

Hiroshi Tsunoda Design Studio

XOCO ■ PRESS

Barcelona

Reinventing
Hot Chocolate

CONSUMING HOT CHOCOLATE



We want to change the way we consume **hot chocolate**
the way single-serving capsules have changed the way we consume coffee.



JUST LIKE WITH COFFEE

Thanks to clever marketing and a compelling product design the **single-serving coffee pods** have taken over the majority of the instant coffee market, and despite it's higher cost per serving, it now holds a 25% share of the American coffee market.



HOT CHOCOLATE USED TO BE A LUXURY GOOD

In Mexico the **Mayas** and the **Aztecs** believed the cocoa bean was the **food of Gods**.
Later the cocoa became very popular among the European royals,
whom added vanilla and sugar and turned it into a luxurius high society drink.



TODAY IT'S
FOR KIDS

Today hot chocolate is marketed as a
children's drink because
of it's sweetness,
and the consumption increases
significantly during **winter season**.

WE WANT TO MAKE HOT CHOCOLATE ELEGANT AGAIN

Our idea is to reclaim the **touch of elegancy** hot chocolate used to have and once again make it **a sophisticated drink.**



A photograph of a young couple smiling and holding white mugs, suggesting a sophisticated adult beverage. The image is framed by a white L-shaped bracket. The background is a soft-focus outdoor scene with autumn foliage.

A SOPHISTICATED DRINK FOR ADULTS



Our proposal



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OPTION 1

Chocolate capsule kit
with cup and spoon.



**PLASTIC
CAPSULE FILLED
WITH CHOCOLATE**

**PORCELAIN
CUP BASE**



PORCELAIN SPOON

Take off
the lid



Put the capsule
on the cup

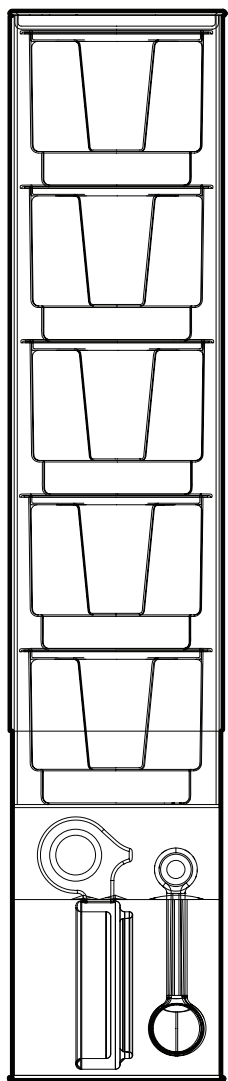


Fill with
hot milk

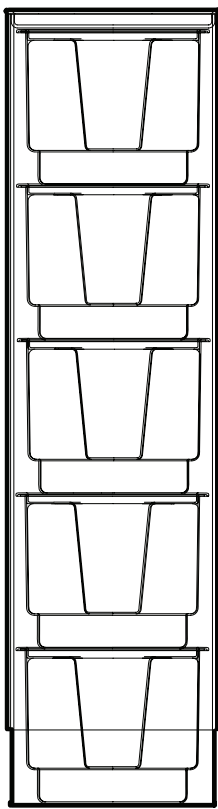


Scoop up the
melting
chocolate

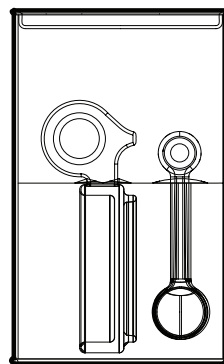




The bottom diameter
adjusted for inserting one
tube into another.



Protective foam
to limit movement.

