



— JOSEPH —
SCHMIDT
CONFECTIONS®

20th Anniversary 1983 - 2003



20th Anniversary
1983 - 2003

History

“Chocolate is my life. The blood running through my veins is chocolate. It’s the most amazing material for working with artistically – it’s fluid one minute and solid the next. It smells good, it’s addictive, it’s affordable and it’s legal.”

Joseph Schmidt



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History

Joseph Schmidt Confections® started in 1983 in a small shop in an offbeat San Francisco neighborhood. Joseph Schmidt, a European-trained baker, began the business by selling hard-to-find European-style pastries to local gourmet shops.

But Joseph soon realized that his special talent was in sculpting and developing new techniques in chocolate. Originally, he added chocolate truffles to the product line in order to round out the selection. But, instead of reproducing the traditional European-style truffles that look like uprooted mushrooms, he created an egg-shaped truffle with an exquisite Belgian chocolate shell and heavenly smooth cream filling. The revolutionary style was immediately embraced by the public and is now recognized as the “American Truffle,” as well as the company’s signature product.

As demand for Joseph’s magnificent chocolate creations grew, baked goods were dropped from production. In 1984, Joseph’s one-of-a-kind chocolates were featured in the prestigious Neiman Marcus Christmas catalogue, which spurred even more demand and helped propel Joseph Schmidt Confections from a local candy shop to an international gourmet chocolate enterprise.

Joseph Schmidt Confections is the only American company within its class to receive a three-star rating in “The Chocolate Companion – a Connoisseur’s Guide to the World’s Finest Chocolates.” The book rated chocolates in blind tastings and named Joseph’s chocolate as one of the two best chocolates in the world.

Today, Joseph Schmidt’s creations are sold in several thousand retail and foodservice accounts worldwide. Joseph serves as Creative Director and continues to explore and develop exquisite new chocolate confectionery innovations.





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Clients and Exhibits

“Attractive and irresistible, each Joseph Schmidt item is sculpted, molded, and hand colored into an edible work of art. Customers are often torn between displaying them and devouring them.”

@issue: The Journal of Business and Design



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Clients and Exhibits

In a search for a unique packaging for his truffles, Joseph began creating colorful porcelain-like chocolate bowls, which led to further creations like hand-painted turkeys, Nutcracker soldiers, and Santas. The art grew and he began designing elaborate life-sized chocolate exhibits for museums and charity and society events, as well as for special commissions. His portfolio includes flowers and trees, objects and people, and even entire villages. One creation filled a 14,000 square-foot building lobby and used five tons of chocolate!

Notable Clients and Recipients

- 🍫 California Governor Pete Wilson
- 🍫 French Ambassador to the United States
- 🍫 Mikhail Gorbachev
- 🍫 Nancy Reagan
- 🍫 Nelson Mandela
- 🍫 Pope John Paul II
- 🍫 Prince Phillip for the World Wildlife Fund
- 🍫 Queen Elizabeth II
- 🍫 San Francisco Giants
- 🍫 San Francisco Mayor Dianne Feinstein
- 🍫 San Francisco Mayor Frank Jordan
- 🍫 San Francisco Mayor Willie Brown
- 🍫 Sheik of Dubai
- 🍫 Starbucks
- 🍫 Sultan of Brunei
- 🍫 The Nature Company
- 🍫 Walt Disney Company



Commissioned to Sculpt by the SF Film Commission

- 🍫 Angelica Houston
- 🍫 Geena Davis
- 🍫 Gerard Depardieu



Displays/Exhibits

- 🍫 American Craft Museum, New York
- 🍫 Catherine Clark Gallery in San Francisco
- 🍫 Macy's Flower Show
- 🍫 One Market Plaza, San Francisco
- 🍫 San Francisco Landscape Garden Show
- 🍫 Transamerica Pyramid, San Francisco



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Recognition

“Initially we were selling our chocolates to a few hundred accounts throughout the country. Then a lot of people started hearing about us. Now we have several thousand accounts around the world.”

Joseph Schmidt



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Recognition

In 1984, the manager of the San Francisco Neiman Marcus store asked Joseph to send some truffles to the store's Dallas headquarters. The next thing Joseph knew, his creations were featured in Neiman's prestigious Christmas Catalog, a distinction that immediately catapulted Joseph Schmidt Confections into the public eye. Since then, Joseph and the company have grabbed attention and accolades from around the world.

