

A close-up photograph of a single drop of dark chocolate falling into a pool of liquid chocolate, creating a series of concentric ripples. The lighting is dramatic, highlighting the texture of the chocolate.

CARDON CHOCOLATE

BRAND BUILDING

Personal Branding





Presentación 2010 - 2015





VISION CARDON CHOCOLATES



PENETRACIÓN: "EVERYDAY"

PRECIO Q12.00



FRECUENCIA: "CONSUMO MIXTO"

PRECIO Q18.50



MAYOR GASTO: "SEASONAL"

PRECIO Q39.00



Expansión 2:
Mi Chocolate de todos los días

Expansión 1:
Somos para ocasión Mixta

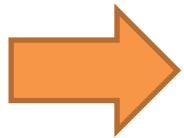
Nacimos:
Somos de Temporadas



PORTAFOLIO ACTUAL



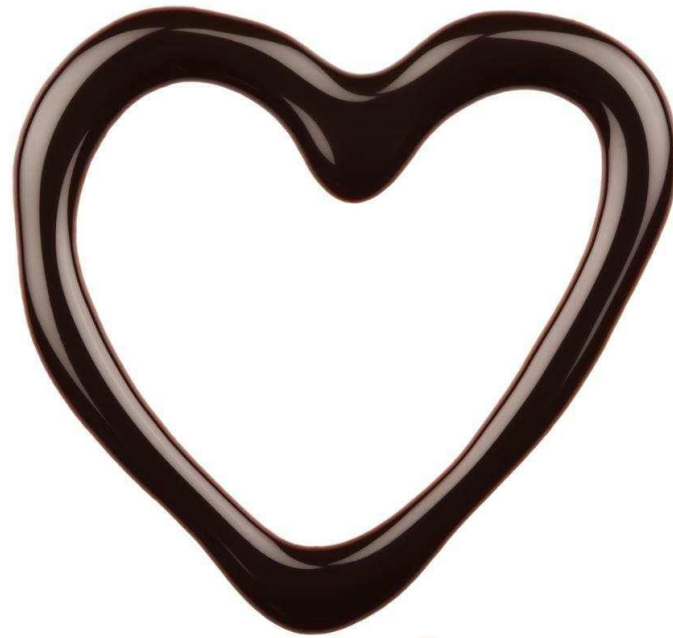
LO NUEVO



CHOCOLATE OSCURO
70% CACAO

SOUVENIR Tripode
Antigua Guatemala
Q50.00





Gracias!!