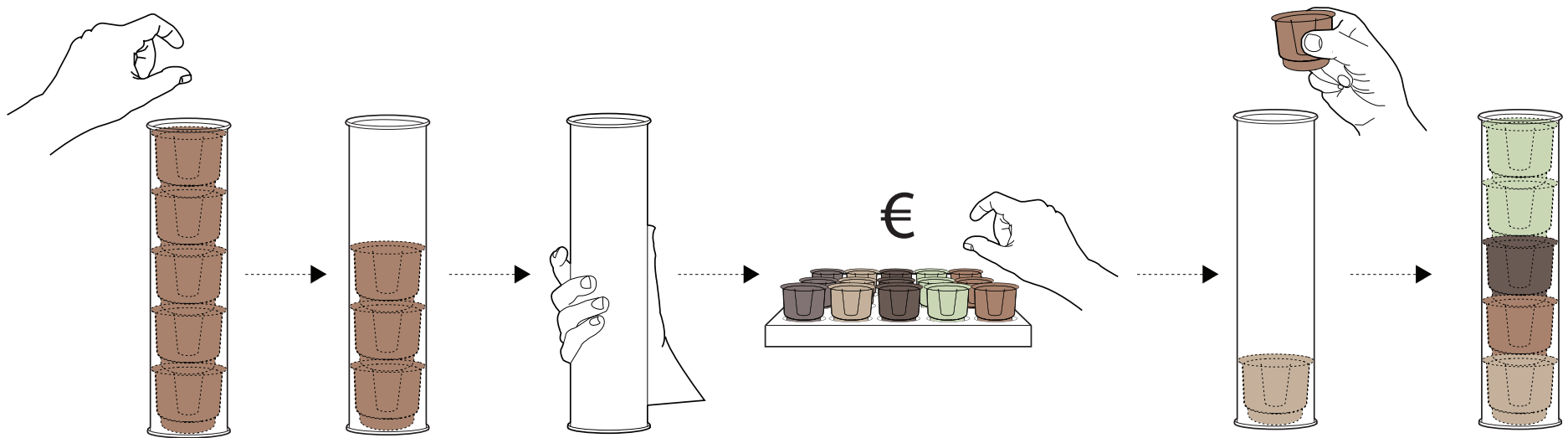


STACKABLE
PACKAGING



A VARIETY OF
FLAVOURS

REUSABLE PACKAGING



Refill the tube with your favorite flavour



OPTION 2

Individual chocolate pod
fitted for any cup



Take out your
chocolate pod



Put the pod in
your cup



Section view



Pour hot milk
in your cup



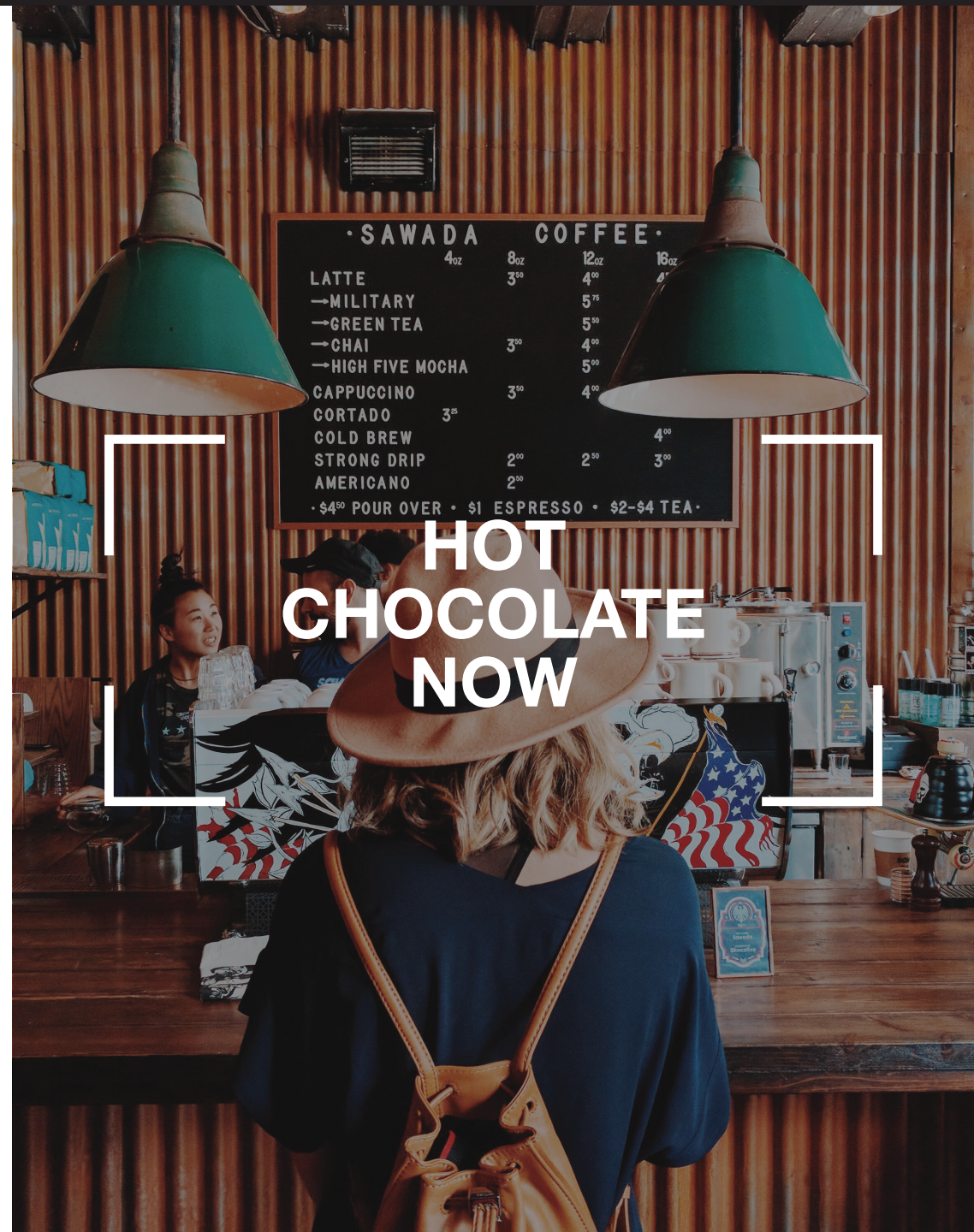
A VARIETY OF
FLAVOURS

