

Knoops, Global Drinking Chocolate Brand, Expands to U.S. with First Location in Utah

SALT LAKE CITY, UT, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [Knoops](#), the premium chocolate beverage brand, today announced the opening of its first U.S. store in Salt Lake City, Utah, marking the beginning of the company's national expansion strategy in the U.S.

Founded in 2013 by master chocolate sommelier Jens Knoop, Knoops has grown into one of the leading drinking chocolate brands, boasting the world's largest sustainably sourced chocolate library and more than 30 locations globally. It is redefining the category with both a premium drinking chocolate café experience and an at-home offering available for purchase in-store, with online retail coming to the U.S. in October.



Knoops launches its first U.S. store, bringing its unique personalized drinking chocolate experience to Salt Lake City.

“

I'm so pleased to bring the joy of drinking chocolate to Americans, and for individuals seeking unique, personalized beverage experiences to be able to indulge, feel free, and connect at Knoops.”

*Jens Knoop, founder of
Knoops*

Driven by Utah's deep affinity for customizable food and beverages, Salt Lake City offers the ideal location to jumpstart the brand's entry into the U.S. market. It is the first of up to 160 Knoops locations expected to open across America by 2032.

"Launching in Utah is a very intentional decision," said Jens Knoop, founder of Knoops. "We know it is a state that welcomes growing businesses and is home to a high-quality food and culinary culture with consumers who appreciate personalized food and drink experiences."

Inspired by the belief that chocolate deserves the same level of craftsmanship and appreciation as coffee or wine, Knoops has successfully reimaged

the drinking chocolate experience. Knoops customers choose from a curated range of cocoa percentages and flavor profiles before selecting their drink hot, iced, milkshake or frozen. Further personalization takes place with a range of mix-ins such as

sea salt, rosemary, chili, and more, creating a beverage tailored entirely to one's taste. With thousands of possible combinations, every visit presents a new opportunity to explore, taste, and create something different depending on the occasion. Knoops calls this "[Knoopology](#)."

KNOOPS

Expertly crafted
chocolate drinks

Knoops, expertly crafted chocolate drinks.

"I'm so pleased to bring the joy of drinking chocolate to Americans, and for individuals seeking unique, personalized beverage experiences to be able to indulge, feel free, and connect at Knoops," added Jens.

The first U.S. Knoops store will open on August 21, 2026, in Salt Lake City's vibrant 9th and 9th neighborhood at 907 East 900 South. To learn more about Knoops, visit knoops.com.

About Knoops

Knoops is a maker of expertly crafted chocolate drinks, founded by Jens Knoop in Rye, Sussex, in 2013. Built around the belief that chocolate is made for drinking, Knoops pioneered its signature "chocolate percentages" concept, offering a range of over 20 sustainably sourced chocolates, from 28% White Chocolate from Colombia to 100% Extra Dark single-origin from the Philippines.

Each chocolate is carefully selected, encouraging customers to explore and personalize their drinks through a ritual centered on joy, discovery, and craftsmanship. Now with 27 chocolate bars in the UK, three in the UAE, and one in the U.S., alongside a growing wholesale and Knoops At Home retail business, the brand is on a rapid growth trajectory with plans for further expansion across the UK and U.S. For more information, visit Knoops.

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