

00:00

i think that wicked bold is

00:04

going to change people's lives

00:12

wicked bold is a company that

00:18

lives off of being bold

00:22

taking risks failing

00:25

and failing and succeeding

00:29

and we want our brand

00:33

to do more than just

00:36

give people chocolate we want

00:40

to be a company that helps people

00:43

take risks live life boldly

00:46

say yes to things that

00:50

they wouldn't say yes to we want to

00:53

motivate others

00:54

and inspire others to do

00:58

bold things that's wicked bold to me

01:03

we get our chocolate from belize

01:07

can you believe that

01:11

let's start the process with these beans

01:15

so after roasting these beans to

01:17

perfection we put them in our grinder

01:19

it's called the crankenstein this cracks

01:22
up the bean and separates the husk from
01:24
the nib
01:25
as it pours down the pvc tubing
01:29
after it's been sorted now it's grinding
01:31
time
01:32
we put this into our melon js that can
01:34
handle up to 10 pounds of chocolate at a
01:36
time
01:36
and grinds this chocolate into a really
01:39
fine texture
01:40
so that when you eat it it's super
01:42
smooth
01:43
i think what makes wicked bold unique as
01:45
a business is that
01:47
as founders we're not afraid to get in
01:48
front of the camera and be the face of
01:50
the brand
01:50
so we're out at farmers markets where
01:52
we're doing personal videos we're
01:54
building a real good
01:55
culture um not only from a market
01:57
perspective but from an

01:59

internal organizational perspective and

02:02

i think you know a lot of the businesses

02:03

that i see being created today kind of

02:04

hide behind that brand and let the brand

02:06

do the speaking for them and

02:08

i think there's something special and

02:09

unique about a family company that

02:11

sticks to its roots as they go to market

02:14

i have two really big missions when it

02:15

comes to wicked bold and it's no matter

02:17

how big of a brand we become

02:18

no matter how many products we develop

02:20

and go to market with we always stay

02:22

consistent with the fact that we're

02:23

producing

02:24

real food without any weird ingredients

02:28

the second piece is to show other

02:30

entrepreneurs that you don't need

02:32

millions of dollars to create a strong

02:33

and successful brand

02:35

you can be an entrepreneur with a

02:36

hundred dollars and start something

02:37

you're really passionate about

02:39

take it to market and let the market

02:40

carry you to success

02:42

i'm brooklyn i'm ophelia i'm landon and

02:45

i'm derek

02:46

and we are wicked bold chocolate we hope

02:48

you loved our video and we're looking

02:50

forward to hearing back

02:55

bye