



*wholesale 2021-22*

# *the secret of chocolate*

Mr. B's Chocolate knows there's more to exceptional chocolate than premium ingredients, handcrafted flavors, and friendly bend-over-backwards service.

Exceptional chocolate speaks, whether joy, gratitude, caring, celebration, or sympathy. It brings taste and thoughtfulness to special moments.

**Perfectly thoughtful. Perfectly tasteful.** That's how Mr. B's describes our chocolate and many, many others agree. We were blown away by the responses to our recent customer feedback survey, and we suspect you'll be too:

*Simply the best chocolate I've ever had. The gifts I've given received rave reviews as well. The time and commitment to the product shows through in every aspect!*

*Mr. B's is the highest quality chocolate you can buy. It's a special treat that I love to buy for family and friends.*

*The chocolates are not only the most delicious, they are also a work of art.*

And, for its bluntness and simplicity, our favorite:

*No other chocolate comes close.*

Mr. B's customers spoke loud and clear: keep making the exceptional chocolate we love. We're doing just that with our 2021-22 wholesale product line. Inside, you'll find exceptional chocolate for each season, occasion (even the everyday ones), and budget.

Boxed Chocolate . . . . .	3-5	Spring Boxes & Specialties . . . . .	13-15
Toffee & Caramel . . . . .	6	Fall Specialties . . . . .	16
Specialty Bars . . . . .	7	Farm & Animals . . . . .	17-18
Chocolate Bars . . . . .	8	Unique Novelties . . . . .	19
Holiday Boxes & Specialties . . . . .	9-10	A Sweet History . . . . .	20
Valentine Boxes & Specialties . . . . .	11-12	Wholesale Terms . . . . .	20

Mr. B's is delighted to share perfectly thoughtful, perfectly tasteful Belgian chocolate handcrafted in small-town Minnesota with you and your customers. Enjoy!

# box sizes

Each of our flavor assortments comes in five box sizes, ranging from the perfect little treat to a serious connoisseur's delight and everything in between.



**4 PIECE**



**9 PIECE**



**18 PIECE**



**32 PIECE**



**48 PIECE**

## CATALOG QUICK GUIDE

### *new*

Mr. B's is introducing a handful of new and reimagined products, all made with the same premium ingredients as our classics.

### *customer favorite*

These bestsellers are incredibly popular with our retail customers year after year, and we know yours will love them too.

PLEASE NOTE: All items, including bagged and boxed items, are priced and sold separately. The number of pieces in bags or boxes is listed in the description.

All items are solid chocolate, unless noted in the description.

Products are Belgian milk chocolate unless otherwise noted.

All colors are handpainted.

Items and prices are subject to change.

# flavor collections

A treasury of familiar favorites and new flavors, Mr. B's boxed chocolates have something for every taste. Whether you fancy decadent truffles, caramel, nuts, fruit, a hint of cocktail hour, or a bit of everything, these collections are sure to delight.

Each flavor collection is available in five sizes.  
4 piece · 9 piece · 18 piece · 32 piece · 48 piece

**MR. B'S  
VARIETY**  
4 PC · 8289  
9 PC · 8296  
18 PC · 8302  
32 PC · 8319  
48 PC · 8326



**CARAMEL**  
4 PC · 8333  
9 PC · 8340  
18 PC · 8357  
32 PC · 8364  
48 PC · 8371



**TRUFFLE**  
4 PC · 8388  
9 PC · 8395  
18 PC · 8401  
32 PC · 8418  
48 PC · 8425



**NUT**  
4 PC · 8135  
9 PC · 8142  
18 PC · 8159  
32 PC · 8166  
48 PC · 8173



**BOOZE BOX**  
4 PC · 8487  
9 PC · 8494  
18 PC · 8500  
32 PC · 8517  
48 PC · 8524



**FRUIT CREAM**  
4 PC · 8432  
9 PC · 8449  
18 PC · 8456  
32 PC · 8463  
48 PC · 8470



# sample boxes

Our delicious sample boxes are further proof that good things come in small packages.  
Each box contains dark and milk chocolate. • 4 piece box



**CARAMEL**  
8234



**SEA SALT  
CARAMEL**  
8227



**TOFFEE**  
8241



**TRUFFLE**  
8258

# seasonal covers



**HOLIDAY 2021**  
PAGE 10



**VALENTINE 2022**  
PAGE 12



**SPRING 2022**  
PAGE 14

# toffee & caramel

Mr. B's rich, buttery candies are classic flavors that melt in your mouth.  
You say: It's impossible to pick a favorite. We say: Get both!