Normally a cup of hot chocolate means more milk than cocoa,
but with **xocopress** all the true chocolate lovers will be able to scoop up real,
deliciously **melted chocolate** with just the **perfect amount of milk**.



JUST THE RIGHT
AMOUNT OF MILK

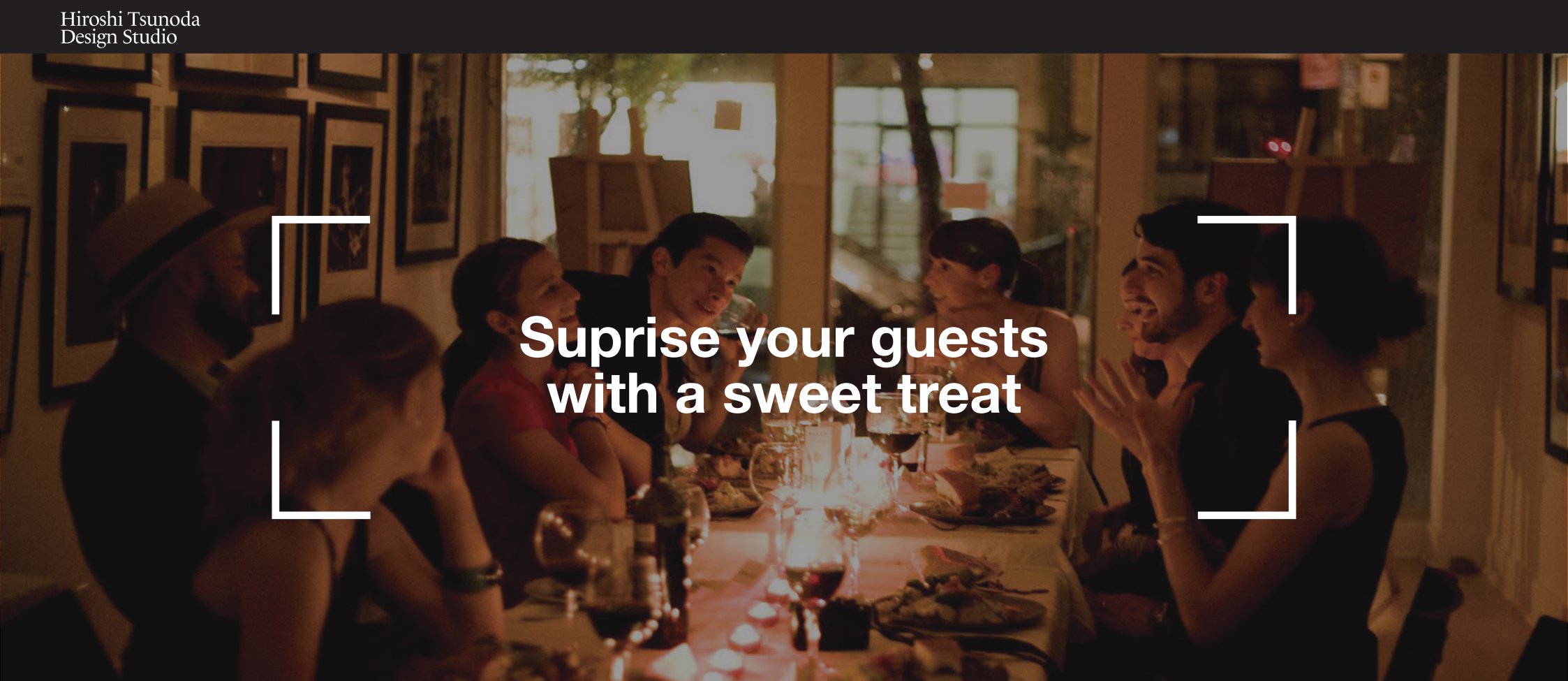
Today's consumption of hot chocolate is limited to **busy coffee shop chains** during winter or as a **children's drink** at home.





