

The rise and fall of ChocoLuxe

By James Theakston, founder and previous owner of ChocoLuxe.

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Chapter 1

2023: The start

My name is James, and I founded ChocoLuxe with my friend all the way back in 2023. Now I work for a company called Poppin, who makes popcorn that's tasty and cheap. This book has been written to expose ChocoLuxe's working conditions and how the owner is not considerate.

In 2023, we founded ChocoLuxe and made over £100 at an event in a primary school, in east Manchester. We believed we were unstoppable.

Since I founded ChocoLuxe, me and my friend changed the name multiple times. When I started ChocoLuxe, I came from a company called JSC. That company then split off into two separate companies. NJoy and Banana Bros Chocolate. Bros failed instantly. The NJoy name become ChocoLuxe in 2024, eventually becoming the ChocoLuxe we have today.

Also in 2024, I let a new member onto the team, a staff member who would eventually **steal** the company from me. The staff member who stole the company from me is the current owner today. Obviously, I was completely oblivious at this time.

Chapter 2

The sales just keep going...

In 2024, with my new 'friend' on the team, we began to make sale after sale! And in 2025, we even felt it was time to invest in an online order tracking system.



The ChocoLuxe Staff Portal logo

So, we did. We created a fully functional online staff portal where staff can see their earnings and could add orders so we could manage them and see how many we had. Additionally, we also had a customer-end tracking system so customers can track their own orders too! We also started a WhatsApp channel, and we reached thirty followers. Sales just kept coming, and we made quite a lot of money too.

We also made a website, so customers outside the UK could discover our chocolate.



Chapter 3

All good things come to an end

Slowly though, we began to lose sales. People requesting refunds and cancelling orders out of the blue. ChocoLuxe then paused. For a long time. A year to be exact. We said we would change things, but we never did. The only thing we did change though, was the website. We changed the website to a more modern, simple look. At this time, the other founder left the company. He helped us make £60 of the £100, so the staff at ChocoLuxe knew it was going to be hard from now on.

ChocoLuxe was struggling and staff were leaving, even me.

Chapter 4

The promise.

When I left, me and my friend made a promise. The words said were:

“If I come back, you will let me own it [the company] again, right?”

“Yes”

That promise wasn't kept, as you will find out soon. Here, I made the mistake of not making him sign a legal document. I did think about this, but I thought I could trust him enough to not break the promise. This was a stupid choice to make. And I've never fully trusted him again.

Chapter 5

No promise.

We weren't paying staff at all, even when I was still in the business. However, when I left staff seemed to feel like they didn't have a say. One staff member said, "I have lots of stuff to do because lots of staff are gone, so he is depending on me". All staff were essentially volunteers, and they had no problem with that. I missed ChocoLuxe, so I decided to return.

When I returned, I asked my friend, "So can I have ChocoLuxe back now?". He said, "No".

I told him firmly, "We made a promise [NAME REDACTED]", and I told him about the promise we made.

He acted like he'd never heard of it before, and he told me, "That was never said."

So, I decided I would rather own at least 25% equity, instead of working myself back up. So, I asked him if he felt comfortable with a 51-49 share. He

said no. After many weeks, we agreed on 50-50. I really wanted a 51-49 share so if he pulled the lie on me again, I could say that I owned more equity than him, and I could fire him.

Chapter 6

NJoy Holdings

So, I decided to take a different approach on taking 'ownership' of my business. While still working at ChocoLuxe, I created a new company called NJoy Holdings (I wonder where that name came from?!), which essentially looked over ChocoLuxe's daily operations. We also owned a company called Golden Crumbs, which made cookies from an old family recipe. Both NJoy Holdings and Golden Crumbs closed shortly after the partnership.

Chapter 7

CBID.

After I came back (in 2026), I made a really (really) stupid way of giving our staff free chocolate. CBID stood for the 'ChocoLuxe Business Identification', both available digitally and physically, in the form of a document. Staff would go online and scan their CBID. If it was found to be valid, free chocolate would be given. At this time, we only had about seven staff members, so we could easily enough just give out free chocolate, but I decided to go with the more technological route. The CBID programme was quickly dissolved.

Chapter 8

I left – again.

For me, it felt like ChocoLuxe wasn't really working. No sales had been made for over a year, so I made the difficult decision to give full ownership to my friend.

I then had a long think about if I event wanted to work in business anymore. But, I decided, I just had to. Then, me and two of my other friends created Poppin, a cheap and reliable popcorn business that makes tasty popcorn.

Chapter 9

The rise and **fall** of ChocoLuxe.

And here we are today, with me working at Poppin and my 'friend' working at ChocoLuxe. ChocoLuxe is losing followers/subscribers quickly on social platforms and is slowly beginning to fail.

Thank you for reading this book, it means a lot. It lets people find out about what happened behind closed doors in the world of ChocoLuxe.

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Finally, thank **you** for reading.

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