

Winter 2018 Workshop Topics, Presenters & Schedule

Registration Opens (8:30 AM)

Huddles (10:00 - 10:50 AM)

Huddles are focused networking sessions with others from your segment of the industry so you can dig deeper, make connections and have a stronger voice.

- **Chocolate Maker Huddle Facilitated by Greg D'alesandre, Dandelion Chocolate**
Chocolate makers, especially small batch craft chocolate makers, are one of the fastest growing segments of the fine chocolate industry. Greg will lead a discussion on sourcing (who better?). We'll also update you on the new programs FCIA is launching at the event. If you've been longing for a group that "gets you," then show up and be part of the Chocolate Makers Huddle.
- **Chocolatier Huddle Facilitated by Richard Tango-Lowy, Dancing Lion Chocolate**
Chocolatiers have their own set of concerns and needs and having a connection to a group that "gets you" is critical. Rich will be there to help identify what your needs are, how FCIA might help and how we can create an ongoing dialogue. We'll also update you on the new programs FCIA is launching at the event.
- **International Members Huddle Facilitated by Bill Guyton, FCIA Senior Advisor**
FCIA is proud to welcome our international members. Bill Guyton will provide an orientation to the event and to FCIA so you can connect with activities that will benefit you most. And, he'll talk about FCIA's role in the world chocolate market and help you discover where you and FCIA intersect.

Workshops – Session 1 (10:00 - 10:50 AM)

- **Results - Two Important FCIA Research Projects:**
FCIA will present an overview of results from two critical research efforts, one a ground-breaking first ever look into consumer perception of fine chocolate and the other an enhanced business survey of the fine chocolate industry.

Consumer Research:

Karen Bryant, Executive Director, FCIA; Carla Martin, Ph.D., Founder and Executive Director, FCCI, and Lecturer, Harvard University

With over 1,000 people from across the US surveyed over 2016-2017, FCIA is able to draw some fascinating conclusions that will help chocolate makers, chocolatiers and specialty chocolate shops better know and serve their target audience. Karen and Carla will discuss some of those findings and talk about how this data will be made available to members (reports, webinars and individual workshops).

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FCIA Business Survey of the Fine Chocolate Industry:

Manuela Hoehn-Weiss, Ph.D., Assistant Professor, Strategy and Entrepreneurship, Oregon State University.

FCIA's collaboration with Oregon State University and University of Washington to enhance our biennial business survey of the fine chocolate industry has reaped a greater response (270 compared to 87 for the 2015 survey) and deeper understanding of just where our small segment of the industry is, what the challenges are and what markers of success we can look for. Manuela Hoehn-Weiss will present an overview and talk about how these data will be made available to members (reports, webinars and individual workshops).

Recommended Audience: Chocolate Makers, Chocolatiers, Retailers, Distributors, Supporting Services

- **Filling Your Innovation Pipeline**

Marie Loewen, R&D Scientist- Applications Development, Blommer Chocolate

Part of any business is creating new and novel products to grow sales and pique consumers' interest, but sometimes it can be difficult to know where to begin, especially with limited resources to dedicate. We have approached this from a supplier perspective over the past few years as our customers increasingly rely on us to help them fill their innovation pipelines, and in this presentation, we have modified that into a framework that anyone can use to formalize their innovation process.

The presentation will include three main topics: trends, brandscaping, and ideation. First, we will briefly touch on trends, since that has an impact on all of this. Second, we will discuss brandscaping as a way to identify and visualize challenges and opportunities, and participants will begin an exercise to brandscape themselves. Third, we are going to talk about ideation, or the process for generating creative ideas.

Participants will walk away with unique tools and techniques to identify gaps in their offerings and generate relevant ideas to fill their innovation pipeline with exciting product opportunities.

Recommended Audience: Chocolatiers

- **Raising the Chocolate Bar: How to Create Quality Chocolate in Small Batches**

Lauren Adler, Owner & Chief Chocophile, Chocopolis; Terry Wakefield, Principal, Catalyst4Change; and, Bryan Graham, Founder, Fruition Chocolate

The craft chocolate market has exploded in recent years with hundreds of new makers entering the chocolate making scene in a short period of time. As new entrants to the chocolate manufacturing process, these start-ups begin their chocolate making journey without pre-conceived ideas of how to make chocolate, but also without the experience or process controls of the larger chocolate making companies. While learning from scratch may bring innovation, how does it affect quality? What does "quality" mean? What can craft chocolate makers learn from big chocolate to improve their manufacturing processes and to deliver high quality chocolate consistently?

Lauren Adler will open the discussion by sharing her experiences in tasting the hundreds of chocolate samples that Chocopolis receives every year. While the volume of the samples has increased dramatically since Chocopolis opened in 2008, the quality of the samples has not. Chocopolis accepts less than 5% of the samples submitted each year.

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Lauren will then moderate a discussion between Terry Wakefield of Catalyst4Change and Bryan Graham of Fruition Chocolate. The discussion will explore ways in which small-batch makers can draw on the techniques of large manufacturers to improve the quality of their chocolate while staying true to their craft roots.

