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## Dartmouth gets first bite of Newfoundland Chocolate Company



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Published on September 04, 2015

**The Newfoundland Chocolate Company officially opened its first out-of-province location Friday with a twist on a tradition: biting through a ribbon of chocolate.**

The St. John's based company's fourth location is in Dartmouth's Mic Mac Mall in Nova Scotia. Company founder and "chief chocolate officer" Brent Smith told The Telegram Friday that it's the biggest location for the company.

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We're really falling into our groove in terms of understanding where our niche falls in the Canadian chocolate market," said Smith. "We're really good on experience — the store itself is heavily sensory. When you walk in, the chocolatier's on site, right in front of you, making the gelato right in front of you, very open concept. There's something to see everywhere."

That includes a chocolate waterfall, a train for children to steer and a ceiling that appears to drip chocolate. "The reaction we're looking for when people come in is 'Wow, this is so cool.'"

With the company drawing heavily on Newfoundland culture for its products, said Smith, he felt tapping the Maritime market was a roll of the dice.

"There is a chance that we could have opened this up and had people come in with blank looks and said, 'We don't get it — what's the Newfoundland Chocolate Company got to do with Nova Scotia?'" Smith said.

But response has been positive since the store's soft opening last week.

"There's been so much enthusiasm for the Newfoundland brand and our brand and what we're doing," he said. "Sales have been exceptionally strong — it's just been a beehive."