



BEAN TO EMOTION

THEORIA

PLATO'S TEACHINGS ON CHOCOLATE

Plato believed that reality is but a shadow of a secret perfect world. We may have the kindest people as our friends, but the pure idea of friendship is beyond our grasp. Because the true and ideal forms of all things and emotions reside outside our ordinary lives.

That other world is called La Naya. Some believe it was an ancient Mayan village where chocolate was invented. Others think La Naya is on a different planet. Some mad philosophers even argue it is outside the physical realm altogether.

But it doesn't really matter where La Naya is. The point is to get there, somehow, someday.

Plato was wrong to think one can reach La Naya by contemplation.

Nor will you get there by traveling...

It is only through the taste of our special bean-to-emotion chocolate bars that one can escape the cave of shadows and enter the world of perfection.

A black and white photograph of a hand holding a chocolate bar. The bar is partially unwrapped, and several chocolate chips are scattered on top of it. The background is a soft, out-of-focus light gray.

PRAXIS

THE FACTORY OF EMOTIONS

Pragmatists define us as a bean-to-bar chocolate boutique located in the village of Rudamina, a 20 minutes drive down south from Vilnius, Lithuania. Romantics, however, call us the factory of emotions.

While other chocolatiers work their way from beans to bars, we go one step further. At La Naya, our production processes are all about purifying emotions and expressing them through outstanding chocolate.



WHY WE ARE SO SPECIAL?

We source our Cocoa beans from Panama, Vietnam, Tanzania, Costa Rica and other locations. The Cocoa beans then undergo a complex process of emotification. From the bean sorting room to roasting and refining, to conching and tempering, all the way down to the packing room, our chocolate masters follow specific procedures to invest the chocolate bars with our dearest emotions in their absolute forms.

Upon leaving our little factory of emotions, the mountain-shaped La Naya bars travel across the world to reach the true chocolate aficionados. The one and only bean-to-emotion chocolate in the universe, La Naya will let you escape the cave of shadows and enter the world of perfection.