Notable Accolades

- 🍪 Only American company in its class to receive a three-star rating in "The Chocolate Companion- a Connoisseur's Guide to the World's Finest Chocolate"
- 🍪 Antonin Careme Medal from the Western Chefs Association
- 🍪 Award of Merit from Johnson & Wales University
- 🍪 Certificate of Honor from Board of Supervisors of the City and County of San Francisco
- 🍪 Certificate of Recognition from California State Senate designating June 5th as Joseph Schmidt Day
- 🍪 Diploma of Honor from The National Organization for Professional Culinaricians
- 🍪 Distinguished Visiting Chef at Johnson & Wales University
- 🍪 Honorary Doctor of Culinary Arts, Honoris Causa Degree from Johnson & Wales
- 🍪 Honored with membership in the Chaine Des Rotisseurs Honorable Order of the Golden Toque



Notable Media Coverage

- 🍪 @issue: The Journal of Business and Design
- 🍪 Bloomingdale's Holiday Catalogue
- 🍪 Chicago Tribune
- 🍪 CNN Domestic and International
- 🍪 Denver Post
- 🍪 Fast Company
- 🍪 Italian Confectioner
- 🍪 Japanese magazines Pronto and Axis
- 🍪 Manufacturing Confectioner (cover photo eight times)
- 🍪 Neiman Marcus Christmas Catalogue (over ten times)
- 🍪 New York Times
- 🍪 San Diego Sun Times
- 🍪 San Francisco Chronicle
- 🍪 The Food Network
- 🍪 Toronto Star





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Products & Packaging

“I love to experiment with chocolate. In Europe, everyone learns about chocolate from a master and then follows the teachings like a bible. By not having any formal training, I didn’t have any restrictions on what I could and couldn’t do.”

Joseph Schmidt



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Products

Joseph Schmidt is a rare breed in the United States: a chocolatier who uses only the finest imported Belgian chocolate in every milk chocolate and dark chocolate product. In fact, he orders 1.5 million pounds of chocolate from Belgium each year (“They’ve made me an honorary citizen,” he jokes). The chocolate – combined with luscious nougat and cream filling, and Joseph’s craftsmanship – result in eye-catching and mouthwatering works of art, and his evolving designs continue to dazzle the confectionery world with innovation and creativity.



These delectable delights include the company’s signature truffles, Slicks[®], Mosaics[™], champagne and tea cookies, chocolate bars, and hot chocolate beads.

Seasonal Packaging

But the fun doesn’t stop with the products: the company’s state-of-the-art, award-winning packaging is sought after, treasured, and enjoyed as much as every chocolate dream inside. The hand-made, hand-painted boxes and the beautiful paper-wrapped boxes complement the artwork of Joseph’s chocolates and have become collectibles themselves. Retailers covet the visual excitement of the decorative boxes, and avid fans frequently ask Joseph to autograph their boxes.



Joseph Schmidt Confections is the only company in its field to introduce completely new seasonal package designs throughout the year. Customers find the practice a refreshing change of pace from the ordinary, and eagerly anticipate each new design.





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Truffles

The creation that started it all. Joseph's signature egg-shaped truffles feature a rich chocolate cream filling encased in a shell of imported Belgian chocolate. The innovative truffles come in an ever-expanding variety of flavors, including:

- | | |
|------------------------|-------------------------|
| 🍫 All Dark | 🍫 Grand Marnier |
| 🍫 All Milk | 🍫 Hawaiian Coconut |
| 🍫 Amaretto | 🍫 Jamaican Rum |
| 🍫 Bailey's Irish Cream | 🍫 Kahlua |
| 🍫 Black & White | 🍫 Macadamia |
| 🍫 Cappuccino | 🍫 Mushroom |
| 🍫 Champagne | 🍫 Peanut Butter Praline |
| 🍫 Cherry Bomb | 🍫 Pecan Praline |
| 🍫 Chocolate Decadence | 🍫 Raspberry Brandy |
| 🍫 Cognac | 🍫 Strawberry Brandy |
| 🍫 Crème de Menthe | 🍫 Venetian Cream |
| 🍫 Double Latte | 🍫 White Kirsch |
| 🍫 Espresso Supreme | 🍫 White Rum |
| 🍫 Frangelico | |



Mini-Truffles

The same taste and quality of the regular truffles are also offered in smaller portions. Mini-truffles are available in most of the same flavors as the regular truffles above and are ideal for people who want a small "taste bite" of the Joseph Schmidt experience.





