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SMOOR Launches Signature Indian Cacao Range

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SMOOR, India's leading luxury couverture chocolate brand, announced the launch of its Signature Indian Cacao Range, marking the brand's entry into a new category that celebrates Indian-origin cacao through fine chocolate. The launch reinforces SMOOR's commitment to craftsmanship, provenance and flavour authenticity, while spotlighting India's growing role in the global cacao story.

With the Signature Indian Cacao Range, SMOOR turns its focus inward, exploring cacao cultivated across the Eluru district, Andhra Pradesh, giving it fruity notes of red fruit and citrus, with moderate complexity and a long finish and transforming it through its meticulous bean- to-bar process. From sourcing and roasting to refining, tempering and shaping, every step is carried out in-house. The result is a collection that reflects the diversity, warmth and complexity of flavours Indians have grown up with, interpreted through refined couverture chocolate that feels both familiar and elevated.

"India has long been a land of extraordinary ingredients, yet its cacao story is only just beginning to be told," said Vimal Sharma, Founder & CEO, SMOOR. "With our Signature Indian Cacao Range, we wanted to honour the origins of cacao grown closer to home and bring forward flavours that feel familiar, emotional and deeply rooted. This range is about celebrating Indian taste memory, crafted with integrity, patience and respect for the process."

True to SMOOR's philosophy of being â??United by Flavoursâ??, the Signature Indian Cacao Range is crafted using 100 per cent true couverture chocolate, rich in cocoa butter and free from vegetable fats. This approach allows the natural character of Indian cacao sourced from single origin farms to shine through with depth, balance and a clean melt. Each creation is designed to feel personal, bridging artisanal chocolate-making techniques with flavours inspired by everyday Indian experiences.

The range, featuring 17 SKUs, is introduced through a carefully curated product portfolio that reflects SMOOR's belief in flavour-led storytelling. The Handcrafted Truffles come as a box of 30 mini pieces inspired by flavours many Indians grew up with, including popular Indian flavours like dates, coconut, citrus and spice, reimagined through fine chocolate. The Craft

Chocolate Bars capture the essence of India through cacao, featuring the 70 per cent and 80 per cent dark chocolate sweetened by the warmth of jaggery and date powder, whose unrefined sweetness brings depth and character to Indian cocoa, while orange and hops cut through with a bold, gentle bitterness and fruity notes offering layered profiles that taste like home, wherever you are. The Chocolate Nibbles are crunchy, flavour-forward bites made for easy indulgence, inspired by Andhra gunpowder, a tangy burst of Mahabaleshwar strawberries and salted tropical mango nostalgia. Completing the portfolio are Chocolate Nibbles with no added sugar, offering the same crunch and flavour in a more mindful format, where Indian taste profiles meet conscious chocolate-making without compromise.