THE MARKET

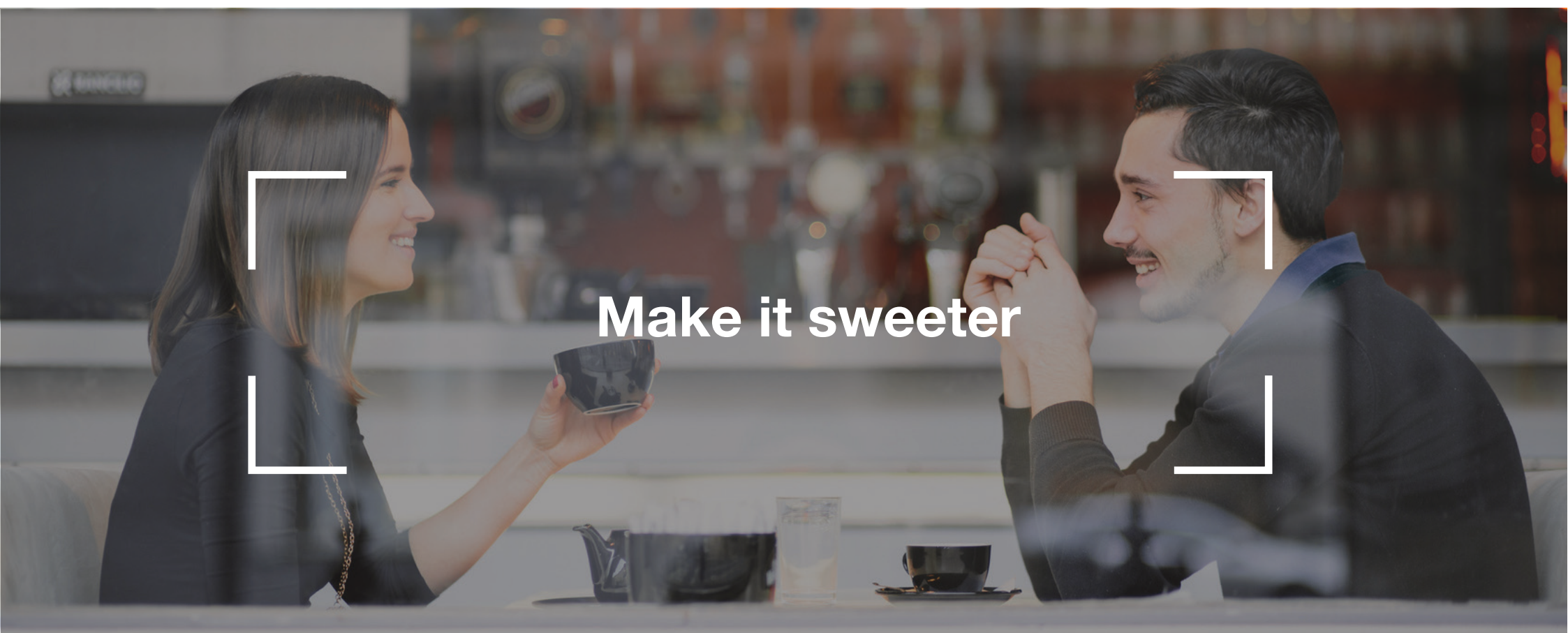
XOCOPRESS would be
an ideal solution for:
Bars, hotels, restaurants
and offices

A group of people are seated around a long table in a restaurant or gallery setting. The walls are covered with numerous framed artworks. The scene is dimly lit, with warm light coming from the windows and the table. The people are engaged in conversation and eating. The text "Suprise your guests with a sweet treat" is overlaid in the center of the image.