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Slicks

Joseph Schmidt Slicks are a unique line of cream- and nougat-filled Belgian chocolate medallions. The ample surface area of the Slicks provides Joseph with an ideal pallet for showing off his artistic talents in swirls of breathtaking colors and patterns. Slicks come in a wide array of delectable flavors, including:

- 🍪 Almond Nougat
- 🍪 Caramel
- 🍪 Coconut
- 🍪 Dark Lemon
- 🍪 Dark Truffle
- 🍪 Lemon Truffle
- 🍪 Milk Cream
- 🍪 Peanut Butter
- 🍪 Raspberry Truffle
- 🍪 White Caramel
- 🍪 White Orange
- 🍪 White Rum



Mosaics

Mosaics are Joseph's newest creation. These beautiful hand-decorated pieces resemble mosaic tiles. Each cube contains two- or three-layer combinations of caramel, nuts, nougat, biscotti crunch and imported Belgian chocolate. The shells are very thin, and the fillings are dazzling. Little windows in the cover of each gift box reveal a sneak preview of these artistic confections. Mosaics come in two sizes – regular (pictured below) and mini bite-sized – and an assortment of flavors, including:

- 🍪 Almond Crunch
- 🍪 Apple Caramel
- 🍪 Cappuccino Caramel
- 🍪 Caramel Crunch
- 🍪 Coffee Crunch
- 🍪 Cream Caramel
- 🍪 Dark Cream
- 🍪 Hazelnut Crunch
- 🍪 Marzipan Almond
- 🍪 Orange Crunch
- 🍪 Pecan Caramel
- 🍪 Rum Caramel





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Cookie Collection

Joseph Schmidt's cookies are produced with the same care and exacting quality standards as his world-renowned chocolates.

Champagne Cookies

These thin crisp rounds and delicate tartlettes are a perfect accompaniment to fine champagne. They are available in the following varieties:

- 🍪 Chocolate Almond Tartlets
- 🍪 Citrus Almond Tartlets
- 🍪 Ginger Peanut Tartlets
- 🍪 Maple Cashew Tartlets
- 🍪 Vanilla Almond Tartlets
- 🍪 Black Sesame Cookies (2 per pack)
- 🍪 Caramel Almond Cookies (2 per pack)
- 🍪 Green Tea Cookies (2 per pack)
- 🍪 Hazelnut/Coconut Cookies (2 per pack)
- 🍪 Pumpkin Seed Almond Cookies (2 per pack)
- 🍪 Soy Black Bean Cookies (2 per pack)



Tea Cookies

Joseph's delicious tea cookies come in large and small sizes, and an array of flavors:

- 🍪 Almond Leaf Tartlet (large only)
- 🍪 Apricot Galette (large only)
- 🍪 Butter Sable' and Brownie (large only)
- 🍪 Chocolate Nut Crunch
- 🍪 Chocolate Sandwich Bar
- 🍪 Coconut Chocolate
- 🍪 Green Apple Cookies (large only)
- 🍪 Honey Almond
- 🍪 Orange Havana (large only)
- 🍪 Petit Chocolate Tart
- 🍪 Pistachio Shortbread
- 🍪 Puffed Rice Chocolate Ball
- 🍪 Wafer Roll
- 🍪 White Chocolate Flower
- 🍪 White Chocolate Sandwich Cookie (large only)





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Chocolate Bars

These bars are made of pure imported Belgian chocolate and are individually foil-wrapped with a paper overlay. They are available in an assortment of flavors, including:

-  Dark Chocolate with Lemon Truffle
-  Dark Chocolate with Raspberry Truffle
-  Milk Chocolate with Caramel Truffle
-  Milk Chocolate with Hazelnuts
-  Milk Chocolate with Peanut Butter
-  Solid Dark Chocolate
-  Solid Milk Chocolate
-  White Chocolate with Pistachio Truffle



Biscotti Crunch Bars

Joseph's Biscotti Crunch Bars are made with imported Belgian chocolate and generous portions of almond biscotti chunks for the best crunch possible. Individually foil-wrapped with a paper overlay to lock in the freshness, the bars are available in three flavors:

-  Classic Dark Chocolate
-  Milk Chocolate
-  Mocha Milk Chocolate



Mini Sachets

Mini sachets each contain 2 mini truffles and make ideal wedding or party favors. Sachets are available in white, copper, silver and black, and also red at Valentine's Day and Christmas.