Recommended Audience: Chocolate Makers

Workshops – Session 2 (11:00 - 11:50 AM)

- **Sustainable Success: The Power of Data**

Norbert Niederhauser, Co-Founder and CEO, Cropster, Introduction by John Kehoe, Guittard Chocolate Company, with contribution by Brad Kintzer, TCHO.

In a growing segment of smaller and mid-size fine cocoa businesses, time and cost-efficient tools and concepts are crucial to sustainable success. Specialty products require attention to every detail and every step in the process - from farm to finished product. To help with constant learning and improvement, integrated information systems can help to keep track of valuable information and provide real-time decision support as well as insights into trends and tendencies.

In this presentation I will outline how sensory analysis (tasting) and physical analysis (cut test) data, together with tasting panel information and traceability information help to achieve more consistent and improved products. We'll explore examples and developments in the specialty coffee industry as comparison. We'll discuss the power of shared information - when structured information can be shared to communicate quality expectations and perceptions, and help to improve communication between trade partners, as well as company internal partners. The audience will get insight into how detailed and straight forward data collection, processing and sharing can be.

Recommended Audience: Chocolate Makers, Chocolatiers & Growers

- **Broker Confessions: A Transparent Look at the Business of Completing the Supply Chain**

Jessica Ferraro, Founder and Craft Chocolate Specialist, Bar Cacao.

Bar Cacao is curated craft chocolate; much of its work is in developing and maintaining craft chocolate programs for select maker and retailer partners. As such, guided case studies of how the broker sets maker partners up with retailer partners will indicate the flow and expectations involved in wholesale relationships. Those who create product can gain an understanding of how to effectively sell it by developing efficient business systems and creating effective partnerships.

Recommended Audience: Chocolate Makers, Chocolatiers, Retailers & Brokers

- **How to Come into Compliance: Practical FSMA for Chocolate Makers:**

Rebecca Taylor-Roseman, Quality, Safety and Risk Manager, Dandelion Chocolate

By September 2018, the whole chocolate industry has to come into compliance with the FDA's Food Safety and Modernization Act (FSMA). And, compliance with the new regulations require, at the very least, a significant amount of documentation. Becca will provide a practical overview of the regulation and

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provide a step-by-step, actionable process for how to come into compliance with FSMA as a small or very small business. After this presentation, participants will be prepared the next time the FDA inspector comes to visit their factory.

Recommended Audience: Chocolate Makers

Workshops – Session 3 (12:00 - 12:50 PM)

- **Specialty Chocolate Shops - Raising Consumer Awareness About Your Products**
Moderator Karen Bryant; Panelists: Lauren Adler, Owner & Chief Chocophile, Chocopolis; Matt Caputo, CEO, Caputo's Market and Deli; Yelena Caputo, Vice President, A Priori Specialty Foods; Jack Epstein, Owner, Covered Chocolate; Amy Rosenfield, Owner, Mon Aimee Chocolat; and, Maya Schoop-Rutten, Owner & Chocolatier, Chocolate Maya.

As moderator, FCIA Executive Director Karen Bryant will introduce one of the most important concepts FCIA gained from our year-long national research into consumer perception of fine chocolate: specialty chocolate shops are a critical source of education and consumer awareness.

Our stellar panel of purveyors of specialty chocolate will discuss their role in the supply chain and the activities they conduct to provide the "consumer education" our industry is hungry for. For instance, helping to create a loyal following and helping consumers understand why some chocolate costs \$10 for a chocolate bar or \$3 for a bonbon. We'll also discuss how chocolate makers and chocolatiers can more effectively participate in these activities and gain wider visibility.

Recommended Audience: Chocolate makers, Chocolatiers & Retailers & Distributors

- **Chocolate Mould Selection 101**
Brian Donaghy, Corporate Chocolatier, Tomric Systems, Inc.

How does one choose the proper mould for their finished application? There are decisions to be made regarding material and gauge, mould making process, and design clarity that need to be considered based on final application while considering the chocolate making process and level of automation. Samples of a variety of moulds will be shown and the advantages and disadvantages of each will be outlined including cost, durability, finished appearance and flexibility to automation processes.

Chocolate moulds are a critical tool of both the chocolate maker and the chocolatier but they are not as well understood as other manufacturing tools. Attendees of the seminar should be able to walk away knowing the variety of options in moulds, why they can choose different moulds for different situations and outcomes and how to minimize defects including release marks.

Recommended Audience: Chocolate Makers & Chocolatiers

- **DIY Start-Up/Small Business Strategy Outside the Chocolate Bowl**
Amy Jo Pedone, Owner & Master Chocolatier, Valenza Chocolatier

Amy Jo of Valenza Chocolatier leads this workshop for those looking to start an artisan chocolate business or have recently launched their business. We'll dive into the aspects of business outside the chocolate bowl: Business Plan, Define Target Customer Segments, Mission Statement, Build Authentic Brand, Legal, Accounting, Website/ eCommerce Platform, PR, Press Kit, Marketing/Social Media Plan,

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Yelp, and more. Amy Jo will offer additional take-a-ways from other small artisan chocolate entrepreneurs who use these business tips.