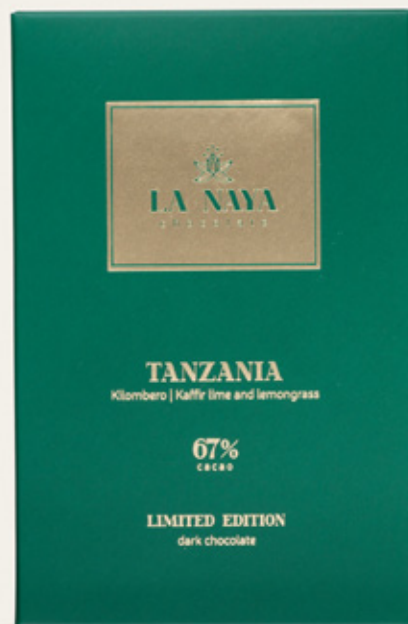
CHRYSMALISM

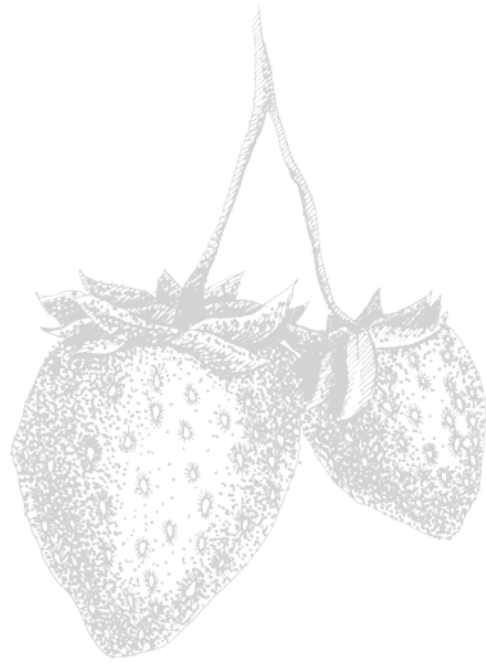
TANZANIA, KILOMBERO
KAFFIR LIME AND LEMONGRASS 67%, DARK CHOCOLATE

This single-origin La Naya chocolate bar is infused with the emotion of chrysalism. It is what we call that feeling of intense peace and warmth while inside the house during a rainstorm. What happened was we sourced the cocoa beans directly from Tanzania Kilombero. The beans were then taken to our factory of emotions, where our chocolate grandmaster shaped and emotified the chocolate bars. The taste of lemongrass and kaffir lime produces a uniquely fresh emotional experience: a reminiscence of all those cozy moments shielded from the summer rainstorm while observing its majesty.

Emotional structure: kaffir lime, lemongrass, memories of rain, wild flowers, summer, fragrant honey.





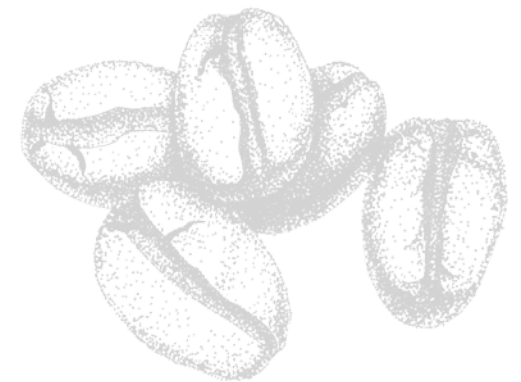
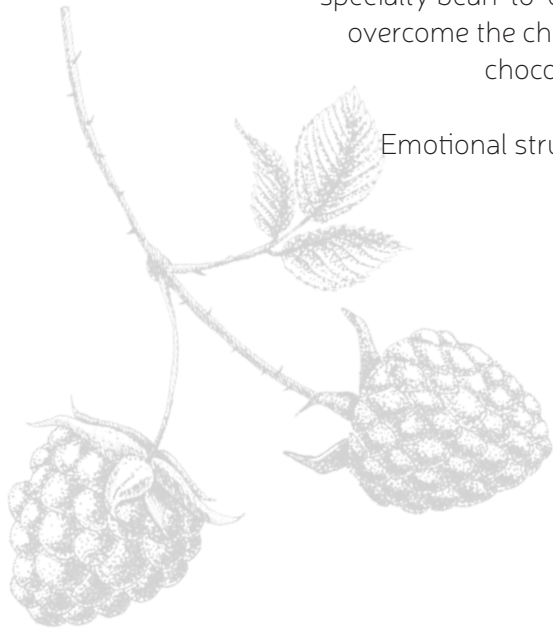


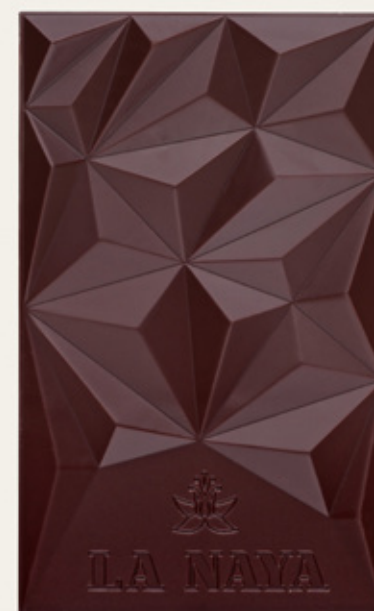
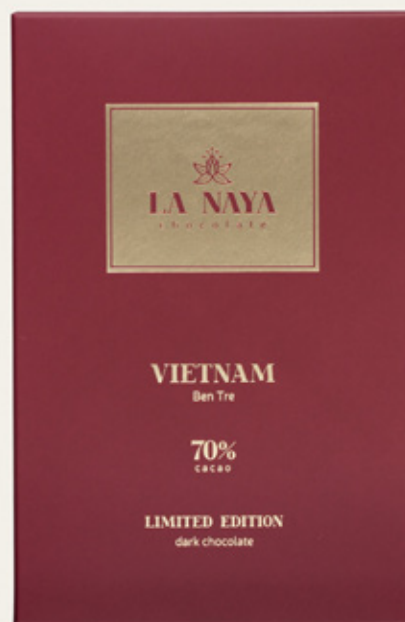
SONDER

