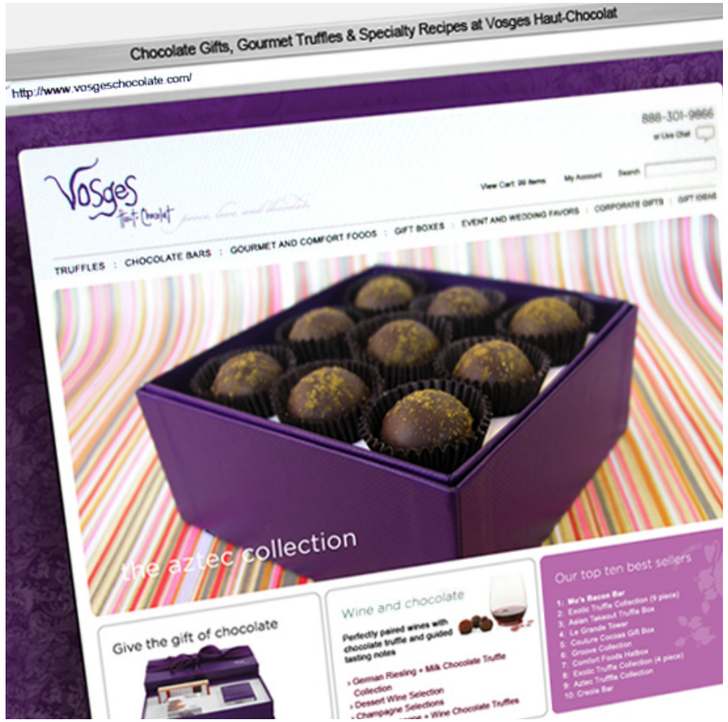
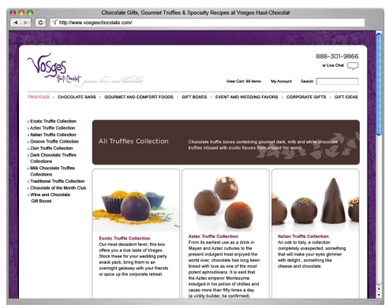


The Vosges Haut-Chocolat mission is to create a luxury chocolate experience rooted in a sensory journey of bringing about awareness of indigenous cultures through the exploration of spices, herbs, roots, flowers, fruits, nuts, chocolate and the obscure.




# Vosges Haut-Chocolat

## E-commerce and Website Redesign

- E-commerce strategy
- Online branding
- Website design and development
- Reporting and analytics development

With national and world-wide recognition ranging from the *Bon Appetit* food artisian of the year award to certification as a Women's Business Enterprise, Vosges Haut-Chocolate's exotic truffles and its owner, Katrina Markoff, have become a powerful brand in the world of chocolate.

Vosges chocolates are made from the finest ingredients offered around the world; Markoff personally chooses every spice, flower and chocolate that is flown into its Chicago kitchen. Using a spectrum of ingredients ranging from dark chocolate to paprika, Vosges' exotic truffles offer a delicate balance of flavors, leaving you with a layered and lingering sensation of spice and chocolate, a true exotic experience.

Though catalog sales were brisk and retail stores were performing well, Vosges' website was underutilized. With the goal of stimulating aggressive growth and building the brand online, we provided a comprehensive e-commerce strategy and website redesign that clarified Vosges' diverse offering; which includes the mantelpiece 44-piece exotic truffle collection and over 300 additional product SKUs. Working within the constraints of an existing content management system (CMS), we maximized the possibilities for presenting the products and telling the story of Markoff's inspiration for her truffle collections, including suggestions for pairing truffles and wines and how to experience a truffle using all of your senses.

Launched in late 2007, the early results have been delicious. Traffic has increased by 170%, revenues have grown over 45%, orders have increased by almost 60%, and daily sales records are continually being broken.