Amy Jo Pedone is the Owner and Master Chocolatier (through Ecole Chocolat) of Valenza Chocolatier, an Italian Inspired Artisan Chocolate Company in Costa Mesa, CA. Established in 2013, Amy Jo has organically grown her award-winning business all without a Brick and Mortar. Prior to Valenza Chocolatier, Amy Jo spent 15 years in Corporate America. Her strong business acumen brings a unique twist to her Entrepreneur journey!

Recommended Audience: Chocolatiers & Chocolate Makers

Lunch & Learn (1:00 – 1:50 PM)

- **Survey of Fine/Craft Chocolate Makers: Research Needs & Research Teams**

Carla Martin, Ph.D., Founder and Executive Director, FCCI, and Lecturer, Harvard University; Ryan E. Galt, Associate Professor, UC Davis; and Madeline Weeks, PhD Student, UC Davis

This discussion was begun at the Northwest Chocolate Makers Unconference in 2017 in a session focused on identifying some of the ways that academics and chocolate makers might work together. In this presentation we show the results of the first survey of North American fine/craft chocolate producers, which focused on the research needs of the community. We detail the research needs that North American fine/craft chocolate makers consider the most important, and propose a way forward to create research collaborations between interested makers and academics.

Recommended Audience: Chocolate Makers, Chocolatiers, Growers & Academics

- **Essentials of Tempering - Or What to Do Until the Automatic Temperer Arrives**

Kerry Beal, Owner, EZ Temper, The Chocolate Doctor

Will review the theory of tempering chocolate, demonstrate some simple methods including the use of the EZtemper. I hope that the audience will learn the theory so that they can apply it to their own tempering and will learn some effective troubleshooting when tempering - 'there is more than one way to skin a cat' in spite of what your European pastry chef may have taught you.

Recommended Audience: Chocolate Makers & Chocolatiers

- **Green Investments: Cacao-Based Agro-Forestry as an Economic Incentive for Conserving and Restoring Tropical Rainforests**

Jacob Marlin, Executive Director, Belize Foundation for Research and Environmental Education (BFREEBZ)

Tropical forests throughout Central and South America are undergoing continued and accelerated rates of deforestation primarily due to population growth and an expanding agricultural industry, having negative effects on the environment and the quality of peoples lives. Farmers clear the forest and plant whatever seems to be the most economically profitable venture at the time, often planting pineapple, citrus, corn, beans, bananas, plantain or sometimes creating pasture lands for cattle. Many of these farming practices are unsustainable and degrade lands causing soil depletion, carbon emissions, and negatively impact watersheds and marine environments. An alternative to these types of land uses is fine

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flavor organic shade grown cacao within an agro-forestry system. Targeted investments in a greener economic model for farmers has the opportunity to reverse these trends, benefiting both the fine flavor chocolate industry and the farmers and environments in the tropics.

Recommended Audience: Chocolate Makers, Chocolatiers, Growers, Environmentalists & Academics

Special Guest Speaker – Alice Medrich (2:00 – 2:50 PM)

Alice Medrich, James Beard Award Winner, Author, Pastry Chef and Educator, will lead a panel discussing *The Future of Chocolate in the Pastry Kitchen*. [Learn more about Alice Medrich . . .](#)

President's Welcome & HCP Presentation (3:30 - 4:15 PM)

FCIA President Clark Guittard of Guittard Chocolate Company opens the formal part of the event and welcomes *Heirloom Cacao Preservation*(HCP) President Dan Pearson, Maranon Chocolate, to provide an update on the success of the HCP effort and Ed Seguire, Seguire Cacao, Cocoa and Chocolate Advisors, to announce the newest HCP designees and conduct a tasting.

Keynote Presenter - Howard-Yana Shapiro, PhD (4:15 - 5:00 PM)

Howard-Yana Shapiro, PhD, Chief Agricultural Officer, Mars, Inc., Senior Fellow, UC, Davis, Science Advisor, MIT Media Lab will present an exploration into *Environmental Impact on the Chocolate Industry - Changes We Should All Prepare For*, whether big chocolate or small batch bean-to-bar. [Learn more about Dr. Shapiro . . .](#)

Gallery Showcase (Preview 1:00 – 3:00; Main Showcase 5:00 – 7:30 PM)

FCIA is proud to showcase companies central to the fine chocolate industry. Visit their exhibits and learn what's new and important to your business success. [Check out the lineup . . .](#)

Not So Silent Auction (9:30 AM – 6:00 PM)

Here's your chance to snag a real deal on an array of products and services provided focused on the fine chocolate professional. And, we'll be raising important funds for FCIA's education programs. Keep checking back to see the [lineup of items](#) grow each week.