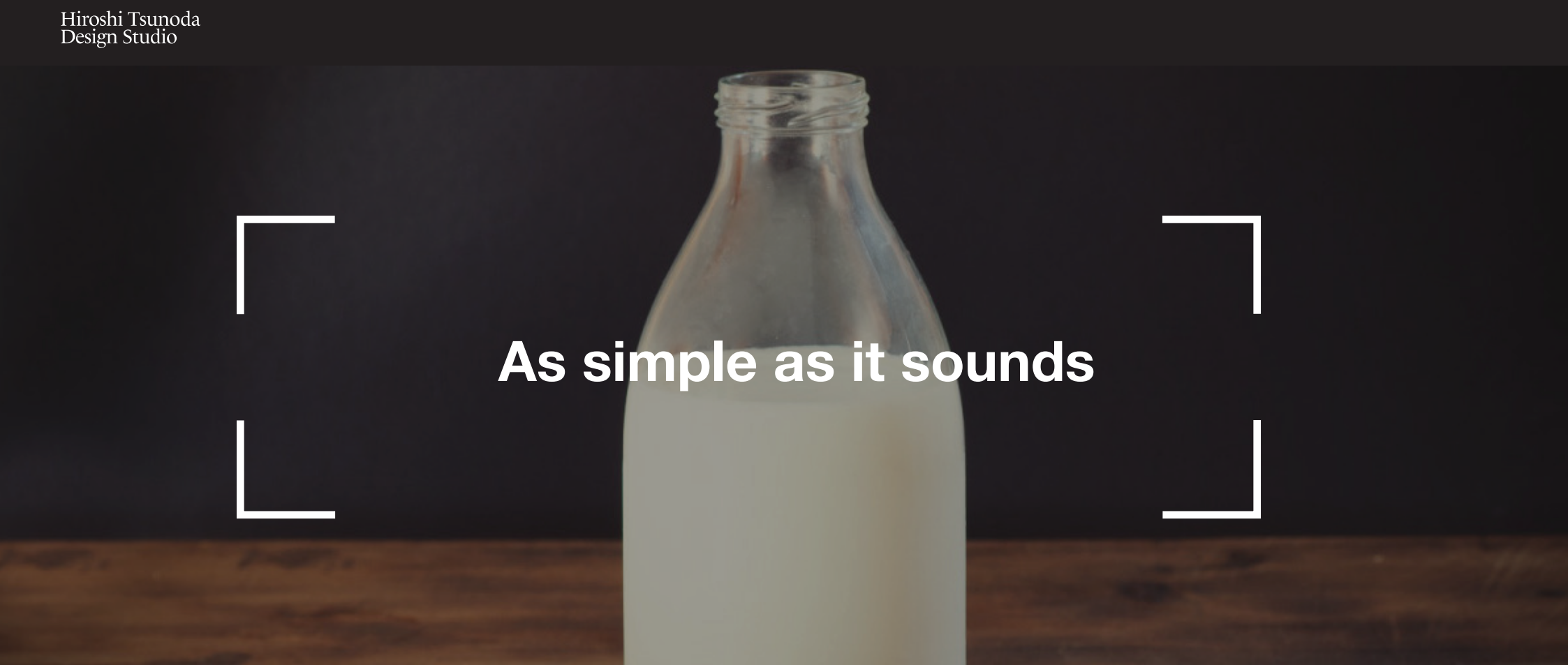
**Suprise your guests
with a sweet treat**

As well as a perfect gift or desert for households.

And a reason to go out for a date.

A photograph of a man and a woman sitting at a table in a cafe, smiling at each other. The woman is on the left, holding a small cup. The man is on the right, with his hands clasped. The background is a blurred cafe interior. The text "Make it sweeter" is overlaid in the center.

Make it sweeter

A glass bottle of milk is centered on a dark wooden surface. The bottle is partially filled with white milk. On either side of the bottle, there are white L-shaped brackets, one on the left and one on the right, framing the central text.

As simple as it sounds

No need to buy new machines, just heat up some milk

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Barcelona

reinventing hot chocolate

Hiroshi Tsunoda Design Studio

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