



MEDIA FACT SHEET

About:

Headquartered in St. Louis, MO., Bittersweet Kitchen was founded in 2011 by entrepreneur Audrey Scherrer and is a 100% women-owned enterprise. Bittersweet Kitchen, formerly Bittersweet Artisan Truffles, has grown beyond our initial offering of truffles, and in conjunction with our 6th anniversary, Bittersweet began the re-branding process in 2017. Bittersweet offers more than 30 artisan truffle flavors, the region's first all-natural dessert sauces, gourmet brownies, lava cakes, ganache brownie bites and our signature "B" cake, a brownie, hand-filled with fresh Italian cream. In addition, Bittersweet creates a variety of seasonal dessert sauce and truffle flavors, like blueberry port and peach lavender, that debut on a limited time basis throughout the year. Our most important characteristic is that all of our ingredients are natural and are easy to pronounce – no artificial preservatives, chemicals, or unnatural flavors.

Bittersweet prides itself on its use of the finest and freshest ingredients, such as local Ozark mountain cream and chocolate from around the world. All products are handcrafted to order in the Bittersweet Kitchen and are available for sale on Bittersweet's website, as well as at select retail locations.

Bittersweet's products are quickly becoming favorites of customers both locally and nationally. They are often used as guest favors at events or as personalized corporate gifts. In 2015, a New York hedge fund purchased the company's products as Valentine's Day gifts for their employees' significant others.

Bittersweet's hometown St. Louis pride is evident in their product line. For instance, in 2011 the company created a signature "Cardinal" truffle, a drop of red velvet cake surrounded by Belgium white chocolate, to celebrate the baseball team's miraculous victory in the 2011 World Series. Bittersweet's consistently top-selling truffle is the Gooney Butter truffle (St. Louis is known for these butter and cream cakes).

Founder:

Audrey Scherrer began handcrafting chocolates for her clients as thank-you gifts when she worked for Marriott Hotels as an award-winning account executive. Fate intervened in the form of a friend asking if she could hire Audrey to make chocolate truffles for her client gifts. Just like that, a hobby turned into figuring out her how to buy her ingredients wholesale, calculating food cost, where to buy packaging and so on.



Soon after this one order, her Marriott clients began requesting chocolates at their corporate events, and she realized that she could turn this craft into a business. With \$5,000 of her personal savings, she subsequently opened Bittersweet Artisan Truffles in 2011.

Audrey received a Bachelor of Science in Food Science and Human Nutrition with a concentration in hospitality management from the University of Illinois. She subsequently attended the Culinary Institute of America in Hyde Park, NY, earning a certificate in artisan chocolates and candies in 2006. She has also trained at the Idea Verona Institute in Verona, Italy.

Audrey believes in bringing happiness to people through food, and Bittersweet is the culmination of her life-long passion for cooking. She shares this passion with both her mother and grandmother whom she cites as her role models. She grew up working side-by-side with them in the kitchen, learning how to make homemade pie dough and biscuits at the age of 10 and in high school she began making and selling cake truffles for special events.

Products:

Every item in the Bittersweet line is handcrafted in small batches and made to order, to ensure the product's freshness and quality. Bittersweet prides itself in its use of premium ingredients, as well as the availability of vegan and gluten-free options. Ingredients include Bittersweet's made-in-house brown sugar and vanilla. Bittersweet makes confections, sauces and brownies with fair-trade chocolate from Switzerland, Belgium and Ecuador.

Due to the instant success in 2013 of Bittersweet's signature salted caramel chocolate sauce, the Company introduced a complete line of locally sourced, all-natural dessert sauces to its growing product line in 2014. Additional sauce flavors include bourbon butterscotch, white chocolate peppermint, dark chocolate fudge and in-season fruit options such as strawberry fields, blueberry port and peach lavender.

When creating new products, Scherrer, finds inspiration from a variety of sources, including her own backyard and beyond. A perfect example of this is a trip to Bali, Indonesia. While there, she was intrigued by all of the decadent desserts she discovered that were packed with "super foods." Upon her return, Scherrer launched a raw truffle line, which includes vegan and gluten free options. These products are packed with powerful nutritional ingredients such as spirulina, antioxidant-rich cacao powder, chia seeds and walnuts.



- Facilities:** Bittersweet will be experimenting with its first retail space within a nostalgic candy store in downtown Kirkwood, MO, called the Sugar Shack (151 W. Argonne Kirkwood, MO 63122). Starting June 2017, you can sample Bittersweet dessert sauces and buy our products at the Sugar Shack. In 2015, Bittersweet moved into an expanded kitchen in the City of St. Louis on 'The Hill'. The Hill, a well-known area St. Louis area is mostly recognized as the region's Italian district. Bittersweet now has the capacity to craft 1,000 truffles per day. This commercial kitchen is not a retail storefront. However, pick-up from there can be arranged by appointment.
- Employees:** Currently Bittersweet has two employees and triples its man-power during holidays. Together, the team produced 8,000 pieces of truffles by hand during the month of December 2016 alone.
- Availability:** Bittersweet's products are sold online with shipping available throughout the U.S. In addition, they can be found at local St. Louis area events, such as the Tower Grove Farmer's Market (Saturday mornings April - November). Corporate gifts and event favors are custom made. Bittersweet's products are also available at select retail outlets. See our website for the current listing of retail outlets.
- In the Community:** Audrey frequently teaches classes at Dierbergs Markets' culinary center in Des Peres, Missouri. Some of her most popular classes include "Mastering the Macaron" and "Truffle Time."
- Audrey is a volunteer member of the Prosper Women Entrepreneurs' Mastermind group. The group was created to address the gender gap in entrepreneurship in the St. Louis region and is comprised of business leaders, thinkers, doers, innovators and students who want to make sure the St. Louis community is well positioned in the new economy and that women entrepreneurs are a vital part of its future.
- Website:** <http://www.bittersweet-kitchen.com>
- Social Media:** <https://www.facebook.com/bittersweetkitchen1/>
<http://www.pinterest.com/BittersweetAT/>
<https://www.instagram.com/bittersweet.kitchen/>
- Hashtags:** #bittersweetkitchen
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