

Your product *expires* before your business can grow.

At three days of shelf life, unsold stock isn't inventory. It's lost money, and it forces you to make only to order.

WHY IT HAPPENS

Shelf life is set mainly by water activity (a_w): the water available for microbes. Fresh cream products sit near 0.90, so mould and bacteria grow within days. Well-refined dark chocolate sits at 0.30 to 0.40, below the 0.60 that microbes need, so it stays sellable for 12 to 24 months with no preservatives. Short life means no stock, no shipping and no retail.

THREE MOVES FOR THIS WEEK

- 1 List your top 5 products with their real shelf life in days.**
Circle every product that lasts 30 days or more. That list is your starting point.
- 2 Track wastage for 7 days.**
Every piece thrown away or given away unsold, with its ingredient cost. Total it at the end of the week.
- 3 Make one test batch you can hold for 30 days.**
Dry cookies, barks, nut clusters or panned nuts. Store it cool, dry and below 50% humidity, and taste it on day 30.

THE ONE NUMBER TO TRACK

Sellable days of your best seller

How long it can wait on a shelf and still be sold at full price.

AIM FOR

30+ days

WHERE THIS LEADS

Panned dragées and bean-to-bar chocolate last 9 to 24 months. **That is what turns a kitchen into a business that batches, stocks and ships.**

Reply on WhatsApp with your number once you've done the three moves. I'll tell you the next step.

Retake the audit in 30 days: chocolatesbyrakeshsaini.com/profit-audit

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