



ROBINSON

CONFECTIONS

EXTRAORDINARY INGREDIENTS.
INTENTIONAL CRAFTSMANSHIP.
UNFORGETTABLE EXPERIENCES.

Mountain

RUBY

HUCKLEBERRY

Wild mountain huckleberries
folded into ruby couverture
Belgian chocolate.

*A taste of the mountains
in every bite.*



A CASE STUDY IN BRAND STRATEGY,
STORYTELLING, AND CUSTOMER EXPERIENCE

BUILDING A HYPER-PREMIUM CONFECTIONERY BRAND
FROM ARTISAN BEGINNINGS TO INTERNATIONAL RECOGNITION

STRATEGY • STORYTELLING • EXPERIENCE • GROWTH

ROBINSON



CONFECTIONS

THE CHALLENGE

When Robinson Confections launched, it entered one of the most crowded consumer categories imaginable. Thousands of chocolate companies. Thousands of toffee companies.

MOST COMPETING ON:

- ❖ Handmade
- ❖ Local
- ❖ Small Batch
- ❖ Family Owned
- ❖ Premium Ingredients
- ❖ Price

THE OPPORTUNITY: A DIFFERENT POSITION

We chose to compete where few dared to go.



THE CHALLENGE WAS CLEAR:

Create a brand customers would perceive differently enough to justify premium pricing and develop long-term loyalty.

THE CHALLENGE WE SET OUT TO SOLVE

Most artisan confectioners compete on the same attributes. These messages quickly become interchangeable and price-driven. Our challenge was to create a brand that would be perceived as a *near-luxury* culinary experience—not simply another chocolate company.



MOUNTAIN RUBY HUCKLEBERRY

Wild mountain huckleberries folded into ruby couverture Belgian chocolate.



DIFFERENTIATE

Break away from common category language and create a distinctive market position.



CONNECT

Build an emotional connection through storytelling, not just product information.



EDUCATE

Elevate customer understanding of ingredients, process, and the craft behind each creation.



ELEVATE

Create an experience that justifies hyper-premium pricing and inspires loyalty.



EXPAND

Build a brand strong enough to attract national attention and international interest.



CRAFTING HERO PRODUCTS

Turning Standout Products Into Awards, Loyalty, and Market Share

Three flagship creations—and one international sensation—became the cornerstones of our brand story. Each was positioned with a distinct narrative, premium ingredients, and award-winning, excellence that set us apart.

RECOGNIZED FOR EXCELLENCE

30+
INTERNATIONAL
AWARDS
AND COUNTING

3
INTERNATIONAL
GOLD MEDALS

1
COMMITMENT TO
EXTRAORDINARY
QUALITY & CRAFTSMANSHIP

NUTTY IRISHMAN TOFFEE

Re-imagining the classic cocktail



A buttery toffee layer infused with Baileys, Amaretto, and Frangelico topped in white chocolate. A timeless favorite that continues to earn top honors.



CHERRY NOIR 72

*Dark. Decadent. Distinctly
Unforgettable.*



72% dark chocolate enveloping Bing cherry inclusions—bold and beautifully balanced.



MEXICAN HOT CHOCOLATE

*Tradition. Spice. Timeless
Indulgence.*



Rich chocolate blended with cinnamon, hot cocoa mix, and a touch of Cayenne inspired by centuries-old tradition.



DUBAI CHOCOLATE BAR

*A Global Sensation.
Award-Winning. Unmatched.*



Luxurious pistachio cream/Tahini mix and crispy kataifi in silky chocolate. A modern masterpiece that took the world by storm.



BUILDING A PORTFOLIO THAT PERFORMS

Through strategic storytelling, ingredient-led messaging, and consistent brand experience, we turned exceptional products into award-winning icons that drive loyalty and advocacy.

**“AWARDS VALIDATE QUALITY.
STORYTELLING BUILDS
CONNECTION. TOGETHER,
THEY BUILD A LEGACY.”**



AWARD-WINNING QUALITY

Consistent recognition across international competitions for exceptional taste and craftsmanship.

30+

INTERNATIONAL
AWARDS
AND COUNTING



CUSTOMER LOYALTY

Award-winning products create emotional connection and keep customers coming back.

70%+

REPEAT CUSTOMER
RATE



GLOBAL REACH

Our award-winning products are enjoyed by customers in multiple countries and growing.

10+

COUNTRIES
SERVED



BRAND EQUITY

Recognition builds credibility, trust, and a premium position that lasts.

#1

IN CATEGORY
RECOGNITION



ELEVATING OUR BRAND, EXPANDING OUR REACH

Building Recognition. Driving Demand. Creating Lasting Impact.

