

"Lisa, I have this idea and it may not be all that exciting or you may think it's stupid, but here it is..."

And thus an amazing, whirlwind adventure ensued regarding an olive-shaped confection known as the Cholive. Chocolate enthusiasts found mirvana, if only for a blink of time, through The Cholive Company based in Milwaukee, Wisconsin. Read firsthand accounts of what it took to lift this company from ground up through spurts of success and ultimately, failure.

Discover the people and the ideas that shaped the chocolate dreams of those who dedicated part of their lives to this company. Learn how building a dream doesn't always end the way it should; the greatest lesson is to take that giant leap and risk it all—even for something as small as the Cholive.



the idea

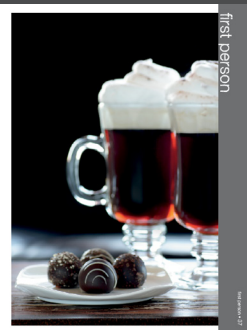
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**Cholive**  
The name of the company  
The name of the confection  
The name of the book



**first person**  
I had a dream...  
I had a dream...  
I had a dream...



first person

Project Name / Cholive: A Retrospective On An Olive-Shaped Confection (self-published)  
Description / Authored book on experience working for a small chocolate company from start up to closing down  
Skill Set / Layout, Typography, Photography, Illustration, InDesign, Photoshop