*customer favorite*



*"It seriously doesn't get any better than Mr. B's toffee. My all-time favorite!"*

**ALMOND BUTTER TOFFEE**  
SMALL · 10 pc · 3.5 oz · 8197  
LARGE · 20 pc · 7 oz · 8180

*"I already knew their chocolate was perfection, then I tried their caramels. Amazing!"*

*customer favorite*



**VANILLA CARAMEL**  
SMALL · 10 pc · 3.5 oz · 8203  
LARGE · 20 pc · 7 oz · 8210  
*Individually wrapped*

# specialty bars

There's no place like Minnesota! A celebration of home or a sweet reminder of a favorite getaway, this unique treat is popular with customers year round.

*customer favorite*



**I LOVE MINNESOTA BAR**  
**1.8 oz**  
DARK · 8623  
MILK · 8616  
WHITE · 8630

Minnesota nice? You betcha! We're friendly neighbors who don't leave anyone out, especially all those who requested a chocolate bar for Wisconsin.



*new*

**I LOVE WISCONSIN BAR**  
**1.8 oz**  
DARK · 8661  
MILK · 8647  
WHITE · 8644

QUICK TIP: CUSTOMERS LOVE TO BUY THESE AS SETS OF THREE

# chocolate bars

Our premium chocolate bars are simply the best. We combine Belgian chocolate with cocoa butter and fresh dairy cream to craft a superior taste experience.



**CHOCOLATE · 3.5 oz**  
DARK · 0085  
MILK · 8012



**ALMOND · 3.9 oz**  
DARK · 8036  
MILK · 8029



**CARAMEL · 2.3 oz**  
DARK · 8081  
MILK · 8074



**CARAMEL ALMOND · 2.3 oz**  
DARK · 8098  
MILK · 8104



**PEANUT · 1.8 oz**  
DARK · 8043  
MILK · 8050



**MINT (L) · 1.6 oz**  
DARK · 8067



**SQUARE BAR (R) · 0.7 oz**  
DARK · 5031  
MILK · 5032



# holiday boxes

During the holidays, we offer festive designer covers for your boxed chocolates order. Each size, from small to large, is perfect for thoughtful gifting.



THE 4 PIECE BOX IS A GREAT UPSELL

## Holiday Boxes

- 4 pc · 7447
- 9 pc · 7450
- 18 pc · 7451
- 32 pc · 7452
- 48 pc · 7453

THE 9 AND 18 PIECE BOXES SELL IN HIGH VOLUME AS SMALL GIFTS, WHILE THE LARGER BOXES ARE STATEMENT GIFTS



# holiday specialties

Mr. B's holiday novelties guarantee oohs and aahs from your customers. And at such reasonable prices, they're the perfect add-on to boost sales.



*customer favorite*

**HOLIDAY PETITE SLEEVE**  
5 pc · 1.8 oz · 7309



**HOLIDAY CARAMEL SLEEVE**  
5 pc · 1.8 oz · 7122



**JOLLY SANTA · HOLLOW**  
2.2 oz | MILK · 3082 | DARK · 7444



**OLD WORLD SANTA · HOLLOW**  
2.6 oz | MILK · 7221 | DARK · 7443



**NUTCRACKER · HOLLOW**  
1.9 oz | MILK · 3104 | DARK · 7445

*new*



*customer favorite*



**CHRISTMAS TREE · .45 oz**  
PLAIN · 7500  
HANDPAINTED · 4135

**FESTIVE LIGHT**  
1 PC · 0.8 oz · 7403

**REINDEER SUCKER**  
1.8 oz · 7409

**HOLIDAY SUCKER**  
1.3 oz · 7300



# valentine boxes

Always fresh and never out of style, Mr. B's premium boxed chocolates are a Valentine staple. With designer box covers, Valentine's Day has never been so sweet.



## Valentine Boxes

- 4 pc • 7410
- 9 pc • 7411
- 18 pc • 7412
- 32 pc • 7413
- 48 pc • 7414

*"I told my husband not to bother getting anything except Mr. B's for my Valentine's gift."*



# valentine specialties

Need something eye-catching to go with classic boxed chocolates? No problem. Our chocolatiers' masterpieces add love and whimsy to your Valentine displays.



## HEART VARIETY BOX

5.4 oz · 14 pc · 7059

Box design may vary

## CHOCOLATE ROSE · 1.4 oz

DARK · 4194

MILK · 4193

WHITE · 4195

## VALENTINE PETITES

1.4 oz · DARK & MILK (5 pc) · 7311

## HEART SLEEVE · 4.3 oz

DARK, MILK, WHITE (3 ea) · 7051

## VALENTINE BAGS

CUPID (4) · 1.9 oz · 7004

ROSE (4) · 2.4 oz · 7057

## VALENTINE SHOE

HOLLOW · 2.7 oz · 4229

## BUNCH OF HEARTS SUCKER

UNPAINTED · 0.8 oz · 7501

## VALENTINE SUCKER

1.0 oz · VARIOUS MESSAGES · 7228



# spring boxes

These gorgeous designer boxes are perfect for Easter, Mother's Day, or just because! They're great for bundling with bunnies and bagged eggs for even more sales options.



SUCH A SIMPLE,  
BEAUTIFUL GIFT  
FOR MOTHER'S DAY

*"Mr. B's is so, so  
delicious. Nothing  
else compares!"*

- Spring Boxes
- 4 pc • 7448
  - 9 pc • 7417
  - 18 pc • 7418
  - 32 pc • 7419
  - 48 pc • 7449



# spring bunnies & eggs

Cheerful? Colorful? Delicious? Check, check, check. Giggles the Bunny and friends are a solid choice. (Except when they're hollow, which is sometimes the case for chocolate.)



*customer favorite*

**RABBIT (LEFT)**  
MED SOLID · 2.4 oz · 4032  
SM SOLID · 1.4 oz · 4034

**GIGGLES BUNNY (RIGHT)**  
MED HOLLOW · 3.5 oz · 4008  
SM SOLID · 4 oz · 4010

**FLAT BUNNY**  
CRISPY CRUNCH · 1.3 oz · 4053

**SOLID BUNNY & 2 EGGS**  
DARK · 1.3 oz · 7431  
MILK · 1.3 oz · 7177  
WHITE · 1.3 oz · 7432



*new*

*new*

*new*



**MILK CHOCOLATE EGGS**  
BAG (6) · 1.9 oz · 4064

**SURPRISE EGG**  
1.9 oz · 4057

**CARAMEL EGGS**  
BAG (6) · 1.9 oz · 4064

**PEANUT BUTTER EGGS**  
BAG (4) · 2.6 oz · 7470  
CARTON (12) · 7.8 oz · 7473

# spring specialties

Spring sunshine and warmer weather puts buyers in the mood for sweet and adorable premium chocolate so cute it practically sells itself.

*customer favorite*



*"Mr. B's is the best chocolate! Always fresh, smooth, and delicious!"*

*"My grandkids absolutely love Mr. B's suckers at Christmas, Valentine's, and Easter. They're such a perfect little gift!"*



**SPRING PETITE SLEEVE**  
DARK & MILK · 5 pc · 1.8 oz · 7312

**SPRING SUCKERS**  
BUNNY · 1.1 oz · 4036  
EASTER EGG · 1.3 oz · 7304  
DAISY · 1.3 oz · 7143  
TULIP · .8 oz · 7293  
BUTTERFLY · 1.3 oz · 7269

**BUTTERFLY**  
BAG (1) · 1.1 oz · 4036



# fall specialties

The young and the young at heart both find delight in fall novelties as sophisticated as they are fun. Autumn never tasted so delicious!

*customer favorite*



## SMALL TURKEY

SOLID · 1.8 oz  
DARK · 4104  
MILK · 4103  
WHITE · 4105

## MEDIUM TURKEY

HOLLOW · 1.6 oz  
DARK · 4107  
MILK · 4106  
WHITE · 4108

## FALL PETITE SLEEVE

DARK & MILK · 5 pc · 1.8 oz · 7310

## HANDPAINTED CORN

SMALL (4) · 1.3 oz · 4089  
LARGE (2) · 1.8 oz · 4091

## FALL BAGS

PUMPKINS (6) · 1.0 oz · 7188  
LEAVES (4) · 1.3 oz · 7189

## FALL SUCKER

TURKEY · 1.3 oz · 7205  
ROUND MUMMY · 1.4 oz · 4267





# farm favorites

Each of our farm favorites captures prairie life in stunning detail. These decadent creations are memorable gifts for anyone your customers hope to delight and impress.



**TRACTOR** · 5.1 oz · HOLLOW  
 GREEN · 4209  
 ORANGE · 7407  
 BLUE · 7406  
 RED · 7405  
 PLAIN · 7504

*new*



**FARM ANIMALS** · HOLLOW  
 GOAT · 2.4 oz · 7327  
 PIG · 2.6 oz · 4211  
 DAIRY COW · 2.7 oz · 4215  
 BEEF COW · 2.7 oz · 7408  
 ROOSTER · 2.1 oz · 7067  
 PLAIN ROOSTER · 2.1 oz · 7502  
 HORSE · 2.4 oz · 4249



**FARM ANIMALS** · SOLID  
 LAMB · 3.8 oz · 4205



*new*



# charming creatures

Customers who visit Mr. B's store linger over these handpainted masterpieces, and it'll be hard for them not to in your store too. It isn't hard to see why.



**ANIMALS** · HOLLOW  
SMALL BISON · 1.4 oz · 7294  
LARGE BISON · 4.3 oz · 7190  
RETRIEVER · 1.8 OZ · 4214  
CARDINAL · 4.5 oz · 4003  
EAGLE · 4.5 oz · 3063  
BLUE BIRD · 4.5 oz · 7446

**ANIMALS** · SOLID  
SMALL DOG · 1.0 oz · 3062  
CAT · 1.0 oz · 3061  
FISH & BOBBER · 1.3 oz · 7128



*"Mr. B's customer service is wonderful and easy to work with for orders. They're very friendly and the staff is always willing to help!"*

# unique novelties

The sassy, high-heeled shopper and the can't-stop, won't-stop sports enthusiast will both feel seen with Mr. B's. We bring your customers' interests to life in chocolate.



**LARGE MOTORCYCLE**  
HOLLOW · 4.3 oz · 7114

**HIGH HEEL**  
HOLLOW · 2.7 oz · 4229

**BLOCKS SET BAG**  
UNPAINTED (3) · 1.0 oz · 7503  
PAINTED (3) · 1.0 oz · 7429

**HOCKEY PUCK**  
CRISPY CRUNCH · 3.2 oz · 4251

**MOOSE SUCKER**  
1.8 oz · 7224

**ICE CREAM CONE SUCKER**  
1.1 oz · 7144

**SPORT SUCKER**  
FOOTBALL · 1.3 oz · 4257  
BASKETBALL · 1.4 oz · 4255  
SOCCER · 1.6 oz · 4256  
BASEBALL · 1.6 oz · 4258  
SOFTBALL · 1.6 oz · 7305  
VOLLEYBALL · 1.6 oz · 7284



# a sweet history



Dwight Barnes founded Mr. B's Chocolates in 1987 with a winning recipe of premium products, relentless work ethic, and incomparable personal service. It served him well, and it's likely those same ingredients — or very similar ones — on which you base your own success.

Mr. B's uses the finest ingredients for our products too: raw chocolate from Belgium, cocoa butter from France, homemade marzipan, and cream and butter from Minnesota.

Our master chocolatiers have perfected the very same time-honored process handed down through generations in Belgium. No shortcuts. No machines. No exceptions.

## WHOLESALE TERMS

*To request an application with complete terms or to place an order, email [sales@mrbschocolates.com](mailto:sales@mrbschocolates.com) or call (320) 235-1313.*

### APPLICANT GUIDELINES & RESTRICTIONS

You must have a storefront location and valid Tax ID Number. Products purchased are intended for that store location only.

### TERMS OF SALE & RETURNS

Mr. B's Chocolates does not extend credit terms. All orders must be accompanied by pre-payment. Note: All sales are final.

### PRICING

As a Mr. B's wholesaler, you will receive a discount off MSRP. We recommend selling products according to our suggested MSRP. However, to allow flexibility for your unique retail needs, Mr. B's will allow slight price variations not to exceed 15 percent above or below our suggested retail prices.

### SHIPPING

You are responsible for all shipping costs. Products will be shipped from our facility Monday through Thursday only. Any order errors must be brought to our attention within five business days of receiving your shipment.

### MINIMUM ORDERS

Initial Order: A minimum order of \$150 products of your choice is required for the initial order. Reorders: There is no minimum order requirement after the initial order.

### PACKAGING

All products will come packaged and will not require any additional packaging prior to resale.