

Hi friends and family,

Some of you may remember that years ago I disappeared down the rabbit hole of bean-to-bar chocolate making and became completely obsessed with it. Well... I'm heading back there again.

After years of coffee roasting, jazz, cooking, and life in general, I've decided to start building a very small craft chocolate project from home called My Bro. Theo. — a little play on "theobromine," the compound found in cacao.

The idea is simple:

small-batch chocolate made from carefully sourced cacao beans, roasted and crafted much like specialty coffee. I'll be starting with a few different origins at a time so people can taste and compare them side by side — almost like a coffee cupping, but with chocolate.

One idea I'm especially excited about is offering rotating origin packs or subscription-style samplers, inspired a bit by the way coffee clubs work. Maybe bars, maybe tasting blocks by weight, maybe both. Still figuring that part out.

I spent yesterday roasting cacao on the new machine for the first time, and honestly, it reminded me why I fell in love with this in the first place.

Music was probably my first passion, coffee became my life for many years, and somehow chocolate feels connected to both — craft, rhythm, aroma, patience, improvisation.

Anyway, I just wanted to say hello and let everyone know what I'm working on. I'll be sharing photos, experiments, and hopefully some chocolate very soon.

Thanks for the encouragement over the years. It means more than you probably know.

– Joe

Founder

My Bro.Theo