VIETNAM, BEN TRE 70% | DARK CHOCOLATE

This single-origin La Naya chocolate bar is infused with the emotion of sonder. Sonder is that feeling when you realize that random passers-by live lives as complex as your own. The story of this bar begins in Vietnam Ben Tre from where the cocoa beans are brought to the city of Vilnius. The beans then undergo our specialty bean-to-emotion procedures. The delicate taste composition of coffee and sun-kissed berries will overcome the chocolate connoisseurs with the noble emotion of sonder. Just like this bean-to-emotion chocolate bar, every human life is a complex harmony of sweet and bitter forces.

Emotional structure: coffee, strawberry, brotherhood of mankind, raspberry, redcurrant, empathy.







ZENOSYNE

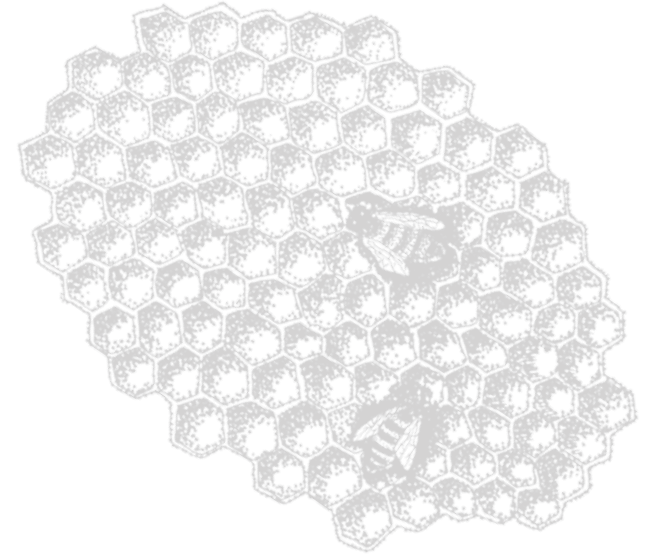
COSTA RICA MALEKU 72% | DARK CHOCOLATE

This single-origin La Naya chocolate bar is infused with the emotion of zenosyne. Now, zenosyne is that mystery feeling we sometimes have that time goes faster as we get older. With the flow of time, the human mind becomes sensible to the cyclical nature of life. To reproduce this feeling in our secret factory of emotions, we employed elements reflective of nature's fragility: the aromas of short-lived flowers and ephemeral berries, all contained in sublime Costa Rica Maleku cocoa beans. All that has a beginning also comes to an end. But an end is just a new beginning.

Emotional structure: wild flowers, the passage of time, hops, forest mushrooms, the miracle of childhood, blackberries.







LIBEROSIS

VIETNAM BEN TRE 50% | DARK MILK CHOCOLATE

This single-origin La Naya chocolate bar is infused with the emotion of liberosis. Romantic thinkers describe liberosis as a desire to care less about things, to rise above the anxieties of everyday life. To embody liberosis in chocolate, we first had to get our hands on the special cocoa beans growing in Vietnam Ben Tre. We then brought the beans to our secret factory of emotions where they were transformed in a honey and caramel flavoured taste of blissful freedom. The second you taste this bean-to-emotion chocolate, you become a child on the swing set, a playful beach ball, a careless dolphin in the middle of the ocean.

Emotional structure: fruits, mom's cookies, a day in the beach, honey, palm trees, emancipation, flowers, mushrooms.







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