

Cona's Chocolate Brings Taiwan's Tea and Fruit Heritage to the Global Stage at Food Taipei 2026

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As the highly anticipated Food Taipei Mega Shows 2026 opened its doors from June 24-27 at TWTC Hall, global food innovators gathered to showcase the latest trends shaping the future of food. Among the standout exhibitors attracting industry attention is Taiwan's award-winning confectionery brand, Cona's Chocolate, which is presenting its acclaimed range of premium chocolates infused with locally sourced ingredients.

Cona's Chocolate is demonstrating how Taiwan's agricultural heritage can be transformed into premium confectionery products with international appeal. The brand's offerings align closely with the exhibition's central themes of "Smart Eating, Green Living," highlighting sustainability, clean-label ingredients, and regional authenticity.

A Fusion of Tea, Fruit and Fine Cacao

In an increasingly competitive premium confectionery market, consumers are seeking products that combine indulgence with natural ingredients and authentic provenance. Cona's Chocolate has successfully tapped into this demand by pairing sustainably sourced cacao with Taiwan's distinctive agricultural products.

Among the products showcased at Food Taipei 2026 are chocolates infused with:

Nantou Ruby Black Tea is known for its rich, earthy character and naturally sweet finish.

Premium Oolong Tea, which contributes delicate floral aromas and layered complexity.

Taiwan-grown fruits offer natural sweetness and balanced acidity while reducing reliance on artificial flavourings.

The result is a collection of chocolates that reflects Taiwan's unique terroir while delivering sophisticated flavour experiences.

“Every bite reveals rich layers of flavour while telling the story of the island’s land, culture, and people,” the company noted. Speaking to NUFFOODS Spectrum, Emily Lin, Deputy Sales Manager at Cona’s Chocolate, said the company’s approach resonates strongly with growing global demand for products that combine origin storytelling, premium ingredients, and clean-label positioning.

From Family Mission to Global Recognition

Cona’s Chocolate traces its roots to Nantou County, one of Taiwan’s key agricultural regions. The company was founded with a simple but ambitious objective: to create safe, high-quality, and health-conscious chocolates suitable for children and families.

That commitment to ingredient quality and continuous innovation has propelled the brand onto the international stage. By blending premium cocoa with locally sourced Taiwanese ingredients, Cona’s has built a reputation for craftsmanship and creativity, earning an impressive 151 international chocolate awards to date.

The achievement underscores the growing competitiveness of Asia-Pacific craft confectionery brands in a market traditionally dominated by European chocolate makers.

Premiumization Driving Agricultural Value Addition

For food manufacturers, ingredient suppliers, and international buyers attending Food Taipei 2026, Cona’s success highlights a broader industry trend: the premiumization of local agricultural commodities.

By transforming traditional crops such as Ruby Black Tea, Oolong Tea, and regional fruits into high-value confectionery ingredients, the company demonstrates how agricultural products can generate significantly greater economic value through innovative food applications.

As consumers increasingly seek gourmet products that deliver authenticity, wellness benefits, and cultural heritage alongside superior taste, demand for tea-infused and fruit-infused premium chocolates is expected to continue growing across Asia-Pacific markets and international export destinations.

Cona’s Chocolate’s presence at Food Taipei 2026 serves as a compelling example of how local ingredients, when paired with product innovation and strong storytelling, can successfully capture global consumer interest while creating new opportunities for agricultural value creation.

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