerland, epicurean chocolate experience.

Our chocolatier's grandfather opened his first chocolate store in Bern in 1919. ALICE combines the rich local heritage of chocolate making with the newest insights, a distinct, patent sliding case and most important, the fair and sustainable sourcing of our wondrous, unique and wild growing Criollo. It is harvested manually, deep in the Amazon rainforest.

The name ALICE is inspired by Lewis Carroll's famous tale Alice in Wonderland, Alice Pleasance Liddell, Alice B. Toklas, Alice Prin, Alice Schober, Alice Waters and all the others that enrich the day through their imagination, refinement and enchantment. If there was a list of the 100 classic brand icons: Chanel No 5, Patek Philippe Calatrava, Hermès Kelly Bag... the goal is to become the chocolate on that mythical list.

The ALICE DEBUT edition was launched in spring 2007 and received overwhelming feedback from around the world. The ALICE sliding case contains 5 x 7g bars of 68% Dark Wild Amazonian Criollo. Boxes of 50 and 100 x 7gram bars are also available. We are developing our global distribution and are in discussions to open a flagship store in Asia. You can email us at: info@alicechocolate.com or call +1.917.770.3766 (New York)

Michael Felber, Steven Mark Klein, Founders

"...ALICE is almost too good to eat. As if."

Sarah Balmond, Monocle

"ALICE CHOCOLATE's sublime texture and refined taste takes Swiss chocolate into the 21st century."

Sarah Zagoury, Assouline's Luxury Culture

"...ALICE brings a good energy!"

Lapo Elkann, Italia Independent

"...almost as physically addictive as harder, less legal drugs, and yet found mixing effortlessly with roses and diamonds..." Jacob Brown, V Magazine