We strategically position our award-winning chocolates through a multi-channel approach that builds brand awareness, deepens customer engagement, and drives loyalty across every touchpoint.



AWARD-WINNING RECOGNITION

Our international accolades strengthen credibility, attract new customers, and reinforce our reputation for excellence.

- Featured across packaging, website, and marketing materials
- Highlighted in press releases, trade shows, and media outreach
- A trusted signal of quality that drives purchase decisions



PREMIUM PACKAGING THAT IMPRESSES

Our packaging reflects the quality within—elegant, distinctive, and designed to delight.

- Creates a memorable unboxing experience
- Reinforces perceived value
- Encourages gifting and repeat purchases



DIGITAL PRESENCE THAT CONNECTS

Our digital channels showcase our story, products, and awards while making it easy for customers to engage and shop.

- Engaging website with award highlights and product storytelling
- Active social media sharing awards, new products, and behind-the-scenes
- Email marketing that nurtures loyalty and drives sales



BUILDING BRAND THROUGH STRATEGIC RELATIONSHIPS

Rather than relying solely on traditional retail channels, we build the Robinson Confections brand through carefully selected relationships that reinforce our premium positioning and expand our reach to discerning audiences.

FINANCIAL & ENTERPRISE



HOSPITALITY & DESTINATION



EDUCATION & COMMUNITY



INDUSTRY & BUSINESS



THROUGH STRATEGIC MARKETING AND UNWAVERING QUALITY,
WE TURN RECOGNITION INTO GROWTH—AND CUSTOMERS INTO ADVOCATES.



EARNED AUTHORITY. WORLDWIDE RECOGNITION.

From North Idaho to the World Stage.

Through award-winning quality, compelling storytelling, and relentless attention to experience, Robinson Confections has earned national media attention, international awards, and opportunities on a global stage.



AWARD-WINNING DUBAI CHOCOLATE BAR

- 3 Silver Medals
Best Taste • Best Texture • Best Overall
- 2 Bronze Medals
Best Ingredients • Best Milk Chocolate
- Honorable Mention
Best Flavored Chocolate Bar

INTERNATIONAL
CHOCOLATE SALON 2025

NATIONAL MEDIA RECOGNITION

TASTING TABLE

Featured in a national article highlighting our small-batch excellence and private tasting experience.



INTERNATIONAL AWARD RECOGNITION

Consistently recognized by the world's most prestigious chocolate competition.



Medals across taste, texture, ingredients, overall excellence, and innovation.

INTERNATIONAL OPPORTUNITY

Selected by a premier resort services company representing top hotels, resorts, and casinos in Hong Kong, Macau, and mainland China.



- 🏠 19 SKU Full Product Line Opportunity
- 🏨 Luxury Hotel & Resort Distribution
- 💰 10% Under Normal Keystone Wholesale
- 📅 Terms: 30% Up Front, Balance by LC at Sight (60-Day Cycles)
- ⓧ Opportunity Ended Due to Tariff War

A DISTINCTIVE EXPERIENCE THAT SETS US APART

PRIVATE CHOCOLATE TASTING EXPERIENCE

- ✓ 80-90 minute guided experience
- ✓ Every product (Dubai Optional)
- ✓ Take-home sample box included
- ✓ Intimate groups of 2-8 guests
- ✓ Hosted by Todd Robinson



This is chocolate.

Explained. Appreciated. Remembered.

NORTH IDAHO'S

Hidden Chocolate Experience.

A PRIVATE TASTING ROOM
UNLIKE ANYTHING
ELSE IN THE REGION.



ROBINSON
CONFECTIONS
HAYDEN, IDAHO



"We don't just make chocolate—we create moments that people remember and relationships that last."

—Todd Robinson, Co-Founder



PRIVATE SESSIONS • 4-8 GUESTS • RESERVATION ONLY

FROM LOCAL CHOCOLATIER TO GLOBALLY RECOGNIZED HYPERPREMIUM BRAND



2019

Humble beginnings in Hayden, Idaho with a vision for hyperpremium confections.



AWARD-WINNING QUALITY

Relentless focus on the world's finest ingredients, technique, and innovation.



STORYTELLING THAT CONNECTS

Compelling brand narrative and multi-channel content that builds desire and trust.



NATIONAL & INTERNATIONAL RECOGNITION

Media coverage, industry awards, and global opportunities elevate our brand.



THE RESULT

A trusted authority in craft chocolate with a growing loyal customer base and worldwide interest.

*"Our goal has never been to be the biggest—only to be the best at what we do.
The recognition we've earned is a reflection of our commitment to that promise."*

