

0:00
i think that wicked bold is
0:04
going to change people's lives
0:12
wicked bold is a company that
0:18
lives off of being bold
0:22
taking risks failing
0:25
and failing and succeeding
0:29
and we want our brand
0:33
to do more than just
0:36
give people chocolate we want
0:40
to be a company that helps people
0:43
take risks live life boldly
0:46
say yes to things that
0:50
they wouldn't say yes to we want to
0:53
motivate others
0:54
and inspire others to do
0:58
bold things that's wicked bold to me
1:03
we get our chocolate from belize
1:07
can you believe that
1:11
let's start the process with these beans
1:15
so after roasting these beans to
1:17
perfection we put them in our grinder
1:19
it's called the crankenstein this cracks

1:22
up the bean and separates the husk from
1:24
the nib
1:25
as it pours down the pvc tubing
1:29
after it's been sorted now it's grinding
1:31
time
1:32
we put this into our melon js that can
1:34
handle up to 10 pounds of chocolate at a
1:36
time
1:36
and grinds this chocolate into a really
1:39
fine texture
1:40
so that when you eat it it's super
1:42
smooth
1:43
i think what makes wicked bold unique as
1:45
a business is that
1:47
as founders we're not afraid to get in
1:48
front of the camera and be the face of
1:50
the brand
1:50
so we're out at farmers markets where
1:52
we're doing personal videos we're
1:54
building a real good
1:55
culture um not only from a market
1:57
perspective but from an

1:59
internal organizational perspective and
2:02
i think you know a lot of the businesses
2:03
that i see being created today kind of
2:04
hide behind that brand and let the brand
2:06
do the speaking for them and
2:08
i think there's something special and
2:09
unique about a family company that
2:11
sticks to its roots as they go to market
2:14
i have two really big missions when it
2:15
comes to wicked bold and it's no matter
2:17
how big of a brand we become
2:18
no matter how many products we develop
2:20
and go to market with we always stay
2:22
consistent with the fact that we're
2:23
producing
2:24
real food without any weird ingredients
2:28
the second piece is to show other
2:30
entrepreneurs that you don't need
2:32
millions of dollars to create a strong
2:33
and successful brand
2:35
you can be an entrepreneur with a
2:36
hundred dollars and start something

2:37

you're really passionate about

2:39

take it to market and let the market

2:40

carry you to success

2:42

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

2:45

i'm derek

2:46

and we are wicked bold chocolate we hope

2:48

you loved our video and we're looking

2:50

forward to hearing back

2:55

bye