

Special chocolate is made with the BEST INTENTIONS

Deer Park monks
enhance Intentional
Chocolates with wishes
of gratitude, peace, joy

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Chocoloholics don't need double-blind studies to tell them cocoa beans make them feel better, and most can quote research noting health benefits of dark chocolate. But there's more to recommend products of one Hawaiian company.

Formerly of Sauk City and now of Honolulu, Jim Walsh calls his chocolate the first "intention-enhanced" food on the market. Intentional Chocolate is "embedded" with Deer Park Buddhist monks' wishes of gratitude, peace and joy via a device that looks like a tape recorder and was designed to capture, hold and transfer intentions.



"It broadcasts a pattern of energy through frequency oscillators," says Walsh, who doesn't ask consumers to take a leap of faith but to consider a double-blind study about the mind's ability to affect matter. Researchers found that test subjects' well-being, vigor and energy — self-reported using a scale accepted by scientific journals — increased on average 67 percent more than a control group eating chocolate that was the same except for the intention-enhancing step ... and the groups did not know which product they

Buddhist monks at Deer Park have been asked to imbue high-end chocolate with good intentions for the consumer.



Intentional Chocolate photo

Jim Walsh, founder of Intentional Chocolate, brought the concept of varietal farming to chocolate through the parent company, Hawaiian Vintage Chocolate.

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were eating over the weeklong study.

"I'm not a woo-woo guy," Walsh says in a recent phone interview. "But, dealing with plants and trees and watching food go from the ground to the table, I have seen how food gets messed up."

The movement to buy local or organic food, he says, "stems from this understanding that our food could be more energetic,

wholesome, health-giving than it is.

"This addresses one part," he says, of the enhanced chocolate, which is sold as truffles, hot chocolate powder, pistoles (disks), chocolate-covered goji berries and more from \$15 snowmen to \$139 gift boxes. During the first year the company has given 10 percent of revenues to the Deer Park Buddhist Center and Monastery, then plans to give 50 percent of profits to other causes making the world a better place, Walsh says.

For the past several months, the chocolate has been available

only online through www.IntentionalChocolate.com but may show up in the Madison area in desserts at restaurants such as L'Etoile, where chef Tory Miller says he would order the chocolate for its balanced bitterness and easy tempering but leave consumers to judge whether they receive the promised good intentions.

Miller, who used the chocolate for honey-lavender truffles served to the Dalai Lama and others on the Tibetan leader's July visit to Madison, says, "I'm hoping that they felt better after eating it. I was putting all my energy into it."



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