



LYRA





“Chocolate has been my passion ever since I can remember. At **LYRA**, we’re on a mission to make the best chocolate in the world. At every step of the journey, from bean to bar, we push ourselves to the highest standards.

Yet, we go beyond the chocolate bar. We strive for positive impact. From partnering with the tribe of Shuar to clinical research of the effects of probiotic chocolate.”

## KAROL STÝBLO

CEO of LYRA Chocolate

1 of 5 Fino de Aroma Masterchef Chocolatiers globally

This is **LYRA CHOCOLATE**





## PROVED HIGHEST QUALITY STANDARD

- BRC - FOOD SAFETY
- ISO 9001
- ORGANIC
- HACCP

## RECOGNIZED AS ONE OF THE BEST TASTING CHOCOLATES

- GREAT TASTE 2014, 2015, 2017, 2018
- INTERNATIONAL CHOCOLATE AWARD 2017  
EUROPEAN SILVER 2018  
WORLD BRONZE 2018
- GOLD EUROPEAN 2018 CHOCOLATE MAKER



## PUSHING BOUNDARIES

### CLINICAL RESEARCH ON POSITIVE EFFECTS OF CHOCOLATE

We are constantly looking for new ways of doing things. In collaboration with the University of Santander Colombia and other research facilities around the world, we have carried out a clinical research study on the positive effects of chocolate. In our latest experiment, we are testing the effects of chocolate that contains probiotic cultures. We produce kosher, lactose-free and gluten-free products.

### HOTEL ACADEMY

When learning to make chocolate, you may waste a lot of it. That's a pity. We decide to cooperate with the Hotel Academy of Ludovit Winter in Piastany to train the students. Our special training help the students to better understand the chocolate making process, they work with fine cocoa and last but not least they waste less chocolate. We are a part of a great International competition Junior chocolatier where young people show all their skills gained from school and education.

### FROM BEAN-TO-BAR

We believe that most of the quality and taste of a chocolate bean is in the hands of the farmers. That is why we decided to invest in the local communities of Taisha in Ecuador. Our partnership with the tribe of the Shuar provides new opportunities for the local people and enables us to control the quality from planting, processing and producing the final product.



## WE TAKE RESPONSIBILITY

### SHUAR

To find pure cocoa trees is rather difficult, yet to meet native South Americans is even more difficult. We have been lucky for both. We started our cooperation with the tribe of the Shuar in Ecuador, whose rainforest is filled with cocoa trees. We help to educate and provide new opportunities for the local community.



### NECOCLI

Education is not among the main concerns in Colombian Necocli. What concerns the people of Necocli is the everyday struggle for food. It takes an hour and a half to get to school, by foot, crossing the rainforest. We have decided to invest in the local education by providing free breakfast to the kids attending school. They are motivated to go to school, to study with an outlook for a better life.



## WE TAKE RESPONSIBILITY

### CASA LUKER

Casa Luker was established in 1906 and helped Colombia improve its infamous image. The company builds new cocoa plantations and grows Fino de Aroma fine flavor cocoa beans. Only 6% of the world's production is fine flavor cocoa. It is a member of the International Cocoa Organization. Casa Luker believes in connection with its farmers and the environment. They believe in sharing opportunities, technology and the knowledge behind growing cocoa. Lyra is an exclusive ambassador for Casa Luker in Slovakia and the Czech Republic.

### GRANJA LUKER

As for us making chocolate means understanding and participating at every stage of cocoa bean processing. We cooperate with Granja Luker, a research and training center of cocoa, created with the objective to promote the cocoa harvesting in the country among small producers. The farmers are guaranteed employment when they go through harvesting and processing training program. Their cocoa models ensure and increase the income of the farmer and have an impact on their family life. Farmers are not forced to move to America or Europe, and they can stay home with their families.

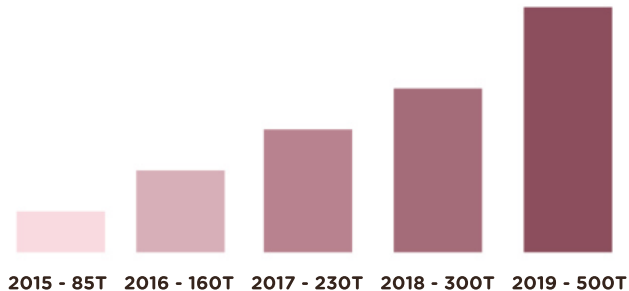
And we're just getting started...





## WE GROW TO SCALE IMPACT

- 27 EMPLOYEES
- 1400 SQ METRES OF PRODUCTION FACILITIES
- EUR 2,5 MILLION REVENUE IN 2018



## OUR FUTURE PLANS

2019

- Lower the sugar level in our chocolate to 30 % content
- Exclude soya lecithin from our origin chocolate
- New range of chocolate bar
- New range of filled chocolate
- Zero waste company
- BCorp certification

2020

- Building brand new facility - 2700 quadratic square meters
- New LYRA Shop
- Building new Chocolate academy

## OUR CORPORATE CLIENTS

- ASIANA AIRLINES
- AIR SOEUL
- T WAY
- JDC - DUTY FREE
- BMW
- UNICREDIT BANK
- COCOARUNNERS.CO.UK
- FINO DE AROMA CASA LUKER
- DOISY AND DAM
- TATRABANKA
- TIANJIN
- KENMARA
- TAMAS FRAI
- GS RETAIL



## LYRA IS SOLD IN MORE 10+ COUNTRIES AROUND THE WORLD



Slovak Republic, Czech Republic, Austria, Poland, Hungary, Portugal, France, UK,  
USA, South Korea, China, Singapore, United Arab Emirates

## FAVORITE PRODUCTS



### LYRA ABSOLUT

Hazelnuts, Caramel, Almonds, Physalis, Best,  
Hazelnuts Caramel, Bean Milk and Bean Dark

### LYRA SPREADS

Hazelnut, Hazelnut Tonka,  
Hazelnut Praline, Walnut



### LYRA MANDALA

Milk and Dark

## LYRA CHOCOLATE BAR SERIES

Milk and Dark Bean-To-Bar,  
Just Gianduja and Fruity Gianduja,  
Honey and Caramel chocolate,  
LYRA Single Origin



## GET IN TOUCH

### LYRA CHOCOLATE

LYRA GROUP s.r.o. is a Slovak limited liability corporation.

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