

## Marisol Alfaro Hernández

Marisol Alfaro (antes L'Atelier du Chocolat)



“ I saw an opportunity to create an international brand for gourmet, artisinal chocolate. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	60
<b>YEAR SELECTED</b>	2009
<b>WEBSITE</b>	<a href="http://www.latelierduchocolat.com.mx">www.latelierduchocolat.com.mx</a>

### COMPANY SNAPSHOT

One of the few female entrepreneurs in her country, Marisol created L'Atelier du Chocolat to produce and sell gourmet, artisanal chocolate to a wide Mexican audience. Known for its luxurious taste, artistic designs, and decorative packaging, L'Atelier chocolate is already sold at high-end boutiques throughout Mexico City and at the country's most chic and highest-grossing department stores. Going forward, Marisol plans to expand to locations throughout the country and cultivate the production of high-quality chocolate ingredients in Mexico — while redefining the culture of chocolate in its ancient birthplace. Since selection, L'Atelier du Chocolat has grown from six boutiques to 20 boutiques across Mexico...and it's only the beginning.

### ENDEAVOR AND MARISOL ALFARO (ANTES L'ATELIER DU CHOCOLAT)

Marisol is working with Endeavor Mexico to create a five-year strategic plan, as well as with an advisor from Ernst & Young that she met while attending the U.S. State Department's Pathways to Prosperity program.

Marisol has demonstrated commitment by completing TV appearances